THE SURVEY OF BUYING POWER

DATA SERVICE 1989

PUBLISHED BY

SALES & MARKETING MANAGEMENT MAGAZINE

A BILL PUBLICATION

THE SURVEY OF BUYING POWER DATA SERVICE 1989

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USER'S GUIDE TO

THE SURVEY OF BUYING POWER DATA SERVICE 1989

SALES & MARKETING MANAGEMENT MAGAZINE

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How To Use S&MM's

SURVEY OF BUYING POWER

DATA SERVICE

WHY THE **DATA SERVICE** IS A VALUABLE TOOL FOR YOU

In the business climate of America today, the **SBP DATA SERVICE** has become a more essential and productive marketing and sales tool than ever before. For, as perhaps, the most complete collection of marketing statistics published, the DATA SERVICE is used by more and more businessmen in an almost infinite variety of ways. Combined with internal company records, it has become a widely acclaimed sales and marketing tool of extraordinary versatility and value.

The act of ordering and using the **DATA SERVICE** is a clear indication of your awareness that today's new business challenges must be met by utilizing more objectively developed marketing strategies and a new range of productive disciplines; those that parallel what is going on *now*.

WHAT'S IN THE **DATA SERVICE**

The Survey of Buying Power **DATA SERVICE** consists of over 900 pages of maps and figures divided into three volumes.

It includes state and county outline maps, population and detailed characteristics, the household income distribution, Effective Buying Income, total retail sales and four Buying Power Index series.

It covers retail sales by twelve individual Store Groups and ten Merchandise Line categories for both the current year and the 1977 Economic Census. Comparisons and growth rates can be evaluated.

It also presents TV market data and metropolitan and county market projections, for Population, Effective Buying Income and retail sales.

HOW THE INFORMATION IN THE **DATA SERVICE** IS ORGANIZED

The information is organized, for the most part, within a geographic hierarchy; by region, state, metropolitan area and county and by TV market (ADI: Area of Dominant Influence). Summaries are also presented.

For each geographic area, you will find: information dealing with the area's total population, its percentage of the U.S. total, break-outs by age, sex, number of households, number of persons in household, etc.

In addition, counties, metropolitan markets and TV markets are ranked by key population designations. That means, for example, if a population characteristic or combination of characteristics is especially relevant to the sale of your product, you can isolate and rank those geographic areas in which the densest concentration of such characteristics exist.

DEFINITIONS OF THE MOST COMMONLY USED DESCRIPTIVE CATEGORIES

Buying Power Index

For each geographic area, the **DATA SERVICE** presents four Buying Power Indexes.

This term, first used in the Survey of Buying Power in 1948 is widely used and accepted by businessmen today. Simply put, a Buying Power Index (BPI) is a measure of a given market's ability to buy, and is expressed as a percentage of the total U.S. potential (100%). A market can be a state, region, county, metropolitan market or TV coverage area (ADI).

The basic BPI is created by weighting and combining three significant factors that exist in every market and determine its ability to buy; total population, total income, and total retail sales. Thus, the BPI is a percentage (not an index number) representing the share of buying potential in a specific market as related to the U.S. potential as a whole. It is a combination of the numbers of people who can purchase the product or service; their ability to pay for it and their access to outlets where the transaction can be made. Logical, simple, concise.

Graduated Buying Power Indexes

Take the BPI concept one step further. The Graduated BPI's correlate product potential and buying power in households with low incomes (under $15,000), moderate income ($15,000-$34,999), or high income ($35,000 and over). In this manner, more finite BPI's can be determined by relating to the price point of a product (EPP, Economy-priced product; MPP, moderate-priced product, and PPP, premium priced product).

YOUR OWN CUSTOM BPI

Using the Index to the **DATA SERVICE** enables you to select those factors which reflect a market's ability to purchase your specific product or service. To begin, you must be able to define the consumer profile for your product. Three factors are most often essential:

Factor A = demographic
Factor B = economic
Factor C = distribution

For example, you must determine the population or household factor that best describes your particular consumer. If your product is bicycles, 6-17 year olds might well be your target demographic subgroup. If your product is single portion convenience foods, one person households might well be your target factor.

The next step is to select the household income group or groups best suited for your product. If it's a premium-price product, you might focus in on households with incomes over $25,000.

The third step is to select the retail outlet or product group category that parallels your known channels of distribution. Food stores are the appropriate distribution channel for grocery items. However, if your product has widespread and perhaps multiple distribution possibilities, a Merchandise Line rather than a store category might well be more appropriate. TV sets, for example, would be such a case.

Once these three factors have been selected, the process for computing your own BPI is as follows:

Step 1: for market (region, state SMSA or county) for which a BPI is necessary; (example single portion foods)

Factor A (demographic) = $\frac{\text{Market's 1 person households}}{\text{U.S. 1 person households}} = X\%$

Factor B (economic) =
$\frac{\text{Market's HH with income \$25,000+}}{\text{U.S. HH with income \$25,000+}} = Y\%$

Factor C (distribution) = $\frac{\text{Market's grocery store sales}}{\text{U.S. Grocery store sales}} = Z\%$

Step 2: Determine the importance of each factor:

As an example, when dealing with single portion foods, the weighting might be as follows:

Factor A = 50%
Factor B = 20%
Factor C = 30%

Step 3: Calculate the BPI

BPI = .5(factor A) + .2(Factor B) + .3(Factor C)

Step 4: Repeat for each next market.

Of course, some BPIs are more complex than others. However, the same principals apply whether one, two, three, four or more factors are used in the construction of a custom BPI. The **DATA SERVICE** offers a wide choice of all factors for BPI input. Choose carefully and you will end up with a valuable and objectively functional sales and marketing tool.

EFFECTIVE BUYING INCOME

Effective Buying Income (EBI) is disposable personal income: that amount of gross income available after taxes, to purchase goods and services. The Effective Buying Income household distribution groups households into income classifications and geographic market detail. All are included in the **DATA SERVICE.**

RETAIL SALES

Within these same geographic market areas, information and rankings also exist for Retail Sales, covering nine basic retail store groups: food stores, eating and drinking places, general merchandise stores, apparel and accessories stores, furniture/home furnishings/appliance stores, automotive dealers, gasoline service stations, building and hardware dealers.

MERCHANDISE LINE CATEGORIES

Merchandise Line Sales data reflect product sales rather than store sales. Merchandise Line categories include groceries and other foods, drugs and other health aids, furniture and sleep equipment, major household appliances, televisions, audio equipment, men's and boys' clothing, women's and girls' clothing, footwear and toiletries. In many cases these measurements provide more specific estimates of product potential than is provided by store type sales alone.

THE PURPOSE OF THIS GUIDE

Because the **DATA SERVICE** is an analytical tool, its value is directly related to your understanding of its capacity to provide answers to problems.

The function of this GUIDE is to help you take advantage of what is in the 900 plus page **DATA SERVICE;** to enable you to relate your own special problems to the solutions that are to be found within its pages. And to provide you with simple effective procedures for cutting through its mass to develop and use the valuable answers it contains.

HOW THE GUIDE IS ORGANIZED

For clarity's sake, this GUIDE is divided into three sections: Sales, Marketing, and Advertising. Each section offers an almost limitless source of applications which can be extended from the simple examples cited. We suggest that the most efficient method for using your copy of the **DATA SERVICE** is to find your area of interest, or, the category in which your question/subject falls, and then follow the designated procedures that allow you to generate the information and answers you require.

Section One: SALES
- **a.** Measuring Sales Performance
- **b.** Setting Sales Goals
- **c.** Setting Sales Quotas
- **d.** Territory Alignment/Realignment

Section Two: MARKETING
- **a.** Measuring Market Potential
- **b.** Developing Marketing Strategies & Determining Distribution Channels
- **c.** Evaluating New Product Potential
- **d.** Long Range Planning

Section Three: ADVERTISING
- **a.** Test Market Selection
- **b.** Co-op Advertising Allocations
- **c.** Media Selection
- **d.** Media Allocation

SALES PLANNING APPLICATIONS

A–MEASURING SALES PERFORMANCE

How do you determine just how well any salesperson is doing? Is a salesperson who generates a 20% increase doing a better job than another salesperson who may have only achieved last year's sales level?

An objective measure is required. Because, unless you know what your sales force could be doing, you'll never know how well they've done.

It has often been demonstrated that consumers, with similar demographic and economic profiles and like access to distribution, will normally buy the same quality and quantity of product. Thus, the most basic measure of sales performance in the **DATA SERVICE** is the use of one of the four BPIs, adapting the closest fit to the known demographic elements of your product.

If your product is shoes, sold to people earning $10,00 to $19,000 household income, then your basic BPI would be the Graduated Buying Power Index MPP (Moderate Priced Products).

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

ESTIMATES METRO AREA County	12/31/80 Population (Thousands)	% Of U.S.	% Change 1970–80	Pop Per Sq. Mi. (Density)	% White	12/31/80 Households (Thousands)	% Of U.S.	1980 EBI ($000)	% Of U.S.	1980 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
NEW YORK	**9,078.0**	**3.9727**	**–9.0**	**6,559**	**66.9**	**3,511.7**	**4.2877**	**82,157,498**	**4.5286**	**31,829,889**	**3.2959**	**4.0476**	**4.0949**	**3.9886**	**4.4931**
Bronx	1,144.9	.5010	–22.2	27,924	46.7	422.9	.5164	7,112,721	.3920	2,362,342	.2446	.3696	.6088	.5004	.3465
Kings	2,201.8	.9636	–15.4	31,454	55.8	823.8	1.0059	14,574,961	.8034	4,560,002	.4722	.7362	1.0879	.9568	.7555
New York (Manhattan)	1,430.0	.6258	–7.1	62,174	58.7	712.6	.8700	18,312,841	1.0094	9,250,914	.9579	.9172	.8709	.8788	1.1869
Putnam	78.7	.0344	38.8	341	98.2	25.1	.0307	551,452	.0304	259,744	.0269	.0302	.0257	.0305	.0287
Queens	1,897.1	.8302	–4.5	17,566	70.3	718.9	.8777	16,400,005	.9040	4,700,340	.4867	.7639	.7051	.7674	.8142
Richmond	356.6	.1561	20.7	6,148	89.0	116.9	.1427	2,544,724	.1403	964,511	.0998	.1313	.1228	.1398	.1371
Rockland	262.1	.1147	14.0	1,489	89.3	79.4	.0970	2,416,930	.1332	1,015,830	.1052	.1212	.0795	.0773	.1327
Westchester	864.6	.3783	–3.3	1,952	83.9	309.7	.3781	10,619,178	.5854	4,100,831	.4247	.4956	.3106	.3148	.5220
Bergen, N. J.	*842.2*	*.3686*	*–6.1*	*3,599*	*92.5*	*302.4*	*.3692*	*9,624,686*	*.5305*	*4,615,375*	*.4779*	*.4824*	*.2836*	*.3228*	*.5695*
NEW YORK - NEWARK - JERSEY CITY - BRIDGEPORT CONSOLIDATED AREA	***16,558.4***	***7.2466***	***–5.4***	***3,146***	***74.8***	***6,028.6***	***7.3607***	***155,915,773***	***8.5943***	***64,611,379***	***6.6904***	***7.7535***	***6.5391***	***6.6893***	***8.6346***

You would be on safe ground to take your yearly sales of shoes, one million pairs for this example, and multiply that by the MPP/BPI for New York, .039886. For New York, your sales measurement would be 39,886 pairs of shoes.

You can break this out further by the various counties that make up the New York market, showing you geography that should be doing better and areas where your sales volume is terrific. By creating a Performance Index for the market you could determine your successes and shortcomings.

Again, using our example of shoes, let's add the fact that we sold 50,000 pairs last year. To find the Performance Index (PI) you compute:

$$PI = \frac{\text{Actual Sales}}{\text{Expected Sales}} \qquad PI = \frac{50{,}000}{39{,}886} \qquad PI = 125$$

In this particular case, since the PI is greater than 100 it indicates that performance exceeds the assigned market area share of sales. When a PI is less than 100 it indicates room for improvement.

Specialized Products

Your product may be more complicated than a basic pair of shoes. It could be "Running Shoes", with known demographics of being sold principally to men 18-24 years old, living in households with income of over $25,000 and having access to department stores.

You would then follow the definition of constructing a Custom BPI, to give you a carefully constructed measure for your particular product.

B–SETTING SALES GOALS

If you have found a good "fit" BPI in the **DATA SERVICE**, as we did in the example of shoes in measuring sales performance, then there is no reason why you should not consider using that BPI to set sales goals for your salesforce.

Using the shoe example again, if your company plans to increase its production and you now have to sell 10% more shoes, to 1,100,000 pairs, don't take New York's actual sales and increase it by 10%. Remember, that territory indexed above 100.

Take the BPI .039886, multiply that times your new sales target of 1,100,000 and you will find that New York's sales goal will be 43,875.

Since they had previously sold 50,000 pair, you now know that meeting last year's actual performance will almost meet what they must do this coming year. This leaves you free to concentrate on other areas where this fortunate situation will not exist. Increasing New York's target penalizes that sales force for doing a good job.

Conversely, let's take a different product with totally different problems.

For this example, you are selling sheets. From years of experience, you and your company know that young adults buy proportionately more sheets than old adults.

Additionally, throughout the country, there are areas where the population mix is far from normal. A typical example of this type of problem shows up in Arizona.

POPULATION BY AGE AND SEX

ESTIMATES METRO AREA County	12/31/80 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
ALL COUNTIES													
Apache	53.7	Male	26,607	5,200	3,824	3,461	3,059	4,098	2,397	1,550	1,584	1,434	19.9
		Female	27,093	4,968	3,606	3,546	3,155	4,409	2,653	1,661	1,479	1,616	21.2
Cochise	88.6	Male	44,483	4,779	4,559	4,975	7,208	6,389	5,113	3,998	3,703	3,759	26.1
		Female	44,117	4,565	4,388	4,580	5,417	7,112	5,189	4,061	4,082	4,723	29.4
Coconino	76.9	Male	38,504	5,011	4,176	3,769	8,204	6,393	3,947	2,684	2,411	1,909	23.4
		Female	38,396	4,786	4,096	3,817	8,164	6,280	3,958	2,826	2,337	2,132	23.6
Gila	37.7	Male	18,588	1,937	1,889	2,003	2,116	3,016	1,966	1,722	2,031	1,908	29.5
		Female	19,112	1,853	1,828	1,942	2,074	3,023	2,050	1,816	2,232	2,294	31.1
Graham	23.4	Male	12,030	1,303	1,153	1,729	1,823	1,751	1,238	856	988	1,189	25.0
		Female	11,370	1,247	1,144	1,261	1,402	1,676	1,164	951	1,109	1,416	28.8
Greenlee	11.5	Male	5,722	707	567	700	604	866	624	654	703	297	28.3
		Female	5,778	678	552	667	649	904	717	660	511	440	28.8
Maricopa	1,559.8	Male	759,566	72,273	70,682	78,524	102,792	132,780	88,382	69,457	65,909	77,767	29.1
		Female	800,234	68,941	66,952	76,832	104,365	135,178	91,783	75,747	79,263	101,173	31.1
Mohave	58.0	Male	29,195	2,647	2,400	2,906	2,194	4,585	3,252	3,175	3,963	4,073	34.7
		Female	28,805	2,529	2,260	2,527	2,654	4,802	3,062	3,277	4,091	3,603	34.2
Navajo	69.4	Male	34,273	5,297	4,505	4,376	3,682	5,554	3,531	2,410	2,553	2,365	23.6
		Female	35,127	5,057	4,348	4,272	4,013	6,045	3,719	2,661	2,539	2,473	24.8
Pima	549.5	Male	267,807	25,024	24,337	26,762	41,193	44,102	29,300	23,812	24,171	29,106	28.8
		Female	281,693	23,838	23,081	25,999	38,199	44,395	30,660	26,950	29,769	38,802	31.7
Pinal	92.6	Male	47,257	5,233	5,047	5,346	5,793	7,942	5,479	3,915	4,099	4,403	27.8
		Female	45,343	4,991	4,785	5,210	5,349	7,305	5,263	3,773	4,256	4,411	28.2
Santa Cruz	21.0	Male	9,740	1,273	1,123	1,219	939	1,402	1,133	945	841	865	27.3
		Female	11,260	1,216	1,089	1,206	1,234	1,756	1,354	1,046	1,086	1,273	30.0
Yavapai	70.6	Male	34,724	2,797	2,681	3,413	3,047	4,150	3,442	3,505	4,762	6,927	38.8
		Female	35,876	2,676	2,461	3,018	2,936	4,398	3,617	3,897	5,695	7,178	41.9
Yuma	92.9	Male	47,609	5,313	4,691	4,823	7,396	7,078	5,284	4,203	4,379	4,442	27.2
		Female	45,291	5,076	4,475	4,643	5,771	7,358	5,199	4,236	4,186	4,347	28.6
TOTAL METRO COUNTIES	**2,109.3**	**Male**	**1,027,373**	**97,297**	**95,019**	**105,286**	**144,985**	**176,882**	**117,682**	**93,269**	**90,080**	**106,873**	**29.0**
		Female	**1,081,927**	**92,779**	**90,033**	**102,831**	**142,564**	**179,573**	**122,443**	**102,697**	**109,032**	**139,975**	**31.3**
TOTAL STATE	**2,805.6**	**Male**	**1,376,105**	**138,794**	**131,634**	**144,066**	**191,050**	**230,106**	**155,088**	**122,886**	**122,097**	**140,444**	**28.6**
		Female	**1,429,495**	**132,421**	**125,065**	**139,520**	**185,382**	**234,641**	**160,388**	**133,562**	**142,635**	**175,881**	**30.6**

Yavapai county, with a relatively good sized population, averages almost 39 years of age. Apache county, while almost the same size in population, averages closer to 19 years of age. And, the BPI information in the DATA SERVICE gives Yavapai almost a two to one edge across the board over Apache county.

In the example of sheets the solution will be to construct a custom BPI, getting the additional data needed from the retail sales by store group (sheets are part of home furnishings) and then adding the weights to each of the three factors based on your company experience.

1979 RETAIL SALES BY STORE GROUP—WITH 1977 CENSUS DATA

ESTIMATES 1979 U.S. CENSUS 1977 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eatng & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
ALL COUNTIES														
Apache	1979	65,399	12,286	12,020	4,434	22,101	11,847	614	293	217	3,165	13,387	2,370	2,214
	1977	55,093	11,335	11,048	3,538	19,478	10,264	569	272	201	2,576	10,440	1,876	1,575
Cochise	1979	210,240	55,359	54,278	15,162	23,218	14,650	6,153	8,950	4,961	45,636	22,093	9,173	9,662
	1977	188,941	47,875	46,940	14,506	22,051	13,678	6,341	7,704	4,270	40,345	20,320	8,993	7,503
Coconino	1979	289,179	65,589	63,162	39,635	38,179	15,777	5,835	9,454	4,666	31,742	45,625	17,641	5,395
	1977	241,854	52,597	50,459	34,571	31,508	12,800	5,001	6,690	3,302	30,294	38,021	13,546	4,503
Gila	1979	112,914	36,732	35,575	11,489	6,982	1,909	4,312	2,378	1,281	22,580	10,196	5,654	3,218
	1977	95,554	30,238	29,175	9,915	7,006	1,883	3,559	2,076	1,118	19,321	8,850	5,003	2,507
Graham	1979	61,440	16,730	16,369	3,732	5,777		3,255	2,031	1,250	15,684	4,192	6,422	1,820
	1977	55,924	15,113	14,731	3,443	5,856		3,003	1,826	1,124	14,099	3,876	5,677	1,399
Greenlee	1979	26,263	12,372	12,105	1,014	1,974		308	1,477	859	1,973	2,550	1,498	1,461
	1977	23,111	10,361	10,099	1,015	1,789		290	1,309	761	1,826	2,399	1,313	1,278
Maricopa	1979	6,117,664	1,392,032	1,352,913	600,706	740,188	644,003	202,379	381,974	245,120	1,316,845	395,666	352,537	228,085
	1977	4,835,775	1,073,359	1,039,247	472,429	631,710	540,328	171,169	285,394	183,145	1,065,194	311,750	271,668	168,652
Mohave	1979	204,249	60,472	58,760	16,341	6,026		4,464	5,285	3,124	29,880	35,412	21,815	6,497
	1977	159,068	44,838	43,404	14,235	5,994		3,690	3,893	2,301	23,552	28,607	16,721	4,478
Navajo	1979	213,037	60,927	59,950	16,107	21,763		2,948	5,046	3,768	24,131	35,507	22,184	2,911
	1977	165,346	45,419	44,691	13,220	16,612		2,878	3,490	2,606	21,995	27,964	15,853	2,534
Pima	1979	2,054,626	486,805	466,496	172,568	272,464	242,254	63,560	105,846	60,298	447,742	179,021	87,712	80,235
	1977	1,657,817	376,145	359,088	143,140	240,853	210,527	55,508	82,582	47,046	369,691	130,840	83,446	55,201
Pinal	1979	185,142	66,787	65,972	14,419	9,885	4,689	6,612	3,303	1,417	31,270	20,632	10,783	9,060
	1977	168,380	57,303	56,604	14,174	9,340	4,356	6,310	3,119	1,338	30,089	19,542	10,135	7,324
Santa Cruz	1979	98,626	24,404	23,877	7,454	16,486	15,506	16,417	5,921	2,700	8,467	6,538	5,298	4,285
	1977	87,184	20,432	19,915	5,980	15,022	13,890	16,433	5,209	2,375	7,703	5,751	4,649	3,066
Yavapai	1979	228,625	70,561	68,754	24,370	13,417		6,540	7,847	4,384	26,212	16,455	21,459	10,978
	1977	173,852	48,205	46,793	19,563	10,605		5,031	5,962	3,331	26,633	14,788	15,305	7,041
Yuma	1979	308,055	71,073	69,458	29,049	41,543	36,328	7,469	10,484	7,952	61,402	32,833	22,510	9,561
	1977	262,034	59,852	58,492	25,349	34,847	29,957	7,722	9,242	7,010	53,790	28,477	18,687	7,668
TOTAL METRO COUNTIES	1979	8,172,290	1,878,837	1,819,409	773,274	1,012,652	886,257	365,939	487,820	305,418	1,764,587	574,687	440,249	368,320
	1977	6,493,592	1,449,504	1,398,335	615,569	872,563	750,855	226,677	367,976	230,191	1,434,885	442,590	355,114	223,853
TOTAL STATE	1979	10,175,459	2,432,129	2,359,689	956,480	1,220,003	986,963	330,866	550,289	341,997	2,066,729	820,107	587,856	375,382
	1977	8,169,933	1,893,072	1,830,686	775,078	1,052,671	837,683	287,504	418,768	259,928	1,707,108	651,625	472,872	274,729

C–SETTING SALES QUOTAS

Salespeople must feel justly compensated for their work. The quotas set for them must be both realistic and achievable. That combination is the source of true motivation. And, in order to reach it, a company must construct a quota that assigns a fair share of total volume to each salesperson.

What is such a fair quota? It must cover both the reality of its being accomplished as well as the possibility of special regards for truly superior performance.

But fair does not mean equal. Actually, no two organizations confront the same challenges or problems. Through the use of the **DATA SERVICE**, you can develop a quota setting system that has been widely used by a large number of organizations. But, you should redefine the system to your special needs. It is intentionally simple and affords sales management people the ability to acknowledge and consider any special circumstances which may be unique to their own company.

First of all, assume that a fair quota is an achievable one. Secondly, such a fair quota must consider the individual salesperson. In other words, you must evaluate past performance as part of the construction of a fair quota. Also, this same fair quota reflects the amount of the product or service that your company management believes can be sold in each territory. In short, a quota system that incorporates both experience and potential is one that can be a fair quota system.

Let's use as an example a raincoat manufacturer that has a national sales goal of 500,000 units. According to its own custom BPI, Boston has a BPI of 2.4863, so we can expect 12,315 units to be sold there.

But, based on past performance, Boston has a historical index of 122, showing that it is already doing more than its share. In reviewing the territory we find that it includes Brockton with no sales (but a BPI of .3577) and New Bedford/Fall River/Taunton (with a BPI of .2924). There is also a non-metro portion with a BPI of .1432. The salesperson total BPI is in fact 3.8957 and the current performance index is in fact 94.

Setting a sales goal for the "Boston" territory meant looking into the total territory, not just the big city, big performance.

Setting Sales Quotas means assigning each part of a territory its rightful fair share of the national effort. When the territory index is far from par, or 100, then it must be brought up to proper index performance on a planned yearly increase basis that is achievable. To expect it all to happen in one year might become counter-productive.

D–TERRITORY ALIGNMENT/REALIGNMENT

Sales territories are too often designated by historical situations rather than objective sales potential or performance.

Through the use of the **DATA SERVICE**, sales management is afforded an objective process through which true territory alignment

needs can be identified and met.

The first step is to use the BPI method of measuring territories for basic sales potential. Ideally, all territories should have approximately the same BPI, be it regular, graduated or custom.

Company sales management will know if there is a major buying office in one specific territory and that fact then has to be put into the BPI equation for that territory and its surrounding territories.

As an example, you are the sales manager for a new product line of an existing company. The line is men's clothing for a company that formerly was limited exclusively to women's clothing.

You have no salesforce, so you must start from scratch, establishing all territories. Your initial budget allows you to hire ten salespersons. You are to decide where the territories should be.

The **DATA SERVICE** ranks all Men's and Boys Clothing Sales by metro markets in declining retail volume. Thus, you can identify the top markets for your initial effort.

Since your salesforce will be a commission paid group, you can determine potential earnings that you wish your salesforce to earn. Then, creating a custom BPI for your product, you can identify the size of the market you wish covered by each initial salesperson. By doing this you eliminate the necessity for undue "cutting" of territories at a later date and you also get the maximum effort out of each salesperson as they concentrate their efforts in an achievable, workable territory that has been planned efficiently for a worthwhile income.

MARKETING APPLICATIONS

A–MEASURING MARKET POTENTIAL

The first thing a company can do in order to fully utilize the **DATA SERVICE** is to identify all of its markets in a manner consistent and compatible with the definitions found in the **DATA SERVICE**.

Markets can therefore be identified by U.S. Census Bureau Regions, by states, by SMSAs, SMSA consolidated areas, by TV (ADI) Markets or even by counties (counties can be grouped into sales territories).

Company sales records should also be structured in such a way as to provide information that can be used for measuring potential. In other words, your internal data reporting must conform to the above geographic segments.

When such information is readily available the DATA SERVICE can be used to:

1. Identify a given geographic segment.
2. Identify the industry product sales for that segment. This is achieved by multiplying a custom BPI by the total product sales of the industry in the entire U.S.
3. Identify your sales in that segment.
4. Find the Brand Share in that market by dividing item #2 by item #3.
5. Identify the brand potential for a particular market by multiplying your total sales by the market BPI. Then divide your actual market sales by that potential number, and the result will be an index of your market performance. An index of 100 is par. Above 100 indicates that the market is performing above its basic potential. Under 100 means that the performance is under basic potential. In other words, an index of 80 would mean the market is 20% under potential.

Let's construct an example to see just how this would work:

The assumptions: You manufacture men's dress shirts. Retail volume for the total U.S. is two billion dollars. Your company does $140 million or 7% market share in dollar volume.

In Bangor, Maine, your sales are $94,200. The custom BPI for that market is .0530. The first thing to do is to find out what would be the total estimated industry sales for Bangor. Two billion dollars multiplied by the custom BPI (.0530) = $1,060,000. Your basic potential in that market is your total sales ($140 million) multiplied by the custom BPI (.0530) = $74,200. The final step would be to construct a performance index by taking the actual sales ($94,200) divided by the potential sales ($74,200) = 127 index or 27% better than the estimated potential. The actual sales yield a 9% market share.

In Boston, with a custom BPI of 1.9134 and total sales of $2,678,760, the same mathematics indicate a 7% market share and an index of 100.

In Syracuse, with a custom BPI of .2609 and actual sales of $295,000, only a 6% market share was achieved and an index of 81, or 19% less than potential.

B–DEVELOPING MARKETING STRATEGIES AND CHANNELS OF DISTRIBUTION

As a manufacturer of medium priced Single Lens Reflex Cameras, let us assume we have defined our purchasers as follows:

Male, 25-34, Household Income over $25,000, HH of 2-3 size.

However, because our camera, a breakthrough SLR, is priced remarkably low and is exceedingly simple to operate and maintain, and is distributed through camera stores and department stores.

We have found in test markets that our particular SLR camera sells with equal strength through department stores. Whereas at one time we made access to camera stores a mandatory element in the special BPI we constructed, it is now time to reevaluate and re-examine our strategy as a result of a natural change in distribution.

Now, in setting our sales goals, we will search out the key concentrations of 25-34 year old males, in 2 or 3 person households, where the household income is over $25,000.

Preliminary examination reveals that while our dependency on camera stores has made it necessary for our company to advertise on a national basis, that may no longer be necessary. We have decided to use our new BPI and rank the ADI markets for TV by our new BPI.

Here is what we discover:

	ADI	1980 BPI		ADI	1980 BPI
1	New York	11.92	6	Detroit	3.20
2	Los Angeles	7.08	7	Washington DC	3.19
3	Chicago	5.95	8	Boston	2.49
4	San Francisco	4.36	9	Houston	2.36
5	Philadelphia	4.11	10	Dallas/Ft. Worth	2.07
				Top 10 markets	**46.73**

By adding the next 10 markets we find that we end up with 60.88%

of all the people we want to reach living in the top 20 markets.

Our advertising for these cameras can now concentrate its weight proportionately among the country's top TV markets for our product. We know that we are targeted to sell 100,000 SLR cameras this year, so that we can identify all of our sales in these top twenty markets through the use of the relevant custom BPI share of the total target we plan to sell.

Finally, we checked the ADI rankings of retail sales by stores groups to find out how department stores were ranked compared to the way our custom BPI ranked our sales. We also confirmed our plan by checking the television market rankings for population, EBI, total retail sales and BPI for the top 20 markets.

C–EVALUATING NEW PRODUCT POTENTIAL

Your firm has created a new product; one specifically identified as having special potential among consumers in the lower income categories, compared to your present product. The DATA SERVICE enables you to configure a strategy that identifies the highest concentration of your most important potential customers.

Once the demographic prerequisites have been identified, you can then assign specific goals to sales personnel in pre-selected sales areas that encompass the highest concentration of potential customers with the characteristics you seek. And you will be able to establish, with solid objectivity, maximum sales goals in these special market areas, knowing in advance that they represent an optimum concentration of the best potential customers for your new product.

If part of the new product potential evaluation includes a controlled market test, this same technique allows you to identify areas that are identical to your perception of the product/key consumer relationship. You can therefore implement such control testing in additional structured markets that meet your requirements. You will be able to compare both the results of your market/product associations at the end of the test period. If you have used the objective information with the DATA SERVICE the results will be accurate and projectable.

Your present product is a fine quality raincoat. Your new product is a "knock-off" of your present product, but at a very popular price. It is built to appeal to males, the same age group as your present product, but with lower household incomes.

Unlike other examples the first thing you must do is rely on your own internal data to identify those markets where raincoats as a category, sell best. While Los Angeles may be one of the largest markets in the US, they don't wear many raincoats in LA. Your own sales history will let you know which markets are best for the category.

The **DATA SERVICE** will then allow you to compare market data on the potential consumer for your product, on a market by market basis. If New York is your top raincoat market for a top quality product, sold to individuals with $25,000 and up household incomes, then your market will be vastly larger when you approach males in the $15,000 and up HH incomes. And, the data service will identify specifically where, by county, your potential customers might be found thus allowing you to plan your sales approach based on where the potential consumers live.

D–LONG RANGE PLANNING, MARKETING STRATEGY

In most companies, there is always a need for accurate long range planning accompanied by true accountability. Wherever such planning is possible, it should be implemented; to balance the short-term pressure for profitability that can sometimes jeopardize or diminish long-term achievements.

The forecast section of the **DATA SERVICE** identifies a wide range of five-year projections with uncanny accuracy.

Thus, a marketer can determine where his company is today and where and how he can help it achieve its objectives five years from now; through constant periodic examinations of its performance in the quest for its goals, and by using objective data to implement any required modifications in its overall marketing plans.

As an example, you now sell one out of every 100 people, your fabulous cookies. Your total market is one million people, so you can anticipate sales of 10,000 cookies within that universe.

The forecast section of the **DATA SERVICE** might identify this particular market as one that will lose 5% of its population within the next five years. That means as the market shrinks to 950,000 people, your sales will automatically drop to 9500. Unless, of course, you design a program with the objective of increasing your market share of that market to compensate for the projected loss in sales that will accompany the loss in population.

This same process might lead you to conclude that other companies, faced with the same problem in this market, will possibly consider intensifying competitive activity within that same market.

You might also consider broadening and expanding the reach and saleability of the product into other possible markets as the population declines.

On the other hand, the forecast section might indicate a population decline accompanied by an increase in income levels greater than the national rate of increase. Thus, the "quality" of this market would increase, while the quantity decreased. If your cookies can be related to higher income response, then you can plan on achieving higher sales by anticipating forecasted changes and tailoring a strategy that turns such changes to your corporate advantage.

ADVERTISING

A–TEST MARKET SELECTION

One of the most important uses of the **DATA SERVICE** can be found in its use as a source for selecting test market areas. There is a normal tendency to use "test markets" that have been used before, or markets famous as "test" markets.

With the **DATA SERVICE,** through the use of the demographic, economic and sales information, markets that are similar can be easily identified for a wide range of test marketing purposes.

You can identify such similarities in markets as size of population, age of that population, number of households within the market, age, sex and number of persons in households as well as by household income levels. Thus, the following examples:

By population	San Antonio	1,048,000
	Columbus, Ohio	1,110,200
	Hartford, New Britain, Bristol	1,053,100
	New Orleans	1,163,800

Market similarities can also be determined by such specialized measurements as median household Effective Buying Income (EBI) or per capita EBI or BPI, graduated, custom or general. Under this magnifying glass, our four examples would look like this:

	Average Household EBI	BPI	EPP/BPI	MPP/BPI	PPP/BPI
San Antonio	20,812	.4424	.4364	.4537	.4184
Columbus	21,827	.5227	.4477	.5126	.5114
Hartford	22,795	.4844	.3701	.4539	.5193
New Orleans	21,769	.5339	.5535	.4852	.5757

Whereas on population, San Antonio and Hartford/New Britain/Bristol were almost exact fits, as were Columbus and New Orleans, looked at under this new table San Antonio and Hartford are no longer such a close fit under the average Household EBI attitude. Nor could they be matched up realistically to test economy priced products. In other words, each market can be clearly identified as to differences and similarities by constructing the proper data tables from the DATA SERVICE.

Additionally, markets can also be matched through the use of Retail Sales data by store groups, or even through an examination of Merchandise Line Category sales patterns. The use of this data is indicated when raw population numbers are not necessarily relevant to the sales growth of your product. By examining and using the appropriate clusters of sales figure data, you can match up virtually all metro areas, for example, that sell approximately the same amount of any given product or group of products.

	Per Household Retail Sales	Grocery	Drugs	Footwear
San Antonio	$11,943	$766,265	$ 66,626	$ 69,878
Columbus	11,949	833,373	112,669	73,229
Hartford	10,561	806,695	91,168	57,103
New Orleans	11,615	890,761	122,715	101,892

(Note: $000 omitted on all above figures)

Again, it becomes very clear that there are major differences with these four cities that would preclude them from being similar test markets for all products.

Remember, we have established that a combination of known demographic, economic, and sales data determines sales potential, regardless of geographic area of residence. That means that you can construct a wide variety of test market universes by focusing in on the specific characteristics that affect the rate of sale of your product.

In effect, you are no longer limited to choosing your own test market from anyone else's list of the best ten test markets. As a result, you probably won't be running into secret competitive testing activity that could well skew results and require re-evaluation (assuming that you're fortunate enough to learn that such factors were affecting the results of your test).

By knowing with objective certainty the combination of characteristics available in the **DATA SERVICE** that affect your product sales, you can create your own test markets. With maximum control, projectability and dollar efficiency. Because, when you come right down to it, there really is no "average" product any more than there is a perfectly "average" test market, unless, of course, you're the first one on your block to discover such a pearl. But, if you're one of a long line of users for any test market, consider that inordinate testing could eventually destroy the natural responsiveness of the market that made it valuable as a testing location in the first place.

B–CO-OP ADVERTISING ALLOCATION

First, a definition. Co-op advertising is not determined by the media in which dollars are spent. Rather, the designation is related to the source of the monies.

One of the biggest problems in the preparation of co-op advertising budgets is trying to define and plan on the approximate dollar amounts that should be legitimately anticipated for these special and important advertising expenditures.

The main source of this dilemma is that most co-op advertising allocations are based on after-the-fact sales volume, with a percentage of total sales allocated for the co-op advertising program.

Once again, the **DATA SERVICE** can be used to identify sales potential by market area on an objective base. It then becomes possible to allocate the designated co-op dollar expenditures to help generate the objectively projected sales quota, on a market by market basis. In effect, you can use these all-important dollars to help you generate the projected sales, rather than as a payment to retailers who have already made their buying commitments.

You manufacture a stereo component which happens to sell, on the average, one unit for each 100 males between the ages of 25 to 34. In Michigan, last year, you only sold 3,050 units, even though the potential population of 621,427 males in that age bracket could have given you sales of 6,214 units. Each unit averages $50 so that your actual accrual of co-op funds, based on your 5% co-op program, was $7,625.

Based on the market potential you should have done $310,700 (6,214 x $50) and the 5% accrual would have generated $15,535. By planning the program based on potential you could put together a program that would help the salesmen generate the expected sales volume.

Through the use of the custom BPI process, for example, you can use your anticipated national sales volume, to identify the proper share of that volume that should be generated by all target markets or groups of markets, and then apply the proper co-op advertising percentage to those markets to help achieve that potential sales volume.

C–MEDIA ALLOCATION

Many consumer goods manufacturing companies purchase network, local or spot TV, radio, magazine, or newspaper advertising. Efficiency is achieved by reaching the most people for the least expenditure. This works well when the distribution for the product is widespread and if the product appeals to a "mass" audience.

If the product is a specialty item, a national advertising program which does not reflect differences in market potential will deliver audiences, not customers. Ranking tables designed to flag key markets will be provided to allow for quick determination of best buys.

The Buying Power Index is the ideal tool for allocating limited advertising budgets into individual markets. If a TV market has a 6 percent of a firm's potential, it should consider spending 6 percent of its budget in that market.

There are exceptions to the above general rule. The main such exception is when a part of the country is well developed, through many years of excellent sales representation, and other areas are still new to the company and in need of development.

In such case, based on ultimate potential, funds can be diverted from the established markets into the ones in need of such expansion.

In these cases two advertising funds should be formulated. The first to be a "sustaining" fund, designed to keep the business in those areas where sales have been well established. The second fund to be a "development" fund, designed to help the sales effort achieve the maximum potential of those markets that are under-developed.

In both cases clear goals of total sales will have been achieved in the sales plan before any advertising money is committed to any market.

D–MEDIA SELECTION

More and more major corporations are taking advantage of the strategic benefits that evolve from using advertising techniques that localize expenditures on a given market by market basis.

Through the use of the **DATA SERVICE** BPI you can now identify what any geographic segment within its over 900 pages should objectively generate in sales volume. That sales volume percentage or unit count in a market, converted into dollars by using the company advertising to sales ratio, enables you to relate what you can expect to generate in sales volume for the markets ad dollar investment.

Once a market's advertising dollar amount has been established, further use of the **DATA SERVICE** can identify the efficiencies of using various media (print, broadcast, etc.) against the cost per 1,000 exposure of that media against your target customers.

And, if your product has specific demographic configurations, you can adjust the basic cost per 1,000 to determine advertising efficiencies based not just on population, but rather on the concentration of the characteristics within that media coverage that represents prime prospects; age, income, households, etc.

In addition, using such data, and ranking markets with the greatest density of your key prospects, you will be able to determine such things as whether national coverage is truly more efficient than local coverage. If TV, for example, justifies its high cost on the basis of more general population exposure to your advertising message, you can compare such network coverage, for example, in the top 50 TV markets against identified consumer characteristics. In such cases you might find that these top 50 TV markets represent 75 to 80% of your total national potential and the additional network coverage is not justified because the supplemental exposure is against smaller markets where lack of concentration produces cost inefficiencies.

In other cases, depending on the product, when you know that you are trying to reach a given age group of a given sex, in a high income household, TV may become quite inefficient as a media for your message compared to the specialized magazine media that may be aimed directly at your identified consumer in that market.

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Furniture/Home Furnishings/Appliance Stores
Furniture And Home Furnishings Stores
Automotive Dealers
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Drug Stores

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- Major Household Appliance Sales
- Television, Video Recorder & Tape Sales
- Audio Equipment, Musical Instrument & Supply Sales
- Home Computer & Calculator Sales
- Furniture & Sleep Equipment Sales
- Men's & Boys' Clothing Sales
- Women's & Girls' Clothing Sales
- Footwear Sales

Let us hear from you...

Most of the improvements and additions that appear in this new 1989 edition of the **Survey of Buying Power DATA SERVICE** are the direct result of the comments and suggestions we received from the subscribers to the previous editions.

Specifically, the listing of each county within a state in alpha order, the addition of Metropolitan Area rankings in broad range of vital categories and series of 51 county outline maps showing Metropolitan Areas for each state are all a direct result of your (or your colleagues') reaction to the past editions. As a result, the '89 edition is a more useful and usable marketing tool...and thus, more valuable to you.

The 1989 edition confirms Sales & Marketing Management's commitment to continuing its long history of providing the marketing and sales community with the information it needs to achieve greater sophistication and precision in analysis and planning.

If you have any questions, ideas or suggestions, please don't hesitate to write or call Market Statistics at (212) 986-4800.

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THE SURVEY OF BUYING POWER

DATA SERVICE 1989

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DATA SERVICE 1989

Explanation of Terms

ALL OTHER STORES. The aggregate total of sales for all types of retail establishments not included among the store groups listed in the *Data Service*. The arithmetic difference between Total Retail Sales and the aggregate sales of the 9 major store types shown in the *Data Service* represents the sales of "All Other Stores." Such outlets include nonstore retailers (vending machines, for example), liquor stores, sporting goods dealers, hobby stores, book, gift, and stationery stores, luggage shops, florists, cigar stands, and news dealers and newsstands.

APPAREL & ACCESSORIES STORES (SIC Major Group 56). Establishments engaged primarily in selling new clothing and related articles. It is a broadly inclusive group, embracing—besides men's and women's clothing stores—custom tailors, tailor shops, corset and lingerie stores, furriers, millinery stores, hosiery shops, women's specialty stores, and shoe stores. However, apparel and accessories sales made in department and general merchandise stores are not included.

AUTOMOTIVE DEALERS (SIC Major Group 55, except Subgroup 554). Included are retail outlets selling cars—domestic and imported, new and used. Motorcycle dealers, household trailer dealers, boat dealers, and "other" automotive dealers (such as tire, battery, and accessory dealers and auto and home supply stores) round out the group. Dealers selling new or used commercial vehicles, motorized industrial equipment, mobile homes, or bicycles are not included.

AVERAGE HOUSEHOLD EFFECTIVE BUYING INCOME. Total Effective Buying Income (EBI) divided by the number of households. Often used as an indicator of market quality, but it can be misleading, particularly in areas where there is a disproportionate share of college, military, and other types of institutional population housed in group quarters not considered households. Because total EBI includes such income, a per household measure would credit households with income not properly theirs. (See also Median Household EBI.)

AVERAGE HOUSEHOLD SIZE. Total population divided by the number of households. Depending upon whether it is above or below the U.S. average, it is used as a rough indicator of the relative importance of family-type units or single-person units in a local area. However, the figure can be artificially high in those relatively few counties where there is a disproportionate share of college, military, and other types of institutional population. The people living in such group quarters are part of the population total, but their dwellings are not part of the household total.

BUILDING MATERIALS, HARDWARE DEALERS (SIC Major Group 52). This somewhat mixed group includes retail establishments whose main business is selling lumber, building materials, paint, glass, wallpaper, and basic hardware to the general public. This group formerly included farm equipment dealers. However, in the 1972 Census of Retail Trade those dealers and other retail outlets—including those selling primarily paint, glass, and wallpaper; electrical supplies; and plumbing, heating, and air conditioning, but not to the general public—were shifted by the Census Bureau to the wholesale trade sector. Other changes made in the 1972 Census of Retail Trade: Retail nurseries and lawn and garden supply stores, part of SIC Major Group 59 in the 1967 Census of Retail Trade, and mobile home dealers, part of SIC Major Group 55 in the 1967 census, were classified in this group in the 1972 census. The 1982 Census of Retail Trade is consistent with 1972 census.

BUYING POWER INDEX (BPI). A weighted index that converts three basic elements—population, Effective Buying Income, and retail sales—into a measurement of a market's ability to buy, and expresses it as a percentage of the U.S. potential. It is calculated by giving a weight of 5 to the market's percent of U.S. Effective Buying Income, 3 to its percent of U.S. retail sales, and 2 to its percent of U.S. population. The total of those weighted percents is then divided by 10 to arrive at the BPI.

The BPI is probably one of the *Survey of Buying Power*'s most widely used single market measures. Because it is broadly based, it is most useful in estimating the potential for mass products sold at popular prices. The further a product is removed from the mass market, the greater is the need for a BPI modified by more discriminating factors—income class, age, sex, etc. (See Graduated Buying Power Indexes.)

CONSOLIDATED METROPOLITAN AREA. (See Metropolitan Statistical Area).

COUNTY. The primary political administrative subdivision of a state, the county is widely used for marketing purposes for the following reasons: (1) The range of current available data below the state level is greatest at the county level. (2). Geographic boundaries are rarely altered. (3) Complete national coverage is achieved by adding all countries. (4) Sales & Marketing Management's 3,138 county units are manageable building blocks for alignment of sales territories. (5) County boundaries are readily identifiable.

For Louisiana, parishes are used in lieu of counties; for Alaska, ughs and census divisions. The District of Columbia is treated as a single county unit. In Virginia, all cities are by law independent of counties; hence, the S&MM *Dada Service* treats them as county units in themselves. The cities of Baltimore, MD., St. Louis, Mo., and Carson City, Nev., are also independent cities. The 1989 edition of the Data Service follows the country boundaries as defiend by the 1980 Census of Population with the exception of Valencia county, New Mexico, La Paz county, Arizona and Aleutians East, Alaska. As of the end of the year 1981, a portion of Valencia county became a new county named Cibola. Similarly, a portion of Yuma county, Arizona became a new county named La Paz. In 1988 a new county was created from parts of Dillingham and Aleutian Islands census areas in Alaska. The name of the new county is Aleutians East. Kobuk county Alaska is now called Northwest Arctic.

DENSITY. Population divided by the county's square miles of land area. A simple basis for relating population to a county's size. Thus two counties with the same population can have sharply divergent densities because of differences in land area size. The figure suffers because the land area will include railroad freight yards, wildlife preserves, industrial parks, and other nonresidential areas, resulting in a misleading density level.

DEPARTMENT STORES (SIC Subgroup 531). A department store is an establishment that employs 25 or more persons and has combined sales of soft goods and apparel totalling at least 20% of sales. Furthermore, the establishment must sell minimum amounts of (1) furniture, home furnishings, appliances, radios, and TV sets;

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(2) a general line of apparel; (3) household linens and dry goods. So-called mass merchandisers and discount stores are included if they meet the above criteria. Department store sales are included in the General Merchandise Stores sales totals.

DRUGSTORES (SIC Subgroup 591). Includes both drugstores and proprietary stores. Drugstores fill and sell prescriptions; proprietary stores do not. Both sell drugs, proprietary medicines, and other health and first aid products. Both may sell a number of related lines—cosmetics, toiletries, candy, tobacco products, magazines, toys, etc.—and may operate a soda fountain or lunch counter.

EATING AND DRINKING PLACES (SIC Major Group 58). Includes establishments selling prepared food and drinks for consumption on or near the premises or for takeout, as well as lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Also included are caterers and in-plant food contractors, as well as leased eating and/or drinking concessions in theatres, hotels, amusement parks, etc. Restaurants and lunch counters operated by department stores are classified in SIC Major Group 53 (General Merchandise Group); those operated by hotels are classified in SIC Major Group 70 (Hotels), data for which do not appear in the *Data Service*.

EFFECTIVE BUYING INCOME (EBI) A classification developed exclusively by Sales & Marketing Management to distinguish it from other sources reporting income statistics, EBI is defined as personal income less personal tax and non-tax payments a number often referred to as "disposable" or "after-tax" income.

Generally speaking, EBI is a bulk measurement of market potential indicating the ability to buy, and it is essential for selecting, comparing, and grouping markets on this basis. For products that appeal to more specific income classes, marketers should examine data showing the Percentage of Households by EBI Group and the Buying Power Index (BPI).

Personal income is the aggregate of wages and salaries, other labor-related income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of non-farm dwellings), dividends paid by corporations, interest income from all sources, and transfer payments (such as pensions and welfare assistance).

Deducted from this total are personal taxes (federal, state, and local), non-tax payments (fines, fees, penalties, etc.), and personal contributions to social insurance. According to U.S. government definitions, the resultant figure is commonly known as "disposable personal income."

NOTE: A major reclassification of Effective Buying Income has taken place for the first time in this issue of the Survey of Buying Power. In an effort to make EBI a more reliable and useful marketing tool, and also to more accurately reflect the actual cash income available to consumers, Market Statistics has excluded the following additional items from this year's definition of EBI:

1. Employer contributions to private pension funds, group life and health insurance funds, supplemental, unemployment insurance funds, and privately administered workers' compensation programs. This portion was formerly included under 'other labor-related income.'

2. Imputed personal interest income, which includes the imputed value of services (such as checking) provided by depository institutions, and income earned by life insurance carriers and private non-insured pension funds on the principal amounts contributed by policyholders and pension beneficiaries.

3. Imputed rental income of owner-occupied non-farm dwellings (the owner is considered as renting to himself).

The above changes amount to a reduction in total income at the national level of approximately 11%, although this figure will differ slightly from state to state. This change in total will also ultimately affect average household EBI, median household EBI, and per-capital EBI figures throughout this year's Survey of Buying Power.

Users of these variables should take these changes into account when comparing EBI figures from the 1989 Survey to those from previous years.

FOOD STORES (SIC Major Group 54). Establishments selling food primarily for home consumption. The definition embraces grocery stores, meat markets, fish markets, fruit and vegetable markets. Also included are candy, nut, and confectionery stores, dairy product stores, retail bakeries, and egg and poultry dealers. Although food store sales include revenue from sales of nongrocery items, they still are most useful in determining how much people spend for food products.

(See Supermarkets, sales of which are included in Food Stores totals.)

FURNITURE, HOME FURNISHINGS, AND APPLIANCE STORES (SIC Major Group 57). Stores selling goods used for furnishing the home, other than antiques and secondhand items. The principal subgroup, Furniture and Home Furnishings Stores, includes establishments carrying furniture, floor coverings, draperies, curtains, upholstery, bedding, housewares, and miscellaneous home furnishings. (See separate explanation of this subgroup.) The other subgroups contain household appliance stores (including those for small appliances such as sewing machines), radio-TV and audio-equipment stores, record shops, and musical instrument and sheet-music stores.

FURNITURE, HOME FURNISHINGS STORES (SIC Subgroup 571). A component of Furniture, Home Furnishings, and Appliance Stores category. Made up of furniture stores as well as floor covering stores, and drapery, curtain, and upholstery stores. Diversified furniture stores that also sell household appliances, phonographs, radios and TV sets, and floor coverings are in this group if their sales of furniture and sleep equipment exceed sales of all other merchandise. Establishments engaged primarily in repairing and reupholstering furniture are included in the *Census of Selected Services*; hence their data do not appear in the *Data Service*. Home furnishings sold house-to-house or by party-plan merchandising are not included in this category; hence their data are part of "All Other Stores."

GASOLINE SERVICE STATIONS (SIC Subgroup 554). Includes both "gas stations" and garages whose receipts come mostly from sales of gasoline and oil. Besides those main products, they also sell tires, batteries, and accessories.

GENERAL MERCHANDISE STORES (SIC Major Group 53). Includes department stores, limited-price variety stores ("5 & 10's"), general merchandise stores, and general stores. The Census Bureau excludes stores previously classified (prior to the 1963 Census of Business) as general merchandise stores if more than half their volume comes from food sales. Nonstore retailers (mail-order houses, vending machine operators, and direct-selling establishments) were removed from the General Merchandise Stores class in the 1974 *Survey of Buying Power*. Also removed were dry goods stores and sewing and needlework stores. (See also Department Stores.)

GRADUATED BUYING POWER INDEXES. Designed to correlate product potential and buying power of households with LOW income (under $15,000), MODERATE income ($15,000-$24,999), or HIGH income ($25,000 and over). EPP, for economy-priced products, has the following weights applied to the respective percents of U.S. totals: 6 for households with incomes under $15,000, 3 for food store sales, and 1 for number of households. MPP, for moderate-priced products, has the following weights: 6 for households with incomes $15,000-$24,999, 3 for total retail sales, and 1 for three- and four-person households. PPP, for premium-priced

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products, has the following weights: 6 for households with incomes $25,000 and over, 3 for combined Apparel and Furniture-Household-Appliance store sales, and 1 for households with head 35-64 years old.

Each Index is calculated in the same manner as the more familiar Buying Power Index (BPI). That is, the market's share of the U.S. total of each indicator is multiplied by the given weight; the total of the weighted percents is then divided by 10. The reader can construct his own customized BPI if he has reliable data on the consumers of his product and if he includes one population indicator (prospects), one Effective Buying Income indicator (purchasing power), and one retail store indicator (distribution channel).

HOUSEHOLD. A household consists of all the people occupying a single housing unit under 1980 census rules—such as a house, an apartment, a group of rooms, or a single room. The members of a household need not be related, and a single person living alone in a housing unit is also counted as a household.

All persons who are not members of households are regarded as living in group quarters: institutions, college dormitories, military barracks, etc.

HOUSEHOLDER. The Data Service follows the 1980 census definition of householder. In accordance, a householder is the person who was reported in column 1 on the 1980 census questionnaire. This was to be the person or one of the persons in whose name the home was owned or rented. If there was no such person, any adult household member at least 15 years old who was not a roomer, boarder or paid employee was to be reported in this column.

HOUSEHOLDS BY AGE OF HOUSEHOLDER. Marketers often try to position their products or services against specific age groups. The *Data Service* breaks household total into six widely used age groups.

HOUSEHOLDS BY EFFECTIVE BUYING INCOME GROUPS. A household's available spending potential is also used by marketers who want to aim their products or services and advertising efforts at those most likely to buy. The *Data Service* breaks the household total into the eight most widely used income groups.

HOUSEHOLDS BY NUMBER OF PERSONS. A third household break that is used by marketers who seek more precise sales targets is size, or number of persons in the household. Theoretically, for instance, a large household will consume a mass staple at a faster rate than a small one, giving the marketer an insight into the expected repeat-purchase rate. The *Data Service* breaks the household total into the six most widely used size categories.

INDEPENDENT CITIES. Several cities in the U.S. that do not fall within official county boundaries are treated as independent entities by the Census Bureau. The *Data Service* lists those independent cities as county entities. Except for St. Louis, Mo., Baltimore, Md., and Carson City, Nev., which replaced Ormsby County, all independent cities are in the state of Virginia. These are Alexandria, Bedford, Bristol, Buena Vista, Charlottesville, Chesapeake, Clifton Forge, Colonial Heights, Covington, Danville, Emporia, Fairfax, Falls Church, Franklin, Fredericksburg, Galax, Hampton, Harrisonburg, Hopewell, Lexington, Lynchburg, Manassas, Manassas Park, Martinsville, Newport News, Norfolk, Norton, Petersburg, Poquoson, Portsmouth, Radford, Richmond, Roanoke, Salem, South Boston, Staunton, Suffolk, Virginia Beach, Waynesboro, Williamsburg, and Winchester.

MEDIAN AGE. A calculation that divides the age distribution of the population into two equal groups, with one-half of the population younger, and one-half older, than the median figure. A common misconception regards the median age as the level where the population is concentrated. The median age figure is helpful when comparing the relative youth or age of counties' respective populations.

MEDIAN HOUSEHOLD EFFECTIVE BUYING INCOME. This figure divides the income distribution into two equal parts. If all households in the country were lined up in order of income size, the household with the median income would have half the households in front of it and half behind it. (See Average Household Effective Buying Income.)

MERCHANDISE LINE SALES. These data show total sales of nine broad product categories, such as groceries and the other food products, footwear and so on. Merchandise line totals are becoming increasingly popular because they give a more realistic estimate of a product's area potential than is provided by store-type sales. The merchandise line totals are made even more useful by data that show the volume of individual product categories sold by the dominant store type for that product classification–for example, the dollar volume of groceries sold in food stores. The merchandise line estimates shown in the Data Service are based on the 1982 Census of Merchandise Line.

METROPOLITAN STATISTICAL AREA. A metropolitan statistical area is a geographic area with a large population nucleus together enable all Federal statistical agencies to use the same geographic definitions in the study of metropolitan characteristics. A complete review of all metropolitan area definitions takes place every ten years following completion of each decennial population census. The definitions appearing in this edition are based on commuting and other statistical results of the 1980 census. As part of the current revisions, the term "Standard Metropolitan Statistical Area" will no longer be used. Instead, the term "Metropolitan Statistical Area" will be used. These Metropolitan Statistical Areas (MSA's) are designated and defined following a set of standards prepared by the Federal Committee on MSA's, which advises the Office of Management and Budget (OMB) on metropolitan area definitions. Under 1980 standards, an area qualifies for recognition as an MSA in one of two ways: if there is a city of at least 50,000 people, *or* an urbanized area of at least 50,000 with a total metropolitan population of at least 100,000. In addition to the county containing the main city, an MSA may also include additional counties which have close economic and social ties to the central county. MSA's are defined in terms of entire counties, except in the six New England states, where towns and cities are the units of definition. The Federal government's alternative, but unofficial, New England County Metropolitan Areas (NECMA's) are used by Sales and Marketing Management for those states. Based on the 1980 criteria established by OMB, Sales and Marketing Management defines the Wichita, Kansas metropolitan area as the summation of Butler and Sedgwick counties and the newly created Decatur, Ala., metropolitan area as being co-extensive with Morgan county.

Within an MSA of over 1 million people, some areas may qualify for separate recognition as Primary Metropolitan Statistical Areas (PMSA's). A PMSA demonstrates very strong internal economic and social links. If two or more PMSA's can be defined within an MSA, then this MSA is designed as a Consolidated Metropolitan Statistical Area (CMSA).

The S&MM Metro Market rankings are based on data for MSA's, PMSA's and NECMA's.

NEW ENGLAND COUNTY METROPOLITAN AREA (NECMA). The U.S. Office of Federal Statistical Policy and Standards defines these areas by applying to the New England counties the same criteria used in establishing Metropolitan Statistical Areas outside New England. While they are not as satisfactory as the New England MSAs in fulfilling the metropolitan concept (owing to the unique geographic characteristics of the region), they are more convenient for marketers who work with county units and are better suited to the

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development of demographic estimates. The name of each NECMA is composed of the names of the MSA central cities that it contains.

NONSTORE RETAILERS (SIC Subgroup 596). Nonstore retailers include Mail Order Houses (SIC 5961), Merchandise Vending Operators (SIC 5962), and Direct (house-to-house) Selling Organizations (SIC 5963). The *Data Service* includes sales of nonstore retailers as part of "All Other Stores."

PER CAPITA EFFECTIVE BUYING INCOME. This is an arithmetic average obtained by dividing Total Effective Buying Income by Total Population. It measures the total spending power in relation to the number of people and is useful for comparing the relative level of income of different markets because it eliminates the impact of population size. However, because population is measured as of one date (Dec. 31), whereas EBI is measured as a flow over the calendar year, a significant change in population during the year can distort the per capita figure.

PERCENT CHANGE OF POPULATION. The percent change between Apr. 1, 1980, the date of the decennial population census, and Dec. 31, 1988. Thus when calculating annual rate of change, allowance must be made for the nine months between April 1 and Dec. 31 in the year 1988.

PERCENT OF U.S. A market's share of the total U.S. population, households, Effective Buying Income, or retail sales. Besides being the central factor in the construction of the Buying Power Index (BPI), it shows the relative importance of the county's specific demographic or socioeconomic factors.

POPULATION. Updated from the Census Bureau's 1980 Census of Population and Housing, it is a head-count estimate of all the people living in an area at the end of the year. It includes people living in colleges and hospitals, and armed forces permanently assigned to the area, but excludes tourists and transients.

POPULATION BY AGE AND SEX. Male and female population totals for eight age groups are useful for marketers who seek to aim their products or services at specific sales targets. For example, the 12- to 17-year-old population is a favorite target of those marketing soft drinks and phonograph records. Several of the age groups are also associated with lifestyle stages a person passes through—such as the preschoolers (0–5 years), teen-agers (12–17 years), and young adults (18–24 years)—which are used in the formulation of marketing strategy.

POPULATION PER SQUARE MILE. (See Density.)

RETAIL SALES. All net sales (minus refunds and allowances for returns) of establishments engaged primarily in retail trade. Retail sales by such nonretailers as wholesalers and service establishments are not counted.

Although retail sales are frequently used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas. They are actually a measure of the drawing power of local retail establishments.

The Total Retail Sales figure includes sales of store types not listed in the *Data Service*. Thus the arithmetic difference between Total Retail Sales and the aggregate sales of the 9 major store types represents sales of "All Other Stores." The "All Other Stores" category includes liquor, sporting goods, book, stationery, jewelry, hobby and toy, photographic, and gift stores, as well as nonstore retailers.

STANDARD INDUSTRIAL CLASSIFICATION (SIC). Federal government censuses classify individual business establishments by the type of primary activity in which they are engaged. Retail outlets are classified as two-digit major groups, such as General Merchandise Stores (SIC 53); three-digit subgroups, such as Department Stores (SIC 531); and four-digit detailed industry groups, such as Mail-Order Houses (SIC 5961).

STANDARD METROPOLITAN STATISTICAL AREA (MSA). (See Metropolitan Statistical Area)

SUPERMARKETS. Supermarket sales are listed as a component of total Food Store sales because this type of outlet dominates that field. Although the Census Bureau's retail censuses provide no data for supermarkets per se, S&MM's supermarket category is closely related to the bureau's Grocery Stores subgroup (SIC 541). Using the information provided for counties with more than 500 establishments in the *Census of Retail Trade*, S&MM employs the ratio between grocery store sales and total food store sales to calculate supermarket sales. During the intercensal years, S&MM makes its calculations based upon the rates of change reported for total food store sales and grocery store sales in the bureau's *Monthly Retail Trade Report*.

TELEVISION MARKET. The *Data Service*'s TV markets are ARBITRON's Areas of Dominant Influence (ADIs). ARBITRON studies each county for its measurable viewing patterns. The hours of viewing accorded each TV station whose signal reaches the county are totalled; then each station's percentage share of total viewing hours is calculated. The market of origin of the TV stations with the largest share of viewing hours becomes the ADI name for that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI. (For its purposes, ARBITRON splits certain counties, treating each portion as if it were a separate county.) Each county (or portion), is allocated exclusively to a single ADI; thus overlap is eliminated. All of the area of the United States is covered except for Hawaii and Alaska.

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RETAIL SALES ADDENDUM

RETAIL STORE GROUPS

The retail store groups that appear in the **Survey of Buying Power Data Service** follow the U.S. Standard Industrial Classification (SIC), which provides for up to two levels of subclasses within the groups; some of these subclasses are subdivided further by the Bureau of the Census. Data for these finer components, listed below, are maintained by Market Statistics (212-986-4800).

SIC Code	Components
54	**Food Stores**
541	Grocery stores
5422	Freezer and locker meat provisioners
5423 pt.	Meat markets
5423 pt.	Seafood markets
543	Fruit stores, vegetable markets
544	Candy, nut, and confectionery stores
545	Dairy products stores
5462	Retail bakeries (baking and selling)
5463	Retail bakeries (selling only)
549	Miscellaneous food stores
58	**Eating And Drinking Places**
5812 pt.	Restaurants, lunchrooms
5812 pt.	Social caterers
5812 pt.	Cafeterias
5812 pt.	Refreshment places
5812 pt.	Contract feeding
5812 pt.	Ice cream and frozen custard stands
5813	Drinking places
53	**General Merchandise Stores**
531	Department stores
533	Variety stores
539	Miscellaneous general merchandise stores
56	**Apparel And Accessories Stores**
561	Men's and boys' clothing and furnishings stores
562	Women's ready-to-wear stores
563 pt.	Millinery stores
563 pt.	Corset and lingerie shops
563 pt.	Other women's accessories and specialty stores
564	Children's and infants' wear stores
565	Family clothing stores
566 pt.	Men's shoe stores
566 pt.	Women's shoe stores
566 pt.	Children's and juveniles' shoe stores
566 pt.	Family shoe stores
568	Furriers and fur shops
569	Miscellaneous apparel and accessory stores
57	**Furniture/Home Furnishings/Appliance Stores**
5712	Furniture stores
5713	Floor covering stores
5714	Drapery, curtain, and upholstery stores
5719	Miscellaneous home furnishing stores
572	Household appliance stores
5732	Radio and TV stores
5733 pt.	Record shops
5733 pt.	Musical instruments stores
55 pt.	**Automotive Dealers**
5511 pt.	Domestic car franchise only
5511 pt.	Imported car franchise only
5511 pt.	Domestic and imported car franchises
552	Used car dealers
553 pt.	Tire, battery, and accessory dealers
553 pt.	Other auto and home supply stores
555	Boat dealers
556	Recreational and utility trailer dealers
557	Motorcycle dealers
559	Automotive dealers not elsewhere classified
	Note: Mobile home dealers, who used to be part of this group, are now in the Buildings Materials and Hardware group.
554	**Gasoline Service Stations**
	Includes establishments primarily selling gasoline and automotive lubricants and garages that derive more than half of their receipts from selling those same products.
52	**Building Materials And Hardware Dealers**
521	Lumber and other building materials dealers
523	Paint, glass, and wallpaper stores
525	Hardware stores
526	Retail nurseries, lawn and garden supply stores
527	Mobile home dealers
591	**Drugstores**
591 pt.	Drugstores
591 pt.	Proprietary stores
	All Other Stores
	The several store types that are not among the **Data Service's** store groups include the following:
592	Liquor stores
593	Used-merchandise stores
5941 pt.	General line sporting goods stores
5941 pt.	Specialty line sporting goods stores
5942	Bookstores
5943	Stationery stores
5944	Jewelry stores
5945	Hobby, toy, and game shops
5946	Camera and photographic supply stores
5947	Gift, novelty, and souvenir shops
5948	Luggage and leather goods stores
5949	Sewing, needlework, and piece goods stores
5961	Mail-order houses
5962	Automatic merchandising machine operators
5963	Direct selling establishments
5982	Fuel and ice dealers, not elsewhere classified
5983	Fuel oil dealers
5984	Liquefied petroleum gas dealers
5992	Florists
5993	Cigar stores and stands
5994	News dealers and newsstands
5999	Miscellaneous stores not elsewhere classified

(continued)

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MERCHANDISE LINE CATEGORIES

The merchandise lines that appear in the **Survey of Buying Power Data Service** are among those designated on the report forms of the Census of Retail Trade. Finer lines are designated within most of these broad lines where appropriate to the store type. Data for the detailed lines are maintained by Market Statistics (212-986-4800). They are listed here with the code numbers used by the Bureau of the Census.

Census Code	Components
100	**Groceries And Other Foods**
101	Meat, fish and poultry
102	Produce
103	Frozen foods
104	Dairy products and related foods
105	Bakery products, except frozen
107	Delicatessen items
108	All other foods
160	**Drugs, Health Aids and Beauty Aids**
161	Prescriptions
162	Nonprescription medicines
163	Health aids
164	Cosmetics
165	Other hygiene needs
300	**Major Household Appliances**
301	Kitchen appliances
302	Laundry appliances
303	Other major household appliances
320	**Televisions and Video Recorders**
330	**Audio Equipment, Musical Instruments And Supplies**
331	Audio equipment, components, parts, and accessories
335	Records and tapes
337	Musical instruments, sheet music and related items
340	**Furniture And Sleep Equipment**
342	Living room, dining room, and bedroom furniture
343	Sleep furniture and equipment
344	All other furniture including outdoor, kitchen and office furniture
200	**Men's And Boys' Clothing**
201	Boys', young men's, and students' clothing and accessories
202	Men's overcoats, topcoats, raincoats, and outer jackets
203	Men's suits and formal wear
204	Men's sport coats and blazers
205	Men's jeans and casual slacks
206	Men's career apparel and work clothes
207	Men's shirts
208	Men's sweaters
209	Men's hosiery, pajamas, robes, and underwear
211	Men's sportswear
212	Men's accessories
220	**Women's And Girls' Clothing**
221	Infants' and toddlers' apparel and accessories
222	Women's, misses', and juniors' furs and fur garments
223	Women's, misses', and juniors' dresses
224	Women's, misses', and juniors' tailored coats, jackets and rainwear
225	Women's, misses', and juniors' separates and coordinates
228	Women's, misses', and juniors' active sportswear
229	Women's hosiery
231	Women's bras, girdles and foundations
232	Women's, misses', and juniors' lingerie, sleepwear, and loungewear
233	Women's hats, hairpieces, and trimmings
234	Women's handbags and small leather goods
235	Other apparel
260	**Footwear**
261	Men's and boys' footwear
262	Women's and girls' footwear
263	Children's footwear
264	Footwear accessories
	Note: Infants and toddlers footwear not included
858	Home computers and Calculators

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TELEVISION MARKET ADDENDUM

The Television Markets for which data are shown in Sections 16–21 are the Areas of Dominant Influence (ADIs) delineated by the Arbitron Ratings Company for the 1989-90 TV year, covering all of the United States except Alaska and Hawaii. The counties and (in a few areas) portions of counties that make up each market are listed below.

ABILENE - SWEETWATER, TEX.— Brown, Callahan, Coke, Coleman, Eastland, Fisher, Haskell, Jones, Mitchell, Nolan, Runnels, Scurry, Shackelford, Stephens, Stonewall, Taylor.

ALBANY, GA.— Atkinson, Baker, Ben Hill, Berrien, Calhoun, Coffee, Colquitt, Cook, Crisp, Dougherty, Irwin, Lanier, Lee, Miller, Mitchell, Telfair, Terrell, Tift, Turner, Worth.

ALBANY - SCHENECTADY - TROY, N.Y.— MASS.: Berkshire; N.Y.: Albany, Columbia, Fulton, Greene, Hamilton, Montgomery, Rensselaer, Saratoga, Schenectady, Schoharie, Warren, Washington; VT.: Bennington.

ALBUQUERQUE, N.M.— ARIZ.: Apache (northern portion); COLO.: Alamosa, Archuleta, Conejos, Costilla, Montezuma, Rio Grande; N.M.: Bernalillo, Catron, Chaves, Cibola, Colfax, De Baca, Eddy, Grant, Guadalupe, Harding, Lea (northern portion), Lincoln, Los Alamos, Luna, McKinley, Mora, Otero, Rio Arriba, Sandoval, San Juan, San Miguel, Santa Fe, Sierra, Socorro, Taos, Torrance, Valencia.

ALEXANDRIA, LA.— Avoyelles, Grant, Rapides, Vernon.

ALPENA, MICH.— Alcona, Alpena.

AMARILLO, TEX.— N.M.: Curry, Quay, Roosevelt, Union; OKLA.: Cimarron, Texas; TEX.: Armstrong, Briscoe, Carson, Castro, Childress, Collingsworth, Cottle, Dallam, Deaf Smith, Donley, Gray, Hall, Hansford, Hartley, Hemphill, Hutchinson, Lipscomb, Moore, Motley, Ochiltree, Oldham, Parmer, Potter, Randall, Roberts, Sherman, Swisher, Wheeler.

ANNISTON, ALA.— Calhoun.

ARDMORE - ADA, OKLA.— Atoka, Bryan, Carter, Choctaw, Coal, Johnston, Love, Marshall, Pontotoc, Pushmataha.

ATLANTA, GA.— ALA.: Cleburne, Randolph; GA.: Banks, Barrow, Bartow, Butts, Carroll, Cherokee, Clarke, Clayton, Cobb, Coweta, Dawson, De Kalb, Douglas, Fayette, Floyd, Forsyth, Fulton, Gilmer, Gordon, Greene, Gwinnett, Habersham, Hall, Haralson, Heard, Henry, Jackson, Jasper, Lamar, Lumpkin, Meriwether, Morgan, Newton, Oconee, Oglethorpe, Paulding, Pickens, Pike, Polk, Putnam, Rabun, Rockdale, Spalding, Towns, Troup, Union, Upson, Walton, White; N.C.: Clay.

AUGUSTA, GA.— Burke, Columbia, Emanuel, Glascock, Hancock, Jefferson, Jenkins, Lincoln, McDuffie, Richmond, Taliaferro, Warren, Wilkes; S.C.: Aiken, Allendale, Bamberg, Barnwell, Edgefield, McCormick.

AUSTIN, TEX.— Bastrop, Blanco, Burnet, Caldwell, Fayette, Gillespie, Hays, Lee, Llano, Mason, Travis, Williamson.

BAKERSFIELD, CALIF.— Kern (western portion).

BALTIMORE, MD.— Anne Arundel, Baltimore, Baltimore city, Caroline, Carroll, Cecil, Dorchester, Harford, Howard, Kent, Queen Anne's, Talbot.

BANGOR, MAINE— Hancock, Penobscot, Piscataquis, Somerset, Waldo, Washington.

BATON ROUGE, LA.— Ascension, Assumption, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Helena, St. Mary, West Baton Rouge, West Feliciana; MISS.: Amite, Wilkinson.

BEAUMONT - PORT ARTHUR, TEX.— Hardin, Jasper, Jefferson, Newton, Orange, Sabine, Tyler.

BEND, ORE.— Deschutes.

BILLINGS - HARDIN, MONT.— Big Horn, Carbon, Custer, Garfield, Golden Valley, Musselshell, Park, Petroleum, Powder River, Prairie, Rosebud, Stillwater, Sweet Grass, Treasure, Wheatland, Yellowstone; WYO.: Park.

BILOXI - GULFPORT - PASCAGOULA, MISS.— Harrison, Stone.

BINGHAMTON, N.Y.— Broome, Chenango, Delaware, Tioga; PA.: Bradford.

BIRMINGHAM, ALA.— Bibb, Blount, Cherokee, Chilton, Clay, Coosa, Cullman, Etowah, Fayette, Greene, Hale, Jefferson, Marion, St. Clair, Shelby, Talladega, Walker, Winston.

BLUEFIELD - BECKLEY - OAK HILL, W.VA.— VA.: Bland, Tazewell; W.VA.: Fayette, Greenbrier, McDowell, Mercer, Monroe, Raleigh, Summers, Wyoming.

BOISE, IDA.— Ada, Adams, Blaine, Boise, Camas, Canyon, Elmore, Gem, Owyhee, Payette, Valley, Washington; ORE.: Grant, Malheur.

BOSTON, MASS.— Barnstable, Essex, Middlesex, Nantucket, Norfolk, Plymouth, Suffolk, Worcester; N.H.: Belknap, Cheshire, Hillsborough, Merrimack, Rockingham, Strafford, Sullivan; VT.: Windham.

BOWLING GREEN, KY.— Adair, Edmonson, Metcalfe, Warren.

BRISTOL - KINGSPORT - JOHNSON CITY, TENN.— KY.: Knott, Letcher; TENN.: Carter, Greene, Hawkins, Johnson, Sullivan, Unicoi, Washington; VA.: Bristol city, Buchanan, Dickenson, Lee, Norton city, Russell, Scott, Smyth, Washington, Wise.

BUFFALO, N.Y.— Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Niagara, Orleans, Wyoming; PA.: McKean, Potter.

BURLINGTON - PLATTSBURGH, VT.— N.H.: Grafton; N.Y.: Clinton, Essex, Franklin; VT.: Addison, Caledonia, Chittenden, Essex, Franklin, Grand Isle, Lamoille, Orange, Orleans, Rutland, Washington, Windsor.

BUTTE, MONT.— Beaverhead, Broadwater, Deer Lodge, Gallatin, Jefferson, Madison, Powell, Silver Bow.

CASPER - RIVERTON, WYO.— Converse, Fremont, Natrona.

CEDAR RAPIDS - WATERLOO - DUBUQUE, IOWA— Allamakee, Benton, Black Hawk, Bremer, Buchanan, Butler, Chickasaw, Clayton, Delaware, Dubuque, Fayette, Grundy, Iowa, Johnson, Jones, Keokuk, Linn, Tama, Washington, Winneshiek; WISC.: Grant.

CHARLESTON, S.C.— Berkeley, Charleston, Colleton, Dorchester, Georgetown, Williamsburg.

CHARLESTON - HUNTINGTON, W.VA.— KY.: Boyd, Carter, Elliott, Floyd, Greenup, Johnson, Lawrence, Lewis, Magoffin, Martin, Morgan, Pike; OHIO: Athens, Gallia, Jackson, Lawrence, Meigs, Scioto, Vinton, Washington; W.VA.: Boone, Cabell, Calhoun, Clay, Jackson, Kanawha, Lincoln, Logan, Mason, Mingo, Nicholas, Putnam, Roane, Wayne, Webster, Wirt.

CHARLOTTE, N.C.— Alexander, Anson, Ashe, Avery, Burke, Cabarrus, Caldwell, Catawba, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Richmond, Rowan, Stanly, Union, Watauga; S.C.: Chester, Chesterfield, Lancaster, York.

CHARLOTTESVILLE, VA.— Albemarle, Charlottesville city.

CHATTANOOGA, TENN.— GA.: Catoosa, Chattooga, Dade, Fannin, Murray, Walker, Whitfield; N.C.: Cherokee; TENN.: Bledsoe, Bradley, Grundy, Hamilton, McMinn, Marion, Meigs, Polk, Rhea, Sequatchie.

CHEYENNE - SCOTTSBLUFF, WYO.— NEB.: Scotts Bluff; WYO.: Laramie.

CHICAGO, ILL.— Cook, De Kalb, Du Page, Grundy, Iroquois, Kane, Kankakee, Kendall, Lake, La Salle, Livingston, McHenry, Will; IND.: Jasper, Lake, La Porte, Newton, Porter.

CHICO - REDDING, CALIF.— Butte, Glenn, Shasta, Tehama, Trinity.

CINCINNATI, OHIO— IND.: Dearborn, Franklin, Ohio, Ripley, Switzerland, Union; KY.: Boone, Bracken, Campbell, Gallatin, Grant, Kenton, Mason, Owen, Pendleton; OHIO: Adams, Brown, Butler, Clermont, Clinton, Hamilton, Highland, Warren.

CLARKSBURG - WESTON, W.VA.— Barbour, Braxton, Doddridge, Gilmer, Harrison, Lewis, Marion, Randolph, Ritchie, Taylor, Tucker, Upshur.

CLEVELAND, OHIO— Ashland, Ashtabula, Carroll, Cuyahoga, Erie, Geauga, Holmes, Huron, Lake, Lorain, Medina, Portage, Richland, Stark, Summit, Tuscarawas, Wayne.

COLORADO SPRINGS - PUEBLO, COLO.— Baca, Bent, Cheyenne, Crowley, Custer, El Paso, Fremont, Huerfano, Kiowa, Las Animas, Otero, Pueblo, Saguache.

COLUMBIA, S.C.— Calhoun, Clarendon, Fairfield, Kershaw, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda, Sumter.

COLUMBIA - JEFFERSON CITY, MO.— Audrain, Boone, Callaway, Chariton, Cole, Cooper, Howard, Maries, Miller, Moniteau, Morgan, Osage, Randolph.

COLUMBUS, GA.— ALA.: Barbour, Chambers, Lee, Russell; GA.: Chattahoochee, Clay, Harris, Macon, Marion, Muscogee, Quitman, Randolph, Schley, Stewart, Sumter, Talbot, Taylor, Webster.

COLUMBUS - TUPELO, MISS.— ALA.: Lamar, Pickens; MISS.: Calhoun, Chickasaw, Choctaw, Clay, Itawamba, Lee, Lowndes, Monroe, Montgomery, Noxubee, Oktibbeha, Pontotoc, Prentiss, Tishomingo, Webster, Winston, Yalobusha.

COLUMBUS, OHIO— Coshocton, Crawford, Delaware, Fairfield, Fayette, Franklin, Hardin, Hocking, Knox, Licking, Madison, Marion, Morgan, Morrow, Perry, Pickaway, Pike, Ross, Union.

CORPUS CHRISTI, TEX.— Aransas, Bee, Brooks, Duval, Jim Hogg, Jim Wells, Kenedy, Kleberg, Live Oak, Nueces, Refugio, San Patricio.

DALLAS - FT. WORTH, TEX.— Anderson, Bosque, Collin, Comanche, Cooke, Dallas, Delta, Denton, Ellis, Erath, Fannin, Freestone, Grayson, Hamilton, Henderson, Hill, Hood, Hopkins, Hunt, Johnson, Kaufman, Lamar, Limestone, Navarro, Palo Pinto, Parker, Rains, Rockwall, Somervell, Tarrant, Van Zandt, Wise, Wood.

DAVENPORT - ROCK ISLAND - MOLINE, IOWA— ILL.: Bureau, Carroll, Henderson, Henry, Jo Daviess, Knox, Mercer, Rock Island, Warren, Whiteside; IOWA:

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Cedar, Clinton, Des Moines, Henry, Jackson, Louisa, Muscatine, Scott.

DAYTON, OHIO— IND.: Wayne; OHIO: Auglaize, Champaign, Clark, Darke, Greene, Logan, Mercer, Miami, Montgomery, Preble, Shelby.

DENVER, COLO.— Adams, Arapahoe, Boulder, Chaffee, Clear Creek, Denver, Douglas, Eagle, Elbert, Garfield, Gilpin, Grand, Gunnison, Hinsdale, Jackson, Jefferson, Kit Carson, Lake, Larimer, Lincoln, Logan, Mineral, Moffat, Morgan, Park, Phillips, Pitkin, Prowers, Rio Blanco, Routt, San Juan, Sedgwick, Summit, Teller, Washington, Weld, Yuma, NEB.: Box Butte, Cheyenne, Dawes, Deuel, Kimball; WYO.: Albany, Campbell, Carbon, Goshen, Johnson, Niobrara, Platte.

DES MOINES, IOWA— Adair, Appanoose, Audubon, Boone, Calhoun, Carroll, Clarke, Dallas, Decatur, Franklin, Greene, Guthrie, Hamilton, Hardin, Humboldt, Jasper, Lucas, Madison, Mahaska, Marion, Marshall, Monroe, Pocahontas, Polk, Poweshiek, Ringgold, Story, Union, Wapello, Warren, Wayne, Webster, Wright; MO.: Mercer.

DETROIT, MICH.— Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, Wayne.

DOTHAN, ALA.— Coffee, Dale, Geneva, Henry, Houston; FLA.: Holmes, Jackson; GA.: Early.

DULUTH - SUPERIOR, MINN.— MICH.: Gogebic; MINN.: Aitkin, Carlton, Cook, Itasca, Koochiching, Lake, St. Louis; WISC.: Ashland, Bayfield, Douglas, Iron, Sawyer, Washburn.

EL CENTRO - YUMA, CALIF.— ARIZ.: Yuma; CALIF.: Imperial.

EL PASO, TEX.— N.M.: Dona Ana; TEX.: Culberson, El Paso, Hudspeth.

ELMIRA, N.Y.— Chemung, Steuben; PA.: Tioga.

ERIE, PA.— Crawford, Erie, Forest, Warren.

EUGENE, ORE.— Benton, Coos, Douglas, Lane.

EUREKA, CALIF.— Del Norte, Humboldt.

EVANSVILLE, IND.— ILL.: Edwards, Wabash, Wayne, White; IND.: Dubois, Gibson, Perry, Pike, Posey, Spencer, Vanderburgh, Warrick; KY.: Daviess, Hancock, Henderson, Hopkins, McLean, Muhlenberg, Ohio, Union, Webster.

FARGO, N.D.— MINN.: Becker, Clay, Clearwater, Kittson, Lake of the Woods, Mahnomen, Marshall, Norman, Otter Tail, Pennington, Polk, Red Lake, Roseau, Wilkin; N.D.: Barnes, Benson, Cass, Cavalier, Dickey, Eddy, Foster, Grand Forks, Griggs, La Moure, Nelson, Pembina, Ramsey, Ransom, Richland, Sargent, Steele, Stutsman, Towner, Traill, Walsh.

FLAGSTAFF, ARIZ.— Coconino.

FLINT - SAGINAW - BAY CITY, MICH.— Arenac, Bay, Clare, Genesee, Gladwin, Gratiot, Huron, Iosco, Isabella, Midland, Ogemaw, Saginaw, Sanilac, Shiawassee, Tuscola.

FLORENCE, S.C.— Darlington, Dillon, Florence, Horry, Marion, Marlboro.

FT. MYERS - NAPLES, FLA.— Charlotte, Collier, Glades, Hendry, Lee.

FT. SMITH, ARK.— Benton, Crawford, Franklin, Logan, Madison, Polk, Scott, Sebastian, Washington; OKLA.: Le Flore, Sequoyah.

FT. WAYNE, IND.— Adams, Allen, De Kalb, Huntington, Jay, Noble, Steuben, Wabash, Wells, Whitley; OHIO: Paulding, Van Wert.

FRESNO - VISALIA, CALIF.— Fresno, Kings, Madera, Mariposa, Merced, Tulare.

GAINESVILLE, FLA.— Alachua, Dixie, Gilchrist, Levy.

GRAND JUNCTION - DURANGO, COLO.— Delta, La Plata, Mesa, Montrose, Ouray, San Miguel.

GRAND RAPIDS - KALAMAZOO - BATTLE CREEK, MICH.— Allegan, Barry, Branch, Calhoun, Ionia, Kalamazoo, Kent, Mecosta, Montcalm, Muskegon, Newaygo, Oceana, Ottawa, St. Joseph, Van Buren.

GREAT FALLS, MONT.— Blaine, Cascade, Chouteau, Fergus, Glacier, Hill, Judith Basin, Liberty, Meagher, Phillips, Pondera, Teton, Toole, Valley.

GREEN BAY - APPLETON, WISC.— MICH.: Delta, Dickinson, Menominee, Schoolcraft; WISC.: Brown, Calumet, Door, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Outagamie, Shawano, Waupaca, Waushara, Winnebago.

GREENSBORO - WINSTON-SALEM - HIGH POINT, N.C.— Alamance, Alleghany, Caswell, Davidson, Davie, Forsyth, Guilford, Montgomery, Randolph, Rockingham, Stokes, Surry, Wilkes, Yadkin; VA.: Galax city, Patrick.

GREENVILLE - NEW BERN - WASHINGTON, N.C.— Beaufort, Bertie, Carteret, Craven, Duplin, Greene, Hyde, Jones, Lenoir, Martin, Onslow, Pamlico, Pitt, Tyrrell, Washington.

GREENVILLE - SPARTANBURG - ASHEVILLE, S.C.— GA.: Elbert, Franklin, Hart, Madison, Stephens; N.C.: Buncombe, Graham, Haywood, Henderson, Jackson, McDowell, Macon, Madison, Mitchell, Polk, Rutherford, Swain, Transylvania, Yancey; S.C.: Abbeville, Anderson, Cherokee, Greenville, Greenwood, Laurens, Oconee, Pickens, Spartanburg, Union.

GREENWOOD - GREENVILLE, MISS.— Bolivar, Carroll, Grenada, Humphreys, Leflore, Sunflower, Tallahatchie, Washington.

HAGERSTOWN, MD.— Washington.

HARRISBURG - YORK - LANCASTER - LEBANON, PA.— Adams, Cumberland, Dauphin, Juniata, Lancaster, Lebanon, Mifflin, Perry, York.

HARRISONBURG, VA.— Harrisonburg city, Rockingham; W.VA.: Grant, Pendleton.

HARTFORD - NEW HAVEN, CONN.— Hartford, Litchfield, Middlesex, New Haven, New London, Tolland, Windham.

HELENA, MONT.— Lewis and Clark.

HOUSTON, TEX.— Austin, Brazoria, Calhoun, Chambers, Colorado, Fort Bend, Galveston, Grimes, Harris, Jackson, Liberty, Matagorda, Montgomery, Polk, San Jacinto, Trinity, Walker, Waller, Washington, Wharton.

HUNTSVILLE - DECATUR - FLORENCE, ALA.— Colbert, De Kalb, Franklin, Jackson, Lauderdale, Lawrence, Limestone, Madison, Marshall, Morgan; TENN.: Lincoln.

IDAHO FALLS - POCATELLO, IDA.— Bannock, Bingham, Bonneville, Butte, Cassia, Clark, Custer, Fremont, Jefferson, Lemhi, Madison, Minidoka, Power, Teton; WYO.: Lincoln.

INDIANAPOLIS, IND.— Bartholomew, Benton, Blackford, Boone, Brown, Carroll, Cass, Clinton, Decatur, Delaware, Fayette, Fountain, Grant, Hamilton, Hancock, Hendricks, Henry, Howard, Johnson, Madison, Marion, Miami, Monroe, Montgomery, Morgan, Owen, Putnam, Randolph, Rush, Shelby, Tipton, Warren, White.

JACKSON, MISS.— Adams, Attala, Claiborne, Copiah, Franklin, Hinds, Holmes, Issaquena, Jefferson, Jefferson Davis, Lawrence, Leake, Lincoln, Madison, Pike, Rankin, Scott, Sharkey, Simpson, Smith, Walthall, Warren, Yazoo.

JACKSON, TENN.— Carroll, Hardin, Henderson, Madison.

JACKSONVILLE, FLA.— Baker, Bradford, Clay, Columbia, Duval, Nassau, Putnam, St. Johns, Union; GA.: Brantley, Camden, Charlton, Clinch, Glynn, Ware.

JOHNSTOWN - ALTOONA, PA.— Bedford, Blair, Cambria, Cameron, Centre, Clearfield, Elk, Huntingdon, Jefferson, Somerset.

JONESBORO, ARK.— Clay, Craighead, Greene, Izard, Lawrence, Randolph, Sharp; MO.: Ripley.

JOPLIN - PITTSBURG, MO.— KANS.: Allen, Bourbon, Cherokee, Crawford, Labette, Neosho, Wilson, Woodson; MO.: Barton, Jasper, McDonald, Newton, Vernon; OKLA.: Ottawa.

KANSAS CITY, MO.— KANS.: Anderson, Atchison, Doniphan, Douglas, Franklin, Jefferson, Johnson, Leavenworth, Linn, Miami, Wyandotte; MO.: Andrew, Bates, Caldwell, Carroll, Cass, Clay, Clinton, Daviess, De Kalb, Gentry, Grundy, Henry, Jackson, Johnson, Lafayette, Linn, Livingston, Pettis, Platte, Ray, Saline.

KNOXVILLE, TENN.— KY.: Bell, Knox, McCreary, Wayne; TENN.: Anderson, Blount, Campbell, Claiborne, Cocke, Cumberland, Fentress, Grainger, Hamblen, Hancock, Jefferson, Knox, Loudon, Monroe, Morgan, Roane, Scott, Sevier, Union.

LA CROSSE - EAU CLAIRE, WISC.— MINN.: Houston, Winona; WISC.: Buffalo, Chippewa, Crawford, Eau Claire, Jackson, La Crosse, Monroe, Rusk, Trempealeau, Vernon.

LAFAYETTE, IND.— Tippecanoe.

LAFAYETTE, LA.— Acadia, Allen, Evangeline, Iberia, Jefferson Davis, Lafayette, St. Landry, St. Martin, Vermilion.

LAKE CHARLES, LA.— Beauregard, Calcasieu, Cameron.

LANSING, MICH.— Clinton, Eaton, Hillsdale, Ingham, Jackson.

LAREDO, TEX.— Webb, Zapata.

LAS VEGAS, NEV.— Clark, Lincoln, Nye (southern portion).

LAUREL - HATTIESBURG, MISS.— Covington, Forrest, Jasper, Jones, Lamar, Marion, Perry, Wayne.

LEXINGTON, KY.— Anderson, Bath, Bourbon, Boyle, Breathitt, Casey, Clark, Clay, Estill, Fayette, Fleming, Franklin, Garrard, Harlan, Harrison, Jackson, Jessamine, Laurel, Lee, Leslie, Lincoln, Madison, Menifee, Mercer, Montgomery, Nicholas, Owsley, Perry, Powell, Pulaski, Robertson, Rockcastle, Rowan, Russell, Scott, Whitley, Wolfe, Woodford.

LIMA, OHIO— Allen.

LINCOLN - HASTINGS - KEARNEY, NEB.— KANS.: Cloud, Jewell, Republic, Smith, Washington; NEB.: Adams, Boone, Brown, Buffalo, Chase, Clay, Custer, Dawson, Fillmore, Franklin, Frontier, Furnas, Gage, Garfield, Gosper, Greeley, Hall, Hamilton, Harlan, Hayes, Holt, Howard, Jefferson, Kearney, Lancaster, Loup, Merrick, Nance, Nuckolls, Perkins, Phelps, Platte, Polk, Red Willow, Rock, Saline, Sherman, Thayer, Valley, Webster, Wheeler, York.

LITTLE ROCK, ARK.— Arkansas, Bradley, Calhoun, Chicot, Clark, Cleburne, Cleveland, Conway, Dallas, Desha, Drew, Faulkner, Garland, Grant, Hot Spring, Independence, Jackson, Jefferson, Johnson, Lincoln, Lonoke, Monroe, Montgomery, Nevada, Ouachita, Perry, Pike, Pope, Prairie, Pulaski, Saline, Searcy, Stone,

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Van Buren, White, Woodruff, Yell.

LOS ANGELES, CALIF.— Inyo, Kern (eastern portion), Los Angeles, Orange, Riverside (western portion), San Bernardino, Ventura.

LOUISVILLE, KY.— IND.: Clark, Crawford, Floyd, Harrison, Jackson, Jefferson, Jennings, Lawrence, Orange, Scott, Washington; KY.: Breckinridge, Bullitt, Carroll, Grayson, Green, Hardin, Hart, Henry, Jefferson, Larue, Marion, Meade, Nelson, Oldham, Shelby, Spencer, Taylor, Trimble, Washington.

LUBBOCK, TEX.— Bailey, Borden, Cochran, Crosby, Dawson, Dickens, Floyd, Garza, Hale, Hockley, Kent, King, Lamb, Lubbock, Lynn, Terry, Yoakum.

MACON, GA.— Baldwin, Bibb, Bleckley, Crawford, Dodge, Dooly, Houston, Johnson, Jones, Laurens, Monroe, Peach, Pulaski, Twiggs, Washington, Wilcox, Wilkinson.

MADISON, WISC.— Columbia, Dane, Green, Iowa, Juneau, Lafayette, Marquette, Richland, Rock, Sauk.

MANKATO, MINN.— IOWA: Emmet; MINN.: Blue Earth.

MARQUETTE, MICH.— Alger, Baraga, Houghton, Iron, Keweenaw, Marquette, Ontonagon; WISC.: Florence.

MCALLEN - BROWNSVILLE, TEX.— Cameron, Hidalgo, Starr, Willacy.

MEDFORD, ORE.— CALIF.: Modoc, Siskiyou; ORE.: Curry, Jackson, Josephine, Klamath, Lake.

MEMPHIS, TENN.— ARK.: Crittenden, Cross, Lee, Mississippi, Phillips, Poinsett, St. Francis; MISS.: Alcorn, Benton, Coahoma, De Soto, Lafayette, Marshall, Panola, Quitman, Tate, Tippah, Tunica, Union; MO.: Pemiscot; TENN.: Chester, Crockett, Dyer, Fayette, Gibson, Hardeman, Haywood, Lauderdale, McNairy, Shelby, Tipton.

MERIDIAN, MISS.— ALA.: Choctaw, Sumter; MISS.: Clarke, Kemper, Lauderdale, Neshoba, Newton.

MIAMI, FLA.— Broward, Dade, Monroe.

MILWAUKEE, WISC.— Dodge, Jefferson, Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Walworth, Washington, Waukesha.

MINNEAPOLIS - ST. PAUL, MINN.— Anoka, Beltrami, Benton, Big Stone, Brown, Carver, Cass, Chippewa, Chisago, Cottonwood, Crow Wing, Dakota, Douglas, Goodhue, Grant, Hennepin, Hubbard, Isanti, Kanabec, Kandiyohi, Lac qui Parle, Le Sueur, Lyon, McLeod, Martin, Meeker, Mille Lacs, Morrison, Nicollet, Pine, Pope, Ramsey, Redwood, Renville, Rice, Scott, Sherburne, Sibley, Stearns, Steele, Stevens, Swift, Todd, Traverse, Wabasha, Wadena, Waseca, Washington, Watonwan, Wright, Yellow Medicine; WISC.: Barron, Burnett, Dunn, Pepin, Pierce, Polk, St. Croix.

MINOT - BISMARCK - DICKINSON, N.D.— MONT.: Daniels, Dawson, McCone, Richland, Roosevelt, Sheridan, Wibaux; N.D.: Adams, Billings, Bottineau, Bowman, Burke, Burleigh, Divide, Dunn, Emmons, Golden Valley, Grant, Hettinger, Kidder, Logan, McHenry, McIntosh, McKenzie, McLean, Mercer, Morton, Mountrail, Oliver, Pierce, Renville, Rolette, Sheridan, Sioux, Slope, Stark, Ward, Wells, Williams; S.D.: Campbell, Corson, Perkins.

MISSOULA, MONT.— Flathead, Granite, Lake, Mineral, Missoula, Ravalli, Sanders.

MOBILE - PENSACOLA, ALA.— Baldwin, Clarke, Conecuh, Escambia, Mobile, Monroe, Washington; FLA.: Escambia, Okaloosa, Santa Rosa; MISS.: George, Greene, Jackson.

MONROE - EL DORADO, LA.— ARK.: Ashley, Union; LA.: Caldwell, Catahoula, Concordia, East Carroll, Franklin, Jackson, La Salle, Lincoln, Madison, Morehouse, Ouachita, Richland, Tensas, Union, West Carroll, Winn.

MONTGOMERY - SELMA, ALA.— Autauga, Bullock, Butler, Covington, Crenshaw, Dallas, Elmore, Lowndes, Macon, Marengo, Montgomery, Perry, Pike, Tallapoosa, Wilcox.

NASHVILLE, TENN.— KY.: Allen, Barren, Butler, Christian, Clinton, Cumberland, Logan, Monroe, Simpson, Todd, Trigg; TENN.: Bedford, Benton, Cannon, Cheatham, Clay, Coffee, Davidson, Decatur, De Kalb, Dickson, Franklin, Giles, Henry, Hickman, Houston, Humphreys, Jackson, Lawrence, Lewis, Macon, Marshall, Maury, Montgomery, Moore, Overton, Perry, Pickett, Putnam, Robertson, Rutherford, Smith, Stewart, Sumner, Trousdale, Van Buren, Warren, Wayne, White, Williamson, Wilson.

NEW ORLEANS, LA.— Jefferson, Lafourche, Orleans, Plaquemines, St. Bernard, St. Charles, St. James, St. John the Baptist, St. Tammany, Tangipahoa, Terrebonne, Washington; MISS.: Hancock, Pearl River.

NEW YORK, N.Y.— CONN.: Fairfield; N.J.: Bergen, Essex, Hudson, Hunterdon, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union, Warren; N.Y.: Bronx, Dutchess, Kings, Nassau, New York, Orange, Putnam, Queens, Richmond, Rockland, Suffolk, Sullivan, Ulster, Westchester; PA.: Pike.

NORFOLK - PORTSMOUTH - NEWPORT NEWS - HAMPTON, VA.— N.C.: Camden, Chowan, Currituck, Dare, Gates, Hertford, Northampton, Pasquotank, Perquimans; VA.: Accomack, Chesapeake city, Franklin city, Gloucester, Hampton city, Isle of Wight, James City, Mathews, Newport News city, Norfolk city, Northampton, Poquoson city, Portsmouth city, Southampton, Suffolk city, Surry, Virginia Beach city, Williamsburg city, York.

NORTH PLATTE, NEB.— Arthur, Blaine, Hooker, Keith, Lincoln, Logan, McPherson, Thomas.

ODESSA - MIDLAND, TEX.— N.M.: Lea (southern portion); TEX.: Andrews, Brewster, Crane, Ector, Gaines, Glasscock, Howard, Jeff Davis, Loving, Martin, Midland, Pecos, Presidio, Reagan, Reeves, Terrell, Upton, Ward, Winkler.

OKLAHOMA CITY, OKLA.— Alfalfa, Beckham, Blaine, Caddo, Canadian, Cleveland, Custer, Dewey, Ellis, Garfield, Garvin, Grady, Grant, Greer, Harmon, Harper, Hughes, Kay, Kingfisher, Kiowa, Lincoln, Logan, McClain, Major, Murray, Noble, Okfuskee, Oklahoma, Payne, Pottawatomie, Roger Mills, Seminole, Washita, Woods, Woodward.

OMAHA, NEB.— IOWA: Adams, Cass, Crawford, Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby, Taylor; MO.: Atchison; NEB.: Burt, Butler, Cass, Colfax, Cuming, Dodge, Douglas, Johnson, Nemaha, Otoe, Pawnee, Richardson, Sarpy, Saunders, Seward, Washington.

ORLANDO - DAYTONA BEACH - MELBOURNE, FLA.— Brevard, Flagler, Lake, Marion, Orange, Osceola, Seminole, Sumter, Volusia.

OTTUMWA - KIRKSVILLE, IOWA— Davis, Jefferson, Van Buren; MO.: Adair, Putnam, Schuyler, Sullivan.

PADUCAH - CAPE GIRARDEAU - HARRISBURG - MARION, KY.— ILL.: Alexander, Franklin, Gallatin, Hamilton, Hardin, Jackson, Johnson, Massac, Pope, Pulaski, Saline, Union, Williamson; KY.: Ballard, Caldwell, Calloway, Carlisle, Crittenden, Fulton, Graves, Hickman, Livingston, Lyon, McCracken, Marshall; MO.: Bollinger, Butler, Cape Girardeau, Carter, Dunklin, Mississippi, New Madrid, Reynolds, Scott, Stoddard, Wayne; TENN.: Lake, Obion, Weakley.

PALM SPRINGS, CALIF.— Riverside (central portion).

PANAMA CITY, FLA.— Bay, Calhoun, Franklin, Gulf, Liberty, Walton, Washington.

PARKERSBURG, W.VA.— Wood.

PEORIA - BLOOMINGTON, ILL.— Fulton, McLean, Marshall, Mason, Peoria, Putnam, Stark, Tazewell, Woodford.

PHILADELPHIA, PA.— DEL.: Kent, New Castle; N.J.: Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Mercer, Salem; PA.: Berks, Bucks, Chester, Delaware, Lehigh, Monroe, Montgomery, Northampton, Philadelphia.

PHOENIX, ARIZ.— Apache (southern portion), Gila, Graham, Greenlee, La Paz, Maricopa, Mohave, Navajo, Pinal, Yavapai; CALIF.: Riverside (eastern portion).

PITTSBURGH, PA.— MD.: Garrett; PA.: Allegheny, Armstrong, Beaver, Butler, Clarion, Fayette, Greene, Indiana, Lawrence, Venango, Washington, Westmoreland; W.VA.: Hancock, Monongalia, Preston.

PORTLAND, ORE.— Baker, Clackamas, Clatsop, Columbia, Crook, Gilliam, Harney, Hood River, Jefferson, Lincoln, Linn, Marion, Multnomah, Polk, Sherman, Tillamook, Union, Wasco, Washington, Wheeler, Yamhill; WASH.: Clark, Cowlitz, Klickitat, Skamania, Wahkiakum.

PORTLAND - POLAND SPRING, MAINE— Androscoggin, Cumberland, Franklin, Kennebec, Knox, Lincoln, Oxford, Sagadahoc, York; N.H.: Carroll, Coos.

PRESQUE ISLE, MAINE— Aroostook.

PROVIDENCE - NEW BEDFORD, R.I.— MASS.: Bristol, Dukes; R.I.: Bristol, Kent, Newport, Providence, Washington.

QUINCY - HANNIBAL, ILL.— Adams, Brown, Cass, Hancock, McDonough, Pike, Schuyler, Scott; IOWA: Lee; MO.: Clark, Knox, Lewis, Macon, Marion, Monroe, Ralls, Scotland, Shelby.

RALEIGH - DURHAM, N.C.— Chatham, Cumberland, Durham, Edgecombe, Franklin, Granville, Halifax, Harnett, Hoke, Johnston, Lee, Moore, Nash, Orange, Person, Sampson, Scotland, Vance, Wake, Warren, Wayne, Wilson; VA.: Mecklenburg.

RAPID CITY, S.D.— MONT.: Carter; NEB.: Banner, Garden, Grant, Morrill, Sheridan, Sioux; S.D.: Bennett, Butte, Custer, Fall River, Haakon, Harding, Jackson, Lawrence, Meade, Pennington, Shannon, Ziebach; WYO.: Crook, Sheridan, Weston.

RENO, NEV.— CALIF.: Alpine, El Dorado (eastern portion), Lassen, Mono, Placer (eastern portion); NEV.: Carson City, Churchill, Douglas, Esmeralda, Eureka, Humboldt, Lander, Lyon, Mineral, Nye (northern portion), Pershing, Storey, Washoe.

RICHMOND, VA.— Amelia, Augusta, Brunswick, Buckingham, Caroline, Charles City, Chesterfield, Colonial Heights city, Cumberland, Dinwiddie, Emporia city, Essex, Fluvanna, Goochland, Greene, Greensville, Hanover, Henrico, Hopewell city, King and Queen, King William, Lancaster, Louisa, Lunenburg, Madison, Middlesex, Nelson, New Kent, Northumberland, Nottoway, Orange, Petersburg city, Powhatan, Prince Edward, Prince George, Richmond, Richmond city, Staunton city, Sussex, Waynesboro city.

ROANOKE - LYNCHBURG, VA.— Alleghany, Amherst, Appomattox, Bath, Bedford, Bedford city, Botetourt, Buena Vista city, Campbell, Carroll, Charlotte, Clifton Forge city, Covington city, Craig, Danville city, Floyd, Franklin, Giles, Grayson, Halifax, Henry, Highland, Lexington city, Lynchburg city, Martinsville city, Montgomery, Pittsylvania, Pulaski, Radford city, Roanoke, Roanoke city, Rockbridge, Salem city, South Boston city, Wythe; W.VA.: Pocahontas.

ROCHESTER, N.Y.— Livingston, Monroe, Ontario, Wayne.

ROCHESTER - MASON CITY - AUSTIN, MINN.—

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IOWA: Cerro Gordo, Floyd, Hancock, Howard, Kossuth, Mitchell, Winnebago, Worth; MINN.: Dodge, Faribault, Fillmore, Freeborn, Mower, Olmsted.

ROCKFORD, ILL.— Boone, Lee, Ogle, Stephenson, Winnebago.

SACRAMENTO - STOCKTON, CALIF.— Amador, Calaveras, Colusa, El Dorado (western portion), Nevada, Placer (western portion), Plumas, Sacramento, San Joaquin, Sierra, Solano (eastern portion), Stanislaus, Sutter, Tuolumne, Yolo, Yuba.

ST. JOSEPH, MO.— Buchanan, Harrison, Holt, Nodaway, Worth.

ST. LOUIS, MO.— ILL.: Bond, Calhoun, Clinton, Fayette, Greene, Jefferson, Jersey, Macoupin, Madison, Marion, Monroe, Montgomery, Perry, Randolph, St. Clair, Washington; MO.: Crawford, Franklin, Gasconade, Iron, Jefferson, Lincoln, Madison, Montgomery, Perry, Phelps, Pike, St. Charles, Ste. Genevieve, St. Francois, St. Louis, St. Louis city, Warren, Washington.

SALINAS - MONTEREY, CALIF.— Monterey, San Benito, Santa Cruz.

SALISBURY, MD.— DEL.: Sussex; MD.: Somerset, Wicomico, Worcester.

SALT LAKE CITY, UTAH— COLO.: Dolores; IDA.: Bear Lake, Caribou, Franklin, Oneida; MONT.: Fallon; NEV.: Elko, White Pine; UTAH: Beaver, Box Elder, Cache, Carbon, Daggett, Davis, Duchesne, Emery, Garfield, Grand, Iron, Juab, Kane, Millard, Morgan, Piute, Rich, Salt Lake, San Juan, Sanpete, Sevier, Summit, Tooele, Uintah, Utah, Wasatch, Washington, Wayne, Weber; WYO.: Big Horn, Hot Springs, Sublette, Sweetwater, Teton, Uinta, Washakie.

SAN ANGELO, TEX.— Concho, Crockett, Irion, Kimble, McCulloch, Menard, Schleicher, Sterling, Sutton, Tom Green.

SAN ANTONIO, TEX.— Atascosa, Bandera, Bexar, Comal, De Witt, Dimmit, Edwards, Frio, Goliad, Gonzales, Guadalupe, Karnes, Kendall, Kerr, Kinney, La Salle, Lavaca, McMullen, Maverick, Medina, Real, Uvalde, Val Verde, Wilson, Zavala.

SAN DIEGO, CALIF.— San Diego.

SAN FRANCISCO - OAKLAND - SAN JOSE, CALIF.— Alameda, Contra Costa, Lake, Marin, Mendocino, Napa, San Francisco, San Mateo, Santa Clara, Solano (western portion), Sonoma.

SANTA BARBARA - SANTA MARIA - SAN LUIS OBISPO, CALIF.— San Luis Obispo, Santa Barbara.

SAVANNAH, GA.— Appling, Bacon, Bryan, Bulloch, Candler, Chatham, Effingham, Evans, Jeff Davis, Liberty, Long, McIntosh, Montgomery, Pierce, Screven, Tattnall, Toombs, Treutlen, Wayne, Wheeler; S.C.: Beaufort, Hampton, Jasper.

SEATTLE - TACOMA, WASH.— Chelan, Clallam, Grays Harbor, Island, Jefferson, King, Kitsap, Kittitas (western portion), Lewis, Mason, Pacific, Pierce, San Juan, Skagit, Snohomish, Thurston, Whatcom.

SHREVEPORT - TEXARKANA, LA.— ARK.: Columbia, Hempstead, Howard, Lafayette, Little River, Miller, Sevier; LA.: Bienville, Bossier, Caddo, Claiborne, De Soto, Natchitoches, Red River, Sabine, Webster; OKLA.: McCurtain; TEX.: Bowie, Camp, Cass, Franklin, Harrison, Marion, Morris, Panola, Red River, Rusk, Shelby, Titus, Upshur.

SIOUX CITY, IOWA— Buena Vista, Cherokee, Clay, Dickinson, Ida, Monona, O'Brien, Palo Alto, Plymouth, Sac, Sioux, Woodbury; NEB.: Antelope, Cedar, Dakota, Dixon, Knox, Madison, Pierce, Stanton, Thurston, Wayne; S.D.: Union.

SIOUX FALLS - MITCHELL, S.D.— IOWA: Lyon, Osceola; MINN.: Jackson, Lincoln, Murray, Nobles, Pipestone, Rock; NEB.: Boyd, Cherry, Keya Paha; S.D.: Aurora, Beadle, Bon Homme, Brookings, Brown, Brule, Buffalo, Charles Mix, Clark, Clay, Codington, Davison, Day, Deuel, Dewey, Douglas, Edmunds, Faulk, Grant, Gregory, Hamlin, Hand, Hanson, Hughes, Hutchinson, Hyde, Jerauld, Jones, Kingsbury, Lake, Lincoln, Lyman, McCook, McPherson, Marshall, Meliette, Miner, Minnehaha, Moody, Potter, Roberts, Sanborn, Spink, Stanley, Sully, Todd, Tripp, Turner, Walworth, Yankton.

SOUTH BEND - ELKHART, IND.— Elkhart, Fulton, Kosciusko, La Grange, Marshall, Pulaski, St. Joseph, Starke; MICH.: Berrien, Cass.

SPOKANE, WASH.— IDA.: Benewah, Bonner, Boundary, Clearwater, Idaho, Kootenai, Latah, Lewis, Nez Perce, Shoshone; MONT.: Lincoln; ORE.: Wallowa; WASH.: Adams, Asotin, Columbia, Douglas, Ferry, Garfield, Grant, Lincoln, Okanogan, Pend Oreille, Spokane, Stevens, Whitman.

SPRINGFIELD, MASS.— Franklin, Hampden, Hampshire.

SPRINGFIELD, MO.— ARK.: Baxter, Boone, Carroll, Fulton, Marion, Newton; MO.: Barry, Benton, Camden, Cedar, Christian, Dade, Dallas, Dent, Douglas, Greene, Hickory, Howell, Laclede, Lawrence, Oregon, Ozark, Polk, Pulaski, St. Clair, Shannon, Stone, Taney, Texas, Webster, Wright.

SPRINGFIELD - DECATUR - CHAMPAIGN, ILL.— Champaign, Christian, Coles, De Witt, Douglas, Effingham, Ford, Logan, Macon, Menard, Morgan, Moultrie, Piatt, Sangamon, Shelby, Vermilion.

SYRACUSE, N.Y.— Cayuga, Cortland, Madison, Oneida (western portion), Onondaga, Oswego, Schuyler, Seneca, Tompkins, Yates.

TALLAHASSEE - THOMASVILLE, FLA.— Gadsden, Hamilton, Jefferson, Lafayette, Leon, Madison, Suwannee, Taylor, Wakulla; GA.: Brooks, Decatur, Echols, Grady, Lowndes, Seminole, Thomas.

TAMPA - ST. PETERSBURG (SARASOTA), FLA.— Citrus, De Soto, Hardee, Hernando, Highlands, Hillsborough, Manatee, Pasco, Pinellas, Polk, Sarasota.

TERRE HAUTE, IND.— ILL.: Clark, Clay, Crawford, Cumberland, Edgar, Jasper, Lawrence, Richland; IND.: Clay, Daviess, Greene, Knox, Martin, Parke, Sullivan, Vermillion, Vigo.

TOLEDO, OHIO— MICH.: Lenawee; OHIO: Defiance, Fulton, Hancock, Henry, Lucas, Ottawa, Putnam, Sandusky, Seneca, Williams, Wood, Wyandot.

TOPEKA, KANS.— Brown, Clay, Coffey, Geary, Jackson, Lyon, Marshall, Morris, Nemaha, Osage, Pottawatomie, Riley, Shawnee, Wabaunsee.

TRAVERSE CITY - CADILLAC, MICH.— Antrim, Benzie, Charlevoix, Cheboygan, Chippewa, Crawford, Emmet, Grand Traverse, Kalkaska, Lake, Leelanau, Luce, Mackinac, Manistee, Mason, Missaukee, Montmorency, Osceola, Oscoda, Otsego, Presque Isle, Roscommon, Wexford.

TUCSON, ARIZ.— Cochise, Pima, Santa Cruz; N.M.: Hidalgo.

TULSA, OKLA.— KANS.: Chautauqua, Montgomery; OKLA.: Adair, Cherokee, Craig, Creek, Delaware, Haskell, Latimer, McIntosh, Mayes, Muskogee, Nowata, Okmulgee, Osage, Pawnee, Pittsburg, Rogers, Tulsa, Wagoner, Washington.

TUSCALOOSA, ALA.— Tuscaloosa.

TWIN FALLS, IDA.— Gooding, Jerome, Lincoln, Twin Falls.

TYLER - LONGVIEW, TEX.— Angelina, Cherokee, Gregg, Houston, Nacogdoches, San Augustine, Smith.

UTICA, N.Y.— Herkimer, Oneida (eastern portion), Otsego.

VICTORIA, TEX.— Victoria.

WACO - TEMPLE - BRYAN, TEX.— Bell, Brazos, Burleson, Coryell, Falls, Lampasas, Leon, McLennan, Madison, Milam, Mills, Robertson, San Saba.

WASHINGTON, D.C.— District of Columbia; MD.: Allegany, Calvert, Charles, Frederick, Montgomery, Prince George's, St. Mary's; PA.: Franklin, Fulton; VA.: Alexandria city, Arlington, Clarke, Culpeper, Fairfax, Fairfax city, Falls Church city, Fauquier, Frederick, Fredericksburg city, King George, Loudoun, Manassas city, Manassas Park city, Page, Prince William, Rappahannock, Shenandoah, Spotsylvania, Stafford, Warren, Westmoreland, Winchester city; W.VA.: Berkeley, Hampshire, Hardy, Jefferson, Mineral, Morgan.

WATERTOWN - CARTHAGE, N.Y.— Jefferson, Lewis, St. Lawrence.

WAUSAU - RHINELANDER, WISC.— Adams, Clark, Forest, Langlade, Lincoln, Marathon, Oneida, Portage, Price, Taylor, Vilas, Wood.

WEST PALM BEACH - FT. PIERCE - VERO BEACH, FLA.— Indian River, Martin, Okeechobee, Palm Beach, St. Lucie.

WHEELING - STEUBENVILLE, W.VA.— OHIO: Belmont, Guernsey, Harrison, Jefferson, Monroe, Noble; W.VA.: Brooke, Marshall, Ohio, Pleasants, Tyler, Wetzel.

WICHITA - HUTCHINSON, KANS.— Barber, Barton, Butler, Chase, Cheyenne, Clark, Comanche, Cowley, Decatur, Dickinson, Edwards, Elk, Ellis, Ellsworth, Finney, Ford, Gove, Graham, Grant, Gray, Greeley, Greenwood, Hamilton, Harper, Harvey, Haskell, Hodgeman, Kearny, Kingman, Kiowa, Lane, Lincoln, Logan, McPherson, Marion, Meade, Mitchell, Morton, Ness, Norton, Osborne, Ottawa, Pawnee, Phillips, Pratt, Rawlins, Reno, Rice, Rooks, Rush, Russell, Saline, Scott, Sedgwick, Seward, Sheridan, Sherman, Stafford, Stanton, Stevens, Sumner, Thomas, Trego, Wallace, Wichita; NEB.: Dundy, Hitchcock; OKLA.: Beaver.

WICHITA FALLS - LAWTON, TEX.— OKLA.: Comanche, Cotton, Jackson, Jefferson, Stephens, Tillman; TEX.: Archer, Baylor, Clay, Foard, Hardeman, Jack, Knox, Montague, Throckmorton, Wichita, Wilbarger, Young.

WILKES-BARRE - SCRANTON, PA.— Carbon, Clinton, Columbia, Lackawanna, Luzerne, Lycoming, Montour, Northumberland, Schuylkill, Snyder, Sullivan, Susquehanna, Union, Wayne, Wyoming.

WILMINGTON, N.C.— Bladen, Brunswick, Columbus, New Hanover, Pender, Robeson.

YAKIMA, WASH.— ORE.: Morrow, Umatilla; WASH.: Benton, Franklin, Kittitas (eastern portion), Walla Walla, Yakima.

YOUNGSTOWN, OHIO— Columbiana, Mahoning, Trumbull; PA.: Mercer.

ZANESVILLE, OHIO— Muskingum.

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1989 SURVEY OF BUYING POWER DATA SERVICE

NOTES

SECTION 1
State Maps With County Outlines

Metropolitan Statistical Areas
(or New England County Metropolitan Areas)

Listed Consolidated Metropolitan Areas

EXPLANATION OF TERMS

An explanation of terms used in the **Survey Of Buying Power Data Service** will be found in the Introductory Section starting on page A-5.

To order additional copies of the 1989 DATA SERVICE
please call toll-free 1-800-825-8508.
Ask for Product #59800.

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1989 SURVEY OF BUYING POWER DATA SERVICE

ALABAMA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
ANNISTON	125.3	45.2	1,109,557	512,442	.0376
BIRMINGHAM	934.9	357.2	9,653,194	5,266,623	.3295
DECATUR	102.6	38.0	959,268	573,349	.0345
DOTHAN	133.0	48.4	1,213,559	909,827	.0472
FLORENCE	140.0	53.5	1,321,023	776,820	.0471
GADSDEN	104.0	39.7	909,449	479,856	.0321
HUNTSVILLE	242.0	92.0	3,198,825	1,512,973	.0994
MOBILE	488.1	179.1	4,913,150	3,043,912	.1753
MONTGOMERY	305.8	111.3	3,095,265	1,826,860	.1087
TUSCALOOSA	147.4	54.5	1,319,589	841,501	.0488

County	Metropolitan Area
Autauga	Montgomery
Baldwin	Mobile
Blount	Birmingham
Calhoun	Anniston
Colbert	Florence
Dale	Dothan
Elmore	Montgomery
Etowah	Gadsden
Houston	Dothan
Jefferson	Birmingham

County	Metropolitan Area
Lauderdale	Florence
Madison	Huntsville
Mobile	Mobile
Montgomery	Montgomery
Morgan	Decatur
Russell	Columbus, Ga.
St. Clair	Birmingham
Shelby	Birmingham
Tuscaloosa	Tuscaloosa
Walker	Birmingham

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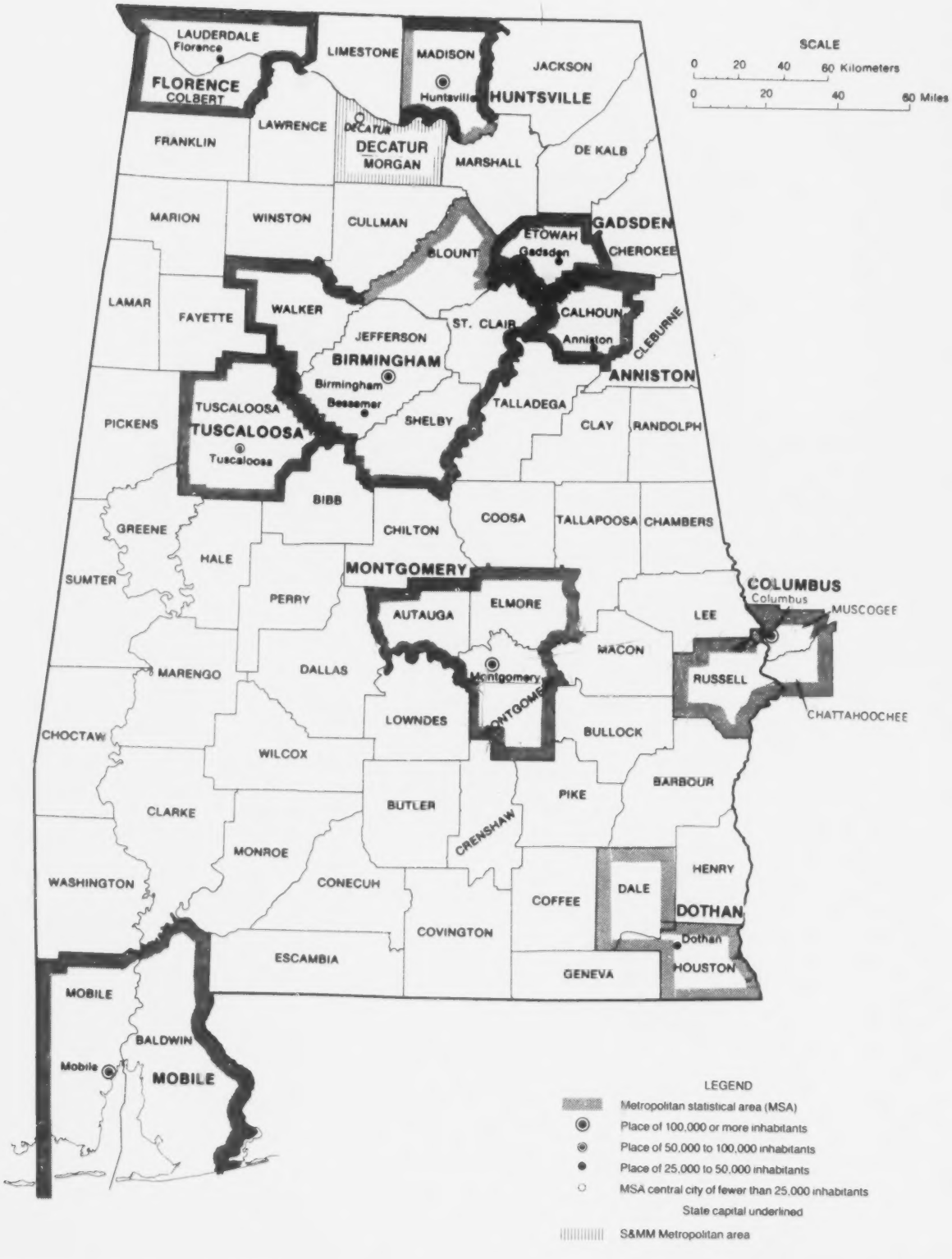
ALABAMA



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1989 SURVEY OF BUYING POWER DATA SERVICE

ALASKA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
ANCHORAGE	223.0	83.0	3,497,606	2,111,721	.1137

County	Metropolitan Area
Anchorage	Anchorage

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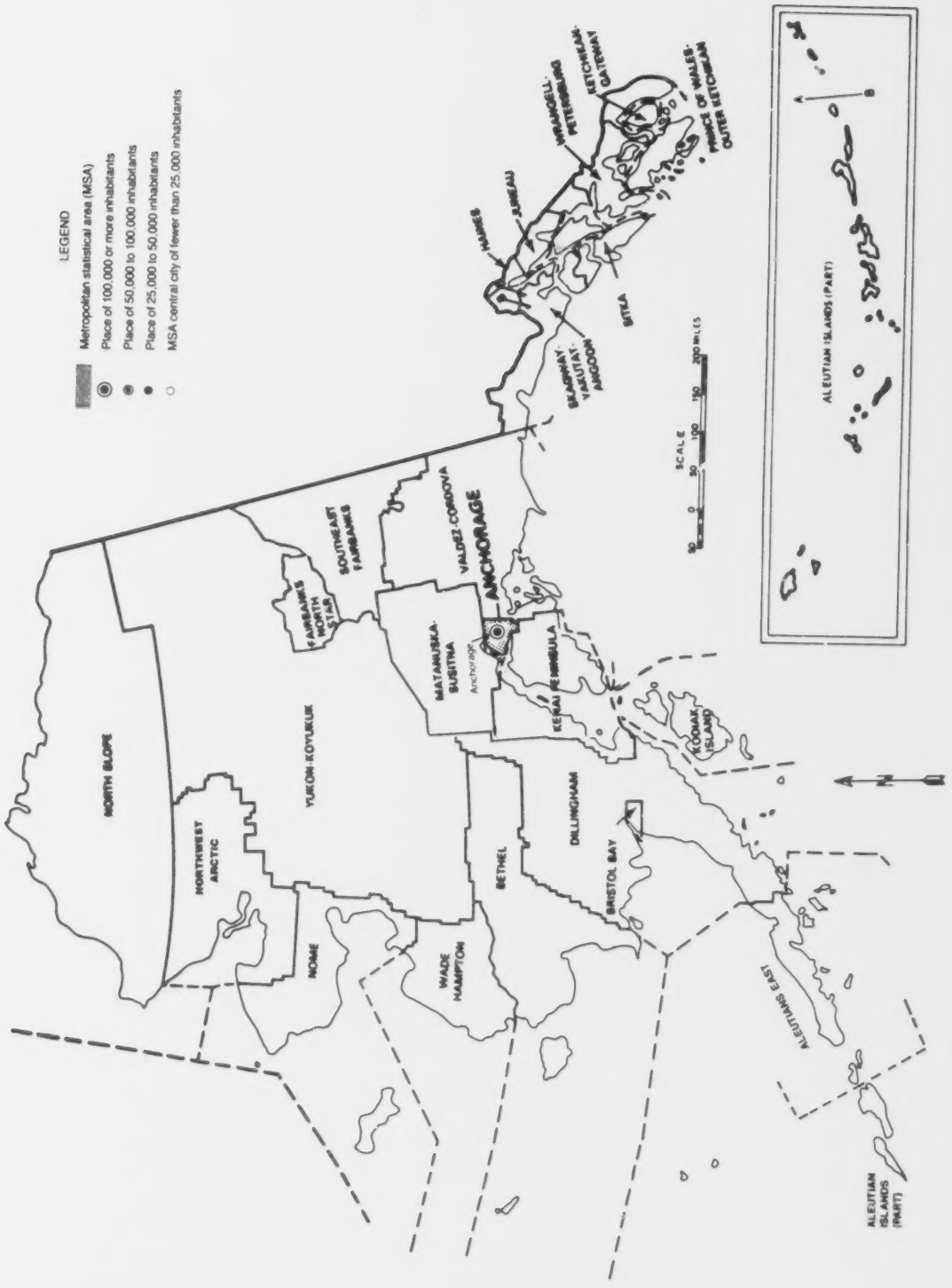
ALASKA



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ARIZONA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
PHOENIX	2,057.6	809.8	26,355,271	15,473,301	.8796
TUCSON	650.0	258.9	6,974,772	4,272,629	.2446

County	Metropolitan Area
Maricopa	Phoenix
Pima	Tucson

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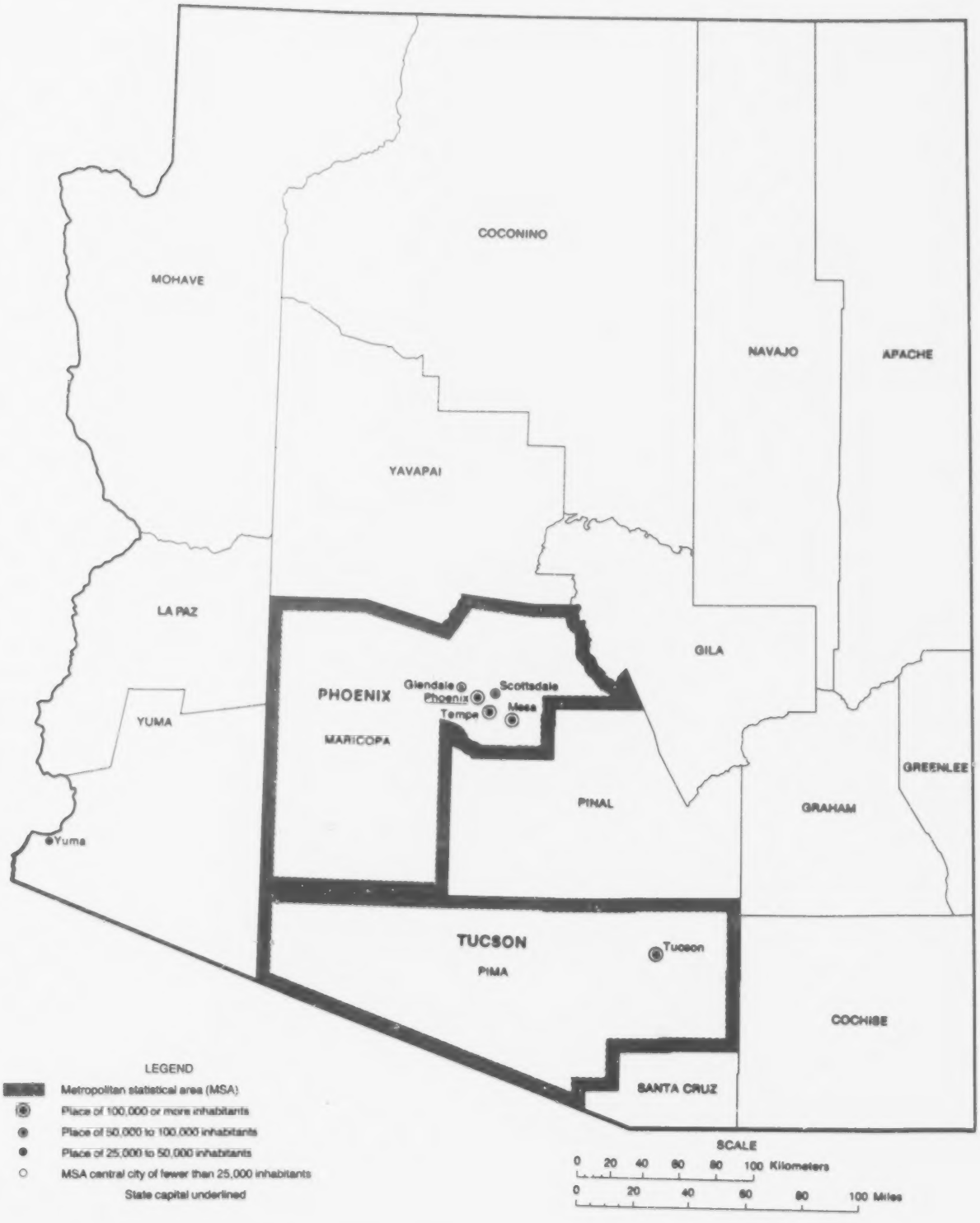
ARIZONA



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ARKANSAS

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
FAYETTEVILLE - SPRINGDALE	112.4	42.4	1,132,472	726,962	.0408
FORT SMITH	183.8	68.6	1,732,534	948,172	.0606
LITTLE ROCK - NORTH LITTLE ROCK	521.8	192.3	5,916,218	3,477,962	.2021
PINE BLUFF	90.5	31.2	771,899	490,412	.0288
TEXARKANA	122.3	45.2	1,129,934	820,501	.0432

County	Metropolitan Area
Crawford	Fort Smith
Crittenden	Memphis, Tenn.
Faulkner	Little Rock - North Little Rock
Jefferson	Pine Bluff
Lonoke	Little Rock - North Little Rock
Miller	Texarkana
Pulaski	Little Rock - North Little Rock
Saline	Little Rock - North Little Rock
Sebastian	Fort Smith
Washington	Fayetteville - Springdale

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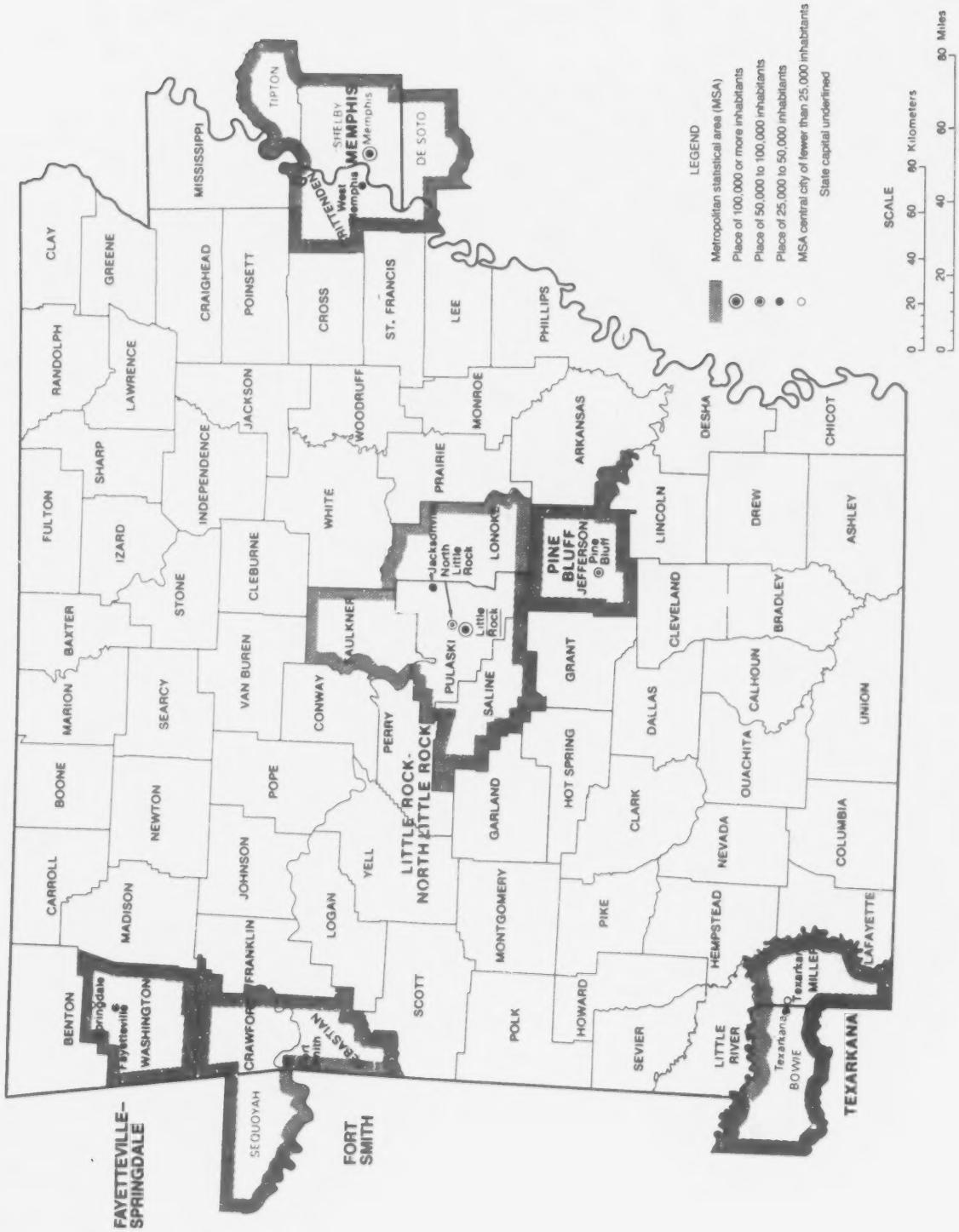
ARKANSAS



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1989 SURVEY OF BUYING POWER DATA SERVICE

CALIFORNIA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
ANAHEIM - SANTA ANA	2,273.7	808.2	38,034,417	17,860,987	1.1313
BAKERSFIELD	519.4	183.4	6,386,866	3,052,181	.2020
CHICO	176.0	70.8	1,900,362	1,078,578	.0650
FRESNO	613.7	219.6	7,724,169	3,524,233	.2400
LOS ANGELES - LONG BEACH	8,704.7	3,162.1	129,522,222	59,291,182	3.9019
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	*13,911.2*	*4,999.7*	*206,989,039*	*93,823,639*	*6.2187*
MERCED	175.0	56.9	1,680,475	881,697	.0577
MODESTO	342.1	120.3	3,948,273	2,020,713	.1290
OAKLAND	2,009.1	778.1	34,406,510	14,699,893	.9928
OXNARD - VENTURA	645.1	213.3	9,925,490	3,864,453	.2848
REDDING	140.4	52.7	1,522,654	906,430	.0527
RIVERSIDE - SAN BERNARDINO	2,287.7	816.1	29,506,910	12,807,017	.9007
SACRAMENTO	1,398.2	543.4	20,327,101	9,525,096	.6190
SALINAS - SEASIDE - MONTEREY	352.0	115.3	4,451,038	2,061,705	.1388
SAN DIEGO	2,382.0	867.4	36,146,308	16,135,201	1.0776
SAN FRANCISCO	1,605.5	675.4	31,215,734	15,811,806	.9286
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	*6,073.9*	*2,345.1*	*106,804,389*	*48,039,608*	*3.1130*
SAN JOSE	1,437.4	508.9	26,185,653	11,385,889	.7518
SANTA BARBARA - SANTA MARIA - LOMPOC	347.0	130.9	5,269,900	3,098,483	.1707
SANTA CRUZ	234.4	87.5	3,514,362	1,394,451	.1019
SANTA ROSA - PETALUMA	368.2	146.0	5,829,687	2,381,218	.1685
STOCKTON	467.2	160.0	5,367,725	2,537,682	.1718
VALLEJO - FAIRFIELD - NAPA	419.3	149.2	5,652,443	2,366,351	.1694
VISALIA - TULARE - PORTERVILLE	301.5	98.4	2,680,298	1,748,584	.1001
YUBA CITY	119.9	43.9	1,278,373	649,547	.0425

County	Metropolitan Area
Alameda	Oakland
Butte	Chico
Contra Costa	Oakland
El Dorado	Sacramento
Fresno	Fresno
Kern	Bakersfield
Los Angeles	Los Angeles - Long Beach
Marin	San Francisco
Merced	Merced
Monterey	Salinas - Seaside - Monterey
Napa	Vallejo - Fairfield - Napa
Orange	Anaheim - Santa Ana
Placer	Sacramento
Riverside	Riverside - San Bernardino
Sacramento	Sacramento
San Bernardino	Riverside - San Bernardino

County	Metropolitan Area
San Diego	San Diego
San Francisco	San Francisco
San Joaquin	Stockton
San Mateo	San Francisco
Santa Barbara	Santa Barbara - Santa Maria - Lompoc
Santa Clara	San Jose
Santa Cruz	Santa Cruz
Shasta	Redding
Solano	Vallejo - Fairfield - Napa
Sonoma	Santa Rosa - Petaluma
Stanislaus	Modesto
Sutter	Yuba City
Tulare	Visalia - Tulare - Portervilie
Ventura	Oxnard - Ventura
Yolo	Sacramento
Yuba	Yuba City

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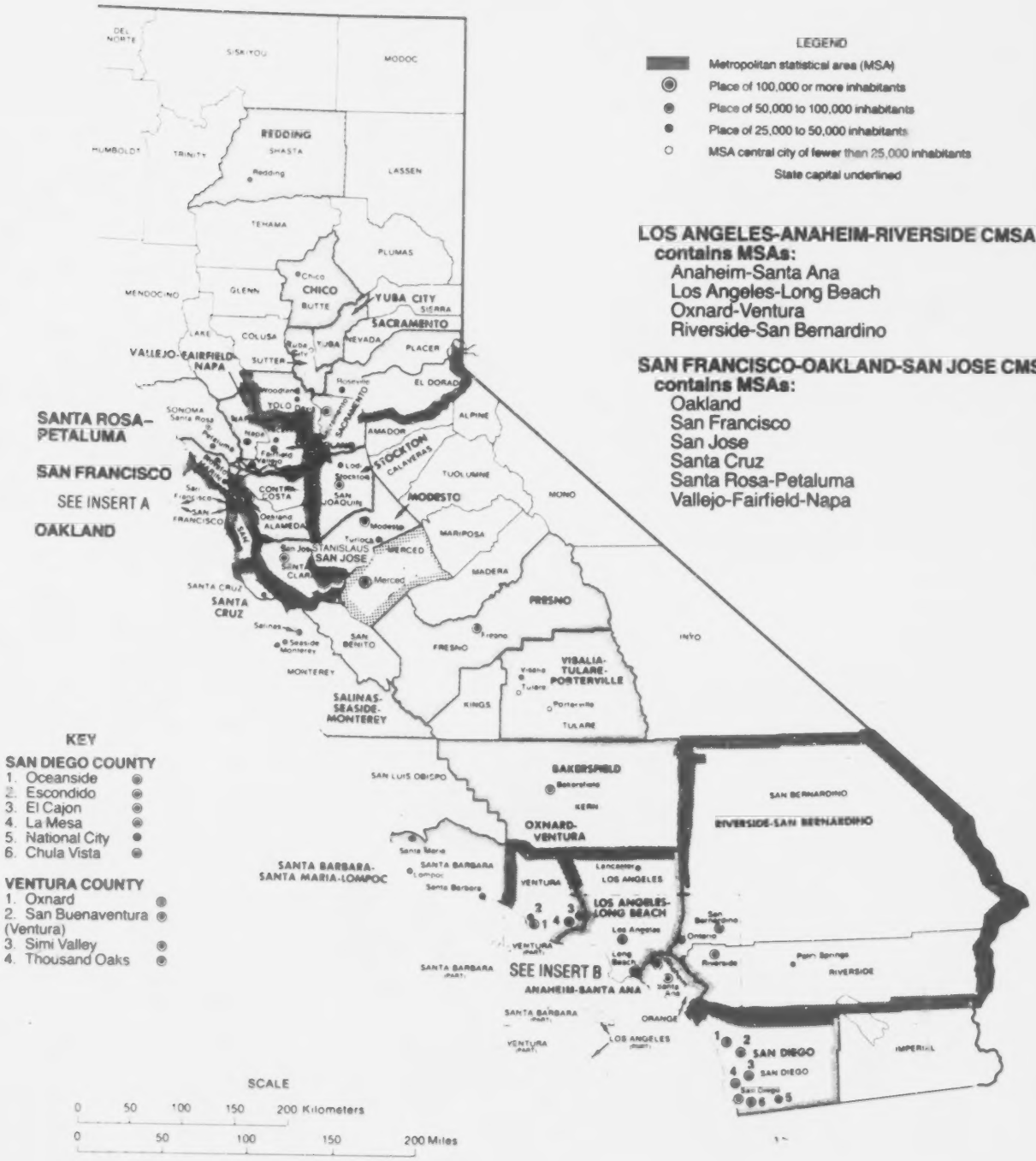
CALIFORNIA



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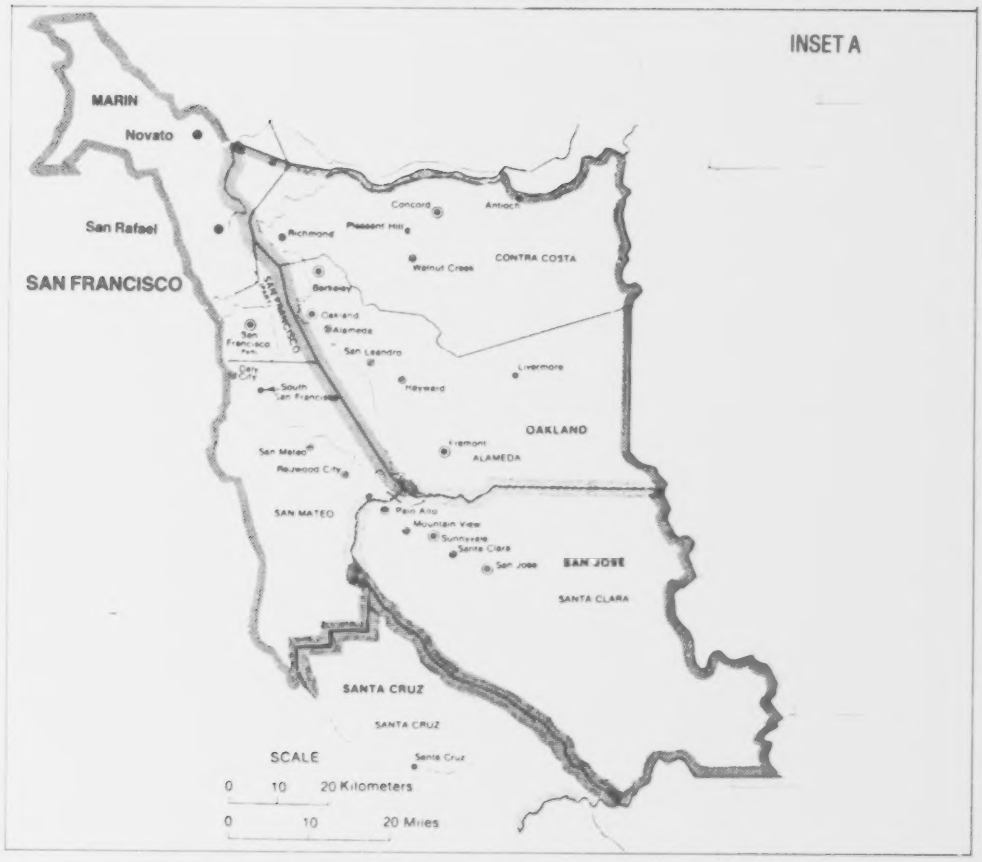
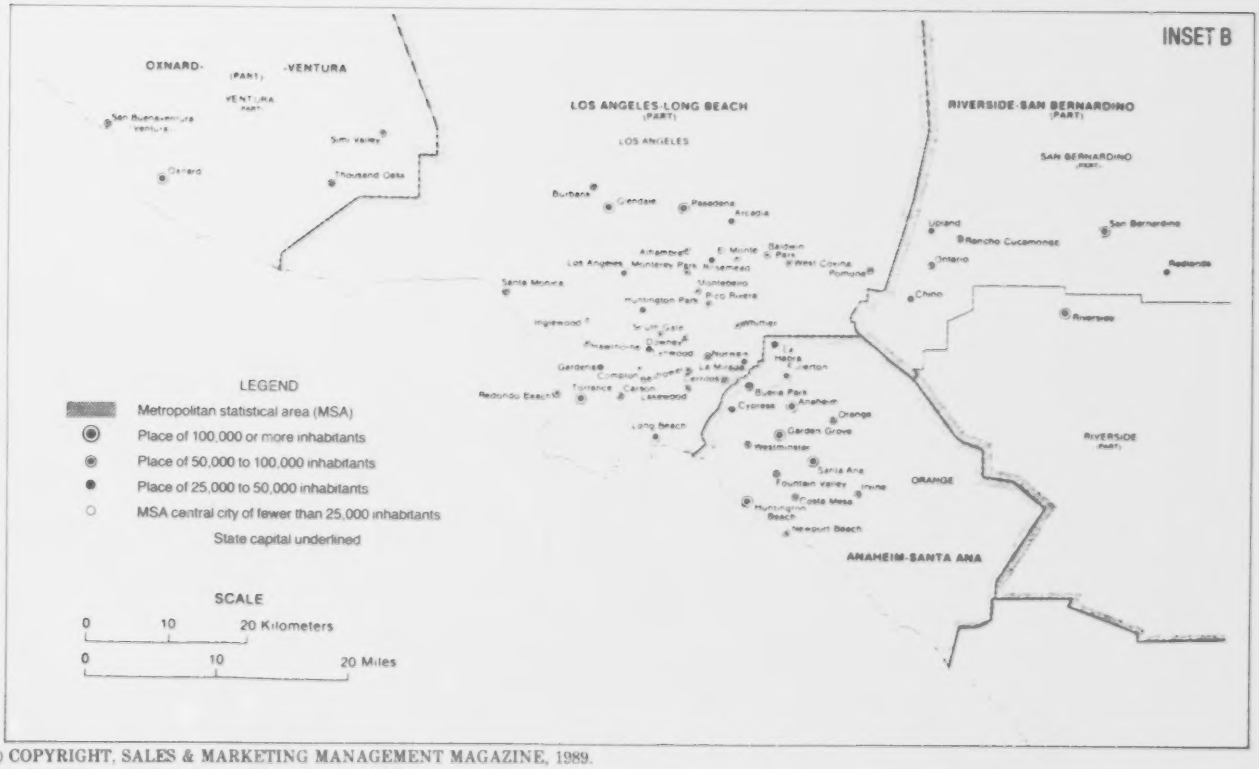
CALIFORNIA





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COLORADO

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
BOULDER - LONGMONT	221.4	86.4	2,722,102	1,729,250	.0940
COLORADO SPRINGS	400.0	149.9	4,439,261	2,573,497	.1520
DENVER	1,684.5	671.6	22,765,998	11,641,766	.7206
DENVER - BOULDER CONSOLIDATED AREA	*1,905.9*	*758.0*	*25,488,100*	*13,371,016*	*.8146*
FORT COLLINS - LOVELAND	187.6	71.6	1,971,522	1,197,147	.0691
GREELEY	138.8	51.1	1,282,909	599,845	.0431
PUEBLO	128.7	49.8	1,161,182	715,012	.0423

County	Metropolitan Area
Adams	Denver
Arapahoe	Denver
Boulder	Boulder - Longmont
Denver	Denver
Douglas	Denver

County	Metropolitan Area
El Paso	Colorado Springs
Jefferson	Denver
Larimer	Fort Collins - Loveland
Pueblo	Pueblo
Weld	Greeley

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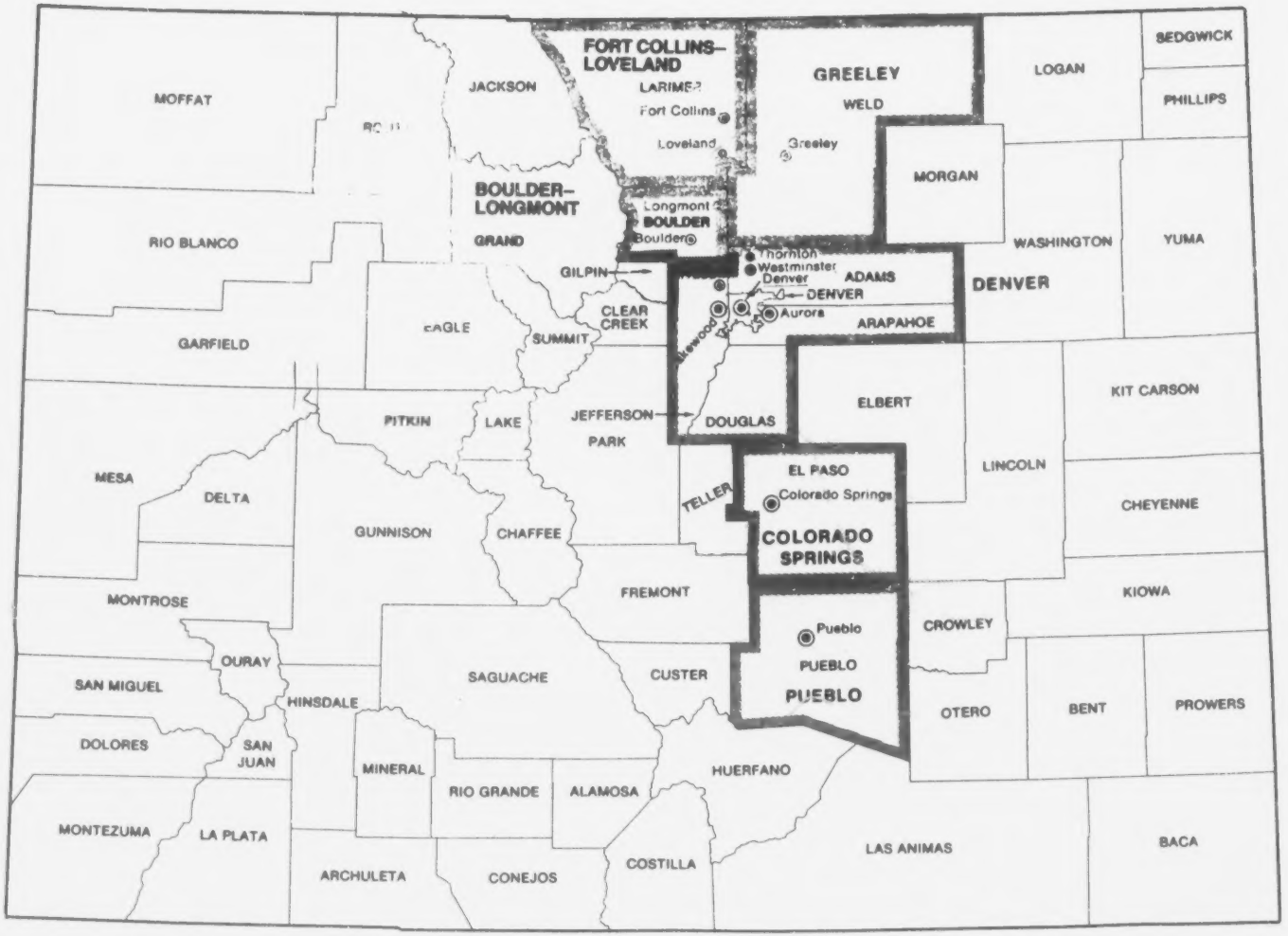
COLORADO



LEGEND

- Metropolitan statistical area (MSA)
- Place of 100,000 or more inhabitants
- Place of 50,000 to 100,000 inhabitants
- Place of 25,000 to 50,000 inhabitants
- MSA central city of fewer than 25,000 inhabitants

State capital underlined

DENVER-BOULDER CMSA
contains MSAs:
Boulder-Longmont
Denver

SCALE

0 20 40 60 80 100 Kilometers
0 20 40 60 80 100 Miles

CONNECTICUT

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	830.9	300.0	16,822,724	8,315,406	.4938
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	1,117.4	416.9	17,914,122	9,342,838	.5538
NEW HAVEN - WATERBURY - MERIDEN	793.6	295.8	12,327,992	6,160,142	.3779
NEW LONDON - NORWICH	253.8	91.1	3,583,066	1,975,707	.1152

County	Metropolitan Area
Fairfield	Bridgeport - Stamford - Norwalk - Danbury
Hartford	Hartford - New Britain - Middletown - Bristol
Middlesex	Hartford - New Britain - Middletown - Bristol
New Haven	New Haven - Waterbury - Meriden
New London	New London - Norwich
Tolland	Hartford - New Britain - Middletown - Bristol

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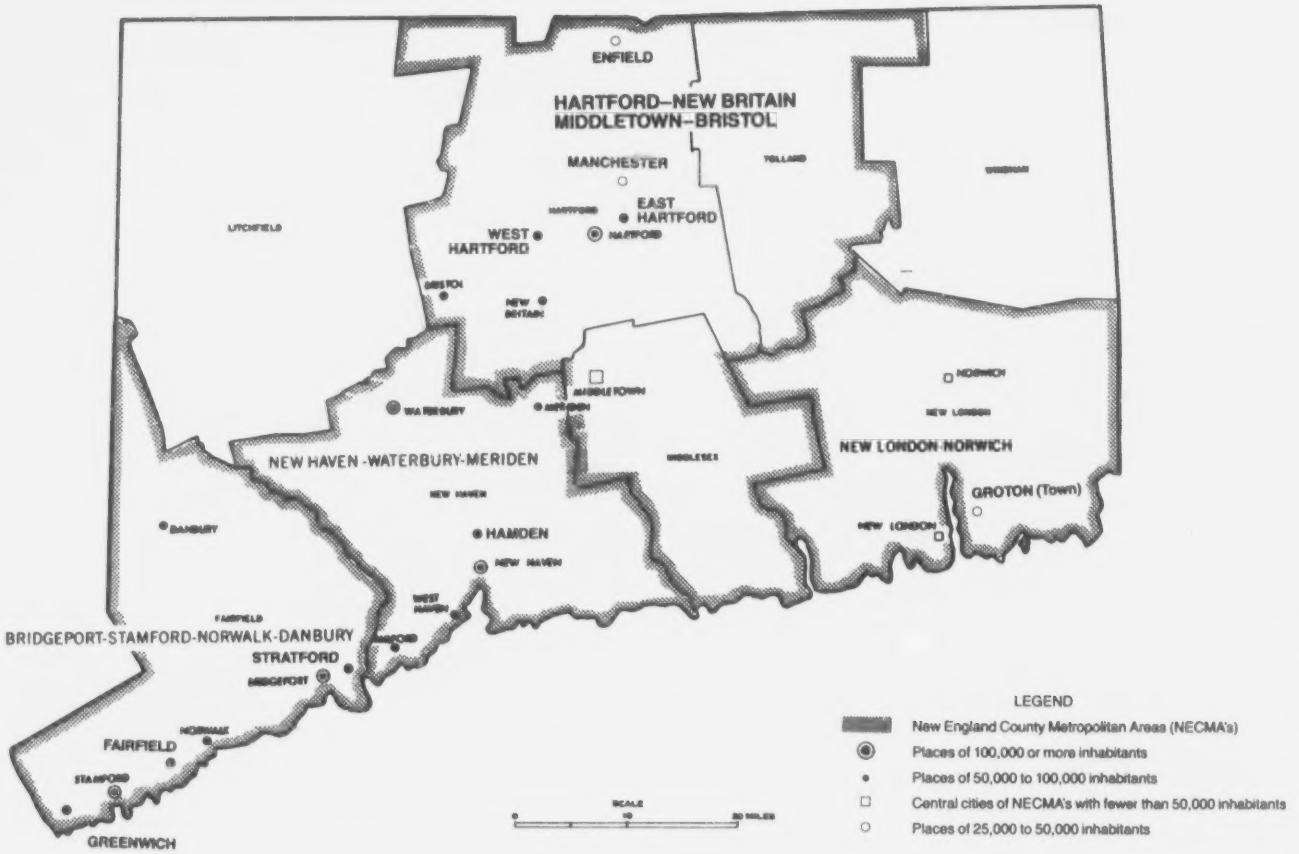
CONNECTICUT



NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT CMSA
contains MSAs:
Bergen-Passaic, NJ
Jersey City, NJ
Middlesex-Somerset-Hunterdon, NJ
Monmouth-Ocean, NJ
Nassau-Suffolk, NY
New York, NY
Newark, NJ
Orange County, NY
and NECMA:
Bridgeport-Stamford-Norwalk, Danbury, CT

DELAWARE

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
WILMINGTON	564.7	203.9	7,839,329	4,121,303	.2489

County	Metropolitan Area
New Castle	Wilmington

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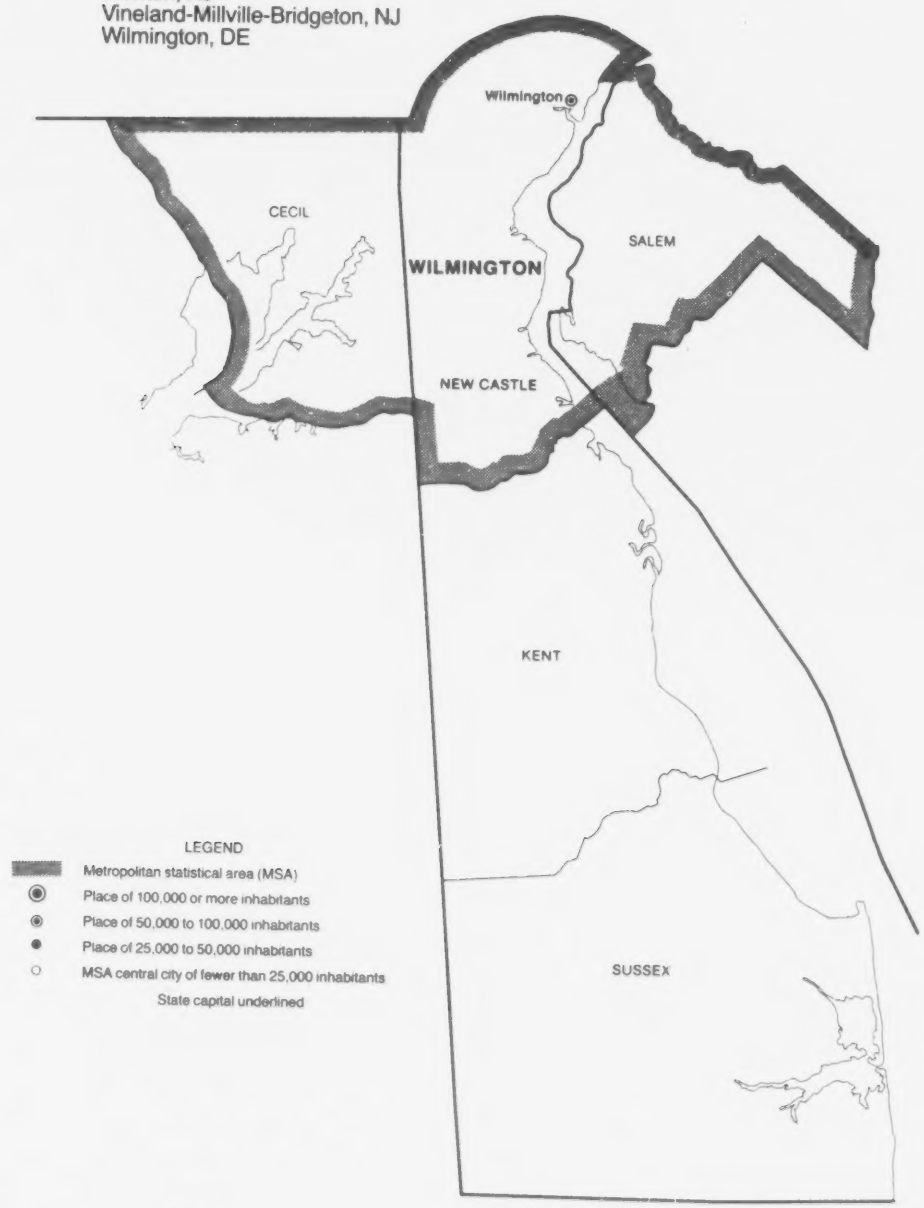
DELAWARE

PHILADELPHIA-WILMINGTON-TRENTON, PA-NJ-DE-MD CMSA
contains MSAs:
Philadelphia, PA-NJ
Trenton, NJ
Vineland-Millville-Bridgeton, NJ
Wilmington, DE



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DISTRICT OF COLUMBIA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
WASHINGTON	3,729.8	1,401.6	67,329,950	31,471,548	1.9756

County	Metropolitan Area
District of Columbia	Washington

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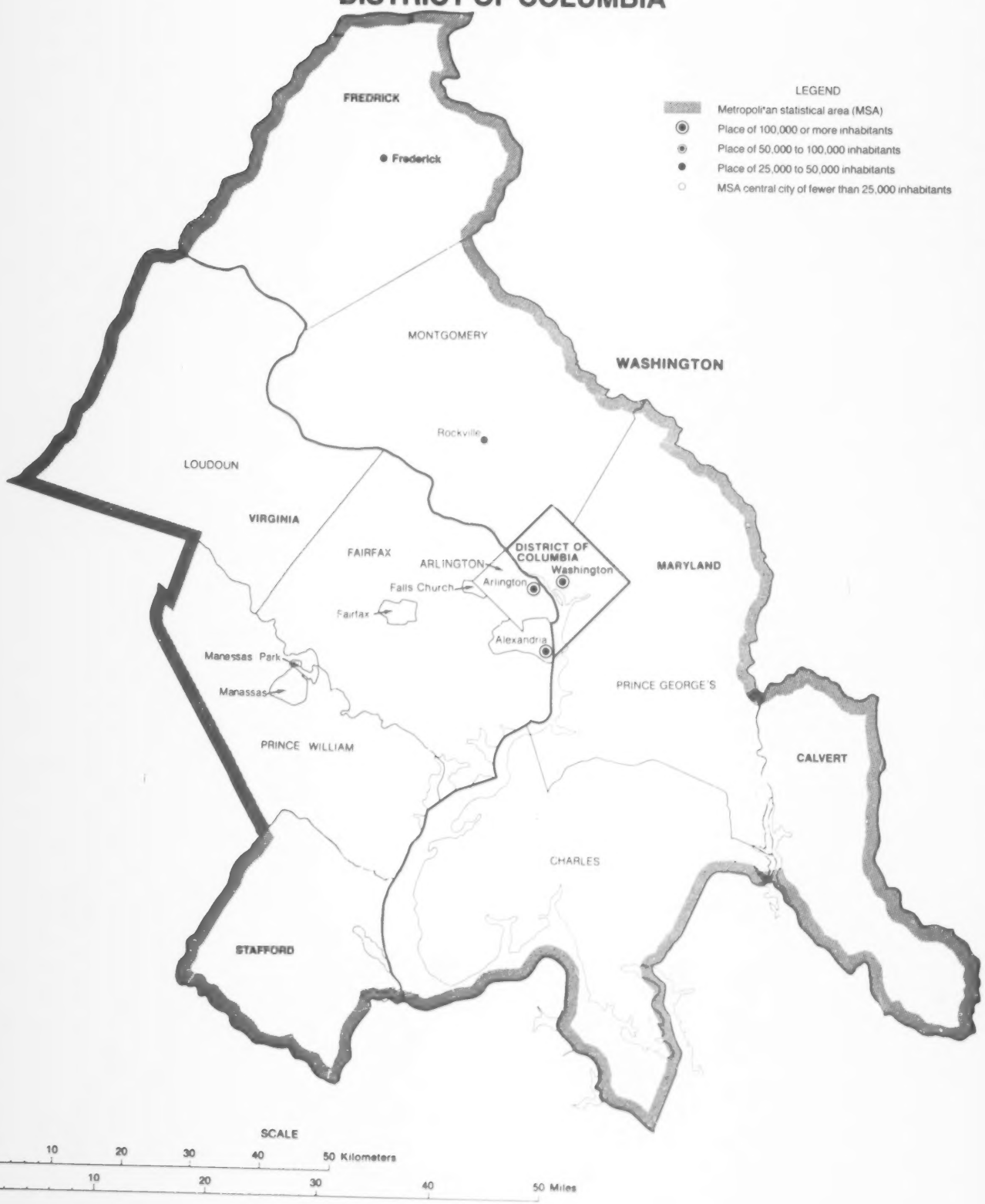
DISTRICT OF COLUMBIA



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FLORIDA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
BRADENTON	187.5	81.3	2,389,164	1,541,405	.0823
DAYTONA BEACH	345.9	147.6	4,165,522	2,453,047	.1408
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	1,214.3	526.5	18,729,983	11,186,879	.6085
FORT MYERS - CAPE CORAL	307.3	131.6	4,158,704	2,330,074	.1354
FORT PIERCE	227.5	93.1	2,630,903	1,670,494	.0921
FORT WALTON BEACH	154.1	56.3	1,719,352	1,130,07.	.0612
GAINESVILLE	208.8	79.3	2,181,812	1,441,752	.0788
JACKSONVILLE	918.0	348.8	11,084,802	5,981,874	.3644
LAKELAND - WINTER HAVEN	401.6	151.1	4,159,465	2,446,337	.1451
MELBOURNE - TITUSVILLE - PALM BAY	389.1	157.4	4,575,045	2,551,869	.1529
MIAMI - HIALEAH	1,850.4	710.3	22,841,426	16,170,088	.8181
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	*3,064.7*	*1,236.8*	*41,571,409*	*27,356,967*	*1.4266*
NAPLES	133.1	56.3	1,752,024	1,317,285	.0635
OCALA	189.7	75.0	1,781,398	1,409,515	.0701
ORLANDO	989.7	379.1	12,437,865	8,130,784	.4316
PANAMA CITY	132.6	50.8	1,190,547	940,567	.0473
PENSACOLA	355.1	131.0	3,933,961	2,119,217	.1316
SARASOTA	261.4	118.7	3,578,392	2,418,696	.1238
TALLAHASSEE	230.1	86.3	2,559,176	1,506,791	.0879
TAMPA - ST. PETERSBURG - CLEARWATER	2,033.1	864.3	25,596,483	14,783,567	.8523
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	835.8	361.1	13,674,989	7,380,468	.4259

County	Metropolitan Area
Alachua	Gainesville
Bay	Panama City
Bradford	Gainesville
Brevard	Melbourne - Titusville - Palm Bay
Broward	Fort Lauderdale - Hollywood - Pompano Beach
Clay	Jacksonville
Collier	Naples
Dade	Miami - Hialeah
Duval	Jacksonville
Escambia	Pensacola
Gadsden	Tallahassee
Hernando	Tampa - St. Petersburg - Clearwater
Hillsborough	Tampa - St. Petersburg - Clearwater
Lee	Fort Myers - Cape Coral
Leon	Tallahassee
Manatee	Bradenton

County	Metropolitan Area
Marion	Ocala
Martin	Fort Pierce
Nassau	Jacksonville
Okaloosa	Fort Walton Beach
Orange	Orlando
Osceola	Orlando
Palm Beach	West Palm Beach - Boca Raton - Delray Beach
Pasco	Tampa - St. Petersburg - Clearwater
Pinellas	Tampa - St. Petersburg - Clearwater
Polk	Lakeland - Winter Haven
St. Johns	Jacksonville
St. Lucie	Fort Pierce
Santa Rosa	Pensacola
Sarasota	Sarasota
Seminole	Orlando
Volusia	Daytona Beach

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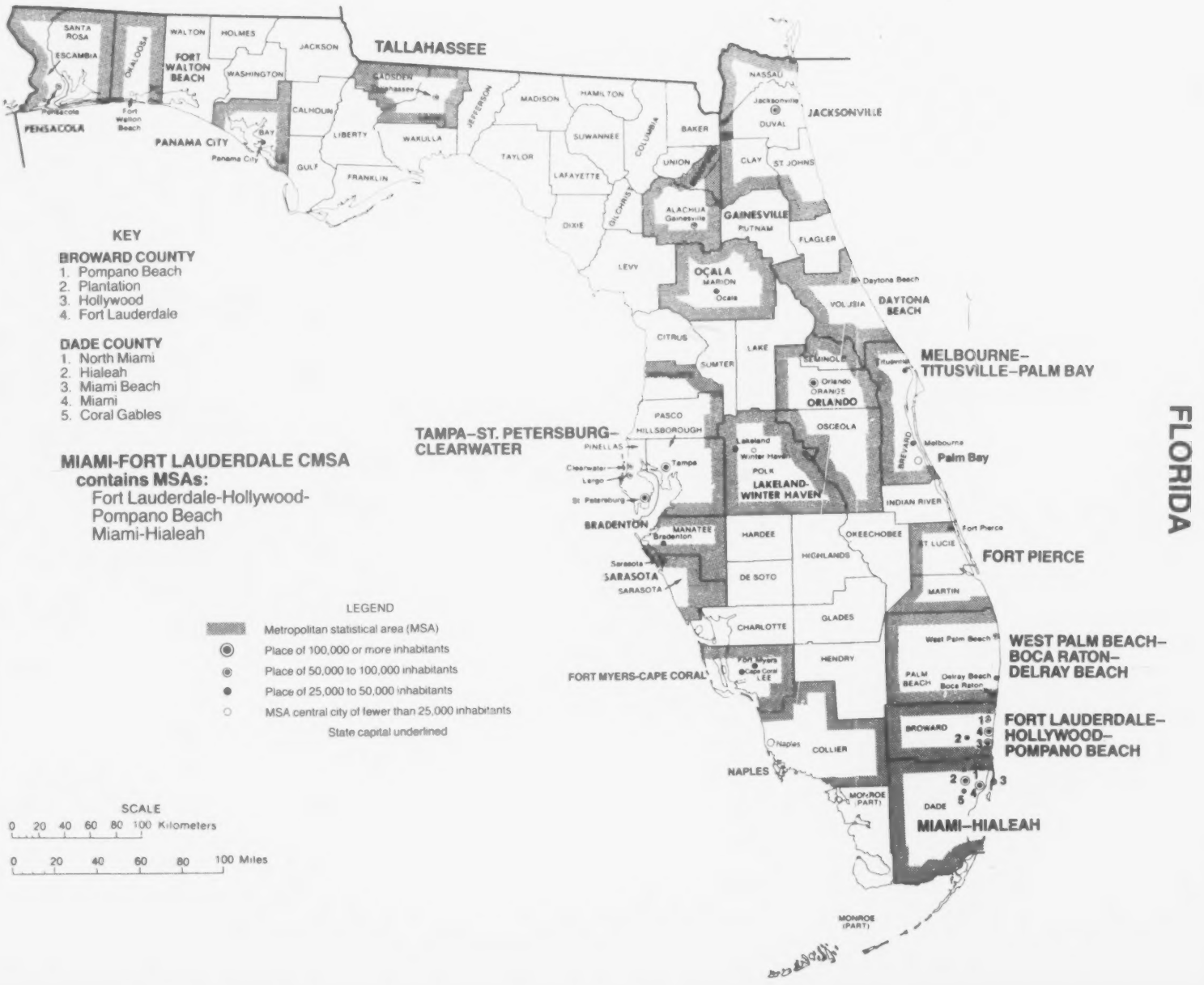

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GEORGIA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
ALBANY	119.2	40.5	1,147,320	834,466	.0436
ATHENS	149.0	55.0	1,481,155	954,387	.0537
ATLANTA	2,766.4	1,033.6	37,869,940	22,255,492	1.2487
AUGUSTA	405.0	145.0	4,283,702	2,292,124	.1445
COLUMBUS	256.2	90.0	2,481,889	1,429,648	.0872
MACON - WARNER ROBINS	290.1	104.0	3,250,898	1,951,010	.1123
SAVANNAH	247.7	90.8	2,749,514	1,748,783	.0968

County	Metropolitan Area
Barrow	Atlanta
Bibb	Macon - Warner Robins
Butts	Atlanta
Catoosa	Chattanooga, Tenn.
Chatham	Savannah
Chattahoochee	Columbus
Cherokee	Atlanta
Clarke	Athens
Clayton	Atlanta
Cobb	Atlanta
Columbia	Augusta
Coweta	Atlanta
Dade	Chattanooga, Tenn.
De Kalb	Atlanta
Dougherty	Albany
Douglas	Atlanta
Effingham	Savannah
Fayette	Atlanta
Forsyth	Atlanta

County	Metropolitan Area
Fulton	Atlanta
Gwinnett	Atlanta
Henry	Atlanta
Houston	Macon - Warner Robins
Jackson	Athens
Jones	Macon - Warner Robins
Lee	Albany
McDuffie	Augusta
Madison	Athens
Muscogee	Columbus
Newton	Atlanta
Oconee	Athens
Paulding	Atlanta
Peach	Macon - Warner Robins
Richmond	Augusta
Rockdale	Atlanta
Spalding	Atlanta
Walker	Chattanooga, Tenn.
Walton	Atlanta

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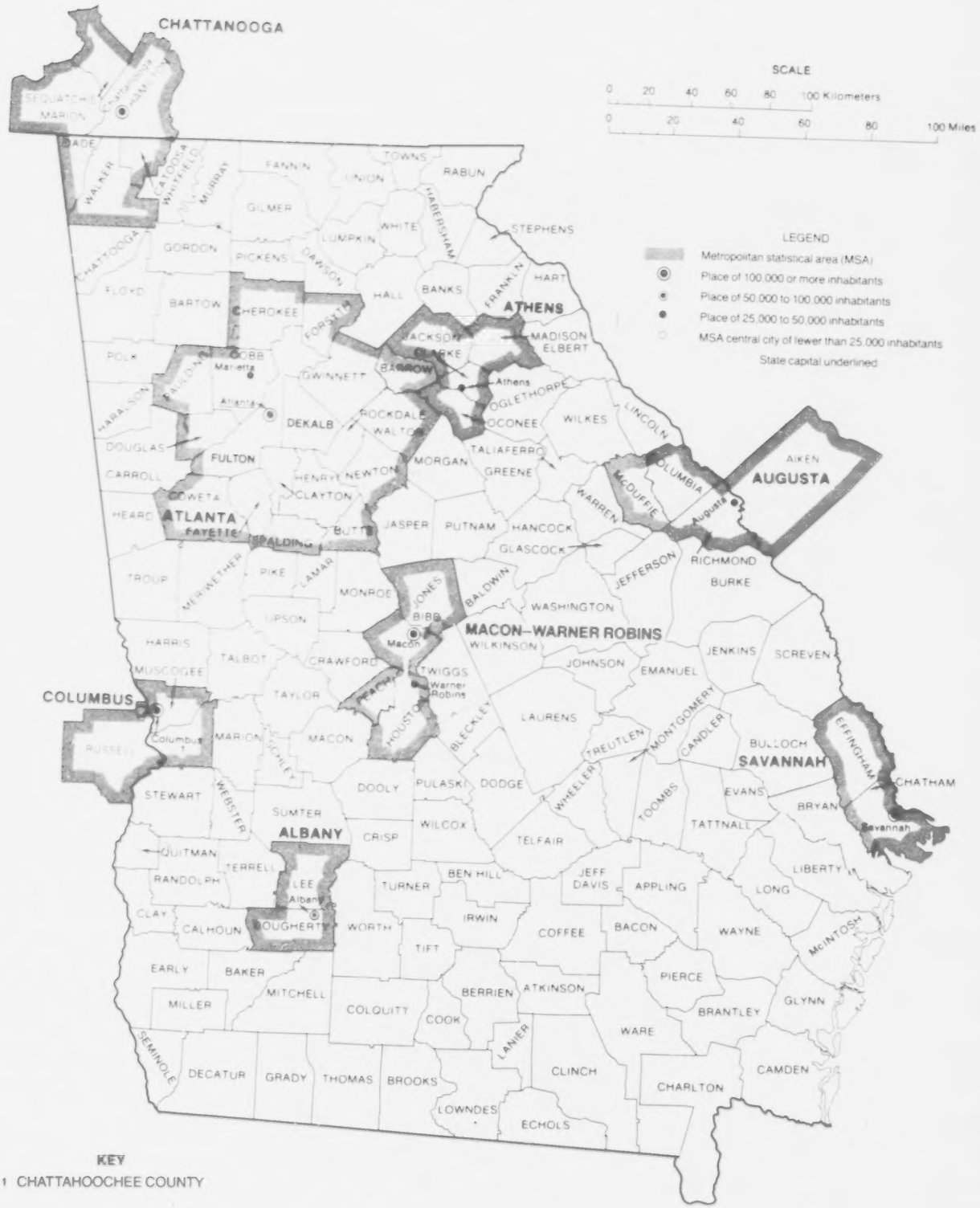
GEORGIA



KEY

1 CHATTAHOOCHEE COUNTY

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HAWAII

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
HONOLULU	844.3	267.8	11,479,060	5,803,985	.3617

County	Metropolitan Area
Honolulu	Honolulu

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HAWAII

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IDAHO

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
BOISE	205.9	78.0	2,417,132	1,270,367	.0792

County	Metropolitan Area
Ada	Boise

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IDAHO

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ILLINOIS

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
AURORA - ELGIN	359.3	128.0	4,838,938	2,099,772	.1463
BLOOMINGTON - NORMAL	126.3	46.3	1,627,876	909,773	.0535
CHAMPAIGN - URBANA - RANTOUL	173.1	63.0	1,981,337	1,233,334	.0689
CHICAGO	6,203.1	2,303.2	87,161,650	42,741,467	2.7058
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	*8,193.8*	*2,989.4*	*113,198,420*	*55,283,011*	*3.5206*
DAVENPORT - ROCK ISLAND - MOLINE	369.4	141.8	4,694,948	2,490,821	.1521
DECATUR	124.7	48.3	1,626,112	884,328	.0527
JOLIET	386.9	128.9	4,860,891	1,905,580	.1453
KANKAKEE	101.3	36.7	1,083,350	565,998	.0362
LAKE COUNTY	498.3	167.0	7,992,019	3,760,744	.2394
PEORIA	349.2	132.3	4,822,478	2,257,448	.1483
ROCKFORD	284.3	107.6	3,607,234	1,981,289	.1183
SPRINGFIELD	194.8	79.8	2,311,315	1,414,224	.0793

County	Metropolitan Area
Boone	Rockford
Champaign	Champaign - Urbana - Rantoul
Clinton	St. Louis, Mo.
Cook	Chicago
Du Page	Chicago
Grundy	Joliet
Henry	Davenport - Rock Island - Moline
Jersey	St. Louis, Mo.
Kane	Aurora - Elgin
Kankakee	Kankakee
Kendall	Aurora - Elgin
Lake	Lake County
McHenry	Chicago

County	Metropolitan Area
McLean	Bloomington - Normal
Macon	Decatur
Madison	St. Louis, Mo.
Menard	Springfield
Monroe	St. Louis, Mo.
Peoria	Peoria
Rock Island	Davenport - Rock Island - Moline
St. Clair	St. Louis, Mo.
Sangamon	Springfield
Tazewell	Peoria
Will	Joliet
Winnebago	Rockford
Woodford	Peoria

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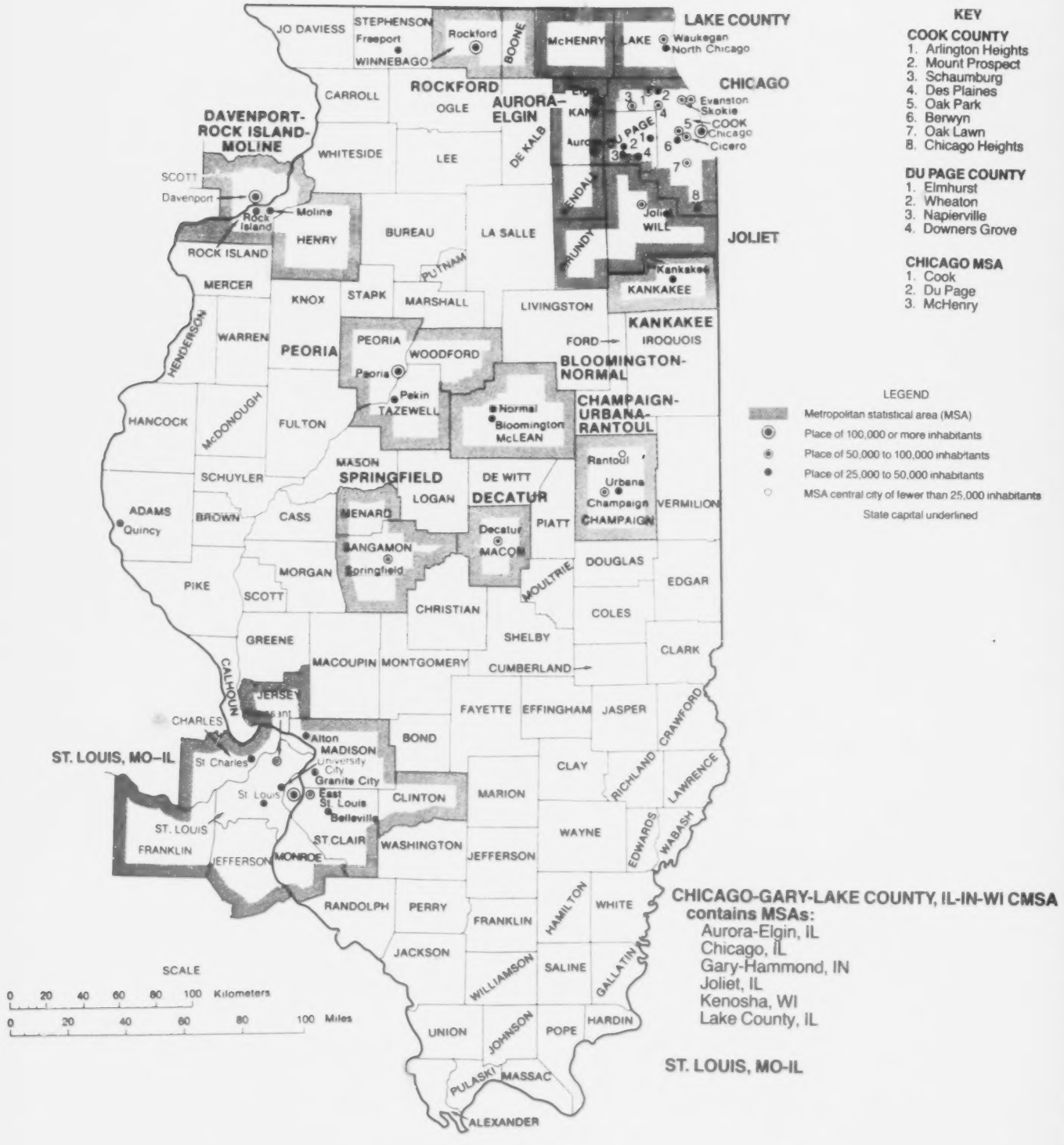
ILLINOIS



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INDIANA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
ANDERSON	131.2	49.2	1,399,458	841,633	.0488
BLOOMINGTON	102.7	37.5	1,111,605	611,096	.0376
ELKHART - GOSHEN	150.3	55.0	1,632,503	1,114,333	.0592
EVANSVILLE	284.0	109.6	3,294,817	2,056,344	.1142
FORT WAYNE	364.8	133.5	4,226,359	2,401,300	.1423
GARY - HAMMOND	624.3	217.8	6,518,946	4,007,967	.2302
INDIANAPOLIS	1,243.4	466.3	15,123,770	9,051,225	.5128
KOKOMO	102.0	38.5	1,236,706	792,776	.0430
LAFAYETTE - WEST LAFAYETTE	123.7	43.9	1,379,221	788,653	.0470
MUNCIE	120.9	43.8	1,224,900	898,089	.0463
SOUTH BEND - MISHAWAKA	241.5	90.6	2,737,555	1,748,668	.0963
TERRE HAUTE	132.7	49.6	1,416,698	1,110,438	.0543

County	Metropolitan Area
Allen	Fort Wayne
Boone	Indianapolis
Clark	Louisville, Ky.
Clay	Terre Haute
Dearborn	Cincinnati, Ohio
De Kalb	Fort Wayne
Delaware	Muncie
Elkhart	Elkhart - Goshen
Floyd	Louisville, Ky.
Hamilton	Indianapolis
Hancock	Indianapolis
Harrison	Louisville, Ky.
Hendricks	Indianapolis
Howard	Kokomo
Johnson	Indianapolis

County	Metropolitan Area
Lake	Gary - Hammond
Madison	Anderson
Marion	Indianapolis
Monroe	Bloomington
Morgan	Indianapolis
Porter	Gary - Hammond
Posey	Evansville
St. Joseph	South Bend - Mishawaka
Shelby	Indianapolis
Tippecanoe	Lafayette - West Lafayette
Tipton	Kokomo
Vanderburgh	Evansville
Vigo	Terre Haute
Warrick	Evansville
Whitley	Fort Wayne

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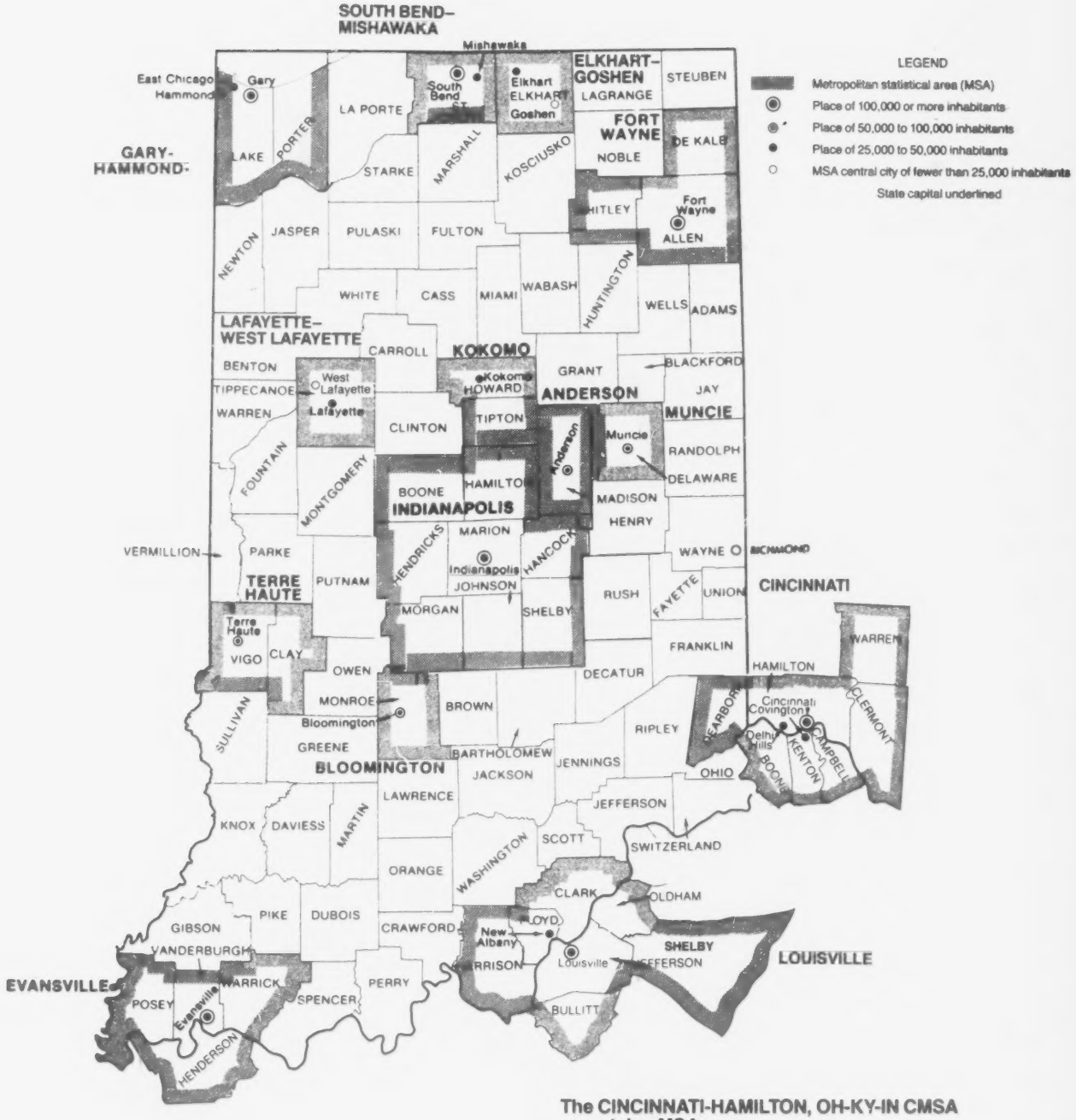
INDIANA



The CINCINNATI-HAMILTON, OH-KY-IN CMSA contains MSAs:
- Cincinnati, OH-KY-IN
- Hamilton-Middletown, OH

CHICAGO-GARY-LAKE COUNTY, IL-IN-WI CMSA contains MSAs:
- Aurora-Elgin, IL
- Chicago, IL
- Gary-Hammond, IN
- Joliet, IL
- Kenosha, WI
- Lake County, IL

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IOWA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
CEDAR RAPIDS	169.1	67.0	2,157,560	1,116,098	.0693
DAVENPORT - ROCK ISLAND - MOLINE	369.4	141.8	4,694,948	2,490,821	.1521
DES MOINES	389.1	157.7	4,988,424	2,834,303	.1647
DUBUQUE	90.8	31.5	908,894	552,905	.0324
IOWA CITY	86.2	33.7	1,038,304	467,651	.0324
SIOUX CITY	115.6	44.7	1,186,505	776,080	.0430
WATERLOO - CEDAR FALLS	148.9	55.6	1,878,386	884,753	.0589

County	Metropolitan Area
Black Hawk	Waterloo - Cedar Falls
Bremer	Waterloo - Cedar Falls
Dallas	Des Moines
Dubuque	Dubuque
Johnson	Iowa City
Linn	Cedar Rapids
Polk	Des Moines
Pottawattamie	Omaha, Neb.
Scott	Davenport - Rock Island - Moline
Warren	Des Moines
Woodbury	Sioux City

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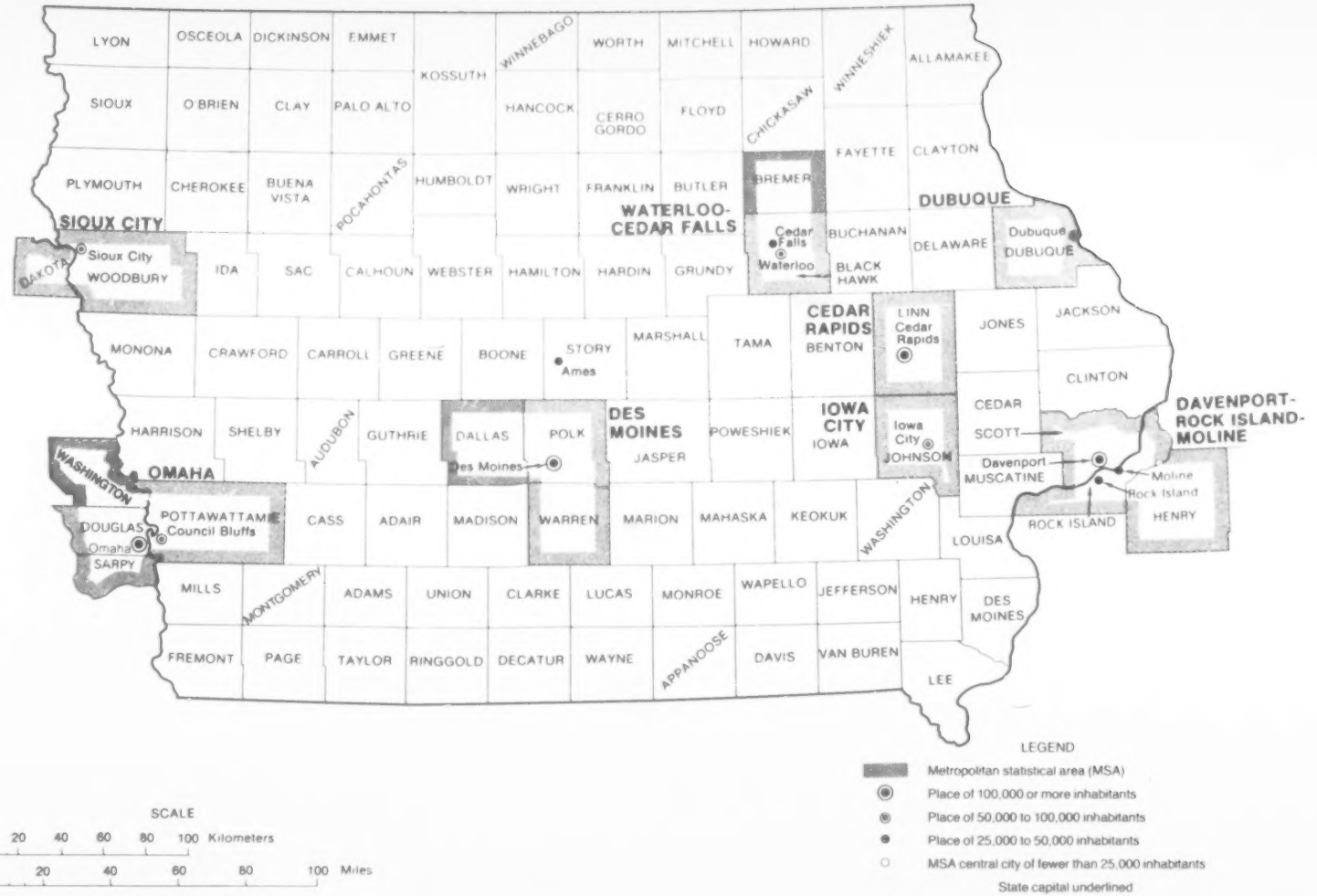
IOWA



KANSAS

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
KANSAS CITY	1,567.6	598.5	21,106,331	11,420,454	.6798
LAWRENCE	75.0	27.0	826,999	400,223	.0268
TOPEKA	163.6	64.9	2,206,765	1,105,224	.0694
WICHITA	448.8	174.3	6,285,415	2,878,522	.1916

County	Metropolitan Area
Butler	Wichita
Douglas	Lawrence
Johnson	Kansas City
Leavenworth	Kansas City
Miami	Kansas City
Sedgwick	Wichita
Shawnee	Topeka
Wyandotte	Kansas City

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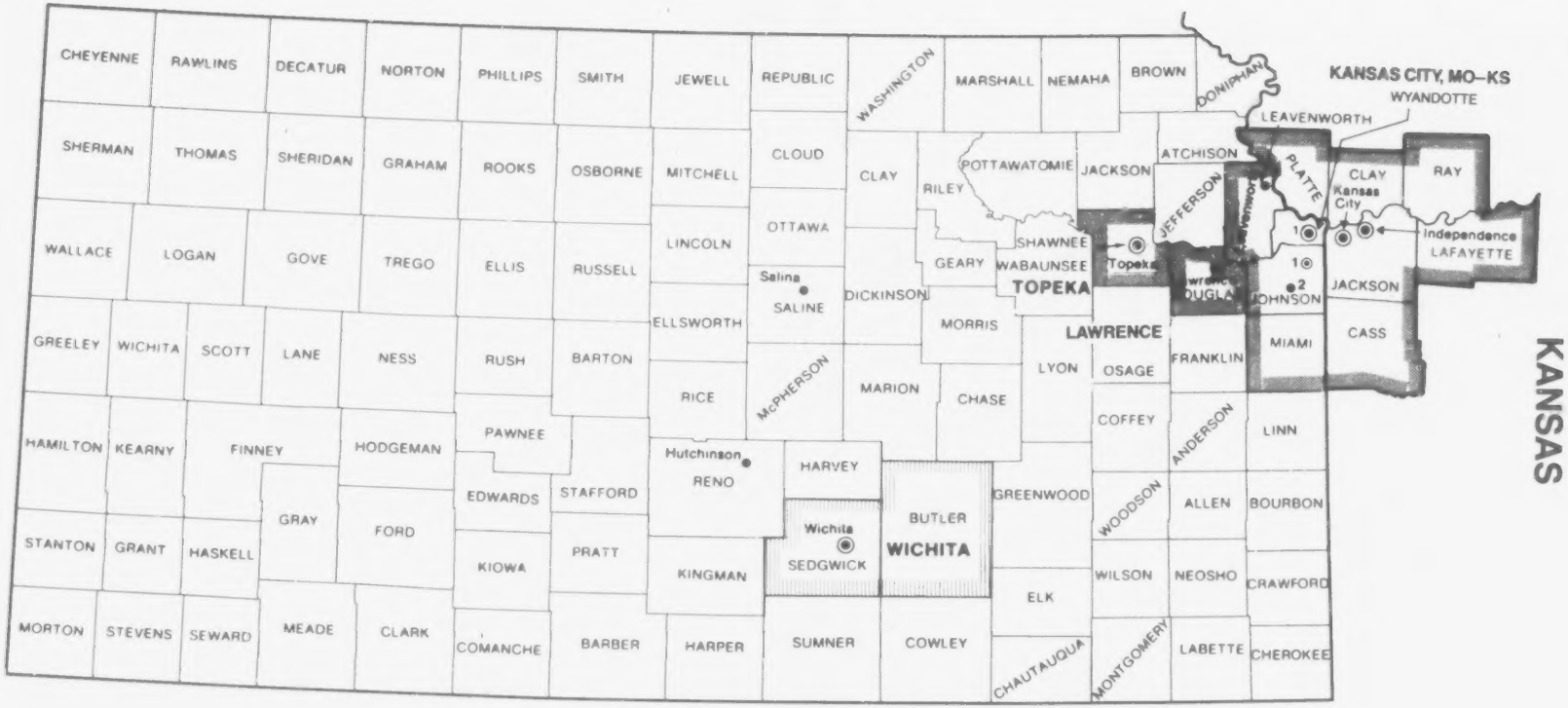
KEY

JOHNSON COUNTY
1. Overland Park
2. Olathe

WYANDOTTE COUNTY
1. Kansas City



SCALE

0 20 40 60 80 100 Kilometers

0 20 40 60 80 100 Miles

LEGEND

- Metropolitan statistical area (MSA)
- Place of 100,000 or more inhabitants
- Place of 50,000 to 100,000 inhabitants
- Place of 25,000 to 50,000 inhabitants
- MSA central city of fewer than 25,000 inhabitants
- State capital underlined
- S&MM Metropolitan area

KENTUCKY

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
CLARKSVILLE - HOPKINSVILLE	159.2	53.9	1,497,318	851,391	.0530
HUNTINGTON - ASHLAND	330.5	124.3	2,950,997	2,039,041	.1124
LEXINGTON-FAYETTE	344.1	131.8	3,967,202	2,725,383	.1424
LOUISVILLE	968.3	362.8	10,983,005	7,105,104	.3873
OWENSBORO	87.9	33.1	864,975	736,980	.0347

County	Metropolitan Area
Boone	Cincinnati, Ohio
Bourbon	Lexington-Fayette
Boyd	Huntington - Ashland
Bullitt	Louisville
Campbell	Cincinnati, Ohio
Carter	Huntington - Ashland
Christian	Clarksville - Hopkinsville
Clark	Lexington-Fayette
Daviess	Owensboro
Fayette	Lexington-Fayette
Greenup	Huntington - Ashland
Henderson	Evansville, Ind.
Jefferson	Louisville
Jessamine	Lexington-Fayette
Kenton	Cincinnati, Ohio
Oldham	Louisville
Scott	Lexington-Fayette
Shelby	Louisville
Woodford	Lexington-Fayette

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KENTUCKY

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Cincinnati, OH-KY-IN
Hamilton-Middletown, OH

LOUISIANA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
ALEXANDRIA	139.1	49.1	1,143,081	783,020	.0443
BATON ROUGE	543.2	188.7	5,308,831	3,406,026	.1924
HOUMA - THIBODAUX	184.2	61.0	1,712,803	1,126,221	.0637
LAFAYETTE	213.1	74.9	2,133,069	1,690,677	.0829
LAKE CHARLES	172.8	61.2	1,650,903	1,083,122	.0607
MONROE	145.1	51.6	1,190,110	822,451	.0463
NEW ORLEANS	1,324.4	489.9	13,095,215	8,983,276	.4850
SHREVEPORT	362.7	134.3	3,530,398	2,212,811	.1274

County	Metropolitan Area
Ascension	Baton Rouge
Bossier	Shreveport
Caddo	Shreveport
Calcasieu	Lake Charles
East Baton Rouge	Baton Rouge
Jefferson	New Orleans
Lafayette	Lafayette
Lafourche	Houma - Thibodaux
Livingston	Baton Rouge
Orleans	New Orleans

County	Metropolitan Area
Ouachita	Monroe
Rapides	Alexandria
St. Bernard	New Orleans
St. Charles	New Orleans
St. John the Baptist	New Orleans
St. Martin	Lafayette
St. Tammany	New Orleans
Terrebonne	Houma - Thibodaux
West Baton Rouge	Baton Rouge

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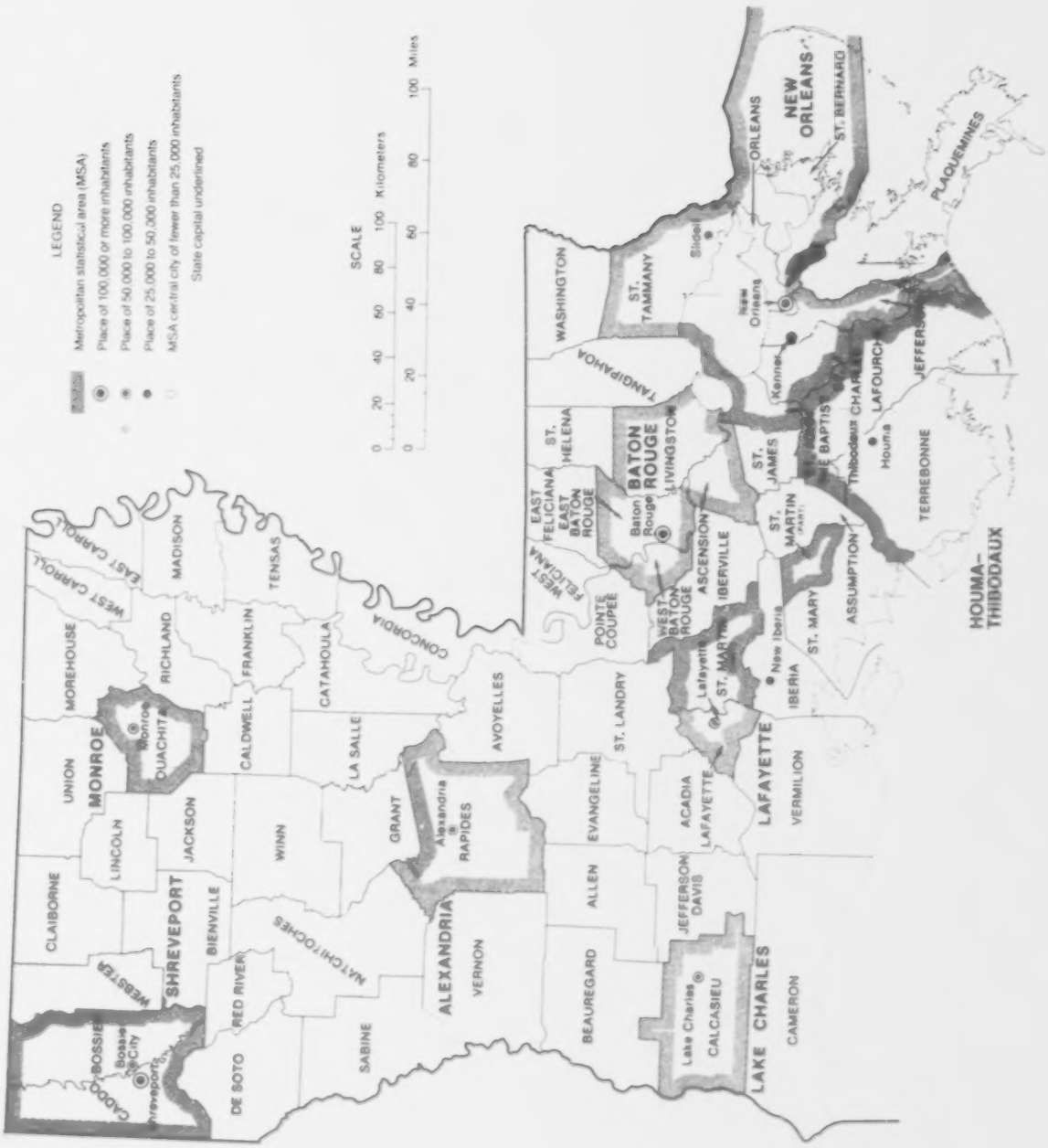
LOUISIANA



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MAINE

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
BANGOR	139.3	49.6	1,487,493	1,122,884	.0561
LEWISTON - AUBURN	102.0	38.5	1,136,629	746,257	.0405
PORTLAND	234.3	91.8	3,265,596	2,904,887	.1254

County	Metropolitan Area
Androscoggin	Lewiston - Auburn
Cumberland	Portland
Penobscot	Bangor

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MAINE

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MARYLAND

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
BALTIMORE	2,367.4	866.5	31,205,367	15,959,646	.9923
CUMBERLAND	103.1	39.2	1,000,204	594,662	.0358
HAGERSTOWN	115.8	42.1	1,222,827	759,547	.0433

County	Metropolitan Area
Allegany	Cumberland
Anne Arundel	Baltimore
Baltimore	Baltimore
Baltimore city	Baltimore
Calvert	Washington, D. C.
Carroll	Baltimore
Cecil	Wilmington, Del.
Charles	Washington, D. C.

County	Metropolitan Area
Frederick	Washington, D. C.
Harford	Baltimore
Howard	Baltimore
Montgomery	Washington, D. C.
Prince George's	Washington, D. C.
Queen Anne's	Baltimore
Washington	Hagerstown

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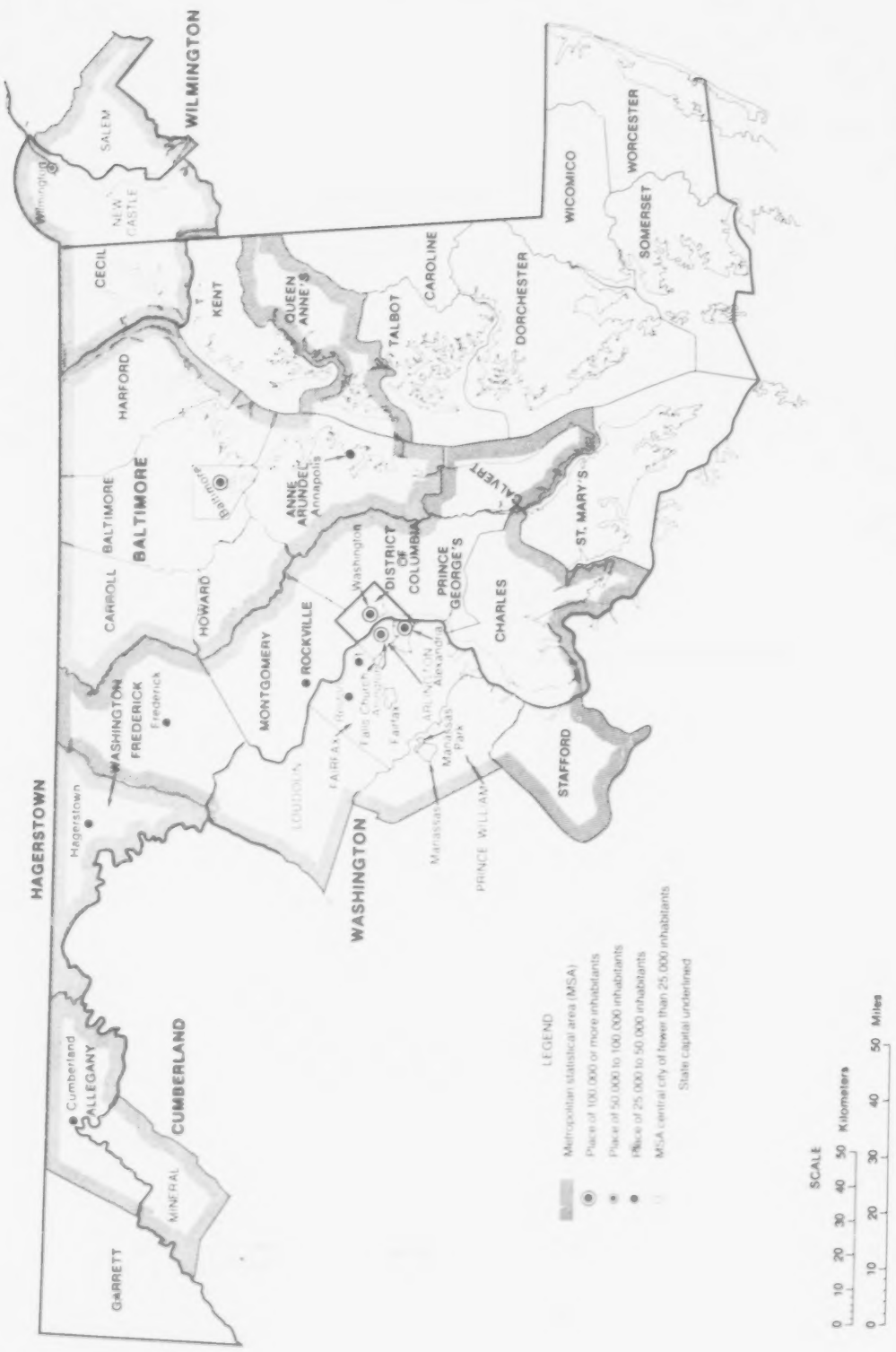
MARYLAND



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MASSACHUSETTS

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	3,725.5	1,406.0	62,490,620	32,195,958	1.9099
NEW BEDFORD - FALL RIVER - ATTLEBORO	500.3	185.0	6,132,913	4,050,153	.2147
PITTSFIELD	142.6	55.4	1,886,304	1,208,486	.0644
SPRINGFIELD	590.9	218.7	7,634,924	4,467,247	.2541
WORCESTER - FITCHBURG - LEOMINSTER	677.6	250.2	9,632,068	4,451,060	.2934

County	Metropolitan Area
Berkshire	Pittsfield
Bristol	New Bedford - Fall River - Attleboro
Essex	Boston - Lawrence - Salem - Lowell - Brockton
Hampden	Springfield
Hampshire	Springfield
Middlesex	Boston - Lawrence - Salem - Lowell - Brockton
Norfolk	Boston - Lawrence - Salem - Lowell - Brockton
Plymouth	Boston - Lawrence - Salem - Lowell - Brockton
Suffolk	Boston - Lawrence - Salem - Lowell - Brockton
Worcester	Worcester - Fitchburg - Leominster

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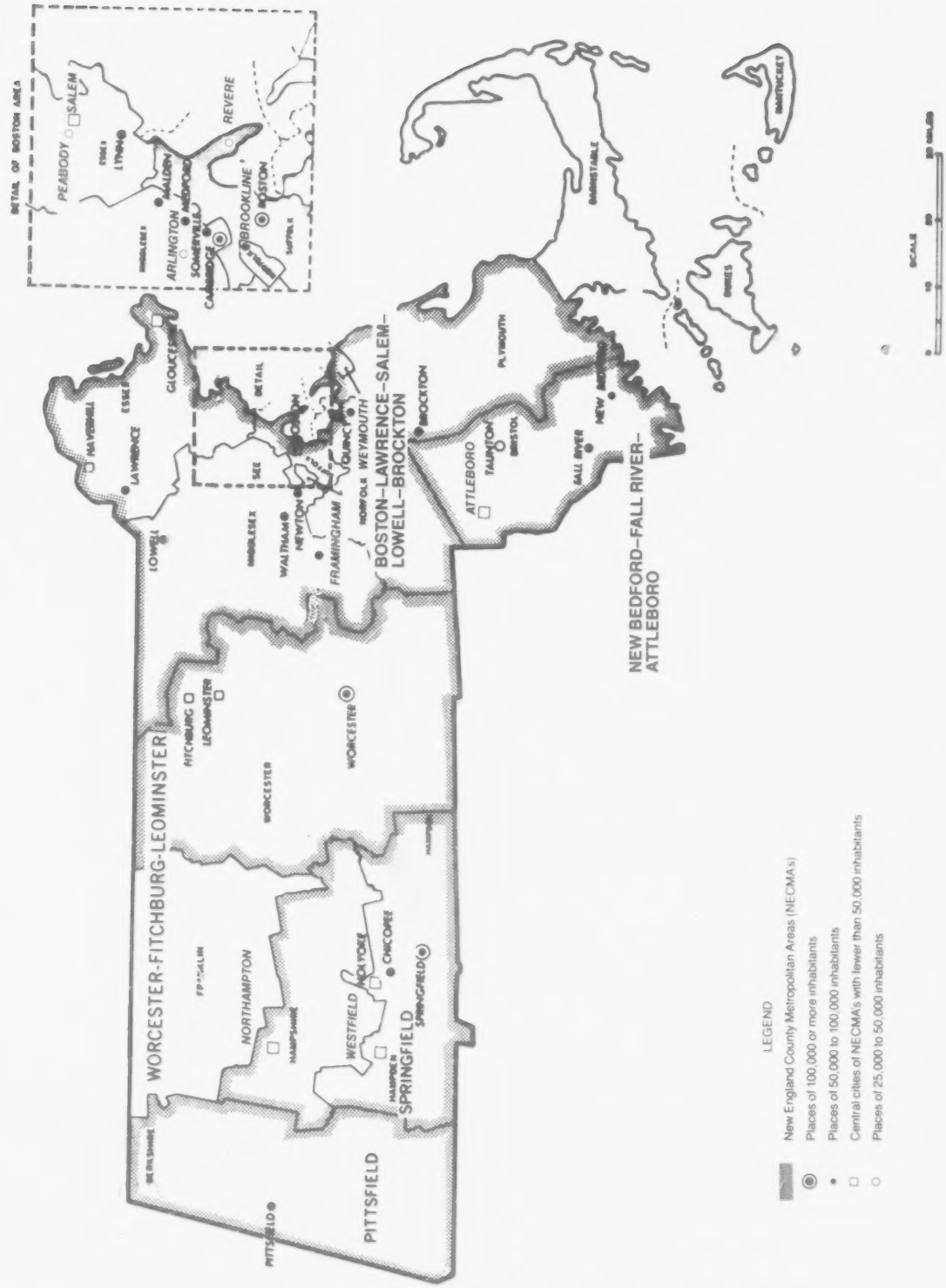
MASSACHUSETTS



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MICHIGAN

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
ANN ARBOR	273.8	101.3	3,534,175	2,043,421	.1171
BATTLE CREEK	139.5	53.2	1,747,790	856,445	.0554
BENTON HARBOR	167.9	63.0	1,785,076	914,541	.0594
DETROIT	4,396.4	1,625.7	56,788,300	30,775,120	1.8451
DETROIT - ANN ARBOR CONSOLIDATED AREA	*4,670.2*	*1,727.0*	*60,322,475*	*32,818,541*	*1.9622*
FLINT	440.4	161.7	4,709,579	3,222,975	.1713
GRAND RAPIDS	665.7	242.7	8,340,942	4,700,521	.2758
JACKSON	150.0	52.8	1,664,118	805,048	.0540
KALAMAZOO	222.1	83.5	2,969,789	1,648,620	.0966
LANSING - EAST LANSING	437.7	157.4	5,139,001	3,010,323	.1743
MUSKEGON	159.9	58.3	1,690,761	841,368	.0559
SAGINAW - BAY CITY - MIDLAND	408.5	146.0	4,472,953	2,905,590	.1592

County	Metropolitan Area
Bay	Saginaw - Bay City - Midland
Berrien	Benton Harbor
Calhoun	Battle Creek
Clinton	Lansing - East Lansing
Eaton	Lansing - East Lansing
Genesee	Flint
Ingham	Lansing - East Lansing
Jackson	Jackson
Kalamazoo	Kalamazoo
Kent	Grand Rapids
Lapeer	Detroit

County	Metropolitan Area
Livingston	Detroit
Macomb	Detroit
Midland	Saginaw - Bay City - Midland
Monroe	Detroit
Muskegon	Muskegon
Oakland	Detroit
Ottawa	Grand Rapids
Saginaw	Saginaw - Bay City - Midland
St. Clair	Detroit
Washtenaw	Ann Arbor
Wayne	Detroit

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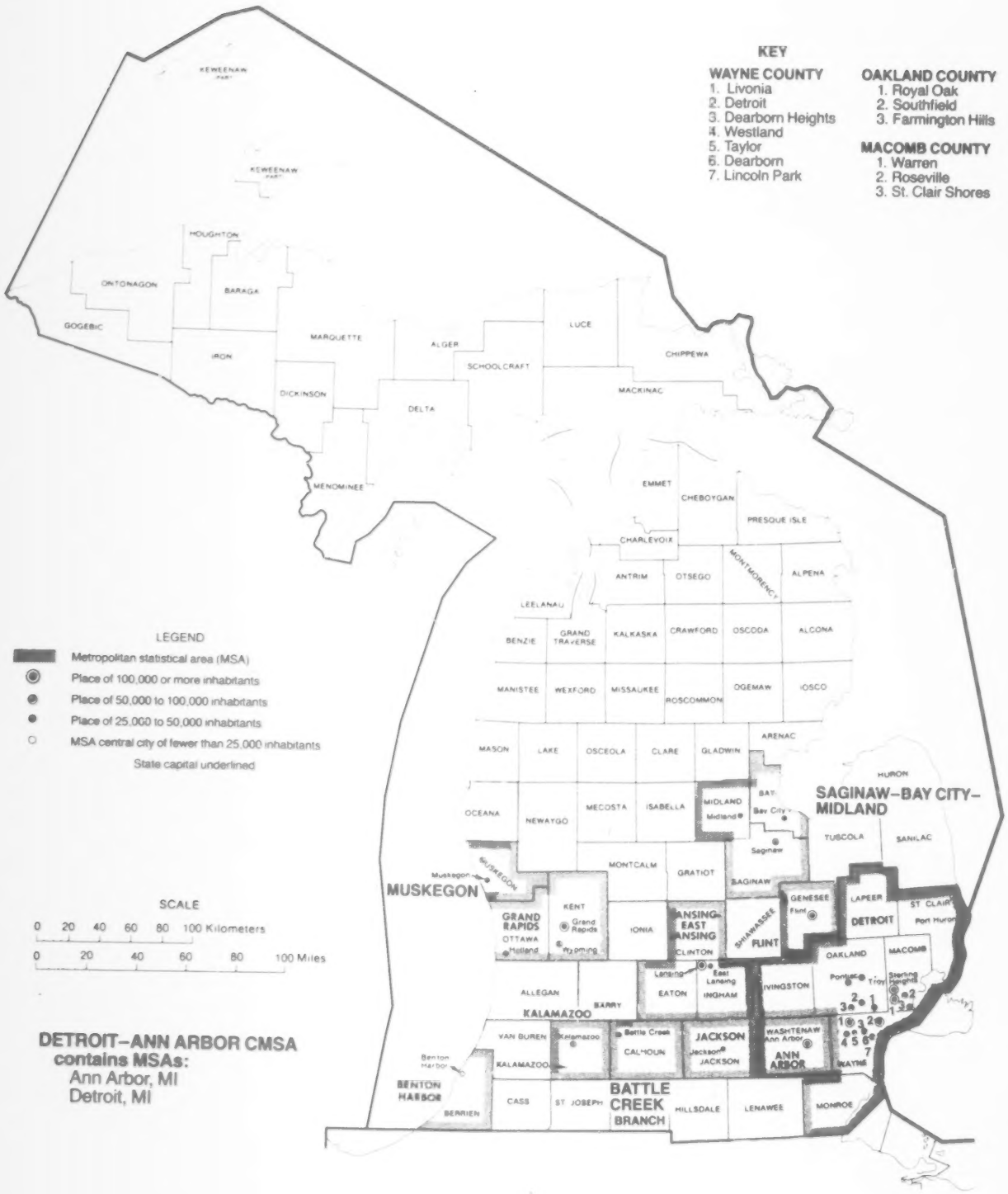
MICHIGAN



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MINNESOTA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
DULUTH	245.8	94.3	2,762,294	1,652,575	.0953
FARGO - MOORHEAD	150.8	56.5	1,669,044	1,106,004	.0597
MINNEAPOLIS - ST. PAUL	2,377.2	907.0	35,180,256	19,092,209	1.1151
ROCHESTER	98.9	37.3	1,389,385	931,685	.0477
ST. CLOUD	184.1	59.0	1,780,953	1,625,835	.0737

County	Metropolitan Area
Anoka	Minneapolis - St. Paul
Benton	St. Cloud
Carver	Minneapolis - St. Paul
Chisago	Minneapolis - St. Paul
Clay	Fargo - Moorhead
Dakota	Minneapolis - St. Paul
Hennepin	Minneapolis - St. Paul
Isanti	Minneapolis - St. Paul

County	Metropolitan Area
Olmsted	Rochester
Ramsey	Minneapolis - St. Paul
St. Louis	Duluth
Scott	Minneapolis - St. Paul
Sherburne	St. Cloud
Stearns	St. Cloud
Washington	Minneapolis - St. Paul
Wright	Minneapolis - St. Paul

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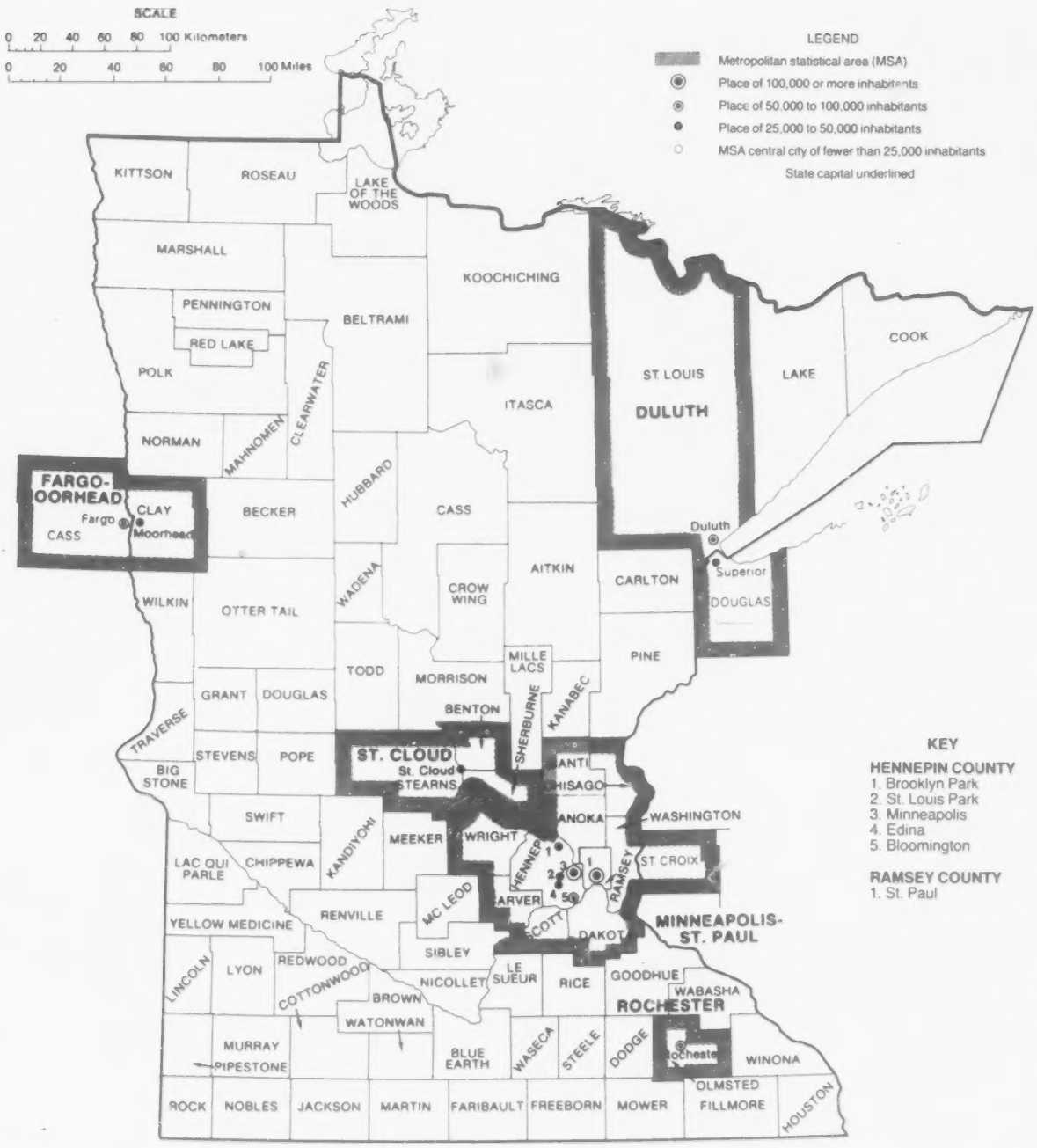
MINNESOTA



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MISSISSIPPI

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
BILOXI - GULFPORT	205.0	74.1	2,012,237	1,189,055	.0711
JACKSON	402.5	142.2	4,109,816	2,425,995	.1440
PASCAGOULA	129.9	44.8	1,354,722	629,063	.0441

County	Metropolitan Area
De Soto	Memphis, Tenn.
Hancock	Biloxi - Gulfport
Harrison	Biloxi - Gulfport
Hinds	Jackson
Jackson	Pascagoula
Madison	Jackson
Rankin	Jackson

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MISSISSIPPI

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MISSOURI

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
COLUMBIA	111.1	40.8	1,396,888	594,333	.0427
JOPLIN	136.5	52.2	1,322,324	862,656	.0483
KANSAS CITY	1,567.6	598.5	21,106,331	11,420,454	.6798
ST. JOSEPH	86.1	32.7	962,781	606,632	.0338
ST. LOUIS	2,482.1	913.1	32,128,071	17,027,328	1.0363
SPRINGFIELD	234.8	89.8	2,570,142	1,613,378	.0906

County	Metropolitan Area
Boone	Columbia
Buchanan	St. Joseph
Cass	Kansas City
Christian	Springfield
Clay	Kansas City
Franklin	St. Louis
Greene	Springfield
Jackson	Kansas City
Jasper	Joplin

County	Metropolitan Area
Jefferson	St. Louis
Lafayette	Kansas City
Newton	Joplin
Platte	Kansas City
Ray	Kansas City
St. Charles	St. Louis
St. Louis	St. Louis
St. Louis city	St. Louis

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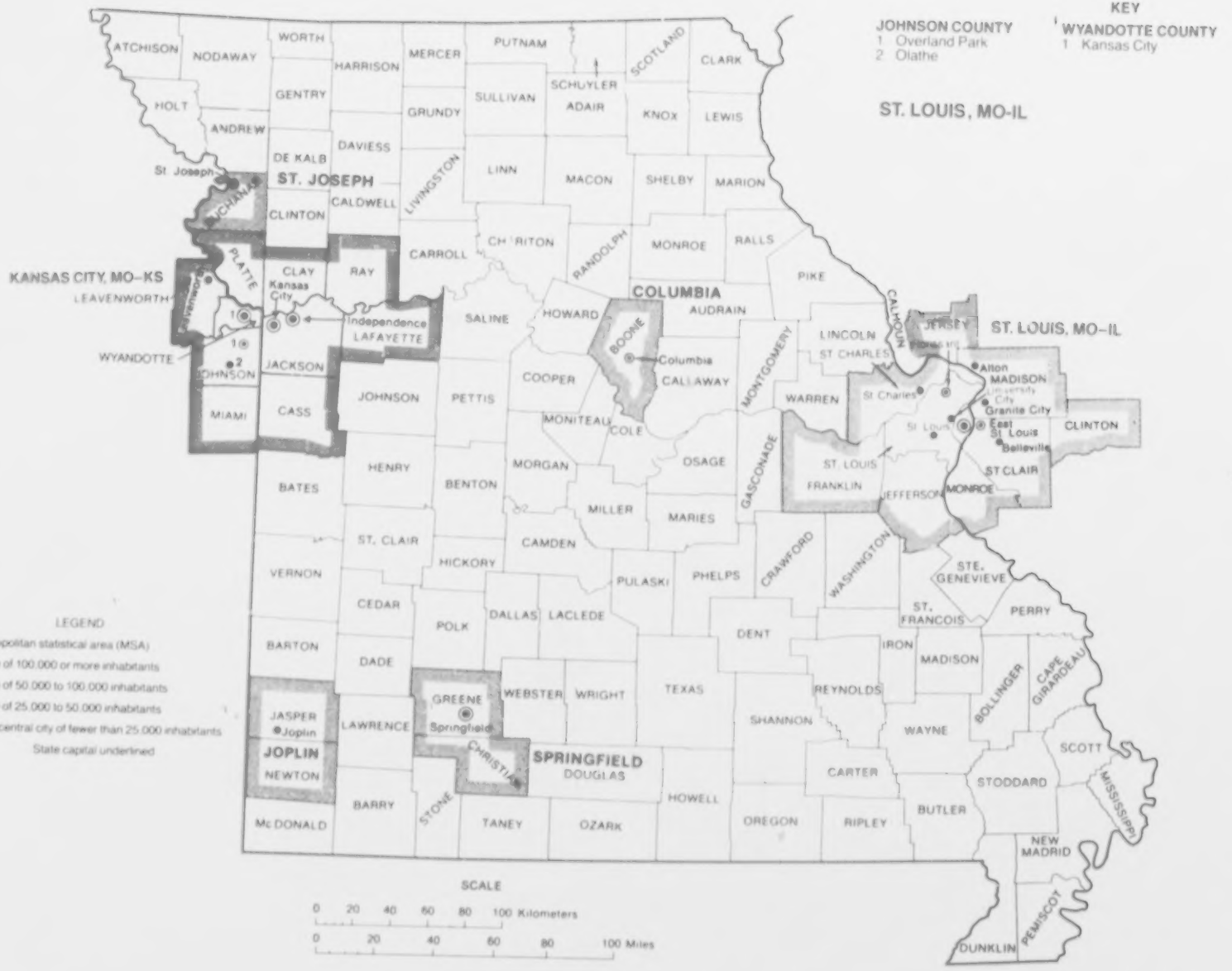
MISSOURI



MONTANA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
BILLINGS	117.9	46.5	1,292,791	925,670	.0475
GREAT FALLS	78.6	30.6	832,519	525,152	.0295

County	Metropolitan Area
Cascade	Great Falls
Yellowstone	Billings

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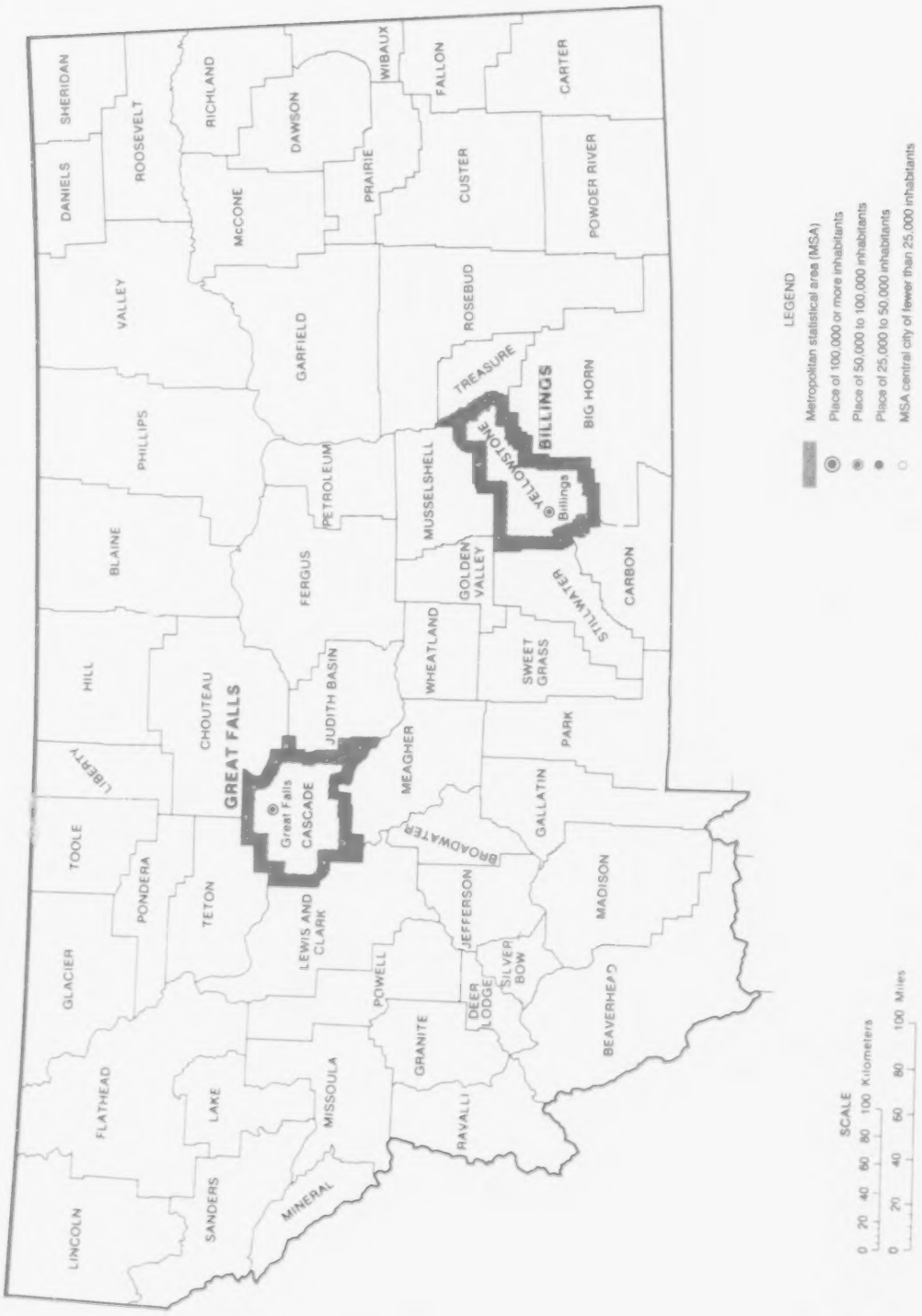
MONTANA



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NEBRASKA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
LINCOLN	210.7	82.9	2,950,337	1,274,967	.0885
OMAHA	622.8	232.2	8,302,897	4,402,049	.2664

County	Metropolitan Area
Dakota	Sioux City, Iowa
Douglas	Omaha
Lancaster	Lincoln
Sarpy	Omaha
Washington	Omaha

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NEBRASKA

LEGEND

- Metropolitan statistical area (MSA)
- Place of 100,000 or more inhabitants
- Place of 50,000 to 100,000 inhabitants
- Place of 25,000 to 50,000 inhabitants
- MSA central city of fewer than 25,000 inhabitants

State capital underlined

SCALE

0 20 40 60 80 100 Kilometers

0 20 40 60 80 100 Miles

NEVADA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
LAS VEGAS	642.0	261.7	8,316,975	4,784,603	.2751
RENO	243.4	104.4	3,490,618	2,127,787	.1157

County	Metropolitan Area
Clark	Las Vegas
Washoe	Reno

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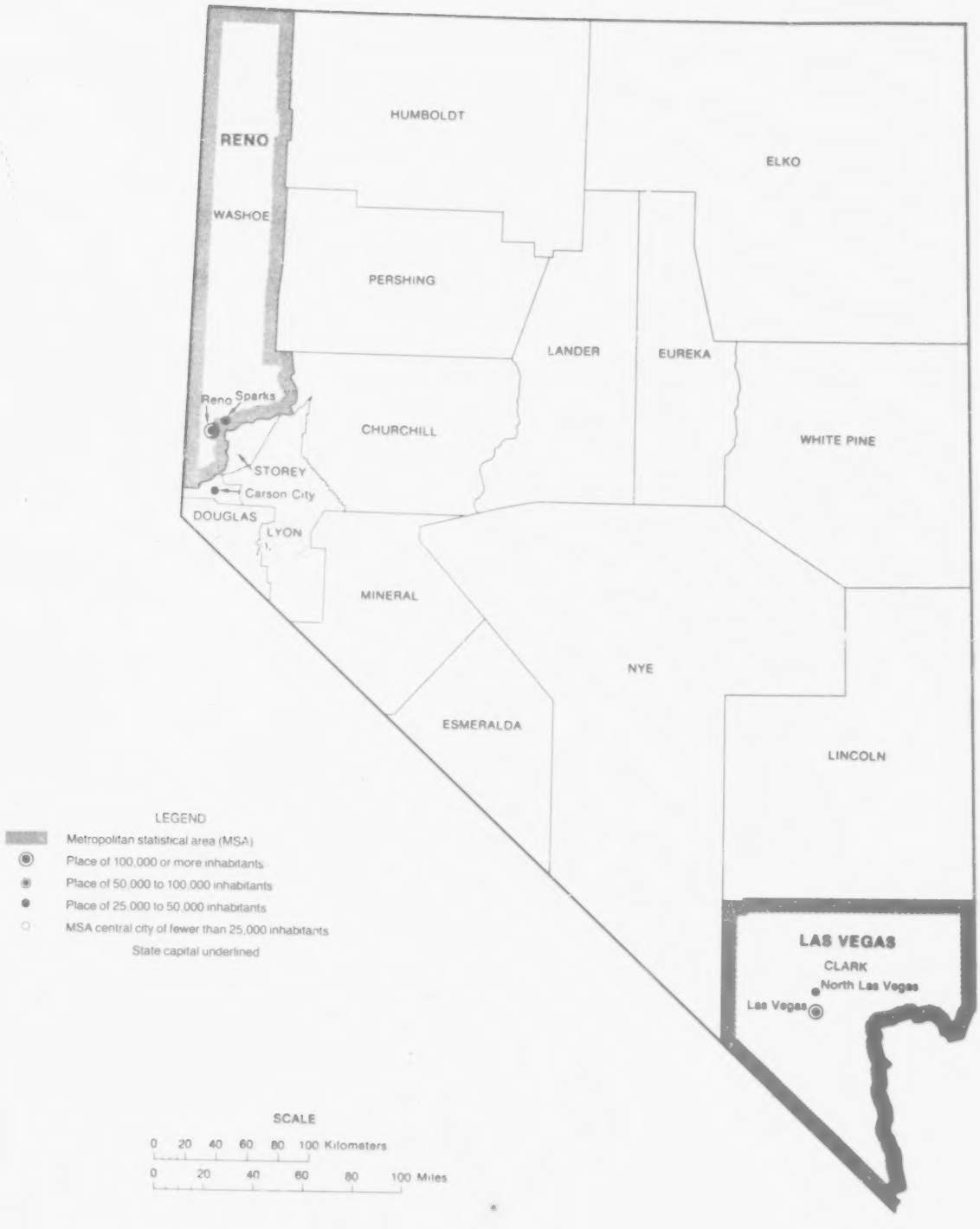
NEVADA



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NEW HAMPSHIRE

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
MANCHESTER - NASHUA	333.1	123.5	5,532,958	3,478,783	.1809
PORTSMOUTH - DOVER - ROCHESTER	336.9	124.0	5,091,978	3,176,212	.1684

County	Metropolitan Area
Hillsborough	Manchester - Nashua
Rockingham	Portsmouth - Dover - Rochester
Strafford	Portsmouth - Dover - Rochester

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NEW HAMPSHIRE

SCALE
0 10 20 30 MILES

LEGEND
- New England County Metropolitan Areas (NECMA's)
- Places of 100,000 or more inhabitants
- Places of 50,000 to 100,000 inhabitants
- Central cities of NECMA's with fewer than 50,000 inhabitants
- Places of 25,000 to 50,000 inhabitants

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NEW JERSEY

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
ATLANTIC CITY	312.4	123.9	3,967,927	2,811,388	.1415
BERGEN - PASSAIC	1,295.7	484.2	24,484,959	12,316,648	.7297
JERSEY CITY	546.5	213.0	6,781,070	3,144,366	.2122
MIDDLESEX - SOMERSET - HUNTERDON	978.6	348.5	17,952,458	8,093,664	.5202
MONMOUTH - OCEAN	987.0	375.9	16,906,740	7,548,537	.4939
NEWARK	1,902.7	694.9	32,388,933	13,135,365	.9224
TRENTON	327.9	119.6	5,917,883	2,614,177	.1710
VINELAND - MILLVILLE - BRIDGETON	139.8	48.9	1,647,659	872,736	.0542

County	Metropolitan Area
Atlantic	Atlantic City
Bergen	Bergen - Passaic
Burlington	Philadelphia, Pa.
Camden	Philadelphia, Pa.
Cape May	Atlantic City
Cumberland	Vineland - Millville - Bridgeton
Essex	Newark
Gloucester	Philadelphia, Pa.
Hudson	Jersey City
Hunterdon	Middlesex - Somerset - Hunterdon
Mercer	Trenton
Middlesex	Middlesex - Somerset - Hunterdon
Monmouth	Monmouth - Ocean
Morris	Newark
Ocean	Monmouth - Ocean
Passaic	Bergen - Passaic
Salem	Wilmington, Del.
Somerset	Middlesex - Somerset - Hunterdon
Sussex	Newark
Union	Newark
Warren	Allentown - Bethlehem, Pa.

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NEW JERSEY

PHILADELPHIA-WILMINGTON-TRENTON, PA-NJ-DE-MD CMSA
contains MSAs:
Philadelphia, PA-NJ
Trenton, NJ
Vineland-Millville-Bridgeton, NJ
Wilmington, DE

KEY

PASSAIC COUNTY
1. Paterson
2. Clifton
3. Passaic
4. Wayne Twp

MIDDLESEX COUNTY
1. Edison
2. New Brunswick
3. Old Bridge Twp
4. Perth Amboy
5. Piscataway
6. Woodbridge

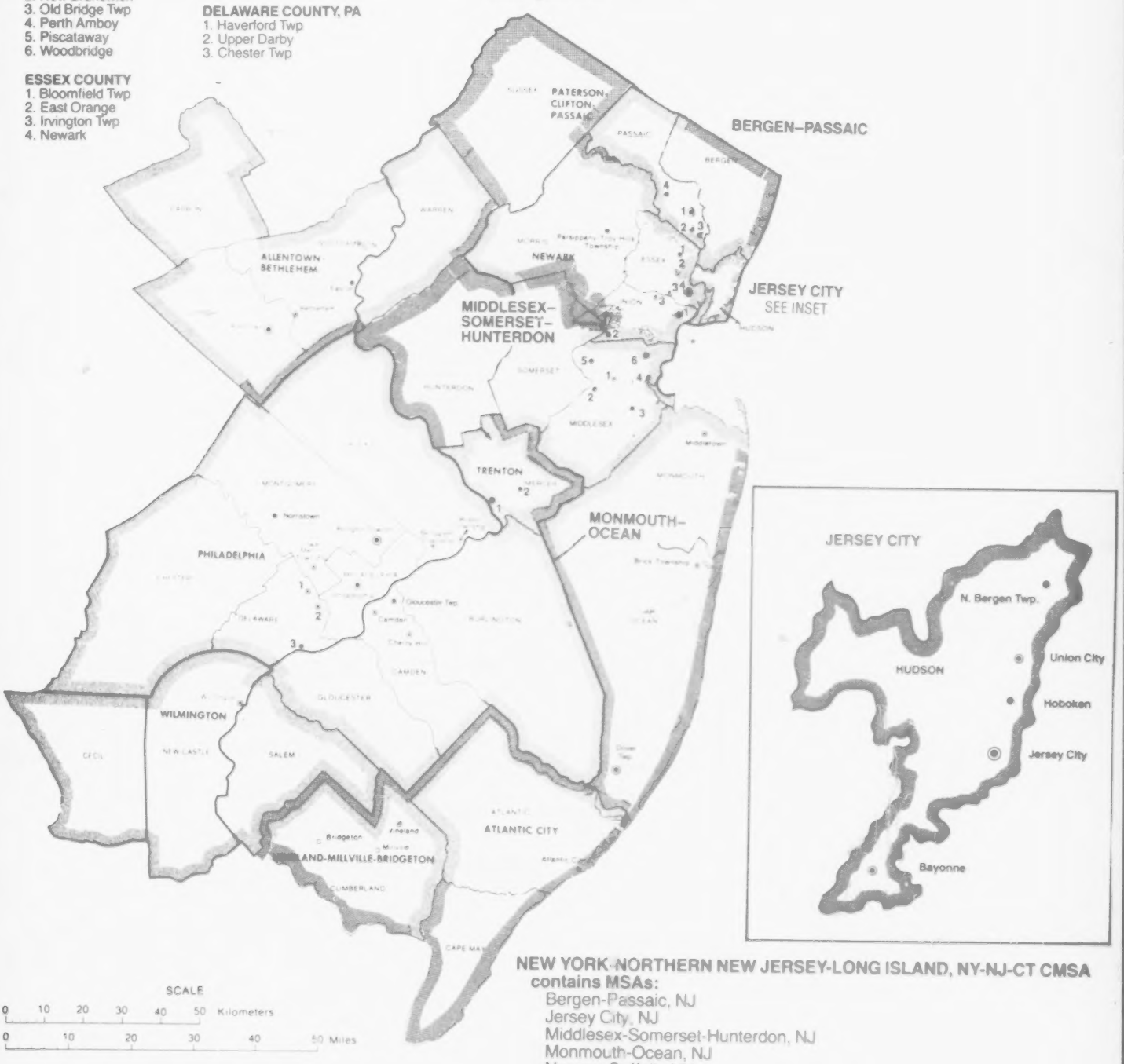
ESSEX COUNTY
1. Bloomfield Twp
2. East Orange
3. Irvington Twp
4. Newark

KEY

UNION COUNTY
1. Elizabeth
2. Plainfield
3. Union Twp

MERCER COUNTY
1. Trenton
2. Hamilton Twp

DELAWARE COUNTY, PA
1. Haverford Twp
2. Upper Darby
3. Chester Twp



NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT CMSA
contains MSAs:
Bergen-Passaic, NJ
Jersey City, NJ
Middlesex-Somerset-Hunterdon, NJ
Monmouth-Ocean, NJ
Nassau-Suffolk, NY
New York, NY
Newark, NJ
Orange County, NY
and NECMA:
Bridgeport-Stamford-Norwalk, Danbury, CT

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NEW MEXICO

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
ALBUQUERQUE	497.0	191.6	5,287,951	3,551,958	.1914
LAS CRUCES	130.5	44.9	1,044,403	539,540	.0376
SANTA FE	112.4	43.2	1,434,497	753,824	.0464

County	Metropolitan Area
Bernalillo	Albuquerque
Dona Ana	Las Cruces
Los Alamos	Santa Fe
Santa Fe	Santa Fe

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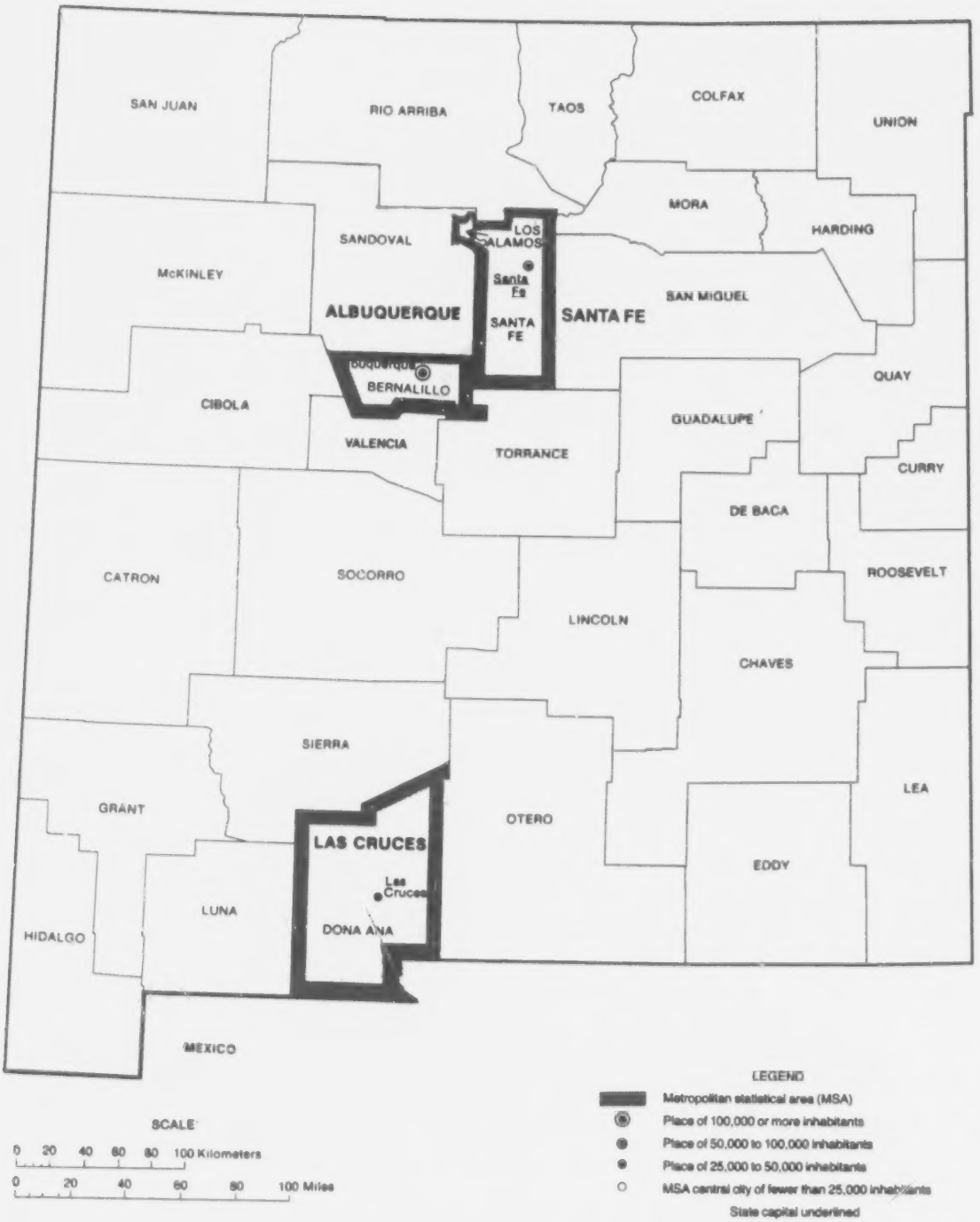
NEW MEXICO



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NEW YORK

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
ALBANY - SCHENECTADY - TROY	857.7	325.0	11,190,924	6,254,323	.3664
BINGHAMTON	265.8	98.9	3,290,787	1,632,078	.1049
BUFFALO	966.1	360.0	11,281,980	6,110,235	.3739
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	*1,183.8*	*440.9*	*13,669,735*	*7,217,490*	*.4506*
ELMIRA	93.8	34.4	973,947	632,743	.0351
GLENS FALLS	114.8	40.5	1,205,735	826,078	.0441
JAMESTOWN - DUNKIRK	144.5	54.0	1,486,041	735,358	.0493
NASSAU - SUFFOLK	2,669.2	877.4	46,281,458	24,431,910	1.4180
NEW YORK	8,576.9	3,458.7	120,894,397	52,563,406	3.6279
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	*18,078.2*	*6,849.8*	*286,084,038*	*131,581,665*	*8.5369*
NIAGARA FALLS	217.7	80.9	2,387,755	1,107,255	.0767
ORANGE COUNTY	290.7	97.2	3,571,299	2,032,363	.1188
POUGHKEEPSIE	262.2	90.1	3,644,221	1,712,281	.1121
ROCHESTER	993.3	368.9	13,377,273	6,705,230	.4215
SYRACUSE	651.4	236.8	8,038,384	4,305,309	.2626
UTICA - ROME	321.4	116.1	3,380,704	1,887,180	.1157

County	Metropolitan Area
Albany	Albany - Schenectady - Troy
Bronx	New York
Broome	Binghamton
Chautauqua	Jamestown - Dunkirk
Chemung	Elmira
Dutchess	Poughkeepsie
Erie	Buffalo
Greene	Albany - Schenectady - Troy
Herkimer	Utica - Rome
Kings	New York
Livingston	Rochester
Madison	Syracuse
Monroe	Rochester
Montgomery	Albany - Schenectady - Troy
Nassau	Nassau - Suffolk
New York	New York
Niagara	Niagara Falls
Oneida	Utica - Rome

County	Metropolitan Area
Onondaga	Syracuse
Ontario	Rochester
Orange	Orange County
Orleans	Rochester
Oswego	Syracuse
Putnam	New York
Queens	New York
Rensselaer	Albany - Schenectady - Troy
Richmond	New York
Rockland	New York
Saratoga	Albany - Schenectady - Troy
Schenectady	Albany - Schenectady - Troy
Suffolk	Nassau - Suffolk
Tioga	Binghamton
Warren	Glens Falls
Washington	Glens Falls
Wayne	Rochester
Westchester	New York

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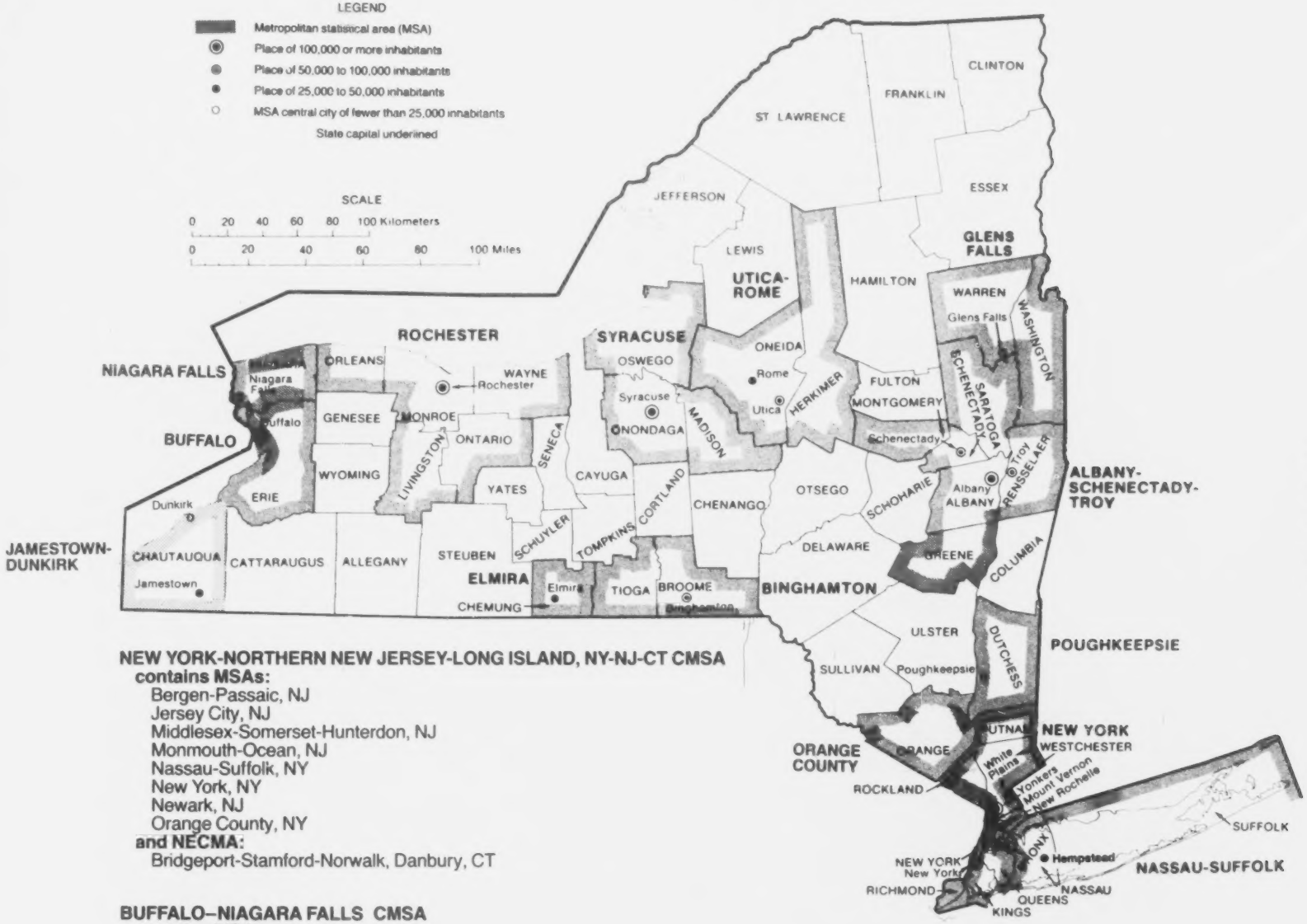

NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND, NY-NJ-CT CMSA
contains MSAs:
Bergen-Passaic, NJ
Jersey City, NJ
Middlesex-Somerset-Hunterdon, NJ
Monmouth-Ocean, NJ
Nassau-Suffolk, NY
New York, NY
Newark, NJ
Orange County, NY
and NECMA:
Bridgeport-Stamford-Norwalk, Danbury, CT

BUFFALO–NIAGARA FALLS CMSA
contains MSAs:
Buffalo, NY
Niagara Falls, NY

NEW YORK

NORTH CAROLINA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
ASHEVILLE	173.2	69.9	1,875,851	1,448,851	.0711
BURLINGTON	104.5	40.7	1,146,096	955,595	.0446
CHARLOTTE - GASTONIA - ROCK HILL	1,113.1	421.1	13,357,970	8,136,005	.4567
FAYETTEVILLE	268.0	87.9	2,595,799	1,609,140	.0934
GREENSBORO - WINSTON-SALEM - HIGH POINT	932.7	361.5	11,317,954	6,723,213	.3828
HICKORY	224.4	84.5	2,534,483	1,433,966	.0859
JACKSONVILLE	129.1	38.9	1,070,383	642,986	.0396
RALEIGH - DURHAM	688.0	266.1	9,287,452	4,795,120	.2948
WILMINGTON	118.9	46.5	1,256,873	1,060,263	.0495

County	Metropolitan Area
Alamance	Burlington
Alexander	Hickory
Buncombe	Asheville
Burke	Hickory
Cabarrus	Charlotte - Gastonia - Rock Hill
Catawba	Hickory
Cumberland	Fayetteville
Davidson	Greensboro - Winston-Salem - High Point
Davie	Greensboro - Winston-Salem - High Point
Durham	Raleigh - Durham
Forsyth	Greensboro - Winston-Salem - High Point
Franklin	Raleigh - Durham
Gaston	Charlotte - Gastonia - Rock Hill
Guilford	Greensboro - Winston-Salem - High Point
Lincoln	Charlotte - Gastonia - Rock Hill
Mecklenburg	Charlotte - Gastonia - Rock Hill
New Hanover	Wilmington
Onslow	Jacksonville
Orange	Raleigh - Durham
Randolph	Greensboro - Winston-Salem - High Point
Rowan	Charlotte - Gastonia - Rock Hill
Stokes	Greensboro - Winston-Salem - High Point
Union	Charlotte - Gastonia - Rock Hill
Wake	Raleigh - Durham
Yadkin	Greensboro - Winston-Salem - High Point

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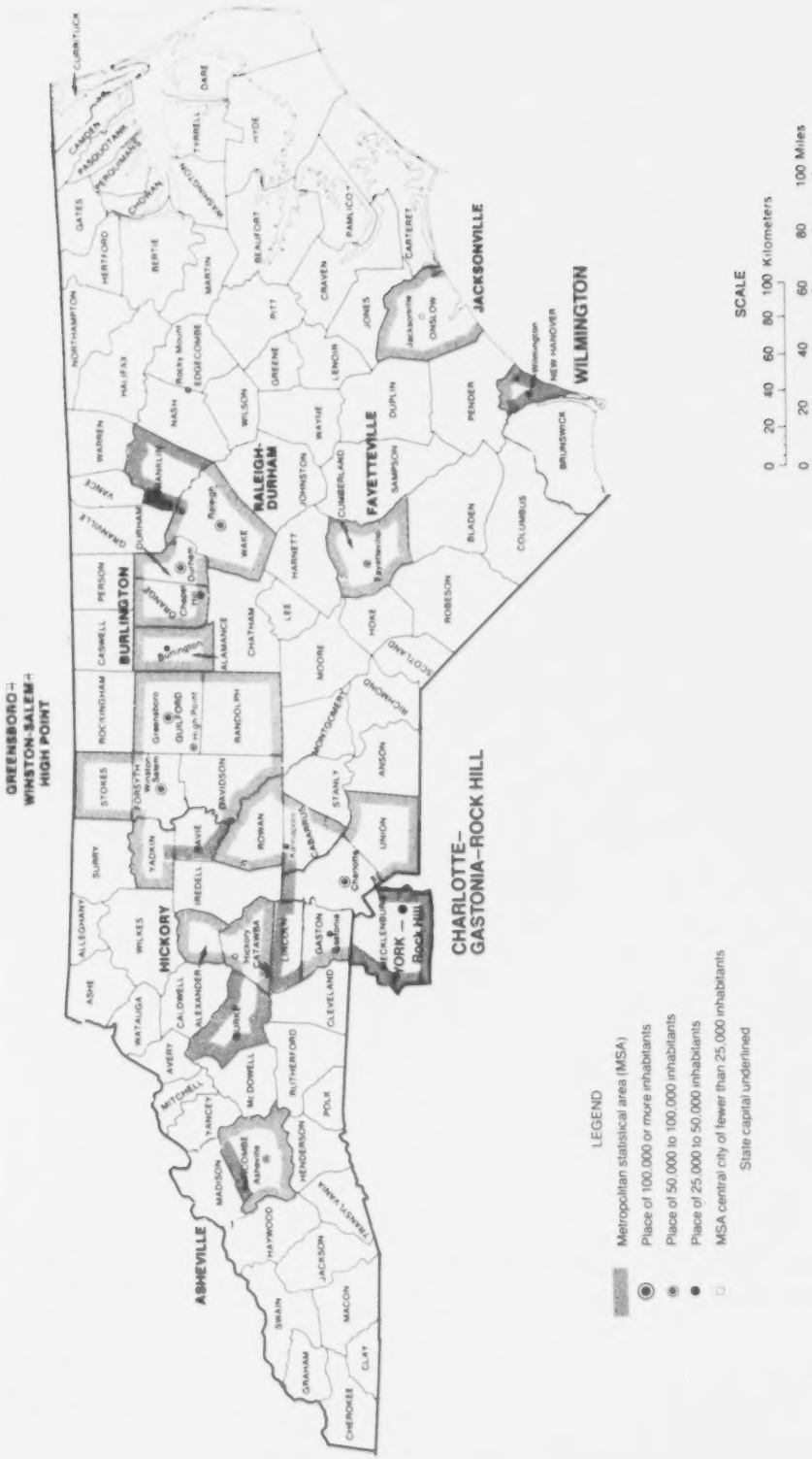
NORTH CAROLINA



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NORTH DAKOTA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
BISMARCK	89.9	32.6	946,429	645,615	.0345
FARGO - MOORHEAD	150.8	56.5	1,669,044	1,106,004	.0597
GRAND FORKS	70.6	24.6	869,881	506,890	.0292

County	Metropolitan Area
Burleigh	Bismarck
Cass	Fargo - Moorhead
Grand Forks	Grand Forks
Morton	Bismarck

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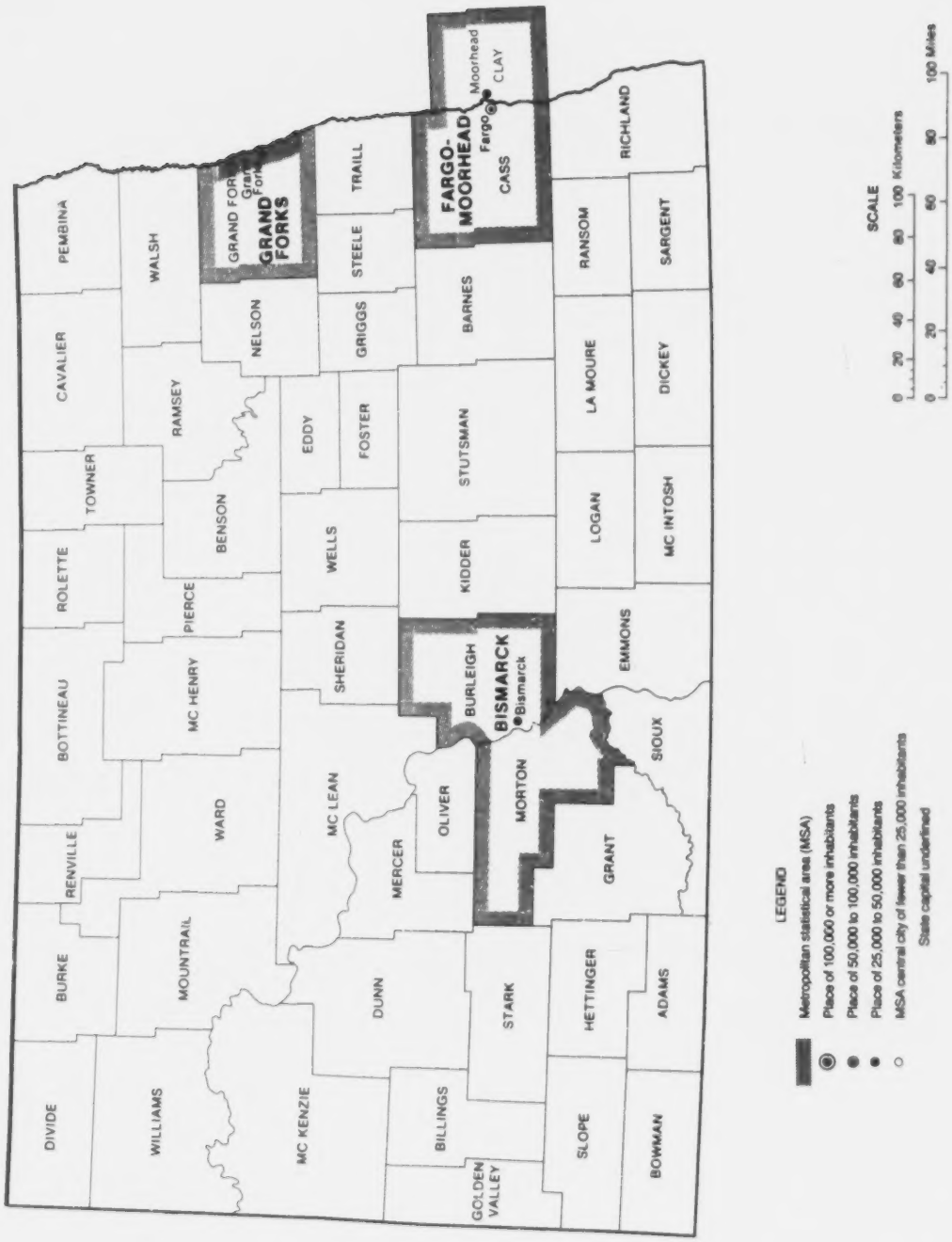
NORTH DAKOTA



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OHIO

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
AKRON	649.5	246.4	7,544,255	4,035,493	.2495
CANTON	403.9	149.2	4,309,553	2,424,935	.1473
CINCINNATI	1,442.7	547.2	18,008,429	9,968,101	.5925
CINCINNATI - HAMILTON CONSOLIDATED AREA	*1,722.8*	*648.4*	*21,034,297*	*11,285,434*	*.6886*
CLEVELAND	1,853.9	723.3	23,343,482	12,990,892	.7683
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	*2,776.8*	*1,066.9*	*34,138,990*	*18,465,255*	*1.1193*
COLUMBUS	1,334.9	517.1	15,944,059	9,234,114	.5371
DAYTON - SPRINGFIELD	940.0	365.1	11,480,152	5,975,710	.3728
HAMILTON - MIDDLETOWN	280.1	101.2	3,025,868	1,317,333	.0961
LIMA	158.7	57.9	1,703,474	1,039,824	.0596
LORAIN - ELYRIA	273.4	97.2	3,251,253	1,438,870	.1015
MANSFIELD	129.1	48.9	1,406,471	856,667	.0491
PARKERSBURG - MARIETTA	157.6	60.2	1,557,601	1,005,725	.0566
STEUBENVILLE - WEIRTON	151.0	57.0	1,531,984	763,512	.0511
TOLEDO	615.6	234.0	7,295,028	4,768,305	.2560
YOUNGSTOWN - WARREN	508.4	191.3	5,627,483	2,990,073	.1875

County	Metropolitan Area
Allen	Lima
Auglaize	Lima
Belmont	Wheeling, W. Va.
Butler	Hamilton - Middletown
Carroll	Canton
Clark	Dayton - Springfield
Clermont	Cincinnati
Cuyahoga	Cleveland
Delaware	Columbus
Fairfield	Columbus
Franklin	Columbus
Fulton	Toledo
Geauga	Cleveland
Greene	Dayton - Springfield
Hamilton	Cincinnati
Jefferson	Steubenville - Weirton
Lake	Cleveland
Lawrence	Huntington - Ashland, W. Va. - Ky.

County	Metropolitan Area
Licking	Columbus
Lorain	Lorain - Elyria
Lucas	Toledo
Madison	Columbus
Mahoning	Youngstown - Warren
Medina	Cleveland
Miami	Dayton - Springfield
Montgomery	Dayton - Springfield
Pickaway	Columbus
Portage	Akron
Richland	Mansfield
Stark	Canton
Summit	Akron
Trumbull	Youngstown - Warren
Union	Columbus
Warren	Cincinnati
Washington	Parkersburg - Marietta
Wood	Toledo

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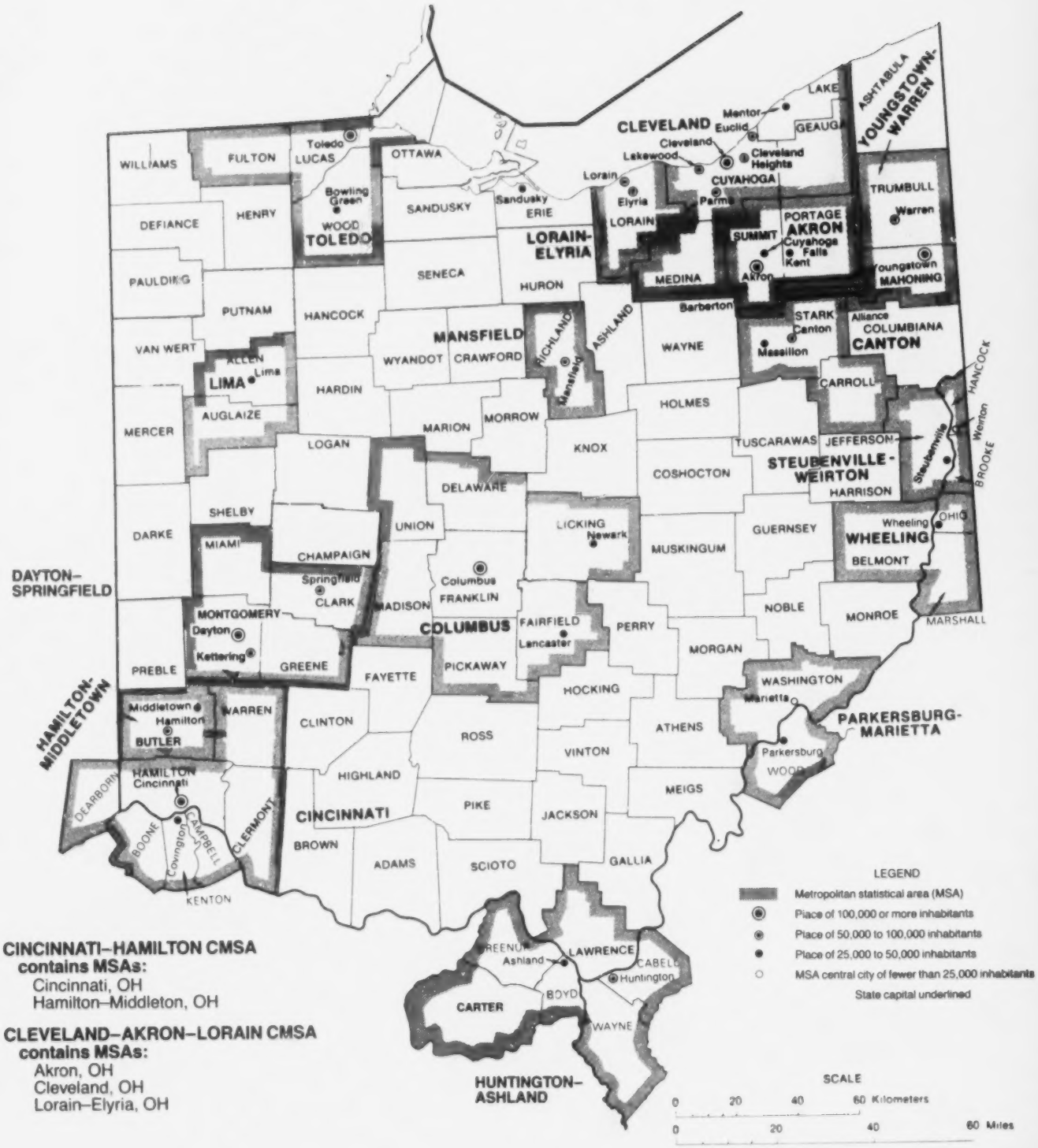
OHIO



CINCINNATI–HAMILTON CMSA contains MSAs:
Cincinnati, OH
Hamilton–Middleton, OH

CLEVELAND–AKRON–LORAIN CMSA contains MSAs:
Akron, OH
Cleveland, OH
Lorain–Elyria, OH

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OKLAHOMA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
ENID	61.1	23.8	609,936	390,187	.0222
LAWTON	119.1	39.0	1,043,173	607,035	.0377
OKLAHOMA CITY	983.8	377.6	10,070,351	7,377,849	.3788
TULSA	747.4	288.6	7,579,653	4,429,594	.2653

County	Metropolitan Area
Canadian	Oklahoma City
Cleveland	Oklahoma City
Comanche	Lawton
Creek	Tulsa
Garfield	Enid
Logan	Oklahoma City
McClain	Oklahoma City
Oklahoma	Oklahoma City
Osage	Tulsa
Pottawatomie	Oklahoma City
Rogers	Tulsa
Sequoyah	Fort Smith, Ark.
Tulsa	Tulsa
Wagoner	Tulsa

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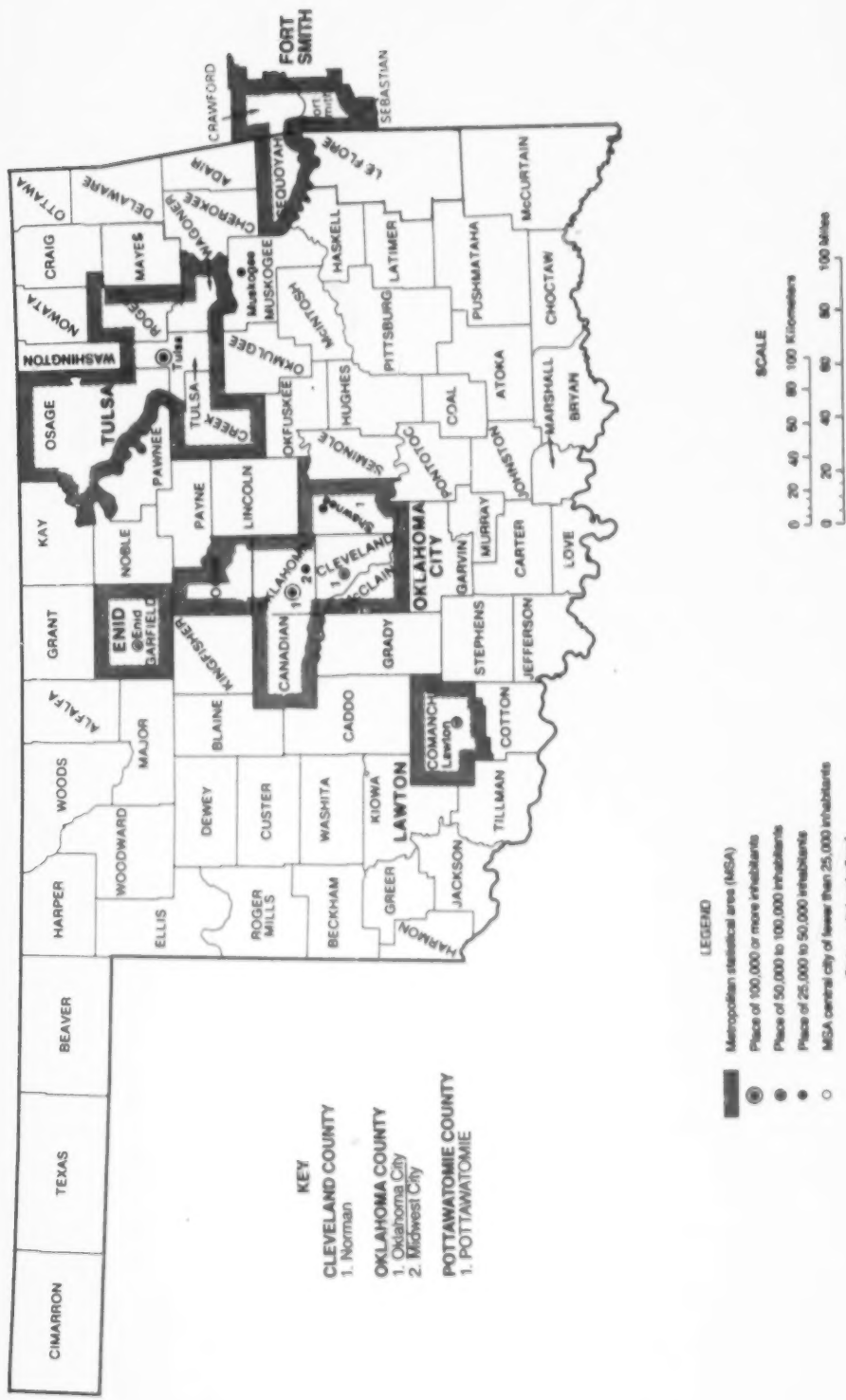
OKLAHOMA



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OREGON

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
EUGENE - SPRINGFIELD	268.1	106.7	2,853,915	1,624,546	.0979
MEDFORD	144.2	55.3	1,386,543	861,723	.0501
PORTLAND	1,179.3	469.2	15,528,653	8,944,810	.5123
PORTLAND - VANCOUVER CONSOLIDATED AREA	*1,395.9*	*550.6*	*18,112,150*	*9,927,612*	*.5898*
SALEM	268.5	101.1	2,661,167	1,365,625	.0901

County	Metropolitan Area
Clackamas	Portland
Jackson	Medford
Lane	Eugene - Springfield
Marion	Salem
Multnomah	Portland
Polk	Salem
Washington	Portland
Yamhill	Portland

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OREGON

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PENNSYLVANIA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
ALLENTOWN - BETHLEHEM	674.3	260.6	8,791,196	4,620,814	.2822
ALTOONA	133.2	50.6	1,345,326	888,923	.0490
BEAVER COUNTY	192.0	71.5	2,145,519	963,061	.0682
ERIE	282.8	104.2	3,330,862	1,673,366	.1077
HARRISBURG - LEBANON - CARLISLE	588.4	227.5	7,740,935	4,850,710	.2627
JOHNSTOWN	254.8	93.5	2,193,848	1,159,876	.0776
LANCASTER	407.2	149.3	5,047,520	2,876,877	.1680
PHILADELPHIA	4,909.7	1,823.6	68,734,834	35,844,743	2.1747
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	*5,942.1*	*2,196.0*	*84,139,705*	*43,452,959*	*2.6488*
PITTSBURGH	2,109.1	830.9	25,506,383	13,247,975	.8291
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	*2,301.1*	*902.4*	*27,651,902*	*14,211,036*	*.8973*
READING	329.4	128.7	4,150,669	2,626,914	.1423
SCRANTON - WILKES-BARRE	736.4	283.5	7,976,125	4,655,419	.2749
SHARON	124.7	46.1	1,358,378	629,610	.0437
STATE COLLEGE	118.0	40.3	1,150,956	676,418	.0408
WILLIAMSPORT	118.5	44.4	1,261,796	726,079	.0434
YORK	406.4	154.3	5,000,119	2,292,858	.1563

County	Metropolitan Area
Adams	York
Allegheny	Pittsburgh
Beaver	Beaver County
Berks	Reading
Blair	Altoona
Bucks	Philadelphia
Cambria	Johnstown
Carbon	Allentown - Bethlehem
Centre	State College
Chester	Philadelphia
Columbia	Scranton - Wilkes-Barre
Cumberland	Harrisburg - Lebanon - Carlisle
Dauphin	Harrisburg - Lebanon - Carlisle
Delaware	Philadelphia
Erie	Erie
Fayette	Pittsburgh
Lackawanna	Scranton - Wilkes-Barre

County	Metropolitan Area
Lancaster	Lancaster
Lebanon	Harrisburg - Lebanon - Carlisle
Lehigh	Allentown - Bethlehem
Luzerne	Scranton - Wilkes-Barre
Lycoming	Williamsport
Mercer	Sharon
Monroe	Scranton - Wilkes-Barre
Montgomery	Philadelphia
Northampton	Allentown - Bethlehem
Perry	Harrisburg - Lebanon - Carlisle
Philadelphia	Philadelphia
Somerset	Johnstown
Washington	Pittsburgh
Westmoreland	Pittsburgh
Wyoming	Scranton - Wilkes-Barre
York	York

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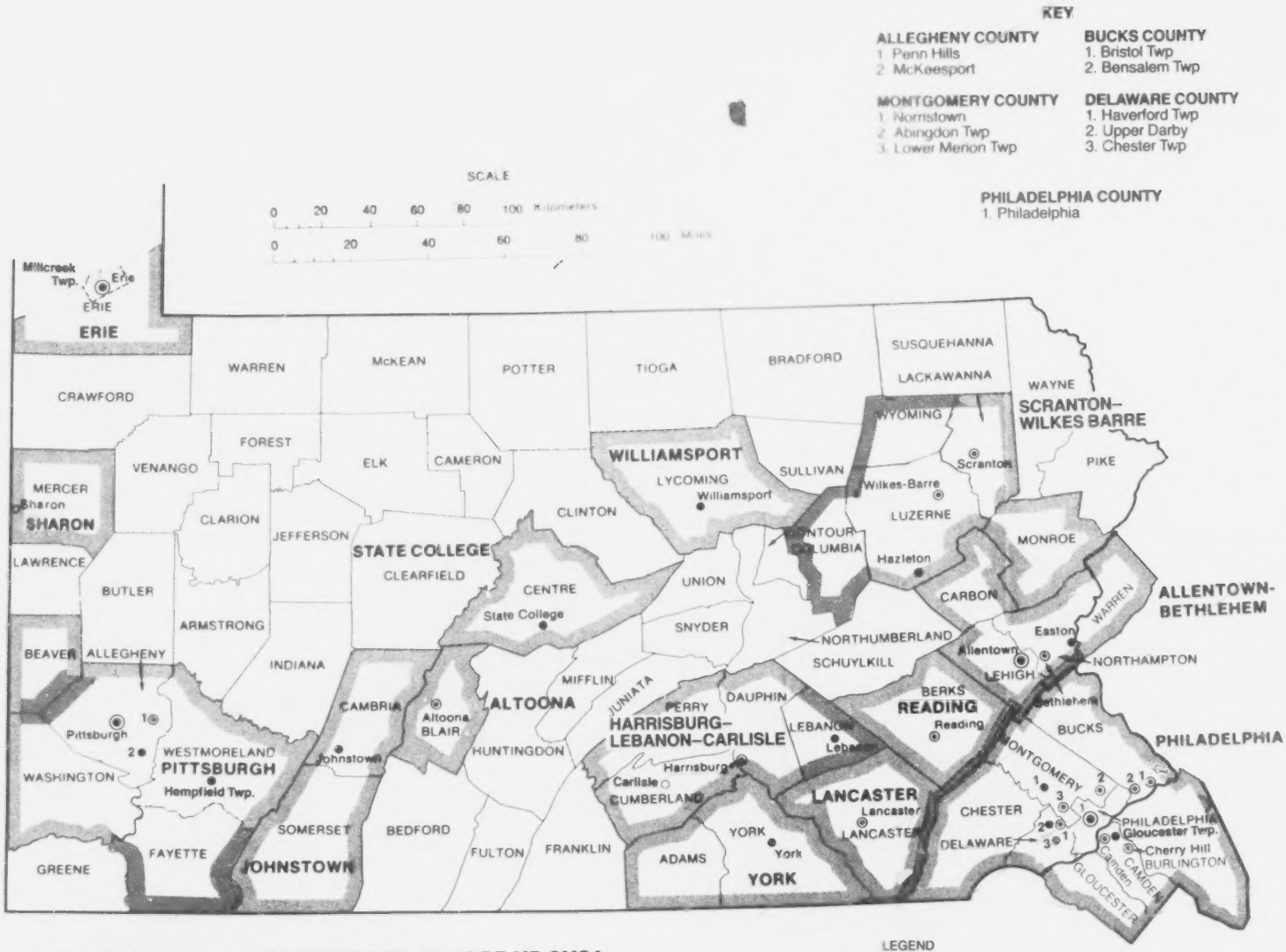
PENNSYLVANIA



PHILADELPHIA-WILMINGTON-TRENTON, PA-NJ-DE-MD CMSA
contains MSAs:
Philadelphia, PA-NJ
Trenton, NJ
Vineland-Millville-Bridgeton, NJ
Wilmington, DE

PITTSBURGH–BEAVER VALLEY CMSA
contains MSAs:
Beaver County, PA
Pittsburgh, PA

RHODE ISLAND

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
PROVIDENCE - PAWTUCKET - WOONSOCKET	908.7	335.5	11,664,156	6,377,299	.3805

County	Metropolitan Area
Bristol	Providence - Pawtucket - Woonsocket
Kent	Providence - Pawtucket - Woonsocket
Providence	Providence - Pawtucket - Woonsocket
Washington	Providence - Pawtucket - Woonsocket

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RHODE ISLAND

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SOUTH CAROLINA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
ANDERSON	146.7	55.7	1,425,704	796,082	.0498
CHARLESTON	513.6	176.5	4,906,950	3,053,705	.1774
CHARLOTTE - GASTONIA - ROCK HILL	1,113.1	421.1	13,357,970	8,136,005	.4567
COLUMBIA	465.8	170.1	5,545,524	2,896,195	.1812
FLORENCE	121.7	42.8	1,040,281	798,680	.0414
GREENVILLE - SPARTANBURG	625.4	236.9	6,461,193	4,144,892	.2319

County	Metropolitan Area
Aiken	Augusta, Ga.
Anderson	Anderson
Berkeley	Charleston
Charleston	Charleston
Dorchester	Charleston
Florence	Florence
Greenville	Greenville - Spartanburg
Lexington	Columbia
Pickens	Greenville - Spartanburg
Richland	Columbia
Spartanburg	Greenville - Spartanburg
York	Charlotte - Gastonia - Rock Hill

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SOUTH CAROLINA

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SOUTH DAKOTA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
RAPID CITY	79.9	30.9	951,158	680,512	.0346
SIOUX FALLS	127.8	50.6	1,671,602	1,000,929	.0559

County	Metropolitan Area
Minnehaha	Sioux Falls
Pennington	Rapid City

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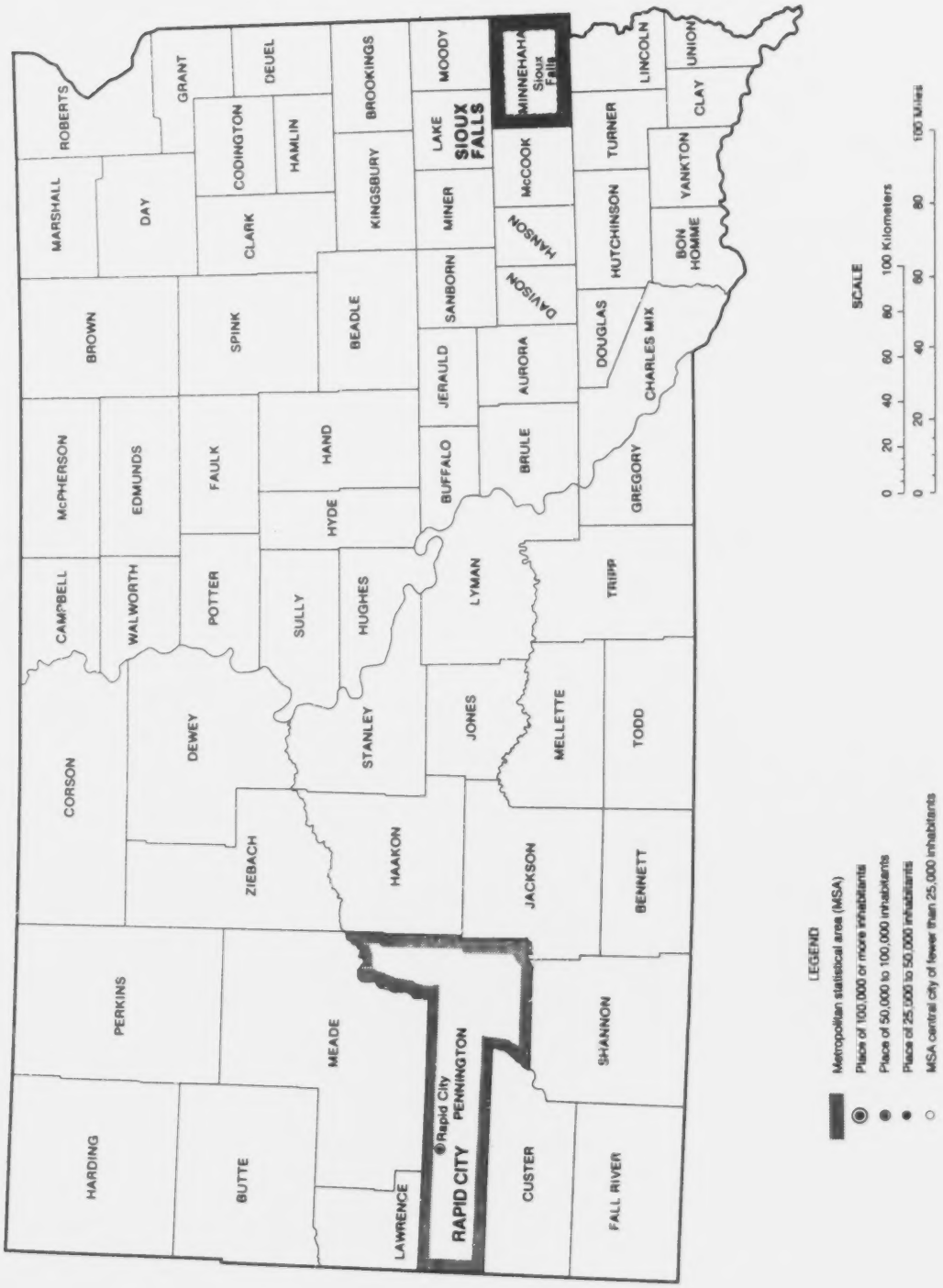
SOUTH DAKOTA



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TENNESSEE

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
CHATTANOOGA	437.4	166.5	4,566,072	2,876,668	.1623
CLARKSVILLE - HOPKINSVILLE	159.2	53.9	1,497,318	851,391	.0530
JACKSON	78.5	30.0	818,290	657,059	.0319
JOHNSON CITY - KINGSPORT - BRISTOL	451.4	170.8	4,617,438	2,592,333	.1593
KNOXVILLE	605.7	237.3	6,686,223	4,684,502	.2436
MEMPHIS	981.2	356.6	10,397,233	6,849,134	.3742
NASHVILLE	985.0	373.2	12,330,688	6,288,127	.3959

County	Metropolitan Area
Anderson	Knoxville
Blount	Knoxville
Carter	Johnson City - Kingsport - Bristol
Cheatham	Nashville
Davidson	Nashville
Dickson	Nashville
Grainger	Knoxville
Hamilton	Chattanooga
Hawkins	Johnson City - Kingsport - Bristol
Jefferson	Knoxville
Knox	Knoxville
Madison	Jackson
Marion	Chattanooga
Montgomery	Clarksville - Hopkinsville
Robertson	Nashville
Rutherford	Nashville
Sequatchie	Chattanooga
Sevier	Knoxville
Shelby	Memphis
Sullivan	Johnson City - Kingsport - Bristol
Sumner	Nashville
Tipton	Memphis
Unicoi	Johnson City - Kingsport - Bristol
Union	Knoxville
Washington	Johnson City - Kingsport - Bristol
Williamson	Nashville
Wilson	Nashville

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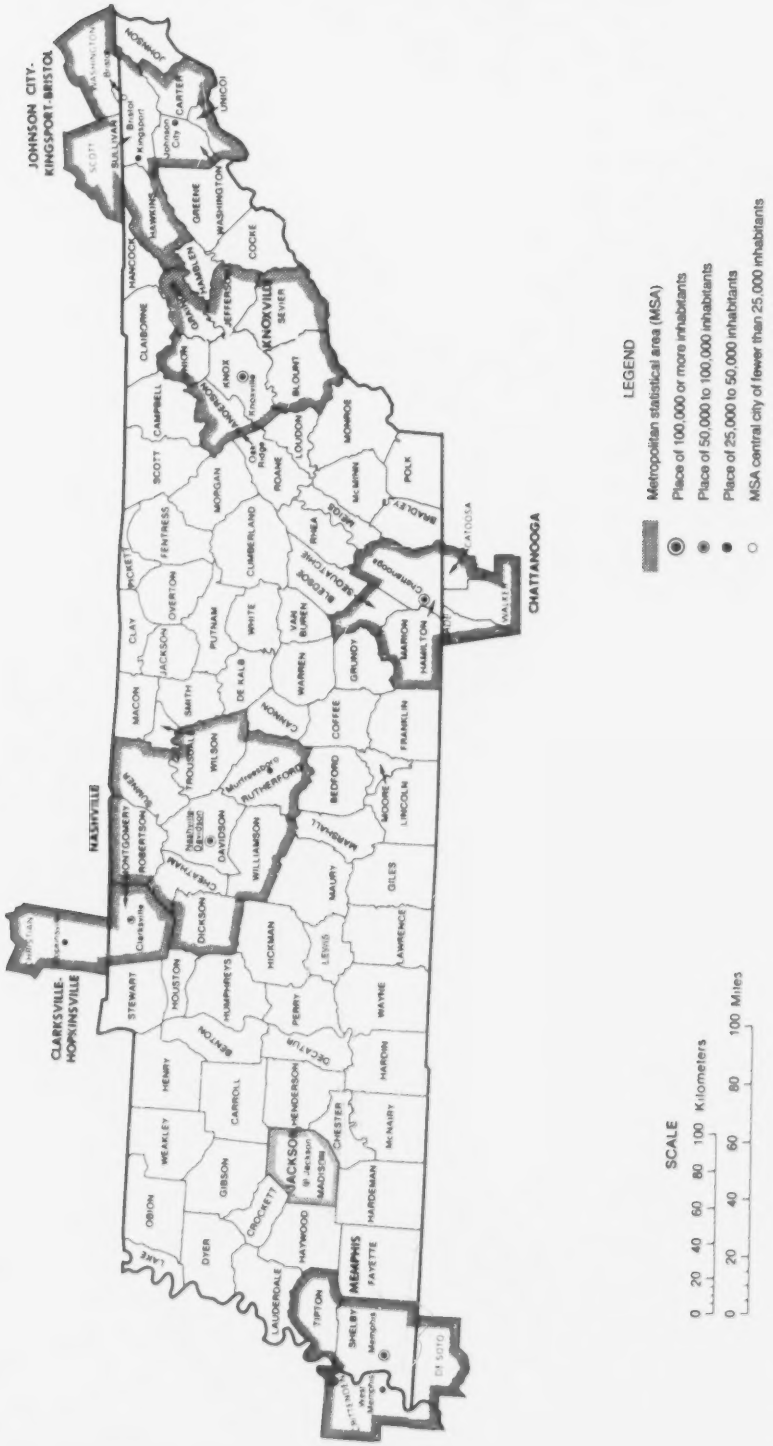
TENNESSEE



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TEXAS

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
ABILENE	124.9	45.2	1,230,315	1,165,181	.0515
AMARILLO	197.0	74.9	2,292,148	1,451,254	.0798
AUSTIN	746.1	286.8	9,041,474	4,893,532	.2972
BEAUMONT - PORT ARTHUR	379.0	136.3	4,261,047	2,571,785	.1472
BRAZORIA	196.8	64.4	2,475,221	1,045,898	.0755
BROWNSVILLE - HARLINGEN	262.9	76.0	1,785,591	1,471,477	.0773
BRYAN - COLLEGE STATION	124.9	45.8	1,344,166	854,782	.0477
CORPUS CHRISTI	362.1	120.2	3,338,727	2,347,347	.1269
DALLAS	2,476.2	934.8	33,436,603	18,838,067	1.0901
DALLAS - FORT WORTH CONSOLIDATED AREA	*3,754.0*	*1,408.6*	*49,306,524*	*27,712,737*	*1.6149*
EL PASO	579.7	174.1	4,585,152	2,687,880	.1708
FORT WORTH - ARLINGTON	1,277.8	473.8	15,869,921	8,874,670	.5248
GALVESTON - TEXAS CITY	214.8	78.5	2,559,237	1,406,310	.0849
HOUSTON	3,197.1	1,176.6	39,657,436	23,194,911	1.3299
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	*3,608.7*	*1,319.5*	*44,691,894*	*25,647,119*	*1.4903*
KILLEEN - TEMPLE	248.9	82.0	2,427,658	1,227,932	.0823
LAREDO	122.6	32.9	694,383	1,118,337	.0417
LONGVIEW - MARSHALL	169.1	61.6	1,721,021	1,347,134	.0667
LUBBOCK	224.5	80.3	2,227,101	1,609,384	.0841
McALLEN - EDINBURG - MISSION	376.6	104.0	2,155,835	1,873,861	.0999
MIDLAND	112.5	41.3	1,568,746	1,185,909	.0563
ODESSA	127.3	46.3	1,528,562	1,433,517	.0614
SAN ANGELO	98.8	36.2	1,083,973	822,537	.0408
SAN ANTONIO	1,298.2	442.2	12,947,065	7,467,182	.4529
SHERMAN - DENISON	98.5	38.1	1,102,951	611,311	.0371
TEXARKANA	122.3	45.2	1,129,934	820,501	.0432
TYLER	154.9	56.9	1,741,335	1,005,005	.0594
VICTORIA	76.4	26.1	762,288	579,412	.0291
WACO	192.3	70.6	1,830,256	1,147,981	.0664
WICHITA FALLS	126.2	46.2	1,266,824	987,649	.0489

County	Metropolitan Area
Bell	Killeen - Temple
Bexar	San Antonio
Bowie	Texarkana
Brazoria	Brazoria
Brazos	Bryan - College Station
Cameron	Brownsville - Harlingen
Collin	Dallas
Comal	San Antonio
Coryell	Killeen - Temple
Dallas	Dallas
Denton	Dallas
Ector	Odessa
Ellis	Dallas
El Paso	El Paso
Fort Bend	Houston
Galveston	Galveston - Texas City
Grayson	Sherman - Denison
Gregg	Longview - Marshall
Guadalupe	San Antonio
Hardin	Beaumont - Port Arthur
Harris	Houston
Harrison	Longview - Marshall
Hays	Austin
Hidalgo	McAllen - Edinburg - Mission
Jefferson	Beaumont - Port Arthur

County	Metropolitan Area
Johnson	Fort Worth - Arlington
Kaufman	Dallas
Liberty	Houston
Lubbock	Lubbock
McLennan	Waco
Midland	Midland
Montgomery	Houston
Nueces	Corpus Christi
Orange	Beaumont - Port Arthur
Parker	Fort Worth - Arlington
Potter	Amarillo
Randall	Amarillo
Rockwall	Dallas
San Patricio	Corpus Christi
Smith	Tyler
Tarrant	Fort Worth - Arlington
Taylor	Abilene
Tom Green	San Angelo
Travis	Austin
Victoria	Victoria
Waller	Houston
Webb	Laredo
Wichita	Wichita Falls
Williamson	Austin

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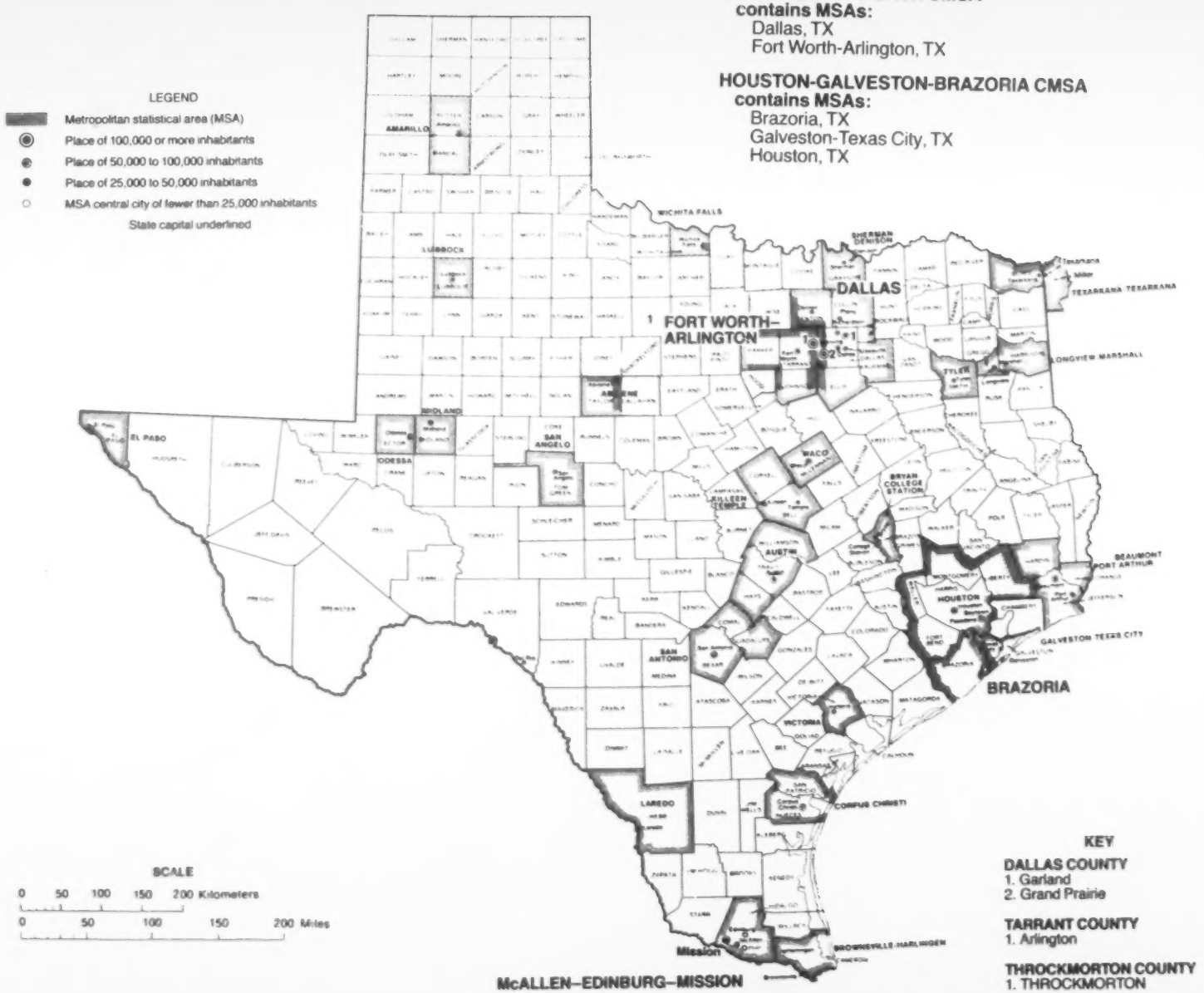
TEXAS



UTAH

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
PROVO - OREM	250.0	68.0	1,738,463	1,002,676	.0670
SALT LAKE CITY - OGDEN	1,068.5	346.6	10,430,112	6,415,645	.3738

County	Metropolitan Area
Davis	Salt Lake City - Ogden
Salt Lake	Salt Lake City - Ogden
Utah	Provo - Orem
Weber	Salt Lake City - Ogden

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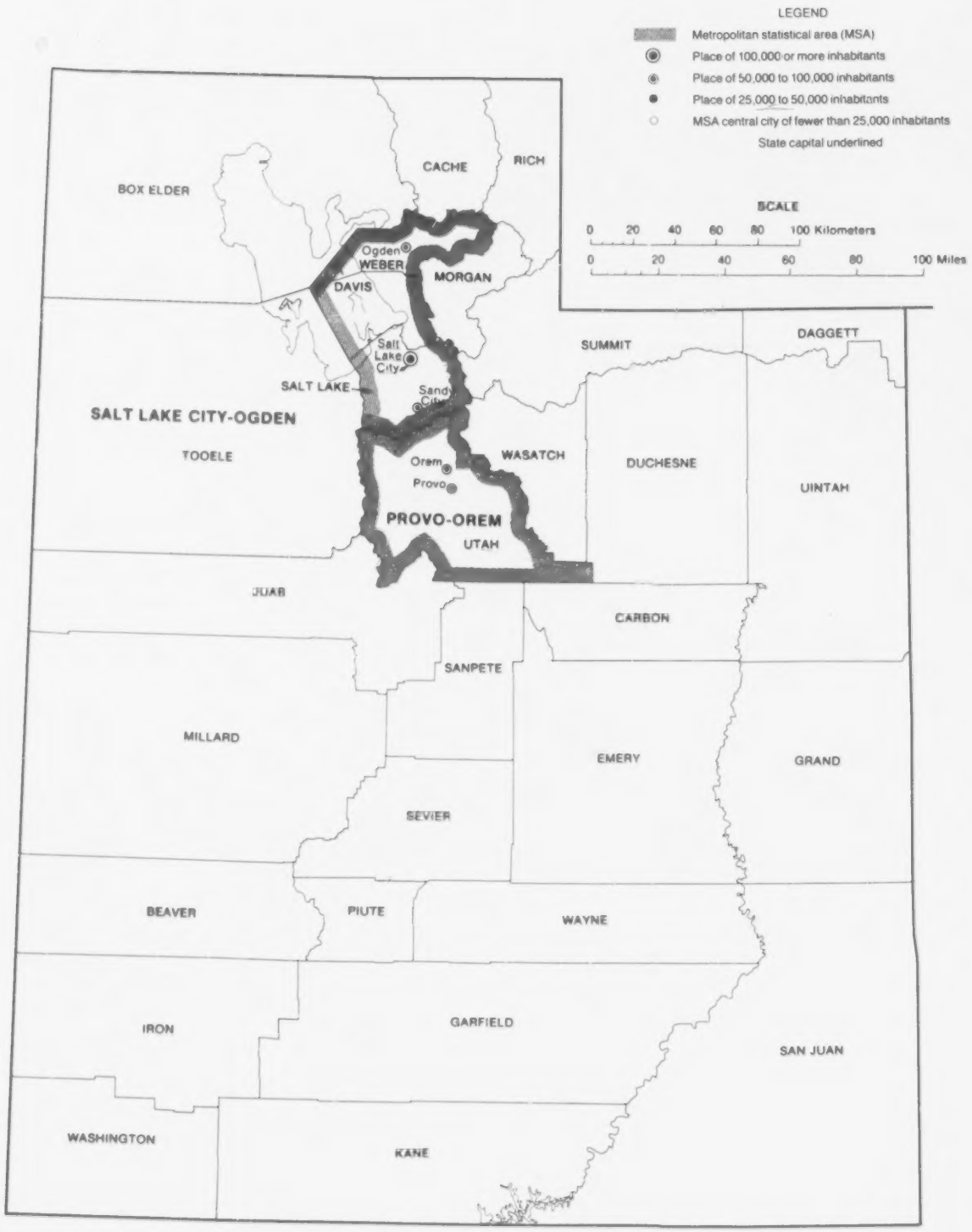
UTAH



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VERMONT

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
BURLINGTON	135.1	49.7	1,812,087	1,231,230	.0631

County	Metropolitan Area
Chittenden	Burlington
Grand Isle	Burlington

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VERMONT

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VIRGINIA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
CHARLOTTESVILLE	126.1	48.1	1,638,235	1,108,973	.0573
DANVILLE	111.3	40.5	1,157,363	589,618	.0386
LYNCHBURG	148.8	51.9	1,678,710	1,063,615	.0591
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	1,372.3	470.1	16,312,648	9,184,171	.5455
RICHMOND - PETERSBURG	843.4	307.5	11,287,677	6,546,647	.3724
ROANOKE	230.5	89.1	2,803,339	1,704,282	.0954

County	Metropolitan Area
Albemarle	Charlottesville
Alexandria city	Washington, D. C.
Amherst	Lynchburg
Arlington	Washington, D. C.
Botetourt	Roanoke
Bristol city	Johnson City - Kingsport - Bristol, Tenn.
Campbell	Lynchburg
Charles City	Richmond - Petersburg
Charlottesville city	Charlottesville
Chesapeake city	Norfolk - Virginia Beach - Newport News
Chesterfield	Richmond - Petersburg
Colonial Heights city	Richmond - Petersburg
Danville city	Danville
Dinwiddie	Richmond - Petersburg
Fairfax	Washington, D. C.
Fairfax city	Washington, D. C.
Falls Church city	Washington, D. C.
Fluvanna	Charlottesville
Gloucester	Norfolk - Virginia Beach - Newport News
Goochland	Richmond - Petersburg
Greene	Charlottesville
Hampton city	Norfolk - Virginia Beach - Newport News
Hanover	Richmond - Petersburg
Henrico	Richmond - Petersburg
Hopewell city	Richmond - Petersburg
James City	Norfolk - Virginia Beach - Newport News

County	Metropolitan Area
Loudoun	Washington, D. C.
Lynchburg city	Lynchburg
Manassas city	Washington, D. C.
Manassas Park city	Washington, D. C.
New Kent	Richmond - Petersburg
Newport News city	Norfolk - Virginia Beach - Newport News
Norfolk city	Norfolk - Virginia Beach - Newport News
Petersburg city	Richmond - Petersburg
Pittsylvania	Danville
Poquoson city	Norfolk - Virginia Beach - Newport News
Portsmouth city	Norfolk - Virginia Beach - Newport News
Powhatan	Richmond - Petersburg
Prince George	Richmond - Petersburg
Prince William	Washington, D. C.
Richmond city	Richmond - Petersburg
Roanoke	Roanoke
Roanoke city	Roanoke
Salem city	Roanoke
Scott	Johnson City - Kingsport - Bristol, Tenn.
Stafford	Washington, D. C.
Suffolk city	Norfolk - Virginia Beach - Newport News
Virginia Beach city	Norfolk - Virginia Beach - Newport News
Washington	Johnson City - Kingsport - Bristol, Tenn.
Williamsburg city	Norfolk - Virginia Beach - Newport News
York	Norfolk - Virginia Beach - Newport News

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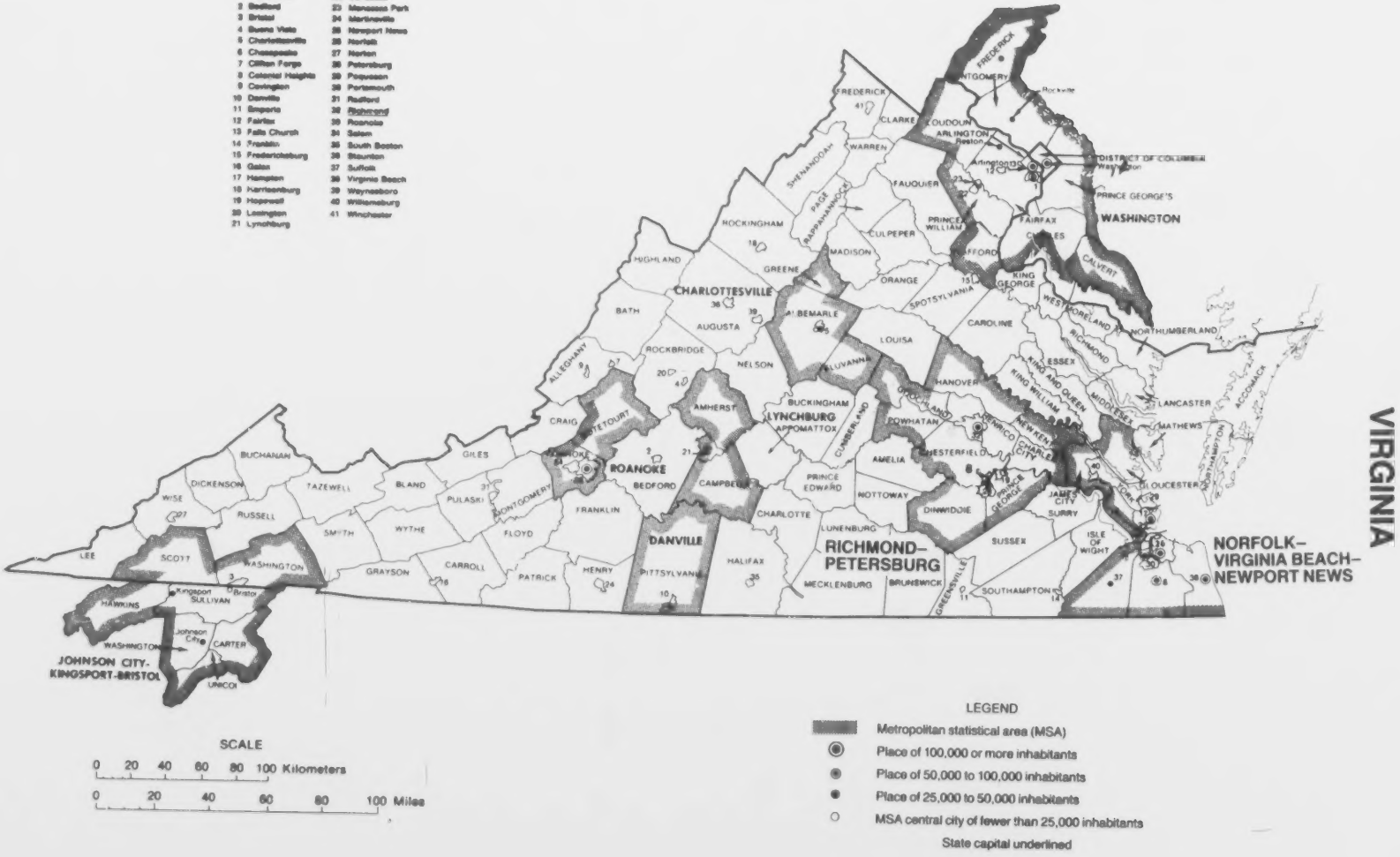
VIRGINIA



WASHINGTON

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
BELLINGHAM	118.6	46.2	1,282,601	762,011	.0443
BREMERTON	180.5	67.8	2,179,111	875,348	.0661
OLYMPIA	156.1	61.8	1,962,720	945,782	.0620
RICHLAND - KENNEWICK - PASCO	150.7	54.9	2,065,521	908,530	.0623
SEATTLE	1,842.5	748.4	30,101,049	14,380,428	.9033
SEATTLE - TACOMA CONSOLIDATED AREA	*2,398.4*	*958.7*	*35,977,777*	*17,772,552*	*1.1061*
SPOKANE	357.3	142.0	3,834,010	2,365,182	.1349
TACOMA	555.9	210.3	5,876,728	3,392,124	.2028
VANCOUVER	216.6	81.4	2,583,497	982,802	.0775
YAKIMA	186.4	69.7	1,835,951	1,028,911	.0638

County	Metropolitan Area
Benton	Richland - Kennewick - Pasco
Clark	Vancouver
Franklin	Richland - Kennewick - Pasco
King	Seattle
Kitsap	Bremerton
Pierce	Tacoma
Snohomish	Seattle
Spokane	Spokane
Thurston	Olympia
Whatcom	Bellingham
Yakima	Yakima

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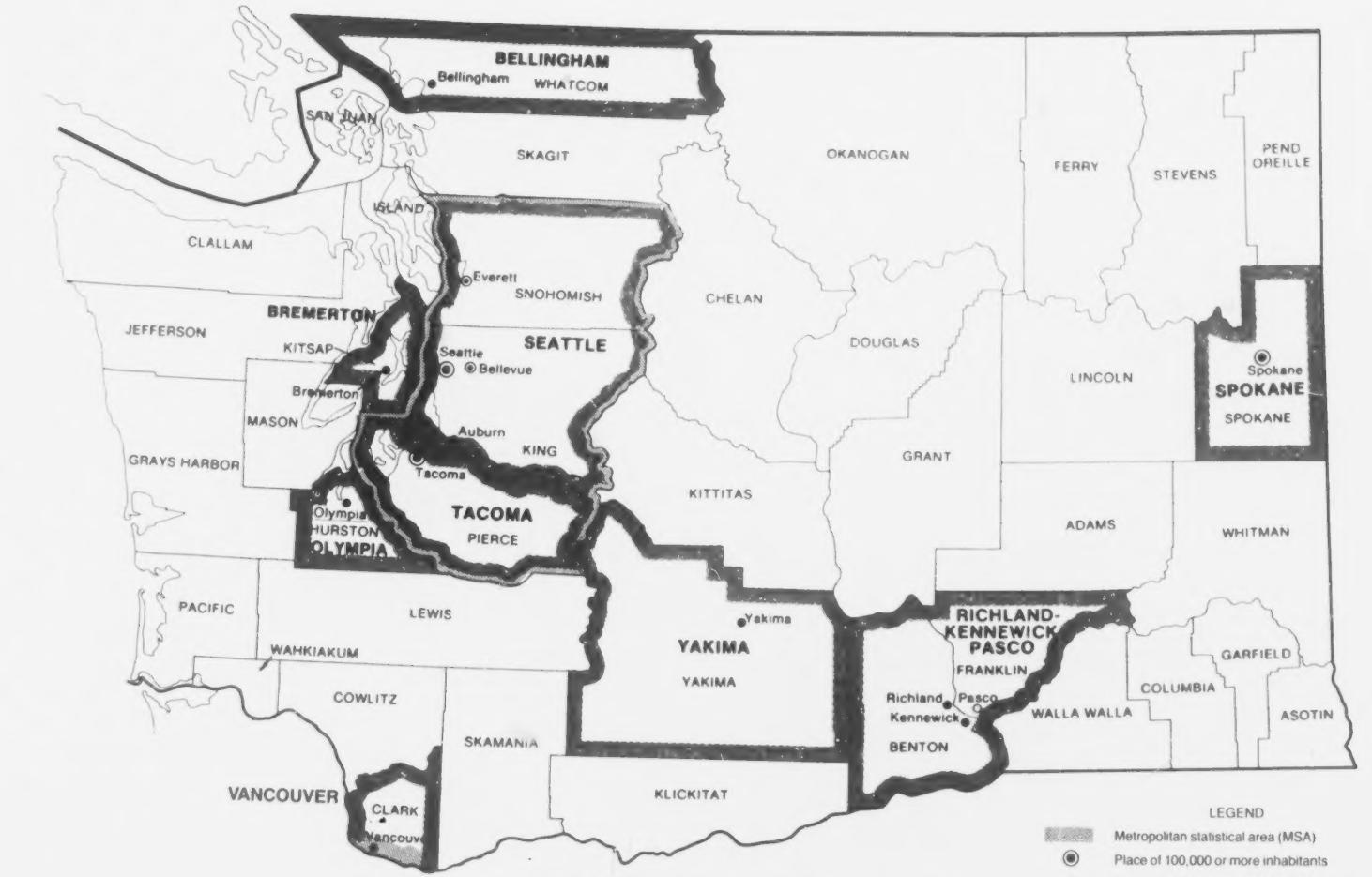
WASHINGTON



The PORTLAND-VANCOUVER, OR-WA CMSA contains MSAs:
Portland, OR
Vancouver, WA

The SEATTLE-TACOMA CMSA contains MSAs:
Seattle, WA
Tacoma, WA

WEST VIRGINIA

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
CHARLESTON	266.2	106.6	2,853,067	1,824,019	.1015
HUNTINGTON - ASHLAND	330.5	124.3	2,950,997	2,039,041	.1124
PARKERSBURG - MARIETTA	157.6	60.2	1,557,601	1,005,725	.0566
STEUBENVILLE - WEIRTON	151.0	57.0	1,531,984	763,512	.0511
WHEELING	175.5	68.9	1,719,914	1,103,097	.0625

County	Metropolitan Area
Brooke	Steubenville - Weirton
Cabell	Huntington - Ashland
Hancock	Steubenville - Weirton
Kanawha	Charleston
Marshall	Wheeling
Mineral	Cumberland, Md.
Ohio	Wheeling
Putnam	Charleston
Wayne	Huntington - Ashland
Wood	Parkersburg - Marietta

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WEST VIRGINIA

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WISCONSIN

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
APPLETON - OSHKOSH - NEENAH	313.5	116.0	3,817,923	1,953,555	.1236
EAU CLAIRE	139.7	50.8	1,475,186	1,044,352	.0545
GREEN BAY	191.9	72.0	2,222,770	1,387,542	.0770
JANESVILLE - BELOIT	138.1	51.9	1,684,207	984,260	.0565
KENOSHA	121.9	44.5	1,825,976	767,481	.0536
LA CROSSE	96.2	36.2	1,133,315	731,910	.0397
MADISON	352.0	141.6	4,722,595	3,120,689	.1627
MILWAUKEE	1,401.3	537.5	18,616,645	9,863,013	.5977
MILWAUKEE - RACINE CONSOLIDATED AREA	*1,577.4*	*602.3*	*20,831,636*	*10,902,756*	*.6670*
RACINE	176.1	64.8	2,214,991	1,039,743	.0693
SHEBOYGAN	103.3	38.4	1,290,346	558,198	.0395
WAUSAU	113.3	41.3	1,220,659	672,663	.0413

County	Metropolitan Area
Brown	Green Bay
Calumet	Appleton - Oshkosh - Neenah
Chippewa	Eau Claire
Dane	Madison
Douglas	Duluth, Minn.
Eau Claire	Eau Claire
Kenosha	Kenosha
La Crosse	La Crosse
Marathon	Wausau
Milwaukee	Milwaukee

County	Metropolitan Area
Outagamie	Appleton - Oshkosh - Neenah
Ozaukee	Milwaukee
Racine	Racine
Rock	Janesville - Beloit
St. Croix	Minneapolis - St. Paul, Minn.
Sheboygan	Sheboygan
Washington	Milwaukee
Waukesha	Milwaukee
Winnebago	Appleton - Oshkosh - Neenah

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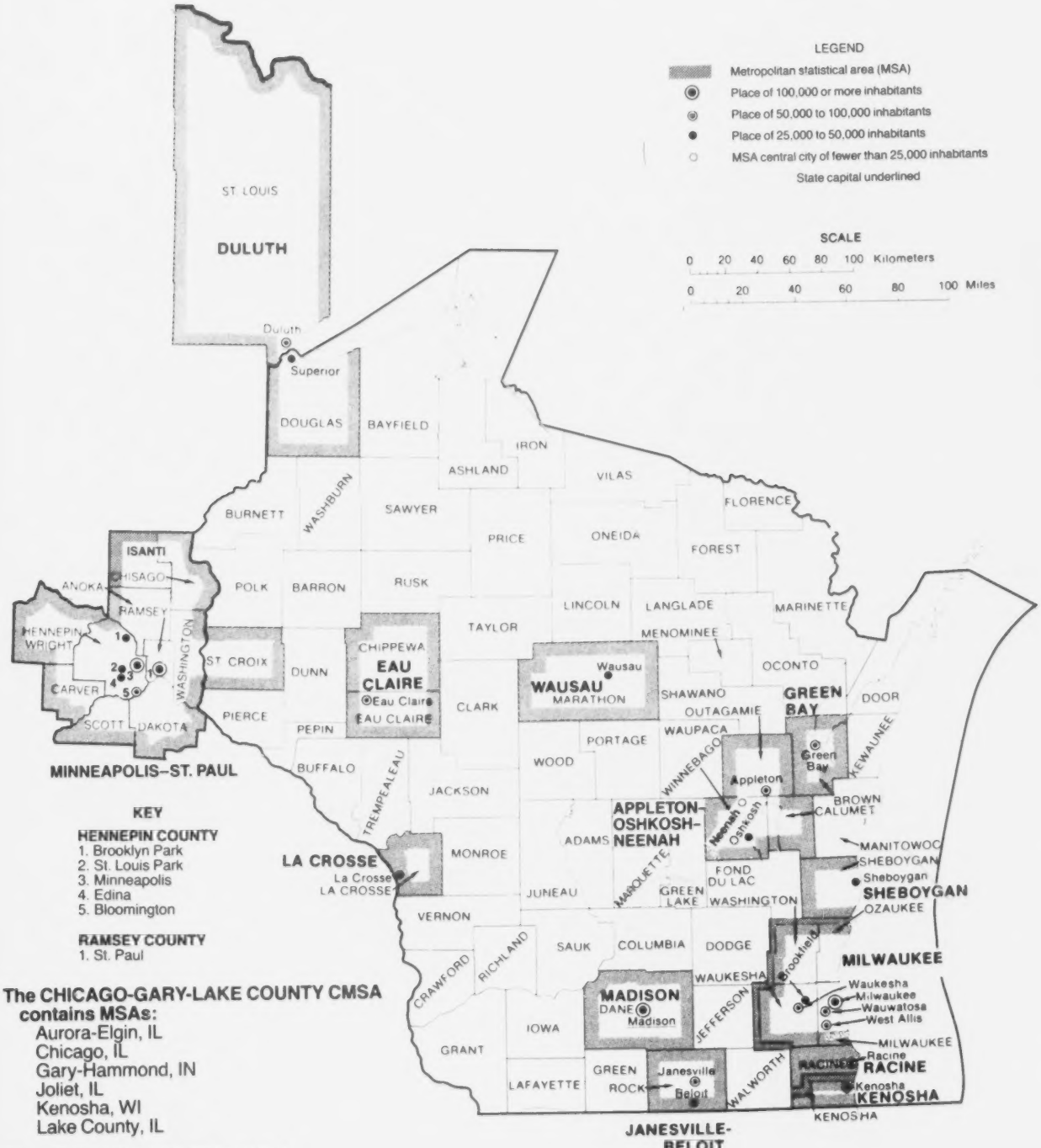
WISCONSIN



KEY

HENNEPIN COUNTY
1. Brooklyn Park
2. St. Louis Park
3. Minneapolis
4. Edina
5. Bloomington

RAMSEY COUNTY
1. St. Paul

The CHICAGO-GARY-LAKE COUNTY CMSA contains MSAs:
- Aurora-Elgin, IL
- Chicago, IL
- Gary-Hammond, IN
- Joliet, IL
- Kenosha, WI
- Lake County, IL

The MILWAUKEE-RACINE CMSA contains MSAs:
- Milwaukee, WI
- Racine, WI

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WYOMING

METROPOLITAN DATA SUMMARY

(S&MM ESTIMATES)

METROPOLITAN AREA	12/31/88 POPULATION (Thousands)	12/31/88 HOUSEHOLDS (Thousands)	1988 EFFECTIVE BUYING INCOME ($000)	1988 RETAIL SALES ($000)	BUYING POWER INDEX
CASPER	66.4	25.6	699,983	472,237	.0254
CHEYENNE	75.1	29.9	707,756	551,416	.0277

County	Metropolitan Area
Laramie	Cheyenne
Natrona	Casper

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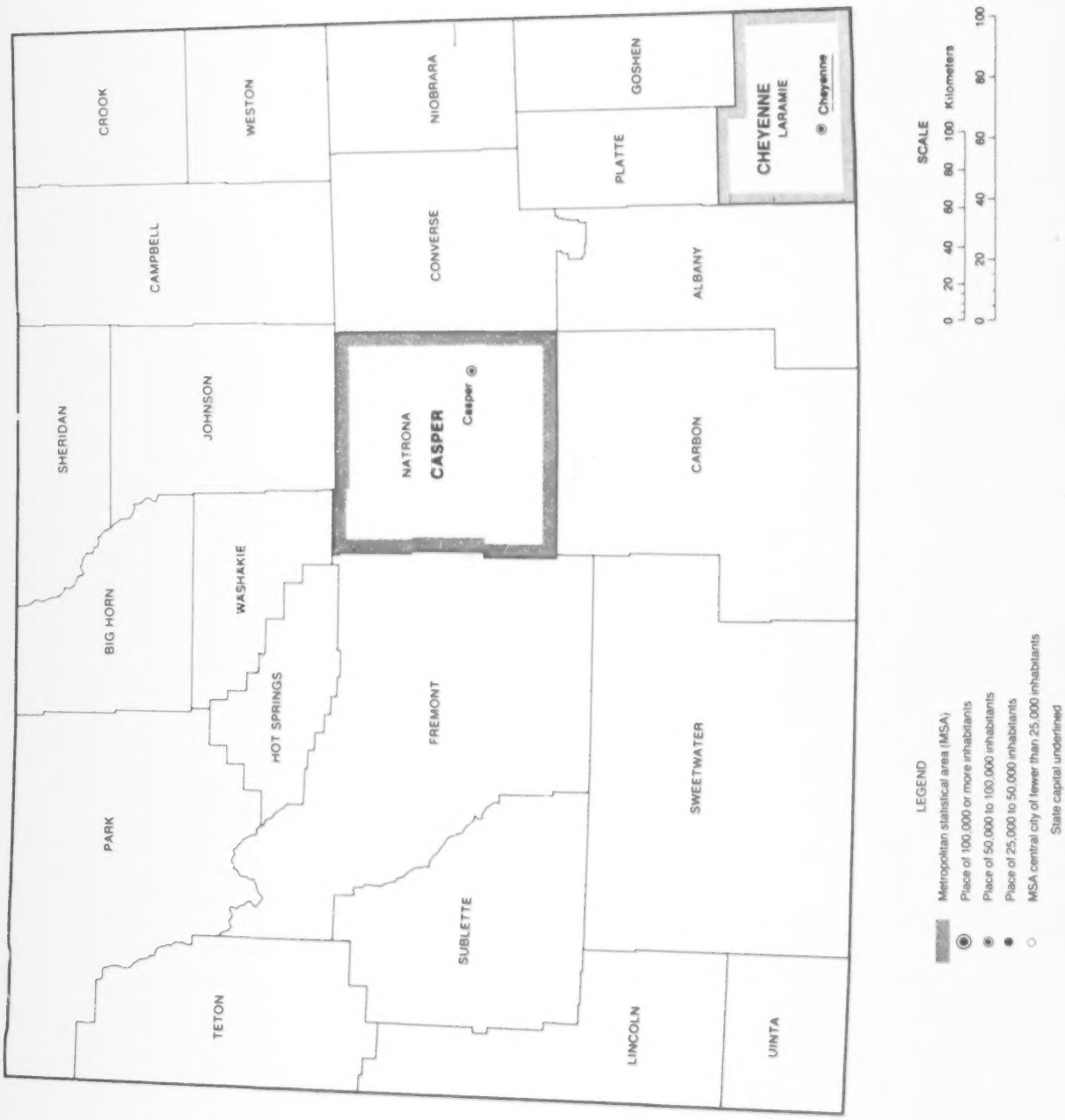
WYOMING



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1989 SURVEY OF BUYING POWER DATA SERVICE

NOTES

SECTION 2
State And Regional Summaries

Population
Households
Effective Buying Income (EBI)
Total Retail Sales
Buying Power Index (BPI)
Graduated Buying Power Indexes
Population By Age And Sex
Households By Age of Householder
Households By Number Of Persons
Households By EBI Group

EXPLANATION OF TERMS

An explanation of terms used in the **Survey Of Buying Power Data Service** will be found in the Introductory Section starting on page A-5.

To order additional copies of the 1989 DATA SERVICE
please call toll-free 1-800-825-8508.
Ask for Product #59800.

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

SaMM ESTIMATES REGION State	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
NEW ENGLAND	**13,022.7**	**5.2526**	**5.5**	**207**	**94.4**	**4,870.4**	**5.2770**	**195,855,999**	**6.3922**	**107,883,859**	**6.5874**	**6.2230**	**4.8082**	**5.3081**	**6.1543**
Connecticut	3,266.6	1.3176	5.1	670	91.2	1,203.8	1.3043	54,768,999	1.7875	27,462,985	1.6769	1.6604	1.0771	1.2477	1.6977
Maine	1,204.5	.4858	7.1	39	98.9	453.1	.4910	13,912,000	.4541	9,305,658	.5682	.4946	.5111	.5613	.4218
Massachusetts	5,908.0	2.3830	3.0	755	93.8	2,227.7	2.4137	91,678,000	2.9921	49,038,308	2.9943	2.8710	2.1814	2.3540	2.8934
New Hampshire	1,091.5	.4402	18.6	121	98.9	408.2	.4422	16,101,999	.5255	10,527,997	.6428	.5436	.4186	.4789	.5180
Rhode Island	995.3	.4014	5.1	944	95.2	366.5	.3971	12,927,999	.4219	7,085,640	.4326	.4211	.3812	.3982	.4108
Vermont	556.8	.2246	8.9	60	99.1	211.1	.2287	6,467,002	.2111	4,463,271	.2726	.2323	.2388	.2680	.2126
MIDDLE ATLANTIC	**37,839.4**	**15.2629**	**2.9**	**379**	**84.4**	**14,243.9**	**15.4331**	**522,952,993**	**17.0677**	**257,007,373**	**15.6927**	**16.2942**	**15.0754**	**14.9130**	**17.1766**
New Jersey	7,764.2	3.1318	5.4	1,040	83.9	2,861.7	3.1007	128,805,999	4.2039	59,150,552	3.6117	3.8118	2.7313	2.8569	4.0885
New York	18,029.4	7.2723	2.7	381	81.0	6,807.2	7.3755	247,432,994	8.0755	119,200,968	7.2783	7.6757	7.3938	7.0529	8.2791
Pennsylvania	12,045.8	4.8588	1.5	268	89.9	4,575.0	4.9569	146,714,000	4.7883	78,655,853	4.8027	4.8067	4.9503	5.0032	4.8090
EAST NORTH CENTRAL	**42,372.5**	**17.0912**	**1.7**	**174**	**87.0**	**15,767.1**	**17.0835**	**506,541,989**	**16.5320**	**269,469,199**	**16.4535**	**16.6203**	**16.3651**	**16.9387**	**16.8193**
Illinois	11,674.3	4.7089	2.2	210	82.0	4,335.4	4.6973	152,388,999	4.9735	75,708,059	4.6227	4.8154	4.2954	4.4521	5.0360
Indiana	5,597.2	2.2576	1.9	156	90.8	2,051.0	2.2223	60,532,003	1.9756	35,310,219	2.1560	2.0861	2.1795	2.3470	2.0504
Michigan	9,335.3	3.7655	.8	164	84.8	3,423.1	3.7089	110,666,995	3.6118	60,250,919	3.6788	3.6626	3.5317	3.6431	3.7458
Ohio	10,896.1	4.3950	.9	266	88.7	4,125.0	4.4694	125,268,996	4.0884	66,522,189	4.0618	4.1417	4.4052	4.4730	4.0889
Wisconsin	4,869.6	1.9642	3.5	89	94.6	1,832.6	1.9856	57,684,996	1.8827	31,677,813	1.9342	1.9145	1.9533	2.0235	1.8982
WEST NORTH CENTRAL	**17,909.4**	**7.2238**	**4.2**	**35**	**93.5**	**6,748.7**	**7.3120**	**207,773,993**	**6.7812**	**115,016,219**	**7.0229**	**6.9422**	**7.4832**	**7.4578**	**6.4222**
Iowa	2,847.4	1.1485	−2.3	51	97.5	1,106.2	1.1985	30,647,996	1.0003	17,007,999	1.0385	1.0413	1.3086	1.2621	.9520
Kansas	2,511.3	1.0130	6.2	31	92.7	959.2	1.0393	30,579,001	.9980	14,990,183	.9153	.9762	1.0347	1.0397	.9277
Minnesota	4,326.8	1.7452	6.2	54	96.4	1,616.6	1.7516	53,820,000	1.7566	31,320,221	1.9124	1.8010	1.6779	1.7938	1.6886
Missouri	5,205.0	2.0995	5.9	75	88.4	1,935.7	2.0973	60,092,002	1.9612	32,870,251	2.0071	2.0026	2.1422	2.0834	1.8350
Nebraska	1,610.1	.6494	2.6	21	95.3	611.3	.6623	18,442,998	.6019	10,046,783	.6134	.6150	.6843	.6833	.5876
North Dakota	686.3	.2768	5.1	10	95.8	249.9	.2707	7,000,002	.2285	4,496,896	.2746	.2520	.2909	.2938	.2188
South Dakota	722.5	.2914	4.6	10	92.1	269.8	.2923	7,191,994	.2347	4,283,886	.2616	.2541	.3446	.3017	.2125
SOUTH ATLANTIC	**42,921.5**	**17.3127**	**16.1**	**161**	**77.1**	**16,194.0**	**17.5460**	**516,831,009**	**16.8677**	**295,576,924**	**18.0477**	**17.3108**	**17.7613**	**18.2435**	**17.2894**
Delaware	654.2	.2639	10.1	338	80.7	236.7	.2564	8,365,000	.2730	5,076,270	.3099	.2823	.2454	.2728	.2790
District of Columbia	623.8	.2516	−2.3	9,902	26.0	255.2	.2765	9,177,000	.2995	3,659,997	.2235	.2670	.2654	.2588	.2659
Florida	12,506.5	5.0446	28.3	231	84.1	5,059.3	5.4817	156,648,998	5.1126	94,994,314	5.8003	5.3053	5.6959	5.8030	5.2497
Georgia	6,439.0	2.5972	17.9	111	72.0	2,325.1	2.5192	72,391,004	2.3626	42,199,656	2.5767	2.4738	2.5749	2.5948	2.4272
Maryland	4,666.0	1.8821	10.6	474	73.4	1,700.5	1.8424	67,711,999	2.2099	33,854,684	2.0671	2.1016	1.4914	1.7729	2.2318
North Carolina	6,554.1	2.6436	11.5	134	74.4	2,451.3	2.6560	70,154,004	2.2896	41,374,913	2.5263	2.4314	2.8602	2.8632	2.4159
South Carolina	3,511.0	1.4162	12.5	116	67.3	1,268.9	1.3749	34,333,999	1.1206	20,216,162	1.2344	1.2138	1.5306	1.4617	1.2098
Virginia	6,047.2	2.4392	13.1	152	78.4	2,166.4	2.3473	81,263,005	2.6521	43,447,915	2.6529	2.6098	2.1183	2.3912	2.6645
West Virginia	1,919.7	.7743	−1.6	80	95.9	730.6	.7916	16,786,000	.5478	10,753,013	.6566	.6258	.9792	.8251	.5456
EAST SOUTH CENTRAL	**15,554.1**	**6.2738**	**6.1**	**87**	**78.5**	**5,721.8**	**6.1995**	**149,802,998**	**4.8890**	**86,837,749**	**5.3022**	**5.2981**	**7.0576**	**6.1942**	**4.9154**
Alabama	4,165.3	1.6801	7.0	82	72.0	1,544.7	1.6737	39,177,005	1.2786	21,624,911	1.3204	1.3714	1.9126	1.6275	1.2917
Kentucky	3,773.2	1.5219	3.1	95	92.0	1,376.0	1.4909	36,363,995	1.1868	23,022,655	1.4057	1.3196	1.7452	1.5338	1.1816
Mississippi	2,667.4	1.0759	5.8	56	61.7	937.9	1.0162	22,012,997	.7184	12,939,763	.7901	.8115	1.2660	.9864	.6899
Tennessee	4,948.2	1.9959	7.8	120	82.8	1,863.2	2.0187	52,249,001	1.7052	29,250,420	1.7860	1.7876	2.1338	2.0465	1.7522
WEST SOUTH CENTRAL	**27,139.7**	**10.9469**	**14.3**	**64**	**82.4**	**9,784.7**	**10.6016**	**276,794,597**	**9.0338**	**167,081,967**	**10.2020**	**9.7668**	**12.2935**	**10.7990**	**9.2850**
Arkansas	2,435.4	.9823	6.5	47	82.7	900.2	.9753	22,525,001	.7352	12,742,118	.7780	.7974	1.1855	.9931	.6787
Louisiana	4,467.9	1.8022	6.2	100	67.9	1,579.6	1.7114	39,808,998	1.2992	25,746,536	1.5721	1.4816	2.1730	1.6927	1.3912
Oklahoma	3,317.5	1.3381	9.7	48	85.3	1,257.0	1.3620	30,363,996	.9910	19,196,809	1.1722	1.1148	1.6751	1.4115	1.0658
Texas	16,918.9	6.8243	18.9	65	85.7	6,047.9	6.5529	184,097,002	6.0084	109,396,504	6.6797	6.3730	7.2599	6.7017	6.1493
MOUNTAIN	**13,583.2**	**5.4789**	**19.4**	**16**	**92.6**	**5,070.9**	**5.4942**	**146,819,993**	**4.7917**	**83,572,648**	**5.1030**	**5.0223**	**5.6642**	**5.7127**	**4.8492**
Arizona	3,550.5	1.4321	30.7	31	89.9	1,364.2	1.4781	40,348,000	1.3168	24,116,679	1.4726	1.3867	1.5711	1.5421	1.3418
Colorado	3,369.9	1.3593	16.6	33	94.1	1,311.4	1.4209	40,159,997	1.3107	21,782,218	1.3300	1.3262	1.3711	1.4502	1.3361
Idaho	1,025.9	.4138	8.7	12	97.7	361.5	.3917	9,855,000	.3216	5,131,848	.3134	.3375	.4161	.4113	.3028
Montana	819.9	.3307	4.2	6	94.0	319.0	.3456	8,072,998	.2635	4,551,128	.2779	.2812	.3932	.3587	.2542
Nevada	1,069.7	.4315	33.6	10	88.2	439.8	.4766	14,074,998	.4594	7,947,897	.4853	.4615	.4452	.4906	.4688
New Mexico	1,537.9	.6203	18.0	13	88.4	554.1	.6003	14,182,000	.4628	8,340,485	.5093	.5083	.6846	.6122	.4551
Utah	1,719.3	.6935	17.7	21	96.4	536.0	.5807	15,396,001	.5025	8,943,155	.5460	.5537	.5731	.6307	.5378
Wyoming	490.1	.1977	4.4	5	97.2	184.9	.2003	4,730,999	.1544	2,759,238	.1685	.1672	.2098	.2169	.1526
PACIFIC	**37,577.8**	**15.1572**	**18.2**	**42**	**84.2**	**13,893.1**	**15.0531**	**540,632,006**	**17.6447**	**255,305,181**	**15.5886**	**16.5303**	**13.4915**	**14.4330**	**17.0886**
Alaska	538.2	.2171	33.9	1	77.7	185.6	.2011	7,711,004	.2517	3,922,924	.2395	.2411	.2047	.1923	.2242
California	28,549.3	11.5155	20.6	183	84.0	10,458.8	11.3320	426,174,001	13.9090	195,758,176	11.9529	12.8435	9.8878	10.7811	13.3506
Hawaii	1,104.5	.4455	14.5	172	33.6	352.8	.3823	14,369,000	.4690	7,750,996	.4732	.4656	.3350	.3978	.4623
Oregon	2,755.6	1.1115	4.7	29	95.4	1,074.4	1.1641	31,020,002	1.0124	17,724,240	1.0822	1.0531	1.1748	1.2029	1.0403
Washington	4,630.2	1.8676	12.0	70	92.0	1,821.5	1.9736	61,357,999	2.0026	30,148,845	1.8408	1.9270	1.8892	1.8589	2.0112
TOTAL UNITED STATES	**247,920.3**	**100.0000**	**9.4**	**70**	**84.6**	**92,294.6**	**100.0000**	**3,064,005,977**	**100.0000**	**1,637,751,119**	**100.0000**	**100.0000**	**100.0000**	**100.0000**	**100.0000**

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POPULATION BY AGE AND SEX

S&MM ESTIMATES REGION State	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
NEW ENGLAND	**13,022.7**	**Male**	**6,232,366**	**505,015**	**528,038**	**555,133**	**708,468**	**1,121,872**	**935,858**	**645,322**	**569,607**	**663,053**	**32.3**
		Female	**6,790,334**	**483,503**	**506,028**	**531,783**	**702,822**	**1,130,860**	**968,141**	**685,765**	**653,255**	**1,128,177**	**35.4**
Connecticut	3,266.6	Male	1,572,526	122,781	130,631	140,621	171,056	275,068	247,058	171,305	151,995	162,011	33.0
		Female	1,694,074	117,844	125,847	135,150	162,492	277,784	258,546	181,686	170,298	264,427	36.1
Maine	1,204.5	Male	583,309	52,935	53,134	52,670	62,571	103,037	85,897	58,304	49,606	65,155	31.8
		Female	621,191	50,585	50,524	50,428	60,585	101,820	85,714	61,279	56,190	104,066	34.7
Massachusetts	5,908.0	Male	2,800,396	220,342	233,503	249,793	328,194	509,270	411,154	288,370	257,081	302,689	32.2
		Female	3,107,604	210,434	223,822	239,714	333,816	519,095	432,046	310,050	300,396	538,231	35.6
New Hampshire	1,091.5	Male	532,098	46,625	47,662	46,920	58,847	100,407	84,061	52,918	43,250	51,408	31.6
		Female	559,402	44,997	45,347	44,426	57,696	99,644	81,813	53,565	48,232	83,682	33.8
Rhode Island	995.3	Male	473,222	37,464	38,635	40,951	56,474	82,979	66,588	48,676	46,767	54,688	32.6
		Female	522,078	36,144	37,170	39,228	56,350	81,844	69,459	52,938	54,565	94,380	36.5
Vermont	556.8	Male	270,815	24,868	24,473	24,178	31,326	51,111	41,100	25,749	20,908	27,102	31.0
		Female	285,985	23,499	23,318	22,837	31,883	50,673	40,563	26,247	23,574	43,391	33.2
MIDDLE ATLANTIC	**37,839.4**	**Male**	**18,001,182**	**1,522,679**	**1,526,589**	**1,581,833**	**1,894,789**	**3,093,340**	**2,719,832**	**1,962,347**	**1,721,512**	**1,978,261**	**33.0**
		Female	**19,838,218**	**1,459,545**	**1,467,556**	**1,520,876**	**1,898,239**	**3,186,453**	**2,923,901**	**2,147,053**	**2,002,691**	**3,231,904**	**36.3**
New Jersey	7,764.2	Male	3,715,434	309,338	319,520	332,892	376,452	628,083	585,981	416,323	359,029	387,816	33.3
		Female	4,048,766	295,820	307,938	319,765	368,576	655,034	623,580	445,958	408,345	623,750	36.2
New York	18,029.4	Male	8,531,000	733,116	721,499	751,239	889,944	1,489,527	1,309,493	922,013	785,030	929,139	32.9
		Female	9,498,400	703,657	694,010	725,997	906,692	1,558,305	1,426,938	1,020,264	921,394	1,541,143	36.1
Pennsylvania	12,045.8	Male	5,754,748	480,225	485,570	497,702	628,393	975,730	824,358	624,011	577,453	661,306	33.1
		Female	6,291,052	460,068	465,608	475,114	622,971	973,114	873,383	680,831	672,952	1,067,011	36.7
EAST NORTH CENTRAL	**42,372.5**	**Male**	**20,551,450**	**1,978,125**	**1,884,144**	**1,830,392**	**2,338,631**	**3,671,195**	**3,043,808**	**2,085,932**	**1,747,886**	**1,971,337**	**31.1**
		Female	**21,821,050**	**1,891,783**	**1,806,950**	**1,752,841**	**2,292,884**	**3,649,686**	**3,147,124**	**2,194,392**	**1,962,841**	**3,122,549**	**33.7**
Illinois	11,674.3	Male	5,650,063	539,972	503,023	491,090	644,903	1,016,910	850,740	575,785	484,772	542,868	31.4
		Female	6,024,237	517,972	483,912	470,291	619,054	1,012,704	881,475	605,618	544,986	888,225	34.1
Indiana	5,597.2	Male	2,714,965	270,301	255,423	241,676	310,206	479,451	405,577	272,535	224,061	255,735	30.8
		Female	2,882,235	257,985	243,870	232,185	304,548	476,722	415,958	287,448	253,761	409,758	33.4
Michigan	9,335.3	Male	4,549,002	437,254	431,919	418,397	523,453	820,549	673,102	456,994	378,842	408,492	30.6
		Female	4,786,298	419,384	414,134	401,081	516,689	819,015	692,075	480,730	421,710	621,480	32.8
Ohio	10,896.1	Male	5,255,439	503,220	484,192	463,245	584,728	931,117	773,947	549,091	463,309	502,590	31.4
		Female	5,640,661	480,835	463,961	442,772	583,447	933,058	815,548	583,826	524,291	812,92	34.1
Wisconsin	4,869.6	Male	2,381,981	227,378	209,587	215,984	275,341	423,168	340,442	231,527	196,902	261,652	31.2
		Female	2,487,619	215,607	201,073	206,512	269,146	408,187	342,068	236,770	218,093	390,163	33.6
WEST NORTH CENTRAL	**17,909.4**	**Male**	**8,702,456**	**850,123**	**758,022**	**745,248**	**1,001,583**	**1,540,126**	**1,250,593**	**847,469**	**725,278**	**984,014**	**31.5**
		Female	**9,206,944**	**812,222**	**726,217**	**712,107**	**971,644**	**1,493,651**	**1,268,409**	**881,888**	**804,041**	**1,536,765**	**34.2**
Iowa	2,847.4	Male	1,379,093	135,161	119,713	118,946	159,759	240,511	192,196	133,387	117,952	161,468	31.5
		Female	1,468,307	129,380	114,923	113,538	156,394	229,513	194,868	140,060	131,392	258,239	34.6
Kansas	2,511.3	Male	1,225,464	120,589	103,411	98,206	147,696	220,459	174,219	120,244	103,967	136,673	31.5
		Female	1,285,836	114,403	98,669	94,158	135,789	208,649	175,751	125,411	115,037	217,969	34.6
Minnesota	4,326.8	Male	2,117,632	204,925	186,323	188,444	242,180	391,868	315,799	200,183	166,697	221,213	31.0
		Female	2,209,168	196,338	178,381	179,801	240,202	380,771	314,235	202,789	180,906	335,745	33.1
Missouri	5,205.0	Male	2,497,580	235,989	218,675	215,004	274,591	424,312	367,492	253,820	215,927	291,770	32.2
		Female	2,707,420	225,017	209,111	205,035	270,576	428,047	383,934	270,173	247,731	467,796	35.4
Nebraska	1,610.1	Male	782,900	78,916	68,700	65,521	90,581	139,282	110,385	75,586	63,318	90,609	31.3
		Female	827,200	75,885	66,277	62,571	87,882	135,292	109,985	77,980	69,697	141,631	33.9
North Dakota	686.3	Male	344,553	36,293	29,705	28,515	44,563	62,974	44,974	30,845	27,113	39,571	30.3
		Female	341,747	34,348	28,260	27,173	40,687	55,575	43,311	31,212	27,954	53,227	32.3
South Dakota	722.5	Male	355,234	38,250	31,495	30,612	42,213	60,720	45,528	33,402	30,304	42,710	30.8
		Female	367,266	36,851	30,596	29,831	40,114	55,804	46,325	34,263	31,324	62,158	33.3
SOUTH ATLANTIC	**42,921.5**	**Male**	**20,760,352**	**1,812,936**	**1,815,458**	**1,771,179**	**2,363,178**	**3,711,469**	**3,186,934**	**2,079,507**	**1,772,402**	**2,247,289**	**32.1**
		Female	**22,161,148**	**1,739,763**	**1,746,564**	**1,699,452**	**2,219,826**	**3,722,863**	**3,289,721**	**2,239,010**	**2,094,463**	**3,409,486**	**34.9**
Delaware	654.2	Male	314,973	28,417	27,433	28,587	36,685	55,495	48,210	33,941	28,219	27,986	31.6
		Female	339,227	27,512	26,410	27,887	37,696	56,651	50,378	35,824	31,384	45,485	33.8
District of Columbia	623.8	Male	288,507	20,651	20,942	21,568	36,658	61,201	45,575	28,528	24,857	28,527	32.3
		Female	335,293	20,429	20,319	21,697	41,008	66,085	48,862	32,882	31,961	52,050	34.7
Florida	12,506.5	Male	5,989,067	459,101	463,403	463,197	598,689	959,035	842,772	598,243	595,691	1,008,936	35.6
		Female	6,517,433	440,832	446,873	443,447	575,584	956,591	885,166	653,730	733,392	1,381,818	39.5
Georgia	6,439.0	Male	3,112,359	310,277	306,150	285,217	352,550	585,916	499,540	301,311	226,898	244,500	30.2
		Female	3,326,641	297,768	295,236	272,068	341,459	601,481	514,482	323,147	266,844	414,156	32.6
Maryland	4,666.0	Male	2,264,861	189,867	195,769	207,658	251,086	426,360	379,155	242,630	190,326	182,010	31.8
		Female	2,401,139	181,626	188,274	199,895	244,250	436,230	390,774	250,912	213,436	295,742	33.9

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION BY AGE AND SEX

S&MM ESTIMATES REGION State	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
SOUTH ATLANTIC (continued)													
North Carolina	6,554.1	Male	3,176,013	285,630	291,053	275,604	395,988	578,517	487,997	320,140	258,366	282,718	30.9
		Female	3,378,087	274,546	279,461	264,611	358,291	575,657	508,297	350,484	304,219	462,521	33.9
South Carolina	3,511.0	Male	1,707,923	170,346	165,689	156,670	216,710	315,225	256,026	161,312	131,811	134,134	29.6
		Female	1,803,077	164,311	159,313	150,677	197,664	311,359	263,745	177,266	155,829	222,913	32.4
Virginia	6,047.2	Male	2,977,150	257,532	258,240	253,469	376,758	567,040	494,670	301,413	233,709	234,319	31.0
		Female	3,070,050	246,024	248,271	243,789	326,706	559,737	493,352	312,930	261,278	377,963	33.4
West Virginia	1,919.7	Male	929,499	91,115	86,779	79,209	98,054	162,680	132,989	91,989	82,525	104,159	31.7
		Female	990,201	86,715	82,407	75,381	97,168	159,072	134,665	101,835	96,120	156,838	34.6
EAST SOUTH CENTRAL	**15,554.1**	**Male**	**7,507,422**	**750,148**	**718,191**	**679,780**	**855,108**	**1,303,771**	**1,107,965**	**730,917**	**598,928**	**762,614**	**30.8**
		Female	**8,046,678**	**721,090**	**688,977**	**646,657**	**827,687**	**1,310,757**	**1,161,902**	**800,211**	**702,198**	**1,187,199**	**33.7**
Alabama	4,165.3	Male	1,998,399	199,260	194,005	182,725	225,350	342,067	293,299	198,489	161,403	201,801	30.8
		Female	2,166,901	193,879	186,150	174,905	222,861	345,344	311,577	219,192	191,434	321,559	33.9
Kentucky	3,773.2	Male	1,840,705	184,128	172,168	165,225	214,292	325,464	269,823	176,834	146,559	186,212	30.7
		Female	1,932,495	176,130	164,390	154,749	200,299	321,782	277,228	188,143	166,834	282,940	33.4
Mississippi	2,667.4	Male	1,283,338	143,720	133,227	124,460	149,064	209,340	176,474	116,328	96,265	134,460	29.4
		Female	1,384,062	138,589	129,018	119,408	145,137	212,795	188,167	130,729	115,004	205,215	32.5
Tennessee	4,948.2	Male	2,384,980	223,040	218,791	207,370	266,402	426,900	368,369	239,266	194,701	240,141	31.5
		Female	2,563,220	212,492	209,419	197,595	259,390	430,836	384,930	262,147	228,926	377,485	34.3
WEST SOUTH CENTRAL	**27,139.7**	**Male**	**13,274,333**	**1,393,927**	**1,266,099**	**1,159,063**	**1,564,861**	**2,441,043**	**1,965,518**	**1,263,466**	**994,826**	**1,225,530**	**30.1**
		Female	**13,865,367**	**1,338,862**	**1,220,467**	**1,110,583**	**1,476,930**	**2,379,109**	**2,005,704**	**1,339,476**	**1,124,061**	**1,870,170**	**32.5**
Arkansas	2,435.4	Male	1,174,636	117,812	109,281	103,507	120,699	189,918	168,844	110,620	101,258	152,697	32.2
		Female	1,260,764	112,056	104,839	99,014	119,463	192,193	176,084	121,181	118,797	217,137	35.2
Louisiana	4,467.9	Male	2,167,318	239,851	212,402	204,537	265,310	390,004	308,001	201,406	158,828	186,979	29.1
		Female	2,300,582	232,921	206,265	198,730	256,084	386,863	322,780	219,398	184,048	293,493	31.6
Oklahoma	3,317.5	Male	1,615,430	161,158	143,948	133,736	186,332	282,879	239,580	158,708	131,763	177,326	31.5
		Female	1,702,070	153,105	137,520	125,296	171,840	275,331	245,176	168,166	148,609	277,027	34.6
Texas	16,918.9	Male	8,316,949	875,106	800,468	717,283	992,520	1,578,242	1,249,093	792,732	602,977	708,528	29.9
		Female	8,601,951	840,780	771,843	687,548	929,543	1,524,722	1,261,664	830,731	672,607	1,082,513	32.0
MOUNTAIN	**13,583.2**	**Male**	**6,751,767**	**736,790**	**623,911**	**565,478**	**790,016**	**1,308,341**	**1,013,954**	**619,422**	**502,423**	**591,432**	**30.0**
		Female	**6,831,433**	**706,155**	**600,505**	**543,410**	**747,794**	**1,237,212**	**1,003,426**	**630,476**	**548,423**	**814,032**	**31.6**
Arizona	3,550.5	Male	1,746,180	174,171	157,121	146,155	200,347	317,302	253,057	160,459	143,863	193,705	31.2
		Female	1,804,320	167,583	152,039	141,261	189,232	303,202	257,183	169,577	167,429	256,814	33.3
Colorado	3,369.9	Male	1,677,191	158,093	145,270	135,417	209,099	365,524	268,816	157,790	114,936	122,246	30.2
		Female	1,692,709	150,843	139,696	130,309	189,506	344,181	265,322	159,297	124,917	188,638	31.9
Idaho	1,025.9	Male	512,210	63,323	50,105	43,098	55,346	93,334	75,765	44,278	38,184	48,777	29.7
		Female	513,690	60,186	48,054	41,332	54,108	88,295	73,056	44,382	40,957	63,320	31.0
Montana	819.9	Male	409,405	42,161	35,799	34,902	45,359	76,783	61,401	38,386	33,360	41,254	31.1
		Female	410,495	40,001	34,597	32,660	43,115	71,995	59,545	38,314	34,623	55,645	32.6
Nevada	1,069.7	Male	542,401	46,593	43,822	43,036	58,164	106,184	95,153	58,660	47,708	43,081	32.5
		Female	527,299	44,807	41,858	40,997	55,159	100,411	88,628	55,541	47,092	52,806	33.0
New Mexico	1,537.9	Male	758,214	84,438	74,736	70,527	87,071	139,298	111,097	70,860	55,890	64,297	29.5
		Female	779,686	81,730	72,068	68,486	84,168	135,924	114,402	74,585	61,025	87,298	31.1
Utah	1,719.3	Male	854,200	138,763	93,881	72,724	102,781	156,315	110,907	66,722	52,081	60,026	26.2
		Female	865,100	132,956	90,347	69,928	105,133	147,504	110,782	67,809	55,981	84,660	27.3
Wyoming	490.1	Male	251,966	29,248	23,177	19,619	31,849	53,601	37,758	22,267	16,401	18,046	29.1
		Female	238,134	28,049	21,846	18,437	27,373	45,700	34,508	20,971	16,399	24,851	30.1
PACIFIC	**37,577.8**	**Male**	**18,584,127**	**1,723,789**	**1,544,072**	**1,481,051**	**2,187,992**	**3,700,286**	**2,924,555**	**1,813,978**	**1,506,722**	**1,701,682**	**31.4**
		Female	**18,993,673**	**1,650,510**	**1,482,756**	**1,418,210**	**1,978,975**	**3,523,162**	**2,876,966**	**1,862,018**	**1,657,789**	**2,543,287**	**33.4**
Alaska	538.2	Male	286,849	32,523	26,543	23,762	35,216	69,648	51,865	25,425	13,537	8,330	28.6
		Female	251,351	30,774	25,519	21,735	29,379	59,828	42,637	21,088	11,685	8,706	28.1
California	28,549.3	Male	14,074,379	1,291,792	1,159,810	1,122,517	1,673,250	2,787,981	2,214,464	1,393,671	1,146,300	1,284,594	31.4
		Female	14,474,921	1,239,237	1,115,069	1,077,582	1,513,627	2,659,354	2,198,190	1,436,341	1,274,014	1,961,507	33.6
Hawaii	1,104.5	Male	567,487	56,078	48,185	43,986	75,756	114,409	84,937	51,474	44,699	47,963	30.2
		Female	537,013	53,110	45,841	41,886	57,451	106,023	81,769	56,429	45,096	49,408	31.6
Oregon	2,755.6	Male	1,356,896	129,527	114,896	107,161	140,970	272,530	209,942	124,606	112,723	144,541	31.8
		Female	1,398,704	122,872	110,257	101,863	138,426	262,438	204,622	128,648	123,834	205,744	33.6
Washington	4,630.2	Male	2,298,516	213,869	194,638	183,625	262,800	455,718	363,347	218,802	189,463	216,254	31.5
		Female	2,331,684	204,517	186,070	175,144	240,092	435,519	349,748	219,512	203,160	317,922	33.3
TOTAL UNITED STATES	**247,920.3**	**Male**	**120,365,455**	**11,273,532**	**10,664,524**	**10,369,157**	**13,704,626**	**21,891,443**	**18,149,017**	**12,048,360**	**10,139,584**	**12,125,212**	**31.5**
		Female	**127,554,845**	**10,803,433**	**10,246,020**	**9,935,924**	**13,116,801**	**21,633,753**	**18,645,294**	**12,780,289**	**11,549,762**	**18,843,569**	**34.1**

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES		Households by Age of Householder						Households by Number of Persons						Average
REGION State	12/31/88 Total Households (Thousands)	Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	House-hold Size
NEW ENGLAND	**4,870.4**	**247,341**	**1,050,373**	**1,003,457**	**741,909**	**741,162**	**1,086,158**	**1,224,154**	**1,537,347**	**855,055**	**741,551**	**343,212**	**169,081**	**2.67**
Connecticut	1,203.8	54,789	248,805	261,462	194,187	192,579	251,978	278,257	386,109	218,408	194,130	87,238	39,658	2.71
Maine	453.1	26,629	99,765	90,894	66,595	64,562	104,655	111,206	145,602	81,037	70,024	31,054	14,177	2.66
Massachusetts	2,227.7	109,514	480,184	447,173	335,932	340,418	514,479	589,800	691,612	380,932	324,937	157,153	83,266	2.65
New Hampshire	408.2	24,317	96,237	89,240	60,200	55,886	82,320	97,473	131,244	72,733	65,690	28,496	12,564	2.67
Rhode Island	366.5	18,627	74,581	69,895	55,538	60,010	87,849	91,130	117,374	65,391	54,881	24,901	12,823	2.72
Vermont	211.1	13,465	50,801	44,793	29,457	27,707	44,877	56,288	65,406	36,554	31,889	14,370	6,593	2.64
MIDDLE ATLANTIC	**14,243.9**	**624,888**	**2,897,297**	**2,966,101**	**2,297,848**	**2,279,069**	**3,178,697**	**3,662,081**	**4,372,447**	**2,517,268**	**2,144,051**	**1,011,226**	**536,827**	**2.66**
New Jersey	2,861.7	106,430	570,429	631,751	480,992	464,624	607,474	669,149	875,156	525,437	461,251	218,321	112,386	2.71
New York	6,807.2	303,042	1,423,287	1,455,950	1,092,287	1,046,449	1,486,185	1,820,642	2,063,590	1,169,505	1,003,822	480,635	269,006	2.65
Pennsylvania	4,575.0	215,416	903,581	878,400	724,569	767,996	1,085,038	1,172,290	1,433,701	822,326	678,978	312,270	155,435	2.63
EAST NORTH CENTRAL	**15,767.1**	**1,013,119**	**3,570,549**	**3,284,809**	**2,409,199**	**2,288,118**	**3,201,306**	**3,845,447**	**4,932,539**	**2,793,735**	**2,452,344**	**1,144,054**	**598,981**	**2.69**
Illinois	4,335.4	259,325	975,610	919,202	664,835	632,685	883,743	1,090,160	1,346,123	755,958	654,089	308,032	181,038	2.69
Indiana	2,051.0	139,234	462,758	429,035	309,210	290,794	419,969	455,702	663,543	374,460	336,018	148,274	73,003	2.73
Michigan	3,423.1	223,212	798,448	729,993	528,594	493,238	649,615	788,376	1,067,490	611,646	554,200	264,212	137,176	2.73
Ohio	4,125.0	262,250	917,488	844,712	644,555	617,982	838,013	1,042,392	1,279,618	741,493	630,541	290,692	140,264	2.64
Wisconsin	1,832.6	129,098	416,245	361,867	262,005	253,419	409,966	468,817	575,765	310,178	277,496	132,844	67,500	2.66
WEST NORTH CENTRAL	**6,748.7**	**484,013**	**1,501,627**	**1,312,152**	**948,897**	**922,678**	**1,579,333**	**1,706,598**	**2,221,591**	**1,140,717**	**1,011,306**	**450,797**	**217,691**	**2.65**
Iowa	1,106.2	81,654	241,935	205,408	152,574	153,607	271,022	306,746	356,810	180,976	158,648	71,455	31,565	2.57
Kansas	959.2	75,228	213,375	183,015	134,339	131,244	221,999	240,917	329,979	163,679	141,047	58,005	25,573	2.62
Minnesota	1,616.6	115,912	386,005	332,489	223,487	211,360	347,347	404,642	512,619	270,217	252,662	119,108	57,352	2.68
Missouri	1,935.7	119,507	404,218	383,707	283,980	275,902	468,386	458,948	655,238	340,140	291,869	124,438	65,067	2.69
Nebraska	611.3	47,653	138,188	115,580	84,193	79,905	145,781	159,301	201,387	99,481	90,636	41,407	19,088	2.63
North Dakota	249.9	21,933	59,080	44,879	33,182	32,922	57,904	61,978	80,301	41,884	38,641	18,062	9,034	2.75
South Dakota	269.8	22,126	58,826	47,074	37,142	37,738	66,894	74,066	85,257	44,340	37,803	18,322	10,012	2.68
SOUTH ATLANTIC	**16,194.0**	**922,193**	**3,509,538**	**3,427,223**	**2,429,147**	**2,359,816**	**3,546,083**	**3,839,919**	**5,408,219**	**2,989,078**	**2,394,164**	**1,020,568**	**542,052**	**2.65**
Delaware	236.7	14,404	52,759	51,280	38,439	35,965	43,853	49,997	76,497	45,584	39,165	16,779	8,678	2.76
District of Columbia	255.2	12,979	64,004	54,797	36,968	36,482	49,970	99,629	70,386	35,967	25,086	12,451	11,681	2.44
Florida	5,059.3	263,602	904,133	914,394	705,105	781,972	1,490,094	1,286,724	1,949,824	805,650	615,127	264,824	137,151	2.47
Georgia	2,325.1	145,959	566,403	541,025	351,583	306,764	413,366	499,197	720,023	461,268	387,782	164,797	92,033	2.77
Maryland	1,700.5	83,324	399,546	406,889	278,007	247,127	285,607	375,870	524,973	332,559	280,119	122,067	64,912	2.74
North Carolina	2,451.3	153,142	554,499	529,118	379,486	354,238	480,817	578,005	776,590	487,829	378,980	152,698	77,198	2.67
South Carolina	1,268.9	76,323	295,955	279,479	194,891	185,383	236,869	295,558	374,553	249,261	203,113	91,809	54,606	2.77
Virginia	2,166.4	130,614	520,433	511,688	337,460	298,902	367,303	472,242	691,168	431,632	352,857	146,372	72,129	2.79
West Virginia	730.6	41,846	151,806	138,553	107,208	112,983	178,204	182,697	224,205	139,328	111,935	48,771	23,664	2.63
EAST SOUTH CENTRAL	**5,721.8**	**353,262**	**1,238,754**	**1,189,414**	**858,390**	**812,744**	**1,269,236**	**1,301,823**	**1,792,598**	**1,114,289**	**900,849**	**388,747**	**223,494**	**2.72**
Alabama	1,544.7	95,903	326,501	318,448	236,584	223,046	344,218	360,790	480,254	296,497	240,402	105,260	61,497	2.70
Kentucky	1,376.0	89,329	306,266	282,259	201,890	193,488	302,768	304,599	431,017	274,383	221,963	95,043	48,995	2.74
Mississippi	937.9	56,278	196,152	190,743	138,837	132,145	223,745	203,327	285,148	175,893	148,717	70,927	53,888	2.84
Tennessee	1,863.2	111,752	409,835	397,964	281,079	264,065	398,505	433,107	596,179	367,516	289,767	117,517	59,114	2.66
WEST SOUTH CENTRAL	**9,784.7**	**744,684**	**2,321,569**	**2,066,176**	**1,427,868**	**1,294,608**	**1,929,795**	**2,185,673**	**3,151,969**	**1,783,545**	**1,543,676**	**691,762**	**428,075**	**2.77**
Arkansas	900.2	55,476	179,214	175,541	125,196	130,584	234,189	193,443	312,772	164,669	139,410	57,814	32,092	2.71
Louisiana	1,579.6	114,123	372,524	333,193	237,745	215,452	306,563	359,008	467,070	297,209	250,286	124,425	81,602	2.83
Oklahoma	1,257.0	94,958	271,428	251,681	179,011	169,868	290,054	302,456	434,233	220,255	190,507	75,882	33,667	2.64
Texas	6,047.9	480,127	1,498,403	1,305,761	885,916	778,704	1,098,989	1,330,766	1,937,894	1,101,412	963,473	433,641	280,714	2.80
MOUNTAIN	**5,070.9**	**408,725**	**1,287,805**	**1,106,448**	**717,325**	**654,586**	**896,011**	**1,263,741**	**1,631,807**	**872,119**	**745,970**	**349,605**	**207,658**	**2.68**
Arizona	1,364.2	98,861	309,901	282,976	192,247	192,814	287,401	343,789	463,818	225,073	186,133	89,915	55,472	2.60
Colorado	1,311.4	109,413	370,219	298,913	184,313	151,958	196,584	355,170	417,181	230,365	195,325	80,077	33,282	2.57
Idaho	361.5	30,159	89,083	77,823	47,965	46,158	70,312	73,489	123,702	61,633	57,983	27,646	17,047	2.84
Montana	319.0	24,547	76,231	66,071	44,188	43,167	64,796	90,170	99,221	53,353	46,200	20,451	9,505	2.57
Nevada	439.8	32,835	106,826	106,909	69,650	61,651	61,929	118,790	146,347	74,017	55,113	23,818	11,715	2.43
New Mexico	554.1	43,255	137,741	119,897	81,558	74,866	96,783	134,846	162,365	100,231	87,226	42,153	27,279	2.78
Utah	536.0	50,958	145,712	114,142	72,366	63,138	89,684	91,076	161,766	94,891	88,609	52,433	47,225	3.21
Wyoming	184.9	18,697	52,092	39,717	25,038	20,834	28,522	46,411	57,307	32,556	29,381	13,112	6,133	2.65
PACIFIC	**13,893.1**	**954,422**	**3,425,155**	**3,068,965**	**2,032,454**	**1,893,925**	**2,518,179**	**3,404,926**	**4,638,597**	**2,390,677**	**2,038,796**	**887,727**	**532,377**	**2.70**
Alaska	185.6	16,058	62,951	52,376	27,276	16,328	10,611	41,857	53,049	35,927	32,046	14,265	8,456	2.90
California	10,458.8	702,485	2,555,131	2,314,991	1,556,092	1,440,663	1,889,438	2,559,447	3,482,371	1,800,036	1,522,678	670,181	424,087	2.73
Hawaii	352.8	19,882	88,263	82,827	55,828	51,855	54,145	58,700	102,694	70,102	63,970	32,354	24,980	3.13
Oregon	1,074.4	77,885	267,155	224,567	141,476	141,969	221,348	261,116	385,452	180,481	156,925	62,609	27,817	2.56
Washington	1,821.5	138,112	451,655	394,204	251,782	243,110	342,637	483,806	615,031	304,131	263,177	108,318	47,037	2.54
TOTAL UNITED STATES	**92,294.6**	**5,752,647**	**20,802,667**	**19,424,745**	**13,863,037**	**13,246,706**	**19,204,798**	**22,434,362**	**29,687,114**	**16,456,483**	**13,972,707**	**6,287,698**	**3,456,236**	**2.69**

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1989 SURVEY OF BUYING POWER DATA SERVICE

REGIONAL AND STATE SUMMARIES

HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

SaMM ESTIMATES		Households by E B I Group										
REGION State	12/31/88 Total Households (Thousands)	Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
NEW ENGLAND	**4,870.4**	**239,436**	**448,461**	**452,324**	**456,108**	**429,147**	**788,597**	**893,400**	**1,162,927**	**30,033**	**40,214**	**15,040**
Connecticut	1,203.8	52,324	87,294	92,301	96,789	95,270	186,341	230,834	362,647	34,561	45,497	16,766
Maine	453.1	27,603	53,197	57,432	57,227	50,422	81,392	71,503	54,324	23,079	30,704	11,550
Massachusetts	2,227.7	108,592	211,563	200,725	199,225	186,664	348,692	415,447	556,792	30,811	41,154	15,518
New Hampshire	408.2	16,913	31,520	36,241	38,734	37,148	69,839	79,370	98,435	31,033	39,446	14,752
Rhode Island	366.5	21,669	41,652	38,346	36,906	35,253	63,188	64,986	64,500	26,388	35,274	12,989
Vermont	211.1	12,335	23,235	27,279	27,227	24,390	39,145	31,260	26,229	23,167	30,635	11,615
MIDDLE ATLANTIC	**14,243.9**	**1,004,846**	**1,508,552**	**1,480,152**	**1,412,326**	**1,322,753**	**2,343,107**	**2,384,753**	**2,787,411**	**26,578**	**36,714**	**13,820**
New Jersey	2,861.7	140,750	225,915	230,146	234,781	222,191	420,519	523,184	864,214	33,929	45,010	16,590
New York	6,807.2	529,745	768,078	724,994	680,682	629,601	1,078,355	1,104,362	1,291,383	25,608	36,349	13,724
Pennsylvania	4,575.0	334,351	514,559	525,012	496,863	470,961	844,233	757,207	631,814	24,404	32,069	12,180
EAST NORTH CENTRAL	**15,767.1**	**1,244,734**	**1,696,351**	**1,760,821**	**1,645,128**	**1,596,169**	**2,921,212**	**2,728,291**	**2,174,394**	**24,812**	**32,127**	**11,954**
Illinois	4,335.4	345,355	431,731	437,292	417,115	403,368	757,818	783,980	758,741	26,695	35,150	13,053
Indiana	2,051.0	162,526	226,565	249,738	236,259	226,274	397,289	332,224	220,125	23,277	29,513	10,815
Michigan	3,423.1	267,547	376,123	377,023	342,202	337,803	627,709	606,046	488,647	25,156	32,329	11,855
Ohio	4,125.0	351,587	461,090	476,092	449,289	434,804	779,620	686,866	485,652	23,708	30,368	11,497
Wisconsin	1,832.6	117,719	200,842	220,676	200,263	193,920	358,776	319,175	221,229	24,549	31,477	11,846
WEST NORTH CENTRAL	**6,748.7**	**573,027**	**809,290**	**844,986**	**765,983**	**698,340**	**1,169,242**	**1,041,176**	**846,656**	**22,640**	**30,787**	**11,601**
Iowa	1,106.2	103,731	144,302	151,418	137,185	127,399	199,749	151,423	90,993	20,618	27,706	10,764
Kansas	959.2	78,268	109,875	118,665	110,693	98,999	167,966	149,012	125,722	23,065	31,880	12,177
Minnesota	1,616.6	114,416	172,584	181,081	169,365	161,155	287,967	283,832	246,200	25,327	33,292	12,439
Missouri	1,935.7	165,672	236,058	239,514	211,619	190,006	322,142	300,918	269,771	22,898	31,044	11,545
Nebraska	611.3	54,516	74,361	79,055	72,140	65,566	105,701	88,432	71,529	21,846	30,170	11,455
North Dakota	249.9	24,125	32,226	35,011	31,137	27,178	43,204	35,206	21,813	20,440	28,011	10,200
South Dakota	269.8	32,299	39,884	40,242	33,844	28,037	42,513	32,353	20,628	18,188	26,657	9,954
SOUTH ATLANTIC	**16,194.0**	**1,350,921**	**1,741,120**	**1,927,376**	**1,837,432**	**1,650,316**	**2,669,025**	**2,477,820**	**2,539,990**	**23,694**	**31,915**	**12,041**
Delaware	236.7	15,793	22,760	25,687	24,829	23,088	41,252	42,499	40,792	26,446	35,340	12,787
District of Columbia	255.2	27,480	27,681	29,843	29,286	24,864	37,069	35,277	43,700	22,581	35,960	14,711
Florida	5,059.3	410,075	559,884	647,924	610,036	523,946	802,556	726,258	778,621	22,820	30,963	12,525
Georgia	2,325.1	218,314	254,678	266,770	254,443	232,074	378,914	365,420	354,487	23,552	31,135	11,243
Maryland	1,700.5	89,590	123,261	137,896	150,371	149,648	278,962	326,523	444,249	32,119	39,819	14,512
North Carolina	2,451.3	226,080	297,573	329,629	302,955	271,117	428,537	345,943	249,466	21,232	28,619	10,704
South Carolina	1,268.9	135,123	156,845	171,065	158,189	139,104	222,677	174,070	111,827	20,453	27,058	9,779
Virginia	2,166.4	134,344	180,829	209,518	216,160	205,611	358,986	382,913	478,039	28,627	37,511	13,438
West Virginia	730.6	94,122	117,609	109,044	91,163	80,864	120,072	78,917	38,809	17,314	22,976	8,744
EAST SOUTH CENTRAL	**5,721.8**	**709,657**	**820,193**	**778,528**	**667,866**	**574,991**	**909,633**	**730,887**	**530,045**	**19,061**	**26,181**	**9,631**
Alabama	1,544.7	203,284	226,923	210,447	178,773	153,922	244,419	193,691	133,241	18,593	25,362	9,406
Kentucky	1,376.0	167,788	200,370	190,239	160,189	139,035	221,328	179,408	117,643	18,961	26,427	9,637
Mississippi	937.9	140,018	151,923	138,244	111,498	91,159	137,115	99,108	68,835	16,665	23,471	8,253
Tennessee	1,863.2	198,567	240,977	239,598	217,406	190,875	306,771	258,680	210,326	20,888	28,043	10,559
WEST SOUTH CENTRAL	**9,784.7**	**1,119,186**	**1,231,725**	**1,270,042**	**1,125,421**	**969,942**	**1,601,152**	**1,352,144**	**1,115,088**	**20,709**	**28,289**	**10,199**
Arkansas	900.2	112,037	140,746	132,848	114,124	93,918	135,653	100,206	70,668	17,670	25,022	9,249
Louisiana	1,579.6	238,026	217,015	204,811	175,380	152,916	252,007	200,288	139,157	18,649	25,202	8,910
Oklahoma	1,257.0	160,059	190,926	188,096	158,508	133,113	197,408	142,777	86,113	17,715	24,156	9,153
Texas	6,047.9	609,064	683,038	744,287	677,409	589,995	1,016,084	908,873	819,150	22,539	30,440	10,881
MOUNTAIN	**5,070.9**	**413,274**	**567,078**	**655,738**	**609,112**	**542,024**	**912,139**	**768,099**	**603,436**	**22,568**	**28,953**	**10,809**
Arizona	1,364.2	110,220	151,019	176,595	161,957	142,440	237,366	208,919	175,684	22,764	29,576	11,364
Colorado	1,311.4	94,985	133,735	156,568	151,264	136,096	242,036	215,327	181,389	24,375	30,624	11,917
Idaho	361.5	30,637	45,185	51,741	47,116	40,543	65,210	49,183	31,885	20,677	27,261	9,606
Montana	319.0	31,730	44,103	46,894	40,706	35,821	56,642	39,836	23,268	19,481	25,307	9,846
Nevada	439.8	27,651	38,201	51,511	50,517	44,917	79,110	76,261	71,632	25,891	32,003	13,158
New Mexico	554.1	65,328	76,205	80,466	69,151	56,316	88,761	67,405	50,468	18,897	25,595	9,222
Utah	536.0	36,277	54,727	67,713	65,893	62,345	106,983	85,681	56,381	23,418	28,724	8,955
Wyoming	184.9	16,446	23,903	24,250	22,508	23,546	36,031	25,487	12,729	21,178	25,587	9,653
PACIFIC	**13,893.1**	**846,422**	**1,245,781**	**1,378,306**	**1,370,181**	**1,247,414**	**2,160,829**	**2,390,408**	**3,253,759**	**28,794**	**38,914**	**14,387**
Alaska	185.6	13,218	13,823	17,046	16,024	14,872	26,169	33,385	51,063	31,558	41,546	14,327
California	10,458.8	604,945	889,267	987,504	1,009,483	915,166	1,569,789	1,812,453	2,670,193	30,088	40,748	14,928
Hawaii	352.8	18,166	26,150	36,316	35,023	31,727	56,551	63,149	85,718	29,997	40,728	13,010
Oregon	1,074.4	82,846	128,392	141,846	125,378	116,634	194,100	166,019	119,185	22,464	28,872	11,257
Washington	1,821.5	127,247	188,149	195,594	184,273	169,015	314,220	315,402	327,600	26,432	33,685	13,252
TOTAL UNITED STATES	**92,294.6**	**7,501,503**	**10,068,551**	**10,548,273**	**9,889,557**	**9,031,096**	**15,474,936**	**14,766,978**	**15,013,706**	**24,488**	**33,198**	**12,359**

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1989 SURVEY OF BUYING POWER DATA SERVICE

NOTES

SECTION 3
Metropolitan Market Rankings

Population
Households
Population Density
Effective Buying Income (EBI)
Median Household EBI
Average Household EBI
Per Capita EBI
Total Retail Sales
Per Household Retail Sales
Buying Power Index (BPI)
Economy-Priced-Products BPI
Moderate-Priced-Products BPI
Premium-Priced-Products BPI

Across-the-Board Rankings

EXPLANATION OF TERMS

An explanation of terms used in the **Survey Of Buying Power Data Service** will be found in the Introductory Section starting on page A-5.

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION

Area	(Thous.)	Rank
Los Angeles - Long Beach, Cal.	8,704.7	1
New York, N.Y.	8,576.9	2
Chicago, Ill.	6,203.1	3
Philadelphia, Pa.	4,909.7	4
Detroit, Mich.	4,396.4	5
Washington, D.C.	3,729.8	6
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	3,725.5	7
Houston, Tex.	3,197.1	8
Atlanta, Ga.	2,766.4	9
Nassau - Suffolk, N.Y.	2,669.2	10
St. Louis, Mo.	2,482.1	11
Dallas, Tex.	2,476.2	12
San Diego, Cal.	2,382.0	13
Minneapolis - St. Paul, Minn.	2,377.2	14
Baltimore, Md.	2,367.4	15
Riverside - San Bernardino, Cal.	2,287.7	16
Anaheim - Santa Ana, Cal.	2,273.7	17
Pittsburgh, Pa.	2,109.1	18
Phoenix, Ariz.	2,057.6	19
Tampa - St. Petersburg - Clearwater, Fla.	2,033.1	20
Oakland, Cal.	2,009.1	21
Newark, N.J.	1,902.7	22
Cleveland, Ohio	1,853.9	23
Miami - Hialeah, Fla.	1,850.4	24
Seattle, Wash.	1,842.5	25
Denver, Colo.	1,684.5	26
San Francisco, Cal.	1,605.5	27
Kansas City, Mo.-Kans.	1,567.6	28
Cincinnati, Ohio	1,442.7	29
San Jose, Cal.	1,437.4	30
Milwaukee, Wisc.	1,401.3	31
Sacramento, Cal.	1,398.2	32
Norfolk - Virginia Beach - Newport News, Va.	1,372.3	33
Columbus, Ohio	1,334.9	34
New Orleans, La.	1,324.4	35
San Antonio, Tex.	1,298.2	36
Bergen - Passaic, N.J.	1,295.7	37
Fort Worth - Arlington, Tex.	1,277.8	38
Indianapolis, Ind.	1,243.4	39
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	1,214.3	40
Portland, Ore.	1,179.3	41
Hartford - New Britain - Middletown - Bristol, Conn.	1,117.4	42
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	1,113.1	43
Salt Lake City - Ogden, Utah	1,068.5	44
Rochester, N.Y.	993.3	45
Orlando, Fla.	989.7	46
Monmouth - Ocean, N.J.	987.0	47
Nashville, Tenn.	985.0	48
Oklahoma City, Okla.	983.8	49
Memphis, Tenn.	981.2	50
Total Top 50	**112,480.0**	
Middlesex - Somerset - Hunterdon, N.J.	978.6	51
Louisville, Ky.	968.3	52
Buffalo, N.Y.	966.1	53
Dayton - Springfield, Ohio	940.0	54
Birmingham, Ala.	934.9	55
Greensboro - Winston-Salem - High Point, N.C.	932.7	56
Jacksonville, Fla.	918.0	57
Providence - Pawtucket - Woonsocket, R.I.	908.7	58
Albany - Schenectady - Troy, N.Y.	857.7	59
Honolulu, Haw.	844.3	60
Richmond - Petersburg, Va.	843.4	61
West Palm Beach - Boca Raton - Delray Beach, Fla.	835.8	62
Bridgeport - Stamford - Norwalk - Danbury, Conn.	830.9	63
New Haven - Waterbury - Meriden, Conn.	793.6	64
Tulsa, Okla.	747.4	65
Austin, Tex.	746.1	66
Scranton - Wilkes-Barre, Pa.	736.4	67
Raleigh - Durham, N.C.	688.0	68
Worcester - Fitchburg - Leominster, Mass.	677.6	69
Allentown - Bethlehem, Pa.	674.3	70
Grand Rapids, Mich.	665.7	71
Syracuse, N.Y.	651.4	72
Tucson, Ariz.	650.0	73
Akron, Ohio	649.5	74
Oxnard - Ventura, Cal.	645.1	75
Las Vegas, Nev.	642.0	76
Greenville - Spartanburg, S.C.	625.4	77
Gary - Hammond, Ind.	624.3	78
Omaha, Neb.	622.8	79
Toledo, Ohio	615.6	80
Fresno, Cal.	613.7	81
Knoxville, Tenn.	605.7	82
Springfield, Mass.	590.9	83
Harrisburg - Lebanon - Carlisle, Pa.	588.4	84
El Paso, Tex.	579.7	85
Wilmington, Del.	564.7	86
Tacoma, Wash.	555.9	87
Jersey City, N.J.	546.5	88
Baton Rouge, La.	543.2	89
Little Rock - North Little Rock, Ark.	521.8	90
Bakersfield, Cal.	519.4	91
Charleston, S.C.	513.6	92
Youngstown - Warren, Ohio	508.4	93
New Bedford - Fall River - Attleboro, Mass.	500.3	94
Lake County, Ill.	498.3	95
Albuquerque, N.M.	497.0	96
Mobile, Ala.	488.1	97
Stockton, Cal.	467.2	98
Columbia, S.C.	465.8	99
Johnson City - Kingsport - Bristol, Tenn.	451.4	100
Total Top 100	**146,314.6**	
Wichita, Kans.	448.8	101
Flint, Mich.	440.4	102
Lansing - East Lansing, Mich.	437.7	103
Chattanooga, Tenn.	437.4	104
Vallejo - Fairfield - Napa, Cal.	419.3	105
Saginaw - Bay City - Midland, Mich.	408.5	106
Lancaster, Pa.	407.2	107
York, Pa.	406.4	108
Augusta, Ga.	405.0	109
Canton, Ohio	403.9	110
Jackson, Miss.	402.5	111
Lakeland - Winter Haven, Fla.	401.6	112
Colorado Springs, Colo.	400.0	113
Des Moines, Iowa	389.1	114
Melbourne - Titusville - Palm Bay, Fla.	389.1	114
Joliet, Ill.	386.9	116
Beaumont - Port Arthur, Tex.	379.0	117
McAllen - Edinburg - Mission, Tex.	376.6	118
Davenport - Rock Island - Moline, Iowa-Ill.	369.4	119
Santa Rosa - Petaluma, Cal.	368.2	120
Fort Wayne, Ind.	364.8	121
Shreveport, La.	362.7	122
Corpus Christi, Tex.	362.1	123
Aurora - Elgin, Ill.	359.3	124
Spokane, Wash.	357.3	125
Pensacola, Fla.	355.1	126
Madison, Wisc.	352.0	127
Salinas - Seaside - Monterey, Cal.	352.0	127
Peoria, Ill.	349.2	129
Santa Barbara - Santa Maria - Lompoc, Cal.	347.0	130
Daytona Beach, Fla.	345.9	131
Lexington-Fayette, Ky.	344.1	132
Modesto, Cal.	342.1	133
Portsmouth - Dover - Rochester, N.H.	336.9	134
Manchester - Nashua, N.H.	333.1	135
Huntington - Ashland, W.Va.-Ky.	330.5	136
Reading, Pa.	329.4	137
Trenton, N.J.	327.9	138
Utica - Rome, N.Y.	321.4	139
Appleton - Oshkosh - Neenah, Wisc.	313.5	140
Atlantic City, N.J.	312.4	141
Fort Myers - Cape Coral, Fla.	307.3	142
Montgomery, Ala.	305.8	143
Visalia - Tulare - Porterville, Cal.	301.5	144
Orange County, N.Y.	290.7	145
Macon - Warner Robins, Ga.	290.1	146
Rockford, Ill.	284.3	147
Evansville, Ind.	284.0	148
Erie, Pa.	282.8	149
Hamilton - Middletown, Ohio	280.1	150
Total Top 150	**164,216.9**	
Ann Arbor, Mich.	273.8	151
Lorain - Elyria, Ohio	273.4	152
Salem, Ore.	268.5	153
Eugene - Springfield, Ore.	268.1	154
Fayetteville, N.C.	268.0	155
Charleston, W.Va.	266.2	156
Binghamton, N.Y.	265.8	157
Brownsville - Harlingen, Tex.	262.9	158
Poughkeepsie, N.Y.	262.2	159
Sarasota, Fla.	261.4	160
Columbus, Ga.	256.2	161
Johnstown, Pa.	254.8	162
New London - Norwich, Conn.	253.8	163
Provo - Orem, Utah	250.0	164
Killeen - Temple, Tex.	248.9	165
Savannah, Ga.	247.7	166
Duluth, Minn.	245.8	167
Reno, Nev.	243.4	168
Huntsville, Ala.	242.0	169
South Bend - Mishawaka, Ind.	241.5	170
Springfield, Mo.	234.8	171
Santa Cruz, Cal.	234.4	172
Portland, Me.	234.3	173
Roanoke, Va.	230.5	174
Tallahassee, Fla.	230.1	175
Fort Pierce, Fla.	227.5	176
Lubbock, Tex.	224.5	177
Hickory, N.C.	224.4	178
Anchorage, Alas.	223.0	179
Kalamazoo, Mich.	222.1	180
Boulder - Longmont, Colo.	221.4	181
Niagara Falls, N.Y.	217.7	182
Vancouver, Wash.	216.6	183
Galveston - Texas City, Tex.	214.8	184
Lafayette, La.	213.1	185
Lincoln, Neb.	210.7	186
Gainesville, Fla.	208.8	187
Boise, Ida.	205.9	188
Biloxi - Gulfport, Miss.	205.0	189
Amarillo, Tex.	197.0	190
Brazoria, Tex.	196.8	191
Springfield, Ill.	194.8	192
Waco, Tex.	192.3	193
Beaver County, Pa.	192.0	194
Green Bay, Wisc.	191.9	195
Ocala, Fla.	189.7	196
Fort Collins - Loveland, Colo.	187.6	197
Bradenton, Fla.	187.5	198
Yakima, Wash.	186.4	199
Houma - Thibodaux, La.	184.2	200
Total Top 200	**175,671.1**	
St. Cloud, Minn.	184.1	201
Fort Smith, Ark.	183.8	202
Bremerton, Wash.	180.5	203
Racine, Wisc.	176.1	204
Chico, Cal.	176.0	205
Wheeling, W.Va.	175.5	206
Merced, Cal.	175.0	207
Asheville, N.C.	173.2	208
Champaign - Urbana - Rantoul, Ill.	173.1	209
Lake Charles, La.	172.8	210
Cedar Rapids, Iowa	169.1	211
Longview - Marshall, Tex.	169.1	211
Benton Harbor, Mich.	167.9	213
Topeka, Kans.	163.6	214
Muskegon, Mich.	159.9	215
Clarksville - Hopkinsville, Tenn.-Ky.	159.2	216
Lima, Ohio	158.7	217
Parkersburg - Marietta, W.Va.-Ohio	157.6	218
Olympia, Wash.	156.1	219
Tyler, Tex.	154.9	220
Fort Walton Beach, Fla.	154.1	221
Steubenville - Weirton, Ohio-W.Va.	151.0	222
Fargo - Moorhead, N.D.-Minn.	150.8	223
Richland - Kennewick - Pasco, Wash.	150.7	224
Elkhart - Goshen, Ind.	150.3	225
Jackson, Mich.	150.0	226
Athens, Ga.	149.0	227
Waterloo - Cedar Falls, Iowa	148.9	228
Lynchburg, Va.	148.8	229
Tuscaloosa, Ala.	147.4	230
Anderson, S.C.	146.7	231
Monroe, La.	145.1	232
Jamestown - Dunkirk, N.Y.	144.5	233
Medford, Ore.	144.2	234
Pittsfield, Mass.	142.6	235
Redding, Cal.	140.4	236
Florence, Ala.	140.0	237
Vineland - Millville - Bridgeton, N.J.	139.8	238
Eau Claire, Wisc.	139.7	239
Battle Creek, Mich.	139.5	240
Bangor, Me.	139.3	241
Alexandria, La.	139.1	242
Greeley, Colo.	138.8	243
Janesville - Beloit, Wisc.	138.1	244
Joplin, Mo.	136.5	245
Burlington, Vt.	135.1	246
Altoona, Pa.	133.2	247
Naples, Fla.	133.1	248
Dothan, Ala.	133.0	249
Terre Haute, Ind.	132.7	250
Total Top 250	**183,339.7**	
Panama City, Fla.	132.6	251
Anderson, Ind.	131.2	252
Las Cruces, N.M.	130.5	253
Pascagoula, Miss.	129.9	254
Jacksonville, N.C.	129.1	255
Mansfield, Ohio	129.1	255
Pueblo, Colo.	128.7	257
Sioux Falls, S.D.	127.8	258
Odessa, Tex.	127.3	259
Bloomington - Normal, Ill.	126.3	260
Wichita Falls, Tex.	126.2	261
Charlottesville, Va.	126.1	262
Anniston, Ala.	125.3	263
Abilene, Tex.	124.9	264
Bryan - College Station, Tex.	124.9	264
Decatur, Ill.	124.7	266
Sharon, Pa.	124.7	266
Lafayette - West Lafayette, Ind.	123.7	268
Laredo, Tex.	122.6	269
Texarkana, Tex.-Ark.	122.3	270
Kenosha, Wisc.	121.9	271
Florence, S.C.	121.7	272
Muncie, Ind.	120.9	273
Yuba City, Cal.	119.9	274
Albany, Ga.	119.2	275
Lawton, Okla.	119.1	276
Wilmington, N.C.	118.9	277
Bellingham, Wash.	118.6	278
Williamsport, Pa.	118.5	279
State College, Pa.	118.0	280
Billings, Mont.	117.9	281
Hagerstown, Md.	115.8	282
Sioux City, Iowa	115.6	283
Glens Falls, N.Y.	114.8	284
Wausau, Wisc.	113.3	285
Midland, Tex.	112.5	286
Fayetteville - Springdale, Ark.	112.4	287
Santa Fe, N.M.	112.4	287
Danville, Va.	111.3	289
Columbia, Mo.	111.1	290
Burlington, N.C.	104.5	291
Gadsden, Ala.	104.0	292
Sheboygan, Wisc.	103.3	293
Cumberland, Md.	103.1	294
Bloomington, Ind.	102.7	295
Decatur, Ala.	102.6	296
Kokomo, Ind.	102.0	297
Lewiston - Auburn, Me.	102.0	297
Kankakee, Ill.	101.3	299
Rochester, Minn.	98.9	300
San Angelo, Tex.	98.8	301
Sherman - Denison, Tex.	98.5	302
La Crosse, Wisc.	96.2	303
Elmira, N.Y.	93.8	304
Dubuque, Iowa	90.8	305
Pine Bluff, Ark.	90.5	306
Bismarck, N.D.	89.9	307
Owensboro, Ky.	87.9	308
Iowa City, Iowa	86.2	309
St. Joseph, Mo.	86.1	310
Rapid City, S.D.	79.9	311
Great Falls, Mont.	78.6	312
Jackson, Tenn.	78.5	313
Victoria, Tex.	76.4	314
Cheyenne, Wyo.	75.1	315
Lawrence, Kans.	75.0	316
Grand Forks, N.D.	70.6	317
Casper, Wyo.	66.4	318
Enid, Okla.	61.1	319
Total Above Areas	**190,816.1**	
Percent of U.S.	**76.9667**	
U.S. Total	**247,920.3**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS

Area	(Thous.)	Rank
New York, N.Y.	3,458.7	1
Los Angeles - Long Beach, Cal.	3,162.1	2
Chicago, Ill.	2,303.2	3
Philadelphia, Pa.	1,823.6	4
Detroit, Mich.	1,625.7	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,406.0	6
Washington, D.C.	1,401.6	7
Houston, Tex.	1,176.6	8
Atlanta, Ga.	1,033.6	9
Dallas, Tex.	934.8	10
St. Louis, Mo.	913.1	11
Minneapolis - St. Paul, Minn.	907.0	12
Nassau - Suffolk, N.Y.	877.4	13
San Diego, Cal.	867.4	14
Baltimore, Md.	866.5	15
Tampa - St. Petersburg - Clearwater, Fla.	864.3	16
Pittsburgh, Pa.	830.9	17
Riverside - San Bernardino, Cal.	816.1	18
Phoenix, Ariz.	809.8	19
Anaheim - Santa Ana, Cal.	808.2	20
Oakland, Cal.	778.1	21
Seattle, Wash.	748.4	22
Cleveland, Ohio	723.3	23
Miami - Hialeah, Fla.	710.3	24
Newark, N.J.	694.9	25
San Francisco, Cal.	675.4	26
Denver, Colo.	671.6	27
Kansas City, Mo.-Kans.	598.5	28
Cincinnati, Ohio	547.2	29
Sacramento, Cal.	543.4	30
Milwaukee, Wisc.	537.5	31
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	526.5	32
Columbus, Ohio	517.1	33
San Jose, Cal.	508.9	34
New Orleans, La.	489.9	35
Bergen - Passaic, N.J.	484.2	36
Fort Worth - Arlington, Tex.	473.8	37
Norfolk - Virginia Beach - Newport News, Va.	470.1	38
Portland, Ore.	469.2	39
Indianapolis, Ind.	466.3	40
San Antonio, Tex.	442.2	41
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	421.1	42
Hartford - New Britain - Middletown - Bristol, Conn.	416.9	43
Orlando, Fla.	379.1	44
Oklahoma City, Okla.	377.6	45
Monmouth - Ocean, N.J.	375.9	46
Nashville, Tenn.	373.2	47
Rochester, N.Y.	368.9	48
Dayton - Springfield, Ohio	365.1	49
Louisville, Ky.	362.8	50
Total Top 50	**42,404.0**	
Greensboro - Winston-Salem - High Point, N.C.	361.5	51
West Palm Beach - Boca Raton - Delray Beach, Fla.	361.1	52
Buffalo, N.Y.	360.0	53
Birmingham, Ala.	357.2	54
Memphis, Tenn.	356.6	55
Jacksonville, Fla.	348.8	56
Middlesex - Somerset - Hunterdon, N.J.	348.5	57
Salt Lake City - Ogden, Utah	346.6	58
Providence - Pawtucket - Woonsocket, R.I.	335.5	59
Albany - Schenectady - Troy, N.Y.	325.0	60
Richmond - Petersburg, Va.	307.5	61
Bridgeport - Stamford - Norwalk - Danbury, Conn.	300.0	62
New Haven - Waterbury - Meriden, Conn.	293.8	63
Tulsa, Okla.	288.6	64
Austin, Tex.	286.8	65
Scranton - Wilkes-Barre, Pa.	283.5	66
Honolulu, Haw.	267.8	67
Raleigh - Durham, N.C.	266.1	68
Las Vegas, Nev.	261.7	69
Allentown - Bethlehem, Pa.	260.6	70
Tucson, Ariz.	258.9	71
Worcester - Fitchburg - Leominster, Mass.	250.2	72
Akron, Ohio	246.4	73
Grand Rapids, Mich.	242.7	74
Knoxville, Tenn.	237.3	75
Greenville - Spartanburg, S.C.	236.9	76
Syracuse, N.Y.	236.8	77
Toledo, Ohio	234.0	78
Omaha, Neb.	232.2	79
Harrisburg - Lebanon - Carlisle, Pa.	227.5	80
Fresno, Cal.	219.6	81
Springfield, Mass.	218.7	82
Gary - Hammond, Ind.	217.8	83
Oxnard - Ventura, Cal.	213.3	84
Jersey City, N.J.	213.0	85
Tacoma, Wash.	210.3	86
Wilmington, Del.	203.9	87
Little Rock - North Little Rock, Ark.	192.3	88
Albuquerque, N.M.	191.6	89
Youngstown - Warren, Ohio	191.3	90
Baton Rouge, La.	188.7	91
New Bedford - Fall River - Attleboro, Mass.	185.0	92
Bakersfield, Cal.	183.4	93
Mobile, Ala.	179.1	94
Charleston, S.C.	176.5	95
Wichita, Kans.	174.3	96
El Paso, Tex.	174.1	97
Johnson City - Kingsport - Bristol, Tenn.	170.8	98
Columbia, S.C.	170.1	99
Lake County, Ill.	167.0	100
Total Top 100	**54,966.9**	
Chattanooga, Tenn.	166.5	101
Flint, Mich.	161.7	102
Stockton, Cal.	160.0	103
Des Moines, Iowa	157.7	104
Lansing - East Lansing, Mich.	157.4	105
Melbourne - Titusville - Palm Bay, Fla.	157.4	105
York, Pa.	154.3	107
Lakeland - Winter Haven, Fla.	151.1	108
Colorado Springs, Colo.	149.9	109
Lancaster, Pa.	149.3	110
Canton, Ohio	149.2	111
Vallejo - Fairfield - Napa, Cal.	149.2	111
Daytona Beach, Fla.	147.6	113
Saginaw - Bay City - Midland, Mich.	146.0	114
Santa Rosa - Petaluma, Cal.	146.0	114
Augusta, Ga.	145.0	116
Jackson, Miss.	142.2	117
Spokane, Wash.	142.0	118
Davenport - Rock Island - Moline, Iowa-Ill.	141.8	119
Madison, Wisc.	141.6	120
Beaumont - Port Arthur, Tex.	136.3	121
Shreveport, La.	134.3	122
Fort Wayne, Ind.	133.5	123
Peoria, Ill.	132.3	124
Lexington-Fayette, Ky.	131.8	125
Fort Myers - Cape Coral, Fla.	131.6	126
Pensacola, Fla.	131.0	127
Santa Barbara - Santa Maria - Lompoc, Cal.	130.9	128
Joliet, Ill.	128.9	129
Reading, Pa.	128.7	130
Aurora - Elgin, Ill.	128.0	131
Huntington - Ashland, W.Va.-Ky.	124.3	132
Portsmouth - Dover - Rochester, N.H.	124.0	133
Atlantic City, N.J.	123.9	134
Manchester - Nashua, N.H.	123.5	135
Modesto, Cal.	120.3	136
Corpus Christi, Tex.	120.2	137
Trenton, N.J.	119.6	138
Sarasota, Fla.	118.7	139
Utica - Rome, N.Y.	116.1	140
Appleton - Oshkosh - Neenah, Wisc.	116.0	141
Salinas - Seaside - Monterey, Cal.	115.3	142
Montgomery, Ala.	111.3	143
Evansville, Ind.	109.6	144
Rockford, Ill.	107.6	145
Eugene - Springfield, Ore.	106.7	146
Charleston, W.Va.	106.6	147
Reno, Nev.	104.4	148
Erie, Pa.	104.2	149
McAllen - Edinburg - Mission, Tex.	104.0	150
Total Top 150	**61,606.4**	
Macon - Warner Robins, Ga.	104.0	150
Ann Arbor, Mich.	101.3	152
Hamilton - Middletown, Ohio	101.2	153
Salem, Ore.	101.1	154
Binghamton, N.Y.	98.9	155
Visalia - Tulare - Porterville, Cal.	98.4	156
Lorain - Elyria, Ohio	97.2	157
Orange County, N.Y.	97.2	157
Duluth, Minn.	94.3	159
Johnstown, Pa.	93.5	160
Fort Pierce, Fla.	93.1	161
Huntsville, Ala.	92.0	162
Portland, Me.	91.8	163
New London - Norwich, Conn.	91.1	164
Savannah, Ga.	90.8	165
South Bend - Mishawaka, Ind.	90.6	166
Poughkeepsie, N.Y.	90.1	167
Columbus, Ga.	90.0	168
Springfield, Mo.	89.8	169
Roanoke, Va.	89.1	170
Fayetteville, N.C.	87.9	171
Santa Cruz, Cal.	87.5	172
Boulder - Longmont, Colo.	86.4	173
Tallahassee, Fla.	86.3	174
Hickory, N.C.	84.5	175
Kalamazoo, Mich.	83.5	176
Anchorage, Alas.	83.0	177
Lincoln, Neb.	82.9	178
Killeen - Temple, Tex.	82.0	179
Vancouver, Wash.	81.4	180
Bradenton, Fla.	81.3	181
Niagara Falls, N.Y.	80.9	182
Lubbock, Tex.	80.3	183
Springfield, Ill.	79.8	184
Gainesville, Fla.	79.3	185
Galveston - Texas City, Tex.	78.5	186
Boise, Ida.	78.0	187
Brownsville - Harlingen, Tex.	76.0	188
Ocala, Fla.	75.0	189
Amarillo, Tex.	74.9	190
Lafayette, La.	74.9	190
Biloxi - Gulfport, Miss.	74.1	192
Green Bay, Wisc.	72.0	193
Fort Collins - Loveland, Colo.	71.6	194
Beaver County, Pa.	71.5	195
Chico, Cal.	70.8	196
Waco, Tex.	70.6	197
Asheville, N.C.	69.9	198
Yakima, Wash.	69.7	199
Wheeling, W.Va.	68.9	200
Total Top 200	**65,845.3**	
Fort Smith, Ark.	68.6	201
Provo - Orem, Utah	68.0	202
Bremerton, Wash.	67.8	203
Cedar Rapids, Iowa	67.0	204
Topeka, Kans.	64.9	205
Racine, Wisc.	64.8	206
Brazoria, Tex.	64.4	207
Benton Harbor, Mich.	63.0	208
Champaign - Urbana - Rantoul, Ill.	63.0	208
Olympia, Wash.	61.8	210
Longview - Marshall, Tex.	61.6	211
Lake Charles, La.	61.2	212
Houma - Thibodaux, La.	61.0	213
Parkersburg - Marietta, W.Va.-Ohio	60.2	214
St. Cloud, Minn.	59.0	215
Muskegon, Mich.	58.3	216
Lima, Ohio	57.9	217
Steubenville - Weirton, Ohio-W.Va.	57.0	218
Merced, Cal.	56.9	219
Tyler, Tex.	56.9	219
Fargo - Moorhead, N.D.-Minn.	56.5	221
Fort Walton Beach, Fla.	56.3	222
Naples, Fla.	56.3	222
Anderson, S.C.	55.7	224
Waterloo - Cedar Falls, Iowa	55.6	225
Pittsfield, Mass.	55.4	226
Medford, Ore.	55.3	227
Athens, Ga.	55.0	228
Elkhart - Goshen, Ind.	55.0	228
Richland - Kennewick - Pasco, Wash.	54.9	230
Tuscaloosa, Ala.	54.5	231
Jamestown - Dunkirk, N.Y.	54.0	232
Clarksville - Hopkinsville, Tenn.-Ky.	53.9	233
Florence, Ala.	53.5	234
Battle Creek, Mich.	53.2	235
Jackson, Mich.	52.8	236
Redding, Cal.	52.7	237
Joplin, Mo.	52.2	238
Janesville - Beloit, Wisc.	51.9	239
Lynchburg, Va.	51.9	239
Monroe, La.	51.6	241
Greeley, Colo.	51.1	242
Eau Claire, Wisc.	50.8	243
Panama City, Fla.	50.8	243
Altoona, Pa.	50.6	245
Sioux Falls, S.D.	50.6	245
Pueblo, Colo.	49.8	247
Burlington, Vt.	49.7	248
Bangor, Me.	49.6	249
Terre Haute, Ind.	49.6	249
Total Top 250	**68,679.4**	
Anderson, Ind.	49.2	251
Alexandria, La.	49.1	252
Mansfield, Ohio	48.9	253
Vineland - Millville - Bridgeton, N.J.	48.9	253
Dothan, Ala.	48.4	255
Decatur, Ill.	48.3	256
Charlottesville, Va.	48.1	257
Billings, Mont.	46.5	258
Wilmington, N.C.	46.5	258
Bloomington - Normal, Ill.	46.3	260
Odessa, Tex.	46.3	260
Bellingham, Wash.	46.2	262
Wichita Falls, Tex.	46.2	262
Sharon, Pa.	46.1	264
Bryan - College Station, Tex.	45.8	265
Abilene, Tex.	45.2	266
Anniston, Ala.	45.2	266
Texarkana, Tex.-Ark.	45.2	266
Las Cruces, N.M.	44.9	269
Pascagoula, Miss.	44.8	270
Sioux City, Iowa	44.7	271
Kenosha, Wisc.	44.5	272
Williamsport, Pa.	44.4	273
Lafayette - West Lafayette, Ind.	43.9	274
Yuba City, Cal.	43.9	274
Muncie, Ind.	43.8	276
Santa Fe, N.M.	43.2	277
Florence, S.C.	42.8	278
Fayetteville - Springdale, Ark.	42.4	279
Hagerstown, Md.	42.1	280
Midland, Tex.	41.3	281
Wausau, Wisc.	41.3	281
Columbia, Mo.	40.8	283
Burlington, N.C.	40.7	284
Albany, Ga.	40.5	285
Danville, Va.	40.5	285
Glens Falls, N.Y.	40.5	285
State College, Pa.	40.3	288
Gadsden, Ala.	39.7	289
Cumberland, Md.	39.2	290
Lawton, Okla.	39.0	291
Jacksonville, N.C.	38.9	292
Kokomo, Ind.	38.5	293
Lewiston - Auburn, Me.	38.5	293
Sheboygan, Wisc.	38.4	295
Sherman - Denison, Tex.	38.1	296
Decatur, Ala.	38.0	297
Bloomington, Ind.	37.5	298
Rochester, Minn.	37.3	299
Kankakee, Ill.	36.7	300
La Crosse, Wisc.	36.2	301
San Angelo, Tex.	36.2	301
Elmira, N.Y.	34.4	303
Iowa City, Iowa	33.7	304
Owensboro, Ky.	33.1	305
Laredo, Tex.	32.9	306
St. Joseph, Mo.	32.7	307
Bismarck, N.D.	32.6	308
Dubuque, Iowa	31.5	309
Pine Bluff, Ark.	31.2	310
Rapid City, S.D.	30.9	311
Great Falls, Mont.	30.6	312
Jackson, Tenn.	30.0	313
Cheyenne, Wyo.	29.9	314
Lawrence, Kans.	27.0	315
Victoria, Tex.	26.1	316
Casper, Wyo.	25.6	317
Grand Forks, N.D.	24.6	318
Enid, Okla.	23.8	319
Total Above Areas	**71,419.9**	
Percent of U.S.	**77.3225**	
U.S. Total	**92,294.6**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION DENSITY

Area	(Pop/Sq.Mi.)	Rank
Jersey City, N.J.	11,880	1
New York, N.Y.	7,491	2
Chicago, Ill.	3,261	3
Bergen - Passaic, N.J.	3,056	4
Anaheim - Santa Ana, Cal.	2,849	5
Nassau - Suffolk, N.Y.	2,226	6
Los Angeles - Long Beach, Cal.	2,139	7
San Francisco, Cal.	1,580	8
Newark, N.J.	1,552	9
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,534	10
Trenton, N.J.	1,444	11
Honolulu, Haw.	1,414	12
Philadelphia, Pa.	1,390	13
Oakland, Cal.	1,370	14
Bridgeport - Stamford - Norwalk - Danbury, Conn.	1,315	15
New Haven - Waterbury - Meriden, Conn.	1,301	16
Cleveland, Ohio	1,220	17
San Jose, Cal.	1,112	18
Lake County, Ill.	1,098	19
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	1,003	20
Detroit, Mich.	978	21
Providence - Pawtucket - Woonsocket, R.I.	960	22
Milwaukee, Wisc.	959	23
Miami - Hialeah, Fla.	946	24
Washington, D.C.	943	25
Middlesex - Somerset - Hunterdon, N.J.	934	26
Buffalo, N.Y.	924	27
Baltimore, Md.	904	28
New Bedford - Fall River - Attleboro, Mass.	898	29
Monmouth - Ocean, N.J.	887	30
Norfolk - Virginia Beach - Newport News, Va.	799	31
Tampa - St. Petersburg - Clearwater, Fla.	798	32
Hartford - New Britain - Middletown - Bristol, Conn.	733	33
Akron, Ohio	718	34
Flint, Mich.	686	35
Gary - Hammond, Ind.	679	36
Cincinnati, Ohio	674	37
Salt Lake City - Ogden, Utah	659	38
Wilmington, N.C.	643	39
Pittsburgh, Pa.	618	40
Houston, Tex.	598	41
Hamilton - Middletown, Ohio	597	42
El Paso, Tex.	572	43
San Diego, Cal.	566	44
Dayton - Springfield, Ohio	559	45
Lorain - Elyria, Ohio	552	46
Dallas, Tex.	551	47
New Orleans, La.	551	47
Galveston - Texas City, Tex.	538	49
Atlanta, Ga.	537	50
Racine, Wisc.	527	51
Santa Cruz, Cal.	526	52
South Bend - Mishawaka, Ind.	526	52
Wilmington, Del.	517	54
San Antonio, Tex.	516	55
Springfield, Mass.	516	55
Fort Worth - Arlington, Tex.	511	57
Youngstown - Warren, Ohio	494	58
Minneapolis - St. Paul, Minn.	471	59
Grand Rapids, Mich.	466	60
St. Louis, Mo.	465	61
Allentown - Bethlehem, Pa.	459	62
Bremerton, Wash.	459	62
Sarasota, Fla.	456	64
Toledo, Ohio	450	65
Denver, Colo.	449	66
Worcester - Fitchburg - Leominster, Mass.	448	67
Kenosha, Wisc.	447	68
Beaver County, Pa.	440	69
Seattle, Wash.	436	70
Lancaster, Pa.	428	71
Louisville, Ky.	426	72
Albuquerque, N.M.	425	73
Aurora - Elgin, Ill.	425	73
Memphis, Tenn.	425	73
West Palm Beach - Boca Raton - Delray Beach, Fla.	419	76
Canton, Ohio	418	77
Niagara Falls, N.Y.	414	78
Fayetteville, N.C.	408	79
Indianapolis, Ind.	404	80
Kalamazoo, Mich.	395	81
Melbourne - Titusville - Palm Bay, Fla.	391	82
Orlando, Fla.	387	83
Ann Arbor, Mich.	386	84
Fort Myers - Cape Coral, Fla.	383	85
Reading, Pa.	383	85
Manchester - Nashua, N.H.	380	87
New London - Norwich, Conn.	379	88
Atlantic City, N.J.	376	89
Columbus, Ohio	372	90
Green Bay, Wisc.	366	91
Rockford, Ill.	357	92
Erie, Pa.	352	93
Orange County, N.Y.	352	93
Jacksonville, Fla.	349	95
Oxnard - Ventura, Cal.	346	96
Vancouver, Wash.	345	97
Baton Rouge, La.	338	98
Rochester, N.Y.	338	98
Raleigh - Durham, N.C.	336	100
Tacoma, Wash.	332	101
Stockton, Cal.	330	102
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	328	103
Omaha, Neb.	326	104
Poughkeepsie, N.Y.	326	104
Elkhart - Goshen, Ind.	323	106
Columbia, S.C.	317	107
Muskegon, Mich.	315	108
Portland, Ore.	315	108
Portsmouth - Dover - Rochester, N.H.	315	108
Kansas City, Mo.-Kans.	312	111
Daytona Beach, Fla.	311	112
Muncie, Ind.	308	113
Joliet, Ill.	305	114
Huntsville, Ala.	300	115
Boulder - Longmont, Colo.	298	116
Topeka, Kans.	298	116
Greenville - Spartanburg, S.C.	297	118
Harrisburg - Lebanon - Carlisle, Pa.	295	119
Madison, Wisc.	292	120
Benton Harbor, Mich.	291	121
Anderson, Ind.	290	122
Brownsville - Harlingen, Tex.	290	122
Richmond - Petersburg, Va.	286	124
York, Pa.	285	125
Vineland - Millville - Bridgeton, N.J.	281	126
Sacramento, Cal.	273	127
Syracuse, N.Y.	272	128
Greensboro - Winston-Salem - High Point, N.C.	270	129
Roanoke, Va.	270	129
Fort Wayne, Ind.	268	131
Bloomington, Ind.	267	132
Portland, Me.	267	132
Savannah, Ga.	267	132
Austin, Tex.	266	135
Vallejo - Fairfield - Napa, Cal.	266	135
Albany - Schenectady - Troy, N.Y.	264	137
Asheville, N.C.	263	138
Mansfield, Ohio	260	139
Scranton - Wilkes-Barre, Pa.	259	140
Steubenville - Weirton, Ohio-W.Va.	258	141
Lansing - East Lansing, Mich.	256	142
Hagerstown, Md.	255	143
Altoona, Pa.	253	144
Bradenton, Fla.	251	145
Lincoln, Neb.	251	145
Lubbock, Tex.	249	147
Lafayette - West Lafayette, Ind.	246	148
Macon - Warner Robins, Ga.	246	148
Nashville, Tenn.	243	150
Burlington, N.C.	241	151
McAllen - Edinburg - Mission, Tex.	240	152
Corpus Christi, Tex.	235	153
Cedar Rapids, Iowa	234	154
Birmingham, Ala.	233	155
Columbus, Ga.	232	156
Lexington-Fayette, Ky.	232	156
Monroe, La.	231	158
Oklahoma City, Okla.	231	158
Santa Rosa - Petaluma, Cal.	230	160
Saginaw - Bay City - Midland, Mich.	229	161
Elmira, N.Y.	228	162
Modesto, Cal.	227	163
Phoenix, Ariz.	225	164
Des Moines, Iowa	223	165
Appleton - Oshkosh - Neenah, Wisc.	221	166
Knoxville, Tenn.	220	167
Lakeland - Winter Haven, Fla.	220	167
Davenport - Rock Island - Moline, Iowa-Ill.	217	169
Binghamton, N.Y.	216	170
Burlington, Vt.	215	171
Decatur, Ill.	215	171
Olympia, Wash.	215	171
Lewiston - Auburn, Me.	214	174
Charleston, W.Va.	213	175
Jackson, Mich.	213	175
Bryan - College Station, Tex.	212	177
La Crosse, Wisc.	211	178
Pensacola, Fla.	211	178
St. Joseph, Mo.	211	178
Lafayette, La.	209	181
Shreveport, La.	209	181
Chattanooga, Tenn.	208	183
Wichita Falls, Tex.	208	183
Augusta, Ga.	206	185
Anniston, Ala.	205	186
Anderson, S.C.	204	187
Spokane, Wash.	203	188
Sheboygan, Wisc.	201	189
Fort Pierce, Fla.	200	190
Lima, Ohio	198	191
Battle Creek, Mich.	196	192
Boise, Ida.	196	192
Charleston, S.C.	196	192
Biloxi - Gulfport, Miss.	194	195
Peoria, Ill.	194	195
Evansville, Ind.	193	197
Hickory, N.C.	193	197
Tallahassee, Fla.	193	197
Gadsden, Ala.	192	200
Janesville - Beloit, Wisc.	191	201
Owensboro, Ky.	190	202
Springfield, Mo.	189	203
Colorado Springs, Colo.	188	204
Waco, Tex.	187	205
Sharon, Pa.	186	206
Wheeling, W.Va.	185	207
Kokomo, Ind.	184	208
Wichita, Kans.	183	209
Little Rock - North Little Rock, Ark.	179	210
Decatur, Ala.	178	211
Pascagoula, Miss.	178	211
Gainesville, Fla.	175	213
Panama City, Fla.	175	213
Albany, Ga.	173	215
Beaumont - Port Arthur, Tex.	173	215
Champaign - Urbana - Rantoul, Ill.	173	215
Mobile, Ala.	173	215
Terre Haute, Ind.	173	215
Jackson, Miss.	170	220
Jacksonville, N.C.	169	221
Tyler, Tex.	166	222
Fort Walton Beach, Fla.	165	223
Springfield, Ill.	165	223
Lawrence, Kans.	163	225
Columbia, Mo.	162	226
Lake Charles, La.	160	227
Athens, Ga.	159	228
Johnson City - Kingsport - Bristol, Tenn.	158	229
Sioux Falls, S.D.	158	229
Parkersburg - Marietta, W.Va.-Ohio	156	231
Huntington - Ashland, W.Va.-Ky.	153	232
Pittsfield, Mass.	153	232
Montgomery, Ala.	152	234
Florence, S.C.	151	235
Rochester, Minn.	151	235
Dubuque, Iowa	150	237
Kankakee, Ill.	149	238
Tulsa, Okla.	149	238
Waterloo - Cedar Falls, Iowa	147	240
Johnstown, Pa.	144	241
Lynchburg, Va.	144	241
Longview - Marshall, Tex.	143	243
Jackson, Tenn.	141	244
Odessa, Tex.	141	244
Brazoria, Tex.	140	246
Iowa City, Iowa	140	246
Salem, Ore.	139	248
Cumberland, Md.	137	249
Abilene, Tex.	136	250
Jamestown - Dunkirk, N.Y.	136	250
Anchorage, Alas.	129	252
Clarksville - Hopkinsville, Tenn.-Ky.	126	253
Santa Barbara - Santa Maria - Lompoc, Cal.	126	253
Midland, Tex.	125	255
Provo - Orem, Utah	124	256
Utica - Rome, N.Y.	122	257
Fayetteville - Springdale, Ark.	118	258
Killeen - Temple, Tex.	118	258
Ocala, Fla.	118	258
Dothan, Ala.	117	261
Florence, Ala.	112	262
Lawton, Okla.	111	263
Danville, Va.	110	264
Tuscaloosa, Ala.	110	264
Amarillo, Tex.	108	266
Joplin, Mo.	108	266
Bloomington - Normal, Ill.	107	268
Charlottesville, Va.	107	268
Chico, Cal.	107	268
Salinas - Seaside - Monterey, Cal.	107	268
State College, Pa.	107	268
Sherman - Denison, Tex.	105	273
Alexandria, La.	104	274
Fresno, Cal.	103	275
Pine Bluff, Ark.	103	275
Fort Smith, Ark.	102	277
Sioux City, Iowa	102	277
Yuba City, Cal.	97	279
Williamsport, Pa.	96	280
Merced, Cal.	90	281
Victoria, Tex.	86	282
Eau Claire, Wisc.	84	283
Riverside - San Bernardino, Cal.	84	283
St. Cloud, Minn.	84	283
Las Vegas, Nev.	81	286
Texarkana, Tex.-Ark.	81	286
Houma - Thibodaux, La.	73	288
Wausau, Wisc.	73	288
Fort Collins - Loveland, Colo.	72	290
Tucson, Ariz.	71	291
Glens Falls, N.Y.	67	292
Naples, Fla.	67	292
San Angelo, Tex.	65	294
Bakersfield, Cal.	64	295
Visalia - Tulare - Porterville, Cal.	63	296
Eugene - Springfield, Ore.	59	297
Enid, Okla.	58	298
Bellingham, Wash.	56	299
Santa Fe, N.M.	56	299
Fargo - Moorhead, N.D.-Minn.	54	301
Pueblo, Colo.	54	301
Medford, Ore.	52	303
Richland - Kennewick - Pasco, Wash.	51	304
Grand Forks, N.D.	49	305
Billings, Mont.	45	306
Yakima, Wash.	43	307
Bangor, Me.	41	308
Reno, Nev.	39	309
Redding, Cal.	37	310
Laredo, Tex.	36	311
Greeley, Colo.	35	312
Las Cruces, N.M.	34	313
Duluth, Minn.	33	314
Great Falls, Mont.	29	315
Rapid City, S.D.	29	315
Cheyenne, Wyo.	28	317
Bismarck, N.D.	25	318
Casper, Wyo.	12	319
Average Above Areas	**329**	
U.S. Average	**70**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

EFFECTIVE BUYING INCOME (EBI)

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	129,522,222	1
New York, N.Y.	120,894,397	2
Chicago, Ill.	87,161,650	3
Philadelphia, Pa.	68,734,834	4
Washington, D.C.	67,329,950	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	62,490,620	6
Detroit, Mich.	56,788,300	7
Nassau - Suffolk, N.Y.	46,281,458	8
Houston, Tex.	39,657,436	9
Anaheim - Santa Ana, Cal.	38,034,417	10
Atlanta, Ga.	37,869,940	11
San Diego, Cal.	36,146,308	12
Minneapolis - St. Paul, Minn.	35,180,256	13
Oakland, Cal.	34,406,510	14
Dallas, Tex.	33,436,603	15
Newark, N.J.	32,388,933	16
St. Louis, Mo.	32,128,071	17
San Francisco, Cal.	31,215,734	18
Baltimore, Md.	31,205,367	19
Seattle, Wash.	30,101,049	20
Riverside - San Bernardino, Cal.	29,506,910	21
Phoenix, Ariz.	26,355,271	22
San Jose, Cal.	26,185,653	23
Tampa - St. Petersburg - Clearwater, Fla.	25,596,483	24
Pittsburgh, Pa.	25,506,383	25
Bergen - Passaic, N.J.	24,484,959	26
Cleveland, Ohio	23,343,482	27
Miami - Hialeah, Fla.	22,841,426	28
Denver, Colo.	22,765,998	29
Kansas City, Mo.-Kans.	21,106,331	30
Sacramento, Cal.	20,327,101	31
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	18,729,983	32
Milwaukee, Wisc.	18,616,645	33
Cincinnati, Ohio	18,008,429	34
Middlesex - Somerset - Hunterdon, N.J.	17,952,458	35
Hartford - New Britain - Middletown - Bristol, Conn.	17,914,122	36
Monmouth - Ocean, N.J.	16,906,740	37
Bridgeport - Stamford - Norwalk - Danbury, Conn.	16,822,724	38
Norfolk - Virginia Beach - Newport News, Va.	16,312,648	39
Columbus, Ohio	15,944,059	40
Fort Worth - Arlington, Tex.	15,869,921	41
Portland, Ore.	15,528,653	42
Indianapolis, Ind.	15,123,770	43
West Palm Beach - Boca Raton - Delray Beach, Fla.	13,674,989	44
Rochester, N.Y.	13,377,273	45
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	13,357,970	46
New Orleans, La.	13,095,215	47
San Antonio, Tex.	12,947,065	48
Orlando, Fla.	12,437,865	49
Nashville, Tenn.	12,330,688	50
Total Top 50	**1,613,945,269**	
New Haven - Waterbury - Meriden, Conn.	12,327,992	51
Providence - Pawtucket - Woonsocket, R.I.	11,664,156	52
Dayton - Springfield, Ohio	11,480,152	53
Honolulu, Haw.	11,479,060	54
Greensboro - Winston-Salem - High Point, N.C.	11,317,954	55
Richmond - Petersburg, Va.	11,287,677	56
Buffalo, N.Y.	11,281,980	57
Albany - Schenectady - Troy, N.Y.	11,190,924	58
Jacksonville, Fla.	11,084,802	59
Louisville, Ky.	10,983,005	60
Salt Lake City - Ogden, Utah	10,430,112	61
Memphis, Tenn.	10,397,233	62
Oklahoma City, Okla.	10,070,351	63
Oxnard - Ventura, Cal.	9,925,490	64
Birmingham, Ala.	9,653,194	65
Worcester - Fitchburg - Leominster, Mass.	9,632,068	66
Raleigh - Durham, N.C.	9,287,452	67
Austin, Tex.	9,041,474	68
Allentown - Bethlehem, Pa.	8,791,196	69
Grand Rapids, Mich.	8,340,942	70
Las Vegas, Nev.	8,316,975	71
Omaha, Neb.	8,302,897	72
Syracuse, N.Y.	8,038,384	73
Lake County, Ill.	7,992,019	74
Scranton - Wilkes-Barre, Pa.	7,976,125	75
Wilmington, Del.	7,839,329	76
Harrisburg - Lebanon - Carlisle, Pa.	7,740,935	77
Fresno, Cal.	7,724,169	78
Springfield, Mass.	7,634,924	79
Tulsa, Okla.	7,579,653	80
Akron, Ohio	7,544,255	81
Toledo, Ohio	7,295,028	82
Tucson, Ariz.	6,974,772	83
Jersey City, N.J.	6,781,070	84
Knoxville, Tenn.	6,686,223	85
Gary - Hammond, Ind.	6,518,946	86
Greenville - Spartanburg, S.C.	6,461,193	87
Bakersfield, Cal.	6,386,866	88
Wichita, Kans.	6,285,415	89
New Bedford - Fall River - Attleboro, Mass.	6,132,913	90
Trenton, N.J.	5,917,883	91
Little Rock - North Little Rock, Ark.	5,916,218	92
Tacoma, Wash.	5,876,728	93
Santa Rosa - Petaluma, Cal.	5,829,687	94
Vallejo - Fairfield - Napa, Cal.	5,652,443	95
Youngstown - Warren, Ohio	5,627,483	96
Columbia, S.C.	5,545,524	97
Manchester - Nashua, N.H.	5,532,958	98
Stockton, Cal.	5,367,725	99
Baton Rouge, La.	5,308,831	100
Total Top 100	**2,026,400,054**	
Albuquerque, N.M.	5,287,951	101
Santa Barbara - Santa Maria - Lompoc, Cal.	5,269,900	102
Lansing - East Lansing, Mich.	5,139,001	103
Portsmouth - Dover - Rochester, N.H.	5,091,978	104
Lancaster, Pa.	5,047,520	105
York, Pa.	5,000,119	106
Des Moines, Iowa	4,988,424	107
Mobile, Ala.	4,913,150	108
Charleston, S.C.	4,906,950	109
Joliet, Ill.	4,860,891	110
Aurora - Elgin, Ill.	4,838,938	111
Peoria, Ill.	4,822,478	112
Madison, Wisc.	4,722,595	113
Flint, Mich.	4,709,579	114
Davenport - Rock Island - Moline, Iowa-Ill.	4,694,948	115
Johnson City - Kingsport - Bristol, Tenn.	4,617,438	116
El Paso, Tex.	4,585,152	117
Melbourne - Titusville - Palm Bay, Fla.	4,575,045	118
Chattanooga, Tenn.	4,566,072	119
Saginaw - Bay City - Midland, Mich.	4,472,953	120
Salinas - Seaside - Monterey, Cal.	4,451,038	121
Colorado Springs, Colo.	4,439,261	122
Canton, Ohio	4,309,553	123
Augusta, Ga.	4,283,702	124
Beaumont - Port Arthur, Tex.	4,261,047	125
Fort Wayne, Ind.	4,226,359	126
Daytona Beach, Fla.	4,165,522	127
Lakeland - Winter Haven, Fla.	4,159,465	128
Fort Myers - Cape Coral, Fla.	4,158,704	129
Reading, Pa.	4,150,669	130
Jackson, Miss.	4,109,816	131
Atlantic City, N.J.	3,967,927	132
Lexington-Fayette, Ky.	3,967,202	133
Modesto, Cal.	3,948,273	134
Pensacola, Fla.	3,933,961	135
Spokane, Wash.	3,834,010	136
Appleton - Oshkosh - Neenah, Wisc.	3,817,923	137
Poughkeepsie, N.Y.	3,644,221	138
Rockford, Ill.	3,607,234	139
New London - Norwich, Conn.	3,583,066	140
Sarasota, Fla.	3,578,392	141
Orange County, N.Y.	3,571,299	142
Ann Arbor, Mich.	3,534,175	143
Shreveport, La.	3,530,398	144
Santa Cruz, Cal.	3,514,362	145
Anchorage, Alas.	3,497,606	146
Reno, Nev.	3,490,618	147
Utica - Rome, N.Y.	3,380,704	148
Corpus Christi, Tex.	3,338,727	149
Erie, Pa.	3,330,862	150
Total Top 150	**2,239,297,232**	
Evansville, Ind.	3,294,817	151
Binghamton, N.Y.	3,290,787	152
Portland, Me.	3,265,596	153
Lorain - Elyria, Ohio	3,251,253	154
Macon - Warner Robins, Ga.	3,250,898	155
Huntsville, Ala.	3,198,825	156
Montgomery, Ala.	3,095,265	157
Hamilton - Middletown, Ohio	3,025,868	158
Kalamazoo, Mich.	2,969,789	159
Huntington - Ashland, W.Va.-Ky.	2,950,997	160
Lincoln, Neb.	2,950,337	161
Eugene - Springfield, Ore.	2,853,915	162
Charleston, W.Va.	2,853,067	163
Roanoke, Va.	2,803,339	164
Duluth, Minn.	2,762,294	165
Savannah, Ga.	2,749,514	166
South Bend - Mishawaka, Ind.	2,737,555	167
Boulder - Longmont, Colo.	2,722,102	168
Visalia - Tulare - Porterville, Cal.	2,680,298	169
Salem, Ore.	2,661,167	170
Fort Pierce, Fla.	2,630,903	171
Fayetteville, N.C.	2,595,799	172
Vancouver, Wash.	2,583,497	173
Springfield, Mo.	2,570,142	174
Galveston - Texas City, Tex.	2,559,237	175
Tallahassee, Fla.	2,559,176	176
Hickory, N.C.	2,534,483	177
Columbus, Ga.	2,481,889	178
Brazoria, Tex.	2,475,221	179
Killeen - Temple, Tex.	2,427,658	180
Boise, Ida.	2,417,132	181
Bradenton, Fla.	2,389,164	182
Niagara Falls, N.Y.	2,387,755	183
Springfield, Ill.	2,311,315	184
Amarillo, Tex.	2,292,148	185
Lubbock, Tex.	2,227,101	186
Green Bay, Wisc.	2,222,770	187
Racine, Wisc.	2,214,991	188
Topeka, Kans.	2,206,765	189
Johnstown, Pa.	2,193,848	190
Gainesville, Fla.	2,181,812	191
Bremerton, Wash.	2,179,111	192
Cedar Rapids, Iowa	2,157,560	193
McAllen - Edinburg - Mission, Tex.	2,155,835	194
Beaver County, Pa.	2,145,519	195
Lafayette, La.	2,133,069	196
Richland - Kennewick - Pasco, Wash.	2,065,521	197
Biloxi - Gulfport, Miss.	2,012,237	198
Champaign - Urbana - Rantoul, Ill.	1,981,337	199
Fort Collins - Loveland, Colo.	1,971,522	200
Total Top 200	**2,367,929,432**	
Olympia, Wash.	1,962,720	201
Chico, Cal.	1,900,362	202
Pittsfield, Mass.	1,886,304	203
Waterloo - Cedar Falls, Iowa	1,878,386	204
Asheville, N.C.	1,875,851	205
Yakima, Wash.	1,835,951	206
Waco, Tex.	1,830,256	207
Kenosha, Wisc.	1,825,976	208
Burlington, Vt.	1,812,087	209
Brownsville - Harlingen, Tex.	1,785,591	210
Benton Harbor, Mich.	1,785,076	211
Ocala, Fla.	1,781,398	212
St. Cloud, Minn.	1,780,953	213
Naples, Fla.	1,752,024	214
Battle Creek, Mich.	1,747,790	215
Tyler, Tex.	1,741,335	216
Provo - Orem, Utah	1,738,463	217
Fort Smith, Ark.	1,732,534	218
Longview - Marshall, Tex.	1,721,021	219
Wheeling, W.Va.	1,719,914	220
Fort Walton Beach, Fla.	1,719,352	221
Houma - Thibodaux, La.	1,712,803	222
Lima, Ohio	1,703,474	223
Muskegon, Mich.	1,690,761	224
Janesville - Beloit, Wisc.	1,684,207	225
Merced, Cal.	1,680,475	226
Lynchburg, Va.	1,678,710	227
Sioux Falls, S.D.	1,671,602	228
Fargo - Moorhead, N.D.-Minn.	1,669,044	229
Jackson, Mich.	1,664,118	230
Lake Charles, La.	1,650,903	231
Vineland - Millville - Bridgeton, N.J.	1,647,659	232
Charlottesville, Va.	1,638,235	233
Elkhart - Goshen, Ind.	1,632,503	234
Bloomington - Normal, Ill.	1,627,876	235
Decatur, Ill.	1,626,112	236
Midland, Tex.	1,568,746	237
Parkersburg - Marietta, W.Va.-Ohio	1,557,601	238
Steubenville - Weirton, Ohio-W.Va.	1,531,984	239
Odessa, Tex.	1,528,562	240
Redding, Cal.	1,522,654	241
Clarksville - Hopkinsville, Tenn.-Ky.	1,497,318	242
Bangor, Me.	1,487,493	243
Jamestown - Dunkirk, N.Y.	1,486,041	244
Athens, Ga.	1,481,155	245
Eau Claire, Wisc.	1,475,186	246
Santa Fe, N.M.	1,434,497	247
Anderson, S.C.	1,425,704	248
Terre Haute, Ind.	1,416,698	249
Mansfield, Ohio	1,406,471	250
Total Top 250	**2,451,541,368**	
Anderson, Ind.	1,399,458	251
Columbia, Mo.	1,396,888	252
Rochester, Minn.	1,389,385	253
Medford, Ore.	1,386,543	254
Lafayette - West Lafayette, Ind.	1,379,221	255
Sharon, Pa.	1,358,378	256
Pascagoula, Miss.	1,354,722	257
Altoona, Pa.	1,345,326	258
Bryan - College Station, Tex.	1,344,166	259
Joplin, Mo.	1,322,324	260
Florence, Ala.	1,321,023	261
Tuscaloosa, Ala.	1,319,589	262
Billings, Mont.	1,292,791	263
Sheboygan, Wisc.	1,290,346	264
Greeley, Colo.	1,282,909	265
Bellingham, Wash.	1,282,601	266
Yuba City, Cal.	1,278,373	267
Wichita Falls, Tex.	1,266,824	268
Williamsport, Pa.	1,261,796	269
Wilmington, N.C.	1,256,873	270
Kokomo, Ind.	1,236,706	271
Abilene, Tex.	1,230,315	272
Muncie, Ind.	1,224,900	273
Hagerstown, Md.	1,222,827	274
Wausau, Wisc.	1,220,659	275
Dothan, Ala.	1,213,559	276
Glens Falls, N.Y.	1,205,735	277
Panama City, Fla.	1,190,547	278
Monroe, La.	1,190,110	279
Sioux City, Iowa	1,186,505	280
Pueblo, Colo.	1,161,182	281
Danville, Va.	1,157,363	282
State College, Pa.	1,150,956	283
Albany, Ga.	1,147,320	284
Burlington, N.C.	1,146,096	285
Alexandria, La.	1,143,081	286
Lewiston - Auburn, Me.	1,136,629	287
La Crosse, Wisc.	1,133,315	288
Fayetteville - Springdale, Ark.	1,132,472	289
Texarkana, Tex.-Ark.	1,129,934	290
Bloomington, Ind.	1,111,605	291
Anniston, Ala.	1,109,557	292
Sherman - Denison, Tex.	1,102,951	293
San Angelo, Tex.	1,083,973	294
Kankakee, Ill.	1,083,350	295
Jacksonville, N.C.	1,070,383	296
Las Cruces, N.M.	1,044,403	297
Lawton, Okla.	1,043,173	298
Florence, S.C.	1,040,281	299
Iowa City, Iowa	1,038,304	300
Cumberland, Md.	1,000,204	301
Elmira, N.Y.	973,947	302
St. Joseph, Mo.	962,781	303
Decatur, Ala.	959,268	304
Rapid City, S.D.	951,158	305
Bismarck, N.D.	946,429	306
Gadsden, Ala.	909,449	307
Dubuque, Iowa	908,894	308
Grand Forks, N.D.	869,881	309
Owensboro, Ky.	864,975	310
Great Falls, Mont.	832,519	311
Lawrence, Kans.	826,999	312
Jackson, Tenn.	818,290	313
Pine Bluff, Ark.	771,899	314
Victoria, Tex.	762,288	315
Cheyenne, Wyo.	707,756	316
Casper, Wyo.	699,983	317
Laredo, Tex.	694,383	318
Enid, Okla.	609,936	319
Total Above Areas	**2,528,430,134**	
Percent of U.S.	**82.5204**	
U.S. Total	**3,064,005,977**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

MEDIAN HOUSEHOLD EBI

Area	($)	Rank
San Jose, Cal.	41,717	1
Nassau - Suffolk, N.Y.	41,534	2
Middlesex - Somerset - Hunterdon, N.J.	41,254	3
Bridgeport - Stamford - Norwalk - Danbury, Conn.	40,537	4
Washington, D.C.	38,489	5
Bergen - Passaic, N.J.	38,404	6
Oxnard - Ventura, Cal.	37,196	7
Anaheim - Santa Ana, Cal.	37,096	8
Trenton, N.J.	37,057	9
Manchester - Nashua, N.H.	36,437	10
Lake County, Ill.	35,398	11
Newark, N.J.	34,806	12
Oakland, Cal.	34,640	13
San Francisco, Cal.	34,227	14
Hartford - New Britain - Middletown - Bristol, Conn.	34,135	15
Kenosha, Wisc.	33,820	16
Monmouth - Ocean, N.J.	33,742	17
Anchorage, Alas.	33,627	18
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	33,558	19
Portsmouth - Dover - Rochester, N.H.	33,444	20
Brazoria, Tex.	33,128	21
Seattle, Wash.	32,665	22
Richland - Kennewick - Pasco, Wash.	32,645	23
New Haven - Waterbury - Meriden, Conn.	32,636	24
Joliet, Ill.	31,748	25
Poughkeepsie, N.Y.	31,704	26
Honolulu, Haw.	31,666	27
Minneapolis - St. Paul, Minn.	30,814	28
Santa Rosa - Petaluma, Cal.	30,812	29
Aurora - Elgin, Ill.	30,448	30
New London - Norwich, Conn.	30,257	31
Rochester, Minn.	30,035	32
Vallejo - Fairfield - Napa, Cal.	29,870	33
Wilmington, Del.	29,863	34
Worcester - Fitchburg - Leominster, Mass.	29,730	35
Los Angeles - Long Beach, Cal.	29,561	36
San Diego, Cal.	29,555	37
Baltimore, Md.	29,490	38
Richmond - Petersburg, Va.	29,463	39
Atlanta, Ga.	29,262	40
Chicago, Ill.	29,103	41
Santa Barbara - Santa Maria - Lompoc, Cal.	29,021	42
Santa Cruz, Cal.	28,956	43
Philadelphia, Pa.	28,706	44
Peoria, Ill.	28,693	45
Sacramento, Cal.	28,430	46
Orange County, N.Y.	28,340	47
Racine, Wisc.	28,290	48
Rochester, N.Y.	28,235	49
Lorain - Elyria, Ohio	28,160	50
Burlington, Vt.	27,890	51
Denver, Colo.	27,791	52
West Palm Beach - Boca Raton - Delray Beach, Fla.	27,755	53
Salinas - Seaside - Monterey, Cal.	27,746	54
Milwaukee, Wisc.	27,680	55
Detroit, Mich.	27,580	56
Kansas City, Mo.-Kans.	27,571	57
St. Louis, Mo.	27,397	58
Midland, Tex.	27,384	59
Sheboygan, Wisc.	27,371	60
Kalamazoo, Mich.	27,354	61
Rockford, Ill.	27,351	62
Grand Rapids, Mich.	27,237	63
Omaha, Neb.	27,196	64
Riverside - San Bernardino, Cal.	27,135	65
Wichita, Kans.	27,118	66
Reno, Nev.	27,004	67
Janesville - Beloit, Wisc.	26,967	68
Dallas, Tex.	26,963	69
Vancouver, Wash.	26,904	70
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	26,836	71
Harrisburg - Lebanon - Carlisle, Pa.	26,693	72
Allentown - Bethlehem, Pa.	26,691	73
Lincoln, Neb.	26,658	74
Appleton - Oshkosh - Neenah, Wisc.	26,604	75
Portland, Me.	26,589	76
Lancaster, Pa.	26,465	77
Portland, Ore.	26,430	78
Davenport - Rock Island - Moline, Iowa-Ill.	26,426	79
Ann Arbor, Mich.	26,406	80
Waterloo - Cedar Falls, Iowa	26,390	81
Raleigh - Durham, N.C.	26,371	82
Springfield, Mass.	26,317	83
Houston, Tex.	26,279	84
Bloomington - Normal, Ill.	26,266	85
Decatur, Ill.	26,241	86
Fort Worth - Arlington, Tex.	26,198	87
Norfolk - Virginia Beach - Newport News, Va.	26,197	88
Bremerton, Wash.	26,178	89
York, Pa.	26,161	90
Huntsville, Ala.	26,135	91
Galveston - Texas City, Tex.	26,115	92
Providence - Pawtucket - Woonsocket, R.I.	26,087	93
Kokomo, Ind.	26,027	94
Albany - Schenectady - Troy, N.Y.	25,930	95
Syracuse, N.Y.	25,920	96
Battle Creek, Mich.	25,912	97
Odessa, Tex.	25,908	98
Bakersfield, Cal.	25,820	99
Madison, Wisc.	25,812	100
Cedar Rapids, Iowa	25,797	101
Beaumont - Port Arthur, Tex.	25,784	102
Las Vegas, Nev.	25,781	103
Topeka, Kans.	25,719	104
Indianapolis, Ind.	25,690	105
Olympia, Wash.	25,684	106
Phoenix, Ariz.	25,639	107
Lansing - East Lansing, Mich.	25,543	108
Gary - Hammond, Ind.	25,524	109
New Bedford - Fall River - Attleboro, Mass.	25,483	110
Fort Wayne, Ind.	25,481	111
Reading, Pa.	25,450	112
Beaver County, Pa.	25,414	113
Cincinnati, Ohio	25,388	114
Santa Fe, N.M.	25,385	115
Pittsfield, Mass.	25,382	116
Nashville, Tenn.	25,373	117
Lynchburg, Va.	25,255	118
Jackson, Mich.	25,215	119
Cleveland, Ohio	25,214	120
Boulder - Longmont, Colo.	25,199	121
Vineland - Millville - Bridgeton, N.J.	25,160	122
Erie, Pa.	25,081	123
Fresno, Cal.	25,079	124
Green Bay, Wisc.	25,051	125
Stockton, Cal.	25,027	126
Orlando, Fla.	24,947	127
Binghamton, N.Y.	24,892	128
Charlottesville, Va.	24,892	128
Pascagoula, Miss.	24,839	130
Salt Lake City - Ogden, Utah	24,826	131
Macon - Warner Robins, Ga.	24,789	132
Grand Forks, N.D.	24,687	133
Saginaw - Bay City - Midland, Mich.	24,674	134
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	24,634	135
Dayton - Springfield, Ohio	24,575	136
Columbia, S.C.	24,497	137
Des Moines, Iowa	24,465	138
Hamilton - Middletown, Ohio	24,461	139
Buffalo, N.Y.	24,360	140
Jacksonville, Fla.	24,320	141
Akron, Ohio	24,200	142
Toledo, Ohio	24,177	143
Modesto, Cal.	24,175	144
Buffalo, N.Y.	24,112	145
Roanoke, Va.	24,062	146
Flint, Mich.	24,034	147
Columbia, Mo.	24,023	148
Wausau, Wisc.	23,838	149
Boise, Ida.	23,715	150
Columbus, Ohio	23,681	151
Greensboro - Winston-Salem - High Point, N.C.	23,665	152
South Bend - Mishawaka, Ind.	23,641	153
Pittsburgh, Pa.	23,627	154
Canton, Ohio	23,604	155
Youngstown - Warren, Ohio	23,574	156
Duluth, Minn.	23,547	157
Sharon, Pa.	23,537	158
Lima, Ohio	23,489	159
Niagara Falls, N.Y.	23,469	160
Hagerstown, Md.	23,458	161
La Crosse, Wisc.	23,413	162
Fort Myers - Cape Coral, Fla.	23,407	163
Evansville, Ind.	23,397	164
Hickory, N.C.	23,284	165
New York, N.Y.	23,227	166
Melbourne - Titusville - Palm Bay, Fla.	23,209	167
Victoria, Tex.	23,206	168
Miami - Hialeah, Fla.	23,194	169
Tyler, Tex.	23,181	170
Louisville, Ky.	23,179	171
St. Cloud, Minn.	23,174	172
Fort Walton Beach, Fla.	23,162	173
Elkhart - Goshen, Ind.	23,157	174
Anderson, Ind.	23,138	175
Jersey City, N.J.	23,126	176
Pensacola, Fla.	23,088	177
Amarillo, Tex.	23,043	178
Austin, Tex.	22,977	179
Mansfield, Ohio	22,919	180
Kankakee, Ill.	22,898	181
Houma - Thibodaux, La.	22,891	182
Casper, Wyo.	22,865	183
Savannah, Ga.	22,733	184
Muskegon, Mich.	22,718	185
Bangor, Me.	22,703	186
Little Rock - North Little Rock, Ark.	22,647	187
Dubuque, Iowa	22,566	188
Atlantic City, N.J.	22,532	189
Lake Charles, La.	22,496	190
Albany, Ga.	22,468	191
Lewiston - Auburn, Me.	22,454	192
Colorado Springs, Colo.	22,453	193
Sarasota, Fla.	22,408	194
Lafayette - West Lafayette, Ind.	22,383	195
Glens Falls, N.Y.	22,371	196
Augusta, Ga.	22,343	197
Fargo - Moorhead, N.D.-Minn.	22,333	198
Baton Rouge, La.	22,332	199
Bismarck, N.D.	22,301	200
Steubenville - Weirton, Ohio-W.Va.	22,260	201
Springfield, Ill.	22,158	202
Danville, Va.	22,135	203
Tampa - St. Petersburg - Clearwater, Fla.	22,084	204
Burlington, N.C.	22,055	205
Bradenton, Fla.	22,051	206
Utica - Rome, N.Y.	21,939	207
Billings, Mont.	21,913	208
Williamsport, Pa.	21,860	209
Sherman - Denison, Tex.	21,856	210
St. Joseph, Mo.	21,853	211
Tacoma, Wash.	21,767	212
Champaign - Urbana - Rantoul, Ill.	21,743	213
Lafayette, La.	21,743	213
Fort Collins - Loveland, Colo.	21,723	215
Lexington-Fayette, Ky.	21,716	216
Eau Claire, Wisc.	21,701	217
Longview - Marshall, Tex.	21,674	218
Benton Harbor, Mich.	21,651	219
Memphis, Tenn.	21,538	220
Muncie, Ind.	21,476	221
Terre Haute, Ind.	21,351	222
Scranton - Wilkes-Barre, Pa.	21,341	223
San Antonio, Tex.	21,316	224
Tallahassee, Fla.	21,275	225
Elmira, N.Y.	21,266	226
Naples, Fla.	21,233	227
Charleston, W.Va.	21,229	228
Fort Pierce, Fla.	21,198	229
Iowa City, Iowa	21,192	230
Bellingham, Wash.	21,182	231
Chattanooga, Tenn.	21,128	232
Rapid City, S.D.	21,109	233
Jackson, Miss.	21,093	234
Greenville - Spartanburg, S.C.	21,056	235
Great Falls, Mont.	21,038	236
Eugene - Springfield, Ore.	21,018	237
Redding, Cal.	20,957	238
Spokane, Wash.	20,949	239
Merced, Cal.	20,921	240
Knoxville, Tenn.	20,914	241
Springfield, Mo.	20,894	242
San Angelo, Tex.	20,890	243
Corpus Christi, Tex.	20,883	244
Anderson, S.C.	20,773	245
Albuquerque, N.M.	20,749	246
Jamestown - Dunkirk, N.Y.	20,743	247
Charleston, S.C.	20,736	248
Mobile, Ala.	20,724	249
Altoona, Pa.	20,721	250
Johnson City - Kingsport - Bristol, Tenn.	20,684	251
Daytona Beach, Fla.	20,682	252
Jackson, Tenn.	20,647	253
Montgomery, Ala.	20,621	254
Lakeland - Winter Haven, Fla.	20,611	255
Tucson, Ariz.	20,505	256
Yuba City, Cal.	20,496	257
Parkersburg - Marietta, W.Va.-Ohio	20,467	258
Salem, Ore.	20,439	259
Lawrence, Kans.	20,428	260
Wilmington, N.C.	20,346	261
State College, Pa.	20,342	262
Birmingham, Ala.	20,245	263
Oklahoma City, Okla.	20,239	264
New Orleans, La.	20,171	265
Asheville, N.C.	20,159	266
Tulsa, Okla.	20,140	267
Decatur, Ala.	20,054	268
Provo - Orem, Utah	20,017	269
Sioux City, Iowa	20,007	270
Fayetteville, N.C.	19,999	271
Greeley, Colo.	19,944	272
Owensboro, Ky.	19,877	273
Cumberland, Md.	19,832	274
Bloomington, Ind.	19,794	275
Wheeling, W.Va.	19,794	275
Lubbock, Tex.	19,774	277
Yakima, Wash.	19,693	278
Bryan - College Station, Tex.	19,488	279
Athens, Ga.	19,448	280
Enid, Okla.	19,342	281
Killeen - Temple, Tex.	19,337	282
Wichita Falls, Tex.	19,328	283
Shreveport, La.	19,321	284
Medford, Ore.	19,270	285
Gainesville, Fla.	19,244	286
Columbus, Ga.	19,183	287
Abilene, Tex.	19,148	288
Visalia - Tulare - Porterville, Cal.	19,118	289
Fayetteville - Springdale, Ark.	19,111	290
Biloxi - Gulfport, Miss.	19,088	291
Florence, Ala.	19,061	292
Clarksville - Hopkinsville, Tenn.-Ky.	18,968	293
Chico, Cal.	18,831	294
Texarkana, Tex.-Ark.	18,666	295
El Paso, Tex.	18,606	296
Waco, Tex.	18,511	297
Lawton, Okla.	18,505	298
Joplin, Mo.	18,415	299
Cheyenne, Wyo.	18,357	300
Florence, S.C.	18,331	301
Dothan, Ala.	18,280	302
Pueblo, Colo.	18,213	303
Fort Smith, Ark.	18,020	304
Johnstown, Pa.	17,961	305
Anniston, Ala.	17,950	306
Huntington - Ashland, W.Va.-Ky.	17,762	307
Pine Bluff, Ark.	17,646	308
Panama City, Fla.	17,641	309
Tuscaloosa, Ala.	17,505	310
Ocala, Fla.	17,242	311
Gadsden, Ala.	16,599	312
Monroe, La.	16,445	313
Alexandria, La.	16,299	314
Brownsville - Harlingen, Tex.	16,269	315
Las Cruces, N.M.	16,019	316
Jacksonville, N.C.	15,861	317
McAllen - Edinburg - Mission, Tex.	14,023	318
Laredo, Tex.	13,937	319
Median Above Areas	**26,460**	
U.S. Median	**24,486**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

AVERAGE HOUSEHOLD EBI

Area	($)	Rank
Bridgeport - Stamford - Norwalk - Danbury, Conn.	56,076	1
Nassau - Suffolk, N.Y.	52,748	2
Middlesex - Somerset - Hunterdon, N.J.	51,514	3
San Jose, Cal.	51,455	4
Bergen - Passaic, N.J.	50,568	5
Trenton, N.J.	49,481	6
Washington, D.C.	48,038	7
Lake County, Ill.	47,856	8
Anaheim - Santa Ana, Cal.	47,061	9
Newark, N.J.	46,609	10
Oxnard - Ventura, Cal.	46,533	11
San Francisco, Cal.	46,218	12
Monmouth - Ocean, N.J.	44,977	13
Manchester - Nashua, N.H.	44,801	14
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	44,446	15
Oakland, Cal.	44,219	16
Hartford - New Britain - Middletown - Bristol, Conn.	42,970	17
Honolulu, Haw.	42,864	18
Anchorage, Alas.	42,140	19
New Haven - Waterbury - Meriden, Conn.	41,677	20
San Diego, Cal.	41,672	21
Portsmouth - Dover - Rochester, N.H.	41,064	22
Kenosha, Wisc.	41,033	23
Los Angeles - Long Beach, Cal.	40,961	24
Poughkeepsie, N.Y.	40,446	25
Santa Barbara - Santa Maria - Lompoc, Cal.	40,259	26
Seattle, Wash.	40,221	27
Santa Cruz, Cal.	40,164	28
Santa Rosa - Petaluma, Cal.	39,929	29
New London - Norwich, Conn.	39,331	30
Minneapolis - St. Paul, Minn.	38,787	31
Salinas - Seaside - Monterey, Cal.	38,604	32
Worcester - Fitchburg - Leominster, Mass.	38,497	33
Wilmington, Del.	38,447	34
Brazoria, Tex.	38,435	35
Midland, Tex.	37,984	36
Vallejo - Fairfield - Napa, Cal.	37,885	37
West Palm Beach - Boca Raton - Delray Beach, Fla.	37,870	38
Chicago, Ill.	37,844	39
Aurora - Elgin, Ill.	37,804	40
Joliet, Ill.	37,711	41
Philadelphia, Pa.	37,692	42
Richland - Kennewick - Pasco, Wash.	37,623	43
Sacramento, Cal.	37,407	44
Rochester, Minn.	37,249	45
Orange County, N.Y.	36,742	46
Richmond - Petersburg, Va.	36,708	47
Atlanta, Ga.	36,639	48
Burlington, Vt.	36,461	49
Peoria, Ill.	36,451	50
Rochester, N.Y.	36,263	51
Riverside - San Bernardino, Cal.	36,156	52
Wichita, Kans.	36,061	53
Baltimore, Md.	36,013	54
Dallas, Tex.	35,769	55
Omaha, Neb.	35,758	56
Lincoln, Neb.	35,589	57
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	35,575	58
Portland, Me.	35,573	59
Kalamazoo, Mich.	35,566	60
Grand Forks, N.D.	35,361	61
Kansas City, Mo.-Kans.	35,265	62
St. Louis, Mo.	35,186	63
Fresno, Cal.	35,174	64
Bloomington - Normal, Ill.	35,159	65
New York, N.Y.	34,954	66
Detroit, Mich.	34,932	67
Springfield, Mass.	34,910	68
Raleigh - Durham, N.C.	34,902	69
Ann Arbor, Mich.	34,888	70
Bakersfield, Cal.	34,825	71
Huntsville, Ala.	34,770	72
Providence - Pawtucket - Woonsocket, R.I.	34,766	73
Norfolk - Virginia Beach - Newport News, Va.	34,700	74
Milwaukee, Wisc.	34,636	75
Albany - Schenectady - Troy, N.Y.	34,434	76
Grand Rapids, Mich.	34,367	77
Columbia, Mo.	34,237	78
Racine, Wisc.	34,182	79
Charlottesville, Va.	34,059	80
Pittsfield, Mass.	34,049	81
Harrisburg - Lebanon - Carlisle, Pa.	34,026	82
Topeka, Kans.	34,003	83
Syracuse, N.Y.	33,946	84
Denver, Colo.	33,898	85
Lancaster, Pa.	33,808	86
Waterloo - Cedar Falls, Iowa	33,784	87
Allentown - Bethlehem, Pa.	33,734	88
Houston, Tex.	33,705	89
Vineland - Millville - Bridgeton, N.J.	33,694	90
Decatur, Ill.	33,667	91
Sheboygan, Wisc.	33,603	92
Stockton, Cal.	33,548	93
Rockford, Ill.	33,524	94
Fort Worth - Arlington, Tex.	33,495	95
Lorain - Elyria, Ohio	33,449	96
Reno, Nev.	33,435	97
Madison, Wisc.	33,352	98
Binghamton, N.Y.	33,274	99
Santa Fe, N.M.	33,206	100
New Bedford - Fall River - Attleboro, Mass.	33,151	101
Davenport - Rock Island - Moline, Iowa-Ill.	33,110	102
Portland, Ore.	33,096	103
Nashville, Tenn.	33,040	104
Sioux Falls, S.D.	33,036	105
Odessa, Tex.	33,014	106
Appleton - Oshkosh - Neenah, Wisc.	32,913	107
Cincinnati, Ohio	32,910	108
Battle Creek, Mich.	32,853	109
Modesto, Cal.	32,820	110
Orlando, Fla.	32,809	111
Lansing - East Lansing, Mich.	32,649	112
Columbia, S.C.	32,602	113
Galveston - Texas City, Tex.	32,602	113
Phoenix, Ariz.	32,545	115
Janesville - Beloit, Wisc.	32,451	116
Indianapolis, Ind.	32,434	117
York, Pa.	32,405	118
Lynchburg, Va.	32,345	119
Cleveland, Ohio	32,274	120
Reading, Pa.	32,251	121
Cedar Rapids, Iowa	32,202	122
Miami - Hialeah, Fla.	32,157	123
Bremerton, Wash.	32,140	124
Kokomo, Ind.	32,122	125
Atlantic City, N.J.	32,025	126
Erie, Pa.	31,966	127
Jersey City, N.J.	31,836	128
Las Vegas, Nev.	31,781	129
Jacksonville, Fla.	31,780	130
Olympia, Wash.	31,759	131
Vancouver, Wash.	31,738	132
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	31,722	133
Fort Wayne, Ind.	31,658	134
Des Moines, Iowa	31,632	135
Fort Myers - Cape Coral, Fla.	31,601	136
Austin, Tex.	31,525	137
Jackson, Mich.	31,517	138
Boulder - Longmont, Colo.	31,306	139
Roanoke, Va.	31,463	140
Champaign - Urbana - Rantoul, Ill.	31,450	141
Dayton - Springfield, Ohio	31,444	142
Lafayette - West Lafayette, Ind.	31,417	143
Buffalo, N.Y.	31,339	144
Greensboro - Winston-Salem - High Point, N.C.	31,308	145
La Crosse, Wisc.	31,307	146
Beaumont - Port Arthur, Tex.	31,262	147
Macon - Warner Robins, Ga.	31,259	148
Toledo, Ohio	31,175	149
Naples, Fla.	31,119	150
Boise, Ida.	30,989	151
Green Bay, Wisc.	30,872	152
Columbus, Ohio	30,834	153
Iowa City, Iowa	30,810	154
Rapid City, S.D.	30,782	155
Little Rock - North Little Rock, Ark.	30,766	156
Pittsburgh, Pa.	30,697	157
Saginaw - Bay City - Midland, Mich.	30,637	158
Lawrence, Kans.	30,630	159
Akron, Ohio	30,618	160
Amarillo, Tex.	30,603	161
Tyler, Tex.	30,603	161
Fort Walton Beach, Fla.	30,539	163
Savannah, Ga.	30,281	164
Louisville, Ky.	30,273	165
Pascagoula, Miss.	30,239	166
South Bend - Mishawaka, Ind.	30,216	167
St. Cloud, Minn.	30,186	168
Sarasota, Fla.	30,147	169
Lexington-Fayette, Ky.	30,100	170
Salt Lake City - Ogden, Utah	30,093	171
Evansville, Ind.	30,062	172
Pensacola, Fla.	30,030	173
Beaver County, Pa.	30,007	174
Hickory, N.C.	29,994	175
Bangor, Me.	29,990	176
San Angelo, Tex.	29,944	177
Gary - Hammond, Ind.	29,931	178
Hamilton - Middletown, Ohio	29,900	179
Glens Falls, N.Y.	29,771	180
Elkhart - Goshen, Ind.	29,682	181
Tallahassee, Fla.	29,654	182
Bloomington, Ind.	29,643	183
Colorado Springs, Colo.	29,615	184
Tampa - St. Petersburg - Clearwater, Fla.	29,615	184
Killeen - Temple, Tex.	29,606	186
Wausau, Wisc.	29,556	187
Augusta, Ga.	29,543	188
Fargo - Moorhead, N.D.-Minn.	29,541	189
Merced, Cal.	29,534	190
Fayetteville, N.C.	29,531	191
Lewiston - Auburn, Me.	29,523	192
Kankakee, Ill.	29,519	193
Niagara Falls, N.Y.	29,515	194
Sharon, Pa.	29,466	195
St. Joseph, Mo.	29,443	196
Lima, Ohio	29,421	197
Youngstown - Warren, Ohio	29,417	198
Bradenton, Fla.	29,387	199
Bryan - College Station, Tex.	29,349	200
Duluth, Minn.	29,293	201
San Antonio, Tex.	29,279	202
Victoria, Tex.	29,206	203
Memphis, Tenn.	29,157	204
Flint, Mich.	29,125	205
Yuba City, Cal.	29,120	206
Utica - Rome, N.Y.	29,119	207
Melbourne - Titusville - Palm Bay, Fla.	29,066	208
Hagerstown, Md.	29,046	209
Eau Claire, Wisc.	29,039	210
Bismarck, N.D.	29,032	211
Muskegon, Mich.	29,001	212
Springfield, Ill.	28,964	213
Sherman - Denison, Tex.	28,949	214
Jackson, Miss.	28,902	215
Redding, Cal.	28,893	216
Canton, Ohio	28,884	217
Dubuque, Iowa	28,854	218
Mansfield, Ohio	28,762	219
Springfield, Mo.	28,621	220
Danville, Va.	28,577	221
Terre Haute, Ind.	28,562	222
State College, Pa.	28,560	223
Lafayette, La.	28,479	224
Anderson, Ind.	28,444	225
Williamsport, Pa.	28,419	226
Benton Harbor, Mich.	28,335	227
Albany, Ga.	28,329	228
Elmira, N.Y.	28,312	229
Fort Pierce, Fla.	28,259	230
Daytona Beach, Fla.	28,222	231
Knoxville, Tenn.	28,176	232
Burlington, N.C.	28,160	233
Baton Rouge, La.	28,134	234
Scranton - Wilkes-Barre, Pa.	28,134	234
Houma - Thibodaux, La.	28,079	236
Muncie, Ind.	27,966	237
Tacoma, Wash.	27,944	238
Longview - Marshall, Tex.	27,939	239
Montgomery, Ala.	27,810	240
Billings, Mont.	27,802	241
Charleston, S.C.	27,801	242
Clarksville - Hopkinsville, Tenn.-Ky.	27,780	243
Corpus Christi, Tex.	27,776	244
Bellingham, Wash.	27,762	245
Lubbock, Tex.	27,735	246
Albuquerque, N.M.	27,599	247
Columbus, Ga.	27,577	248
Fort Collins - Loveland, Colo.	27,535	249
Lakeland - Winter Haven, Fla.	27,528	250
Jamestown - Dunkirk, N.Y.	27,519	251
Jacksonville, N.C.	27,516	252
Gainesville, Fla.	27,513	253
Mobile, Ala.	27,432	254
Chattanooga, Tenn.	27,424	255
Wichita Falls, Tex.	27,420	256
Casper, Wyo.	27,343	257
Jackson, Tenn.	27,276	258
Greenville - Spartanburg, S.C.	27,274	259
Visalia - Tulare - Porterville, Cal.	27,239	260
Abilene, Tex.	27,219	261
Great Falls, Mont.	27,207	262
Biloxi - Gulfport, Miss.	27,156	263
Johnson City - Kingsport - Bristol, Tenn.	27,034	264
Wilmington, N.C.	27,030	265
Birmingham, Ala.	27,025	266
Spokane, Wash.	27,000	267
Lake Charles, La.	26,976	268
Tucson, Ariz.	26,940	269
Athens, Ga.	26,930	270
Steubenville - Weirton, Ohio-W.Va.	26,877	271
Chico, Cal.	26,841	272
Asheville, N.C.	26,836	273
Charleston, W.Va.	26,764	274
Lawton, Okla.	26,748	275
Eugene - Springfield, Ore.	26,747	276
New Orleans, La.	26,730	277
Fayetteville - Springdale, Ark.	26,709	278
Oklahoma City, Okla.	26,669	279
Altoona, Pa.	26,587	280
Sioux City, Iowa	26,544	281
Yakima, Wash.	26,341	282
El Paso, Tex.	26,336	283
Salem, Ore.	26,322	284
Shreveport, La.	26,287	285
Tulsa, Okla.	26,264	286
Owensboro, Ky.	26,132	287
Waco, Tex.	25,924	288
Parkersburg - Marietta, W.Va.-Ohio	25,874	289
Enid, Okla.	25,628	290
Anderson, S.C.	25,596	291
Provo - Orem, Utah	25,566	292
Cumberland, Md.	25,515	293
Joplin, Mo.	25,332	294
Fort Smith, Ark.	25,256	295
Decatur, Ala.	25,244	296
Greeley, Colo.	25,106	297
Dothan, Ala.	25,074	298
Medford, Ore.	25,073	299
Texarkana, Tex.-Ark.	24,999	300
Wheeling, W.Va.	24,962	301
Pine Bluff, Ark.	24,740	302
Florence, Ala.	24,692	303
Anniston, Ala.	24,548	304
Florence, S.C.	24,306	305
Tuscaloosa, Ala.	24,213	306
Ocala, Fla.	23,752	307
Huntington - Ashland, W.Va.-Ky.	23,741	308
Cheyenne, Wyo.	23,671	309
Brownsville - Harlingen, Tex.	23,495	310
Johnstown, Pa.	23,464	311
Panama City, Fla.	23,436	312
Pueblo, Colo.	23,317	313
Alexandria, La.	23,281	314
Las Cruces, N.M.	23,261	315
Monroe, La.	23,064	316
Gadsden, Ala.	22,908	317
Laredo, Tex.	21,106	318
McAllen - Edinburg - Mission, Tex.	20,729	319
Average Above Areas	**35,422**	
U.S. Average	**33,198**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

PER CAPITA EBI

Area	($)	Rank
Bridgeport - Stamford - Norwalk - Danbury, Conn.	20,246	1
San Francisco, Cal.	19,443	2
Bergen - Passaic, N.J.	18,897	3
Middlesex - Somerset - Hunterdon, N.J.	18,345	4
San Jose, Cal.	18,217	5
Washington, D.C.	18,052	6
Trenton, N.J.	18,048	7
Nassau - Suffolk, N.Y.	17,339	8
Monmouth - Ocean, N.J.	17,129	9
Oakland, Cal.	17,125	10
Newark, N.J.	17,023	11
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	16,774	12
Anaheim - Santa Ana, Cal.	16,728	13
Manchester - Nashua, N.H.	16,611	14
West Palm Beach - Boca Raton - Delray Beach, Fla.	16,362	15
Seattle, Wash.	16,337	16
Lake County, Ill.	16,039	17
Hartford - New Britain - Middletown - Bristol, Conn.	16,032	18
Santa Rosa - Petaluma, Cal.	15,833	19
Anchorage, Alas.	15,684	20
New Haven - Waterbury - Meriden, Conn.	15,534	21
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	15,425	22
Oxnard - Ventura, Cal.	15,386	23
Santa Barbara - Santa Maria - Lompoc, Cal.	15,187	24
San Diego, Cal.	15,175	25
Portsmouth - Dover - Rochester, N.H.	15,114	26
Santa Cruz, Cal.	14,993	27
Kenosha, Wisc.	14,979	28
Los Angeles - Long Beach, Cal.	14,880	29
Minneapolis - St. Paul, Minn.	14,799	30
Sacramento, Cal.	14,538	31
Reno, Nev.	14,341	32
Worcester - Fitchburg - Leominster, Mass.	14,215	33
New London - Norwich, Conn.	14,118	34
New York, N.Y.	14,095	35
Chicago, Ill.	14,051	36
Rochester, Minn.	14,048	37
Wichita, Kans.	14,005	38
Lincoln, Neb.	14,003	39
Philadelphia, Pa.	14,000	40
Midland, Tex.	13,944	41
Portland, Me.	13,938	42
Poughkeepsie, N.Y.	13,899	43
Wilmington, Del.	13,882	44
Peoria, Ill.	13,810	45
Richland - Kennewick - Pasco, Wash.	13,706	46
Atlanta, Ga.	13,689	47
Sarasota, Fla.	13,689	47
Honolulu, Haw.	13,596	49
Fort Myers - Cape Coral, Fla.	13,533	50
Denver, Colo.	13,515	51
Dallas, Tex.	13,503	52
Raleigh - Durham, N.C.	13,499	53
Topeka, Kans.	13,489	54
Vallejo - Fairfield - Napa, Cal.	13,481	55
Aurora - Elgin, Ill.	13,468	56
Rochester, N.Y.	13,468	56
Kansas City, Mo.-Kans.	13,464	58
Madison, Wisc.	13,416	59
Burlington, Vt.	13,413	60
Richmond - Petersburg, Va.	13,384	61
Kalamazoo, Mich.	13,371	62
Omaha, Neb.	13,332	63
Milwaukee, Wisc.	13,285	64
Pittsfield, Mass.	13,228	65
Huntsville, Ala.	13,218	66
Baltimore, Md.	13,181	67
Portland, Ore.	13,168	68
Naples, Fla.	13,163	69
Harrisburg - Lebanon - Carlisle, Pa.	13,156	70
Sioux Falls, S.D.	13,080	71
Albany - Schenectady - Troy, N.Y.	13,048	72
Decatur, Ill.	13,040	73
Allentown - Bethlehem, Pa.	13,038	74
Charlottesville, Va.	12,992	75
Las Vegas, Nev.	12,955	76
St. Louis, Mo.	12,944	77
Springfield, Mass.	12,921	78
Detroit, Mich.	12,917	79
Ann Arbor, Mich.	12,908	80
Riverside - San Bernardino, Cal.	12,898	81
Bloomington - Normal, Ill.	12,889	82
Providence - Pawtucket - Woonsocket, R.I.	12,836	83
Des Moines, Iowa	12,820	84
Phoenix, Ariz.	12,809	85
Santa Fe, N.M.	12,762	86
Cedar Rapids, Iowa	12,759	87
Bradenton, Fla.	12,742	88
Davenport - Rock Island - Moline, Iowa-Ill.	12,710	89
Atlantic City, N.J.	12,701	90
Rockford, Ill.	12,688	91
Salinas - Seaside - Monterey, Cal.	12,645	92
Waterloo - Cedar Falls, Iowa	12,615	93
Reading, Pa.	12,601	94
Cleveland, Ohio	12,592	95
Tampa - St. Petersburg - Clearwater, Fla.	12,590	96
Fresno, Cal.	12,586	97
Racine, Wisc.	12,578	98
Brazoria, Tex.	12,577	99
Columbia, Mo.	12,573	100
Olympia, Wash.	12,573	100
Orlando, Fla.	12,567	102
Joliet, Ill.	12,564	103
Grand Rapids, Mich.	12,530	104
Battle Creek, Mich.	12,529	105
Nashville, Tenn.	12,518	106
Sheboygan, Wisc.	12,491	107
Cincinnati, Ohio	12,482	108
Fort Worth - Arlington, Tex.	12,420	109
Jersey City, N.J.	12,408	110
Houston, Tex.	12,404	111
Lancaster, Pa.	12,396	112
Binghamton, N.Y.	12,381	113
Miami - Hialeah, Fla.	12,344	114
Syracuse, N.Y.	12,340	115
Grand Forks, N.D.	12,321	116
York, Pa.	12,303	117
Bakersfield, Cal.	12,297	118
Boulder - Longmont, Colo.	12,295	119
Orange County, N.Y.	12,285	120
New Bedford - Fall River - Attleboro, Mass.	12,258	121
Dayton - Springfield, Ohio	12,213	122
Janesville - Beloit, Wisc.	12,196	123
Appleton - Oshkosh - Neenah, Wisc.	12,178	124
Indianapolis, Ind.	12,163	125
Roanoke, Va.	12,162	126
Greensboro - Winston-Salem - High Point, N.C.	12,135	127
Kokomo, Ind.	12,125	128
Austin, Tex.	12,118	129
Pittsburgh, Pa.	12,093	130
Jacksonville, Fla.	12,075	131
Bremerton, Wash.	12,073	132
Iowa City, Iowa	12,045	133
Daytona Beach, Fla.	12,043	134
Odessa, Tex.	12,008	135
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	12,001	136
Columbus, Ohio	11,944	137
Vancouver, Wash.	11,928	138
Galveston - Texas City, Tex.	11,915	139
Columbia, S.C.	11,905	140
Rapid City, S.D.	11,904	141
Lorain - Elyria, Ohio	11,892	142
Norfolk - Virginia Beach - Newport News, Va.	11,887	143
Springfield, Ill.	11,865	144
Toledo, Ohio	11,850	145
Vineland - Millville - Bridgeton, N.J.	11,786	146
La Crosse, Wisc.	11,781	147
Erie, Pa.	11,778	148
Melbourne - Titusville - Palm Bay, Fla.	11,758	149
Lansing - East Lansing, Mich.	11,741	150
Boise, Ida.	11,739	151
Buffalo, N.Y.	11,678	152
Amarillo, Tex.	11,635	153
Akron, Ohio	11,615	154
Evansville, Ind.	11,601	155
Fort Wayne, Ind.	11,585	156
Green Bay, Wisc.	11,583	157
Fort Pierce, Fla.	11,564	158
Modesto, Cal.	11,541	159
Lexington-Fayette, Ky.	11,529	160
Stockton, Cal.	11,489	161
Champaign - Urbana - Rantoul, Ill.	11,446	162
Louisville, Ky.	11,343	163
Little Rock - North Little Rock, Ark.	11,338	164
South Bend - Mishawaka, Ind.	11,336	165
Hickory, N.C.	11,294	166
Lynchburg, Va.	11,282	167
Beaumont - Port Arthur, Tex.	11,243	168
Tyler, Tex.	11,242	169
Duluth, Minn.	11,238	170
Macon - Warner Robins, Ga.	11,206	171
Sherman - Denison, Tex.	11,197	172
St. Joseph, Mo.	11,182	173
Beaver County, Pa.	11,175	174
Fort Walton Beach, Fla.	11,157	175
Lafayette - West Lafayette, Ind.	11,150	176
Lewiston - Auburn, Me.	11,143	177
Tallahassee, Fla.	11,122	178
Savannah, Ga.	11,100	179
Colorado Springs, Colo.	11,098	180
Jackson, Mich.	11,094	181
Pensacola, Fla.	11,078	182
Youngstown - Warren, Ohio	11,069	183
Fargo - Moorhead, N.D.-Minn.	11,068	184
Knoxville, Tenn.	11,039	185
Lawrence, Kans.	11,027	186
San Angelo, Tex.	10,971	187
Niagara Falls, N.Y.	10,968	188
Burlington, N.C.	10,967	189
Billings, Mont.	10,965	190
Saginaw - Bay City - Midland, Mich.	10,950	191
Springfield, Mo.	10,946	192
Mansfield, Ohio	10,894	193
Sharon, Pa.	10,893	194
Elkhart - Goshen, Ind.	10,862	195
Redding, Cal.	10,845	196
Asheville, N.C.	10,831	197
Scranton - Wilkes-Barre, Pa.	10,831	197
Bloomington, Ind.	10,824	199
Bellingham, Wash.	10,815	200
Hamilton - Middletown, Ohio	10,803	201
Chico, Cal.	10,798	202
Wausau, Wisc.	10,774	203
Bryan - College Station, Tex.	10,762	204
Lima, Ohio	10,734	205
Spokane, Wash.	10,731	206
Tucson, Ariz.	10,730	207
Charleston, W.Va.	10,718	208
Flint, Mich.	10,694	209
Kankakee, Ill.	10,694	209
Bangor, Me.	10,678	211
Terre Haute, Ind.	10,676	212
Canton, Ohio	10,670	213
Anderson, Ind.	10,667	214
Yuba City, Cal.	10,662	215
Williamsport, Pa.	10,648	216
Eugene - Springfield, Ore.	10,645	217
Albuquerque, N.M.	10,640	218
Benton Harbor, Mich.	10,632	219
Memphis, Tenn.	10,596	220
Great Falls, Mont.	10,592	221
Augusta, Ga.	10,577	222
Muskegon, Mich.	10,574	223
Tacoma, Wash.	10,572	224
Wilmington, N.C.	10,571	225
Eau Claire, Wisc.	10,560	226
Hagerstown, Md.	10,560	226
Casper, Wyo.	10,542	228
Bismarck, N.D.	10,528	229
Utica - Rome, N.Y.	10,519	230
Fort Collins - Loveland, Colo.	10,509	231
Glens Falls, N.Y.	10,503	232
Gainesville, Fla.	10,449	233
Gary - Hammond, Ind.	10,442	234
Chattanooga, Tenn.	10,439	235
Pascagoula, Miss.	10,429	236
Jackson, Tenn.	10,424	237
Danville, Va.	10,399	238
Elmira, N.Y.	10,383	239
Lakeland - Winter Haven, Fla.	10,357	240
Greenville - Spartanburg, S.C.	10,331	241
Birmingham, Ala.	10,325	242
Jamestown - Dunkirk, N.Y.	10,284	243
Sioux City, Iowa	10,264	244
Oklahoma City, Okla.	10,236	245
Johnson City - Kingsport - Bristol, Tenn.	10,229	246
Jackson, Miss.	10,211	247
Longview - Marshall, Tex.	10,178	248
Steubenville - Weirton, Ohio-W.Va.	10,146	249
Tulsa, Okla.	10,141	250
Muncie, Ind.	10,132	251
Montgomery, Ala.	10,122	252
Altoona, Pa.	10,100	253
Fayetteville - Springdale, Ark.	10,075	254
Mobile, Ala.	10,066	255
Wichita Falls, Tex.	10,038	256
Dubuque, Iowa	10,010	257
Lafayette, La.	10,010	257
Enid, Okla.	9,983	259
Victoria, Tex.	9,978	260
San Antonio, Tex.	9,973	261
Athens, Ga.	9,941	262
Lubbock, Tex.	9,920	263
Salem, Ore.	9,911	264
New Orleans, La.	9,888	265
Parkersburg - Marietta, W.Va.-Ohio	9,883	266
Abilene, Tex.	9,850	267
Yakima, Wash.	9,850	267
Owensboro, Ky.	9,840	269
Biloxi - Gulfport, Miss.	9,816	270
Wheeling, W.Va.	9,800	271
Baton Rouge, La.	9,773	272
Salt Lake City - Ogden, Utah	9,761	273
Killeen - Temple, Tex.	9,754	274
State College, Pa.	9,754	274
Shreveport, La.	9,734	276
Anderson, S.C.	9,719	277
Cumberland, Md.	9,701	278
Columbus, Ga.	9,687	279
Joplin, Mo.	9,687	279
Fayetteville, N.C.	9,686	281
St. Cloud, Minn.	9,674	282
Albany, Ga.	9,625	283
Medford, Ore.	9,615	284
Merced, Cal.	9,603	285
Charleston, S.C.	9,554	286
Lake Charles, La.	9,554	286
Waco, Tex.	9,518	288
Florence, Ala.	9,436	289
Fort Smith, Ark.	9,426	290
Cheyenne, Wyo.	9,424	291
Clarksville - Hopkinsville, Tenn.-Ky.	9,405	292
Ocala, Fla.	9,391	293
Decatur, Ala.	9,350	294
Houma - Thibodaux, La.	9,299	295
Greeley, Colo.	9,243	296
Texarkana, Tex.-Ark.	9,239	297
Corpus Christi, Tex.	9,220	298
Dothan, Ala.	9,125	299
Pueblo, Colo.	9,022	300
Panama City, Fla.	8,978	301
Tuscaloosa, Ala.	8,952	302
Huntington - Ashland, W.Va.-Ky.	8,929	303
Visalia - Tulare - Porterville, Cal.	8,890	304
Anniston, Ala.	8,855	305
Lawton, Okla.	8,759	306
Gadsden, Ala.	8,745	307
Johnstown, Pa.	8,610	308
Florence, S.C.	8,548	309
Pine Bluff, Ark.	8,529	310
Jacksonville, N.C.	8,291	311
Alexandria, La.	8,218	312
Monroe, La.	8,202	313
Las Cruces, N.M.	8,003	314
El Paso, Tex.	7,910	315
Provo - Orem, Utah	6,954	316
Brownsville - Harlingen, Tex.	6,792	317
McAllen - Edinburg - Mission, Tex.	5,724	318
Laredo, Tex.	5,664	319
Average Above Areas	**12,251**	
U.S. Average	**12,359**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

TOTAL RETAIL SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	59,291,182	1
New York, N.Y.	52,563,406	2
Chicago, Ill.	42,741,467	3
Philadelphia, Pa.	35,844,743	4
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	32,195,958	5
Washington, D.C.	31,471,548	6
Detroit, Mich.	30,773,120	7
Nassau - Suffolk, N.Y.	24,431,910	8
Houston, Tex.	23,194,911	9
Atlanta, Ga.	22,255,492	10
Minneapolis - St. Paul, Minn.	19,092,209	11
Dallas, Tex.	18,838,067	12
Anaheim - Santa Ana, Cal.	17,860,987	13
St. Louis, Mo.	17,027,328	14
Miami - Hialeah, Fla.	16,170,088	15
San Diego, Cal.	16,135,201	16
Baltimore, Md.	15,959,646	17
San Francisco, Cal.	15,811,806	18
Phoenix, Ariz.	15,473,301	19
Tampa - St. Petersburg - Clearwater, Fla.	14,783,567	20
Oakland, Cal.	14,699,893	21
Seattle, Wash.	14,380,428	22
Pittsburgh, Pa.	13,247,975	23
Newark, N.J.	13,135,365	24
Cleveland, Ohio	12,990,892	25
Riverside - San Bernardino, Cal.	12,807,017	26
Bergen - Passaic, N.J.	12,316,648	27
Denver, Colo.	11,641,766	28
Kansas City, Mo.-Kans.	11,420,454	29
San Jose, Cal.	11,385,889	30
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	11,186,879	31
Cincinnati, Ohio	9,968,101	32
Milwaukee, Wisc.	9,863,013	33
Sacramento, Cal.	9,525,096	34
Hartford - New Britain - Middletown - Bristol, Conn.	9,342,838	35
Columbus, Ohio	9,234,114	36
Norfolk - Virginia Beach - Newport News, Va.	9,184,171	37
Indianapolis, Ind.	9,051,225	38
New Orleans, La.	8,983,276	39
Portland, Ore.	8,944,810	40
Fort Worth - Arlington, Tex.	8,874,670	41
Bridgeport - Stamford - Norwalk - Danbury, Conn.	8,315,406	42
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	8,136,005	43
Orlando, Fla.	8,130,784	44
Middlesex - Somerset - Hunterdon, N.J.	8,093,664	45
Monmouth - Ocean, N.J.	7,548,537	46
San Antonio, Tex.	7,467,182	47
West Palm Beach - Boca Raton - Delray Beach, Fla.	7,380,468	48
Oklahoma City, Okla.	7,377,849	49
Louisville, Ky.	7,105,104	50
Total Top 50	**$23,657,456**	
Memphis, Tenn.	6,849,134	51
Greensboro - Winston-Salem - High Point, N.C.	6,723,213	52
Rochester, N.Y.	6,705,230	53
Richmond - Petersburg, Va.	6,546,647	54
Salt Lake City - Ogden, Utah	6,415,645	55
Providence - Pawtucket - Woonsocket, R.I.	6,377,299	56
Nashville, Tenn.	6,288,127	57
Albany - Schenectady - Troy, N.Y.	6,254,323	58
New Haven - Waterbury - Meriden, Conn.	6,160,142	59
Buffalo, N.Y.	6,110,235	60
Jacksonville, Fla.	5,981,874	61
Dayton - Springfield, Ohio	5,975,710	62
Honolulu, Haw.	5,803,985	63
Birmingham, Ala.	5,266,623	64
Austin, Tex.	4,893,532	65
Harrisburg - Lebanon - Carlisle, Pa.	4,850,710	66
Raleigh - Durham, N.C.	4,795,120	67
Las Vegas, Nev.	4,784,603	68
Toledo, Ohio	4,768,305	69
Grand Rapids, Mich.	4,700,521	70
Knoxville, Tenn.	4,684,502	71
Scranton - Wilkes-Barre, Pa.	4,655,419	72
Allentown - Bethlehem, Pa.	4,620,814	73
Springfield, Mass.	4,467,247	74
Worcester - Fitchburg - Leominster, Mass.	4,451,060	75
Tulsa, Okla.	4,429,594	76
Omaha, Neb.	4,402,049	77
Syracuse, N.Y.	4,305,309	78
Tucson, Ariz.	4,272,629	79
Greenville - Spartanburg, S.C.	4,144,892	80
Wilmington, Del.	4,121,303	81
New Bedford - Fall River - Attleboro, Mass.	4,050,153	82
Akron, Ohio	4,035,493	83
Gary - Hammond, Ind.	4,007,967	84
Oxnard - Ventura, Cal.	3,864,453	85
Lake County, Ill.	3,760,744	86
Albuquerque, N.M.	3,551,958	87
Fresno, Cal.	3,524,233	88
Manchester - Nashua, N.H.	3,478,783	89
Little Rock - North Little Rock, Ark.	3,477,962	90
Baton Rouge, La.	3,406,026	91
Tacoma, Wash.	3,392,124	92
Flint, Mich.	3,222,975	93
Portsmouth - Dover - Rochester, N.H.	3,176,212	94
Jersey City, N.J.	3,144,366	95
Madison, Wisc.	3,120,689	96
Santa Barbara - Santa Maria - Lompoc, Cal.	3,098,483	97
Charleston, S.C.	3,053,705	98
Bakersfield, Cal.	3,052,181	99
Mobile, Ala.	3,043,912	100
Total Top 100	**1,053,925,671**	
Lansing - East Lansing, Mich.	3,010,323	101
Youngstown - Warren, Ohio	2,990,073	102
Saginaw - Bay City - Midland, Mich.	2,905,590	103
Portland, Me.	2,904,887	104
Columbia, S.C.	2,896,195	105
Wichita, Kans.	2,878,522	106
Lancaster, Pa.	2,876,877	107
Chattanooga, Tenn.	2,876,668	108
Des Moines, Iowa	2,834,303	109
Atlantic City, N.J.	2,811,388	110
Lexington-Fayette, Ky.	2,725,383	111
El Paso, Tex.	2,687,880	112
Reading, Pa.	2,626,914	113
Trenton, N.J.	2,614,177	114
Johnson City - Kingsport - Bristol, Tenn.	2,592,333	115
Colorado Springs, Colo.	2,573,497	116
Beaumont - Port Arthur, Tex.	2,571,785	117
Melbourne - Titusville - Palm Bay, Fla.	2,551,869	118
Stockton, Cal.	2,537,682	119
Davenport - Rock Island - Moline, Iowa-Ill.	2,490,821	120
Daytona Beach, Fla.	2,453,047	121
Lakeland - Winter Haven, Fla.	2,446,337	122
Jackson, Miss.	2,425,995	123
Canton, Ohio	2,424,935	124
Sarasota, Fla.	2,418,696	125
Fort Wayne, Ind.	2,401,300	126
Santa Rosa - Petaluma, Cal.	2,381,218	127
Vallejo - Fairfield - Napa, Cal.	2,366,351	128
Spokane, Wash.	2,365,182	129
Corpus Christi, Tex.	2,347,347	130
Fort Myers - Cape Coral, Fla.	2,330,074	131
York, Pa.	2,292,858	132
Augusta, Ga.	2,292,124	133
Peoria, Ill.	2,257,448	134
Shreveport, La.	2,212,811	135
Reno, Nev.	2,127,787	136
Pensacola, Fla.	2,119,217	137
Anchorage, Alas.	2,111,721	138
Aurora - Elgin, Ill.	2,099,772	139
Salinas - Seaside - Monterey, Cal.	2,061,705	140
Evansville, Ind.	2,056,344	141
Ann Arbor, Mich.	2,043,421	142
Huntington - Ashland, W.Va.-Ky.	2,039,041	143
Orange County, N.Y.	2,032,363	144
Modesto, Cal.	2,020,713	145
Rockford, Ill.	1,981,289	146
New London - Norwich, Conn.	1,975,707	147
Appleton - Oshkosh - Neenah, Wisc.	1,953,555	148
Macon - Warner Robins, Ga.	1,951,010	149
Joliet, Ill.	1,905,580	150
Total Top 150	**1,174,777,786**	
Utica - Rome, N.Y.	1,887,180	151
McAllen - Edinburg - Mission, Tex.	1,873,861	152
Montgomery, Ala.	1,826,860	153
Charleston, W.Va.	1,824,019	154
Savannah, Ga.	1,748,783	155
South Bend - Mishawaka, Ind.	1,748,668	156
Visalia - Tulare - Porterville, Cal.	1,748,584	157
Boulder - Longmont, Colo.	1,729,250	158
Poughkeepsie, N.Y.	1,712,281	159
Roanoke, Va.	1,704,282	160
Lafayette, La.	1,690,677	161
Erie, Pa.	1,673,366	162
Fort Pierce, Fla.	1,670,494	163
Duluth, Minn.	1,652,575	164
Kalamazoo, Mich.	1,648,620	165
Binghamton, N.Y.	1,632,078	166
St. Cloud, Minn.	1,625,835	167
Eugene - Springfield, Ore.	1,624,546	168
Springfield, Mo.	1,613,378	169
Lubbock, Tex.	1,609,384	170
Fayetteville, N.C.	1,609,140	171
Bradenton, Fla.	1,541,405	172
Huntsville, Ala.	1,512,973	173
Tallahassee, Fla.	1,506,791	174
Brownsville - Harlingen, Tex.	1,471,477	175
Amarillo, Tex.	1,451,254	176
Asheville, N.C.	1,448,851	177
Gainesville, Fla.	1,441,752	178
Lorain - Elyria, Ohio	1,438,870	179
Hickory, N.C.	1,433,966	180
Odessa, Tex.	1,433,517	181
Columbus, Ga.	1,429,648	182
Springfield, Ill.	1,414,224	183
Ocala, Fla.	1,409,515	184
Galveston - Texas City, Tex.	1,406,310	185
Santa Cruz, Cal.	1,394,451	186
Green Bay, Wisc.	1,387,542	187
Salem, Ore.	1,365,625	188
Longview - Marshall, Tex.	1,347,134	189
Hamilton - Middletown, Ohio	1,317,333	190
Naples, Fla.	1,317,285	191
Lincoln, Neb.	1,274,967	192
Boise, Ida.	1,270,367	193
Champaign - Urbana - Rantoul, Ill.	1,233,334	194
Burlington, Vt.	1,231,230	195
Killeen - Temple, Tex.	1,227,932	196
Pittsfield, Mass.	1,208,486	197
Fort Collins - Loveland, Colo.	1,197,147	198
Biloxi - Gulfport, Miss.	1,189,055	199
Midland, Tex.	1,185,909	200
Total Top 200	**1,250,119,997**	
Abilene, Tex.	1,165,181	201
Johnstown, Pa.	1,159,876	202
Waco, Tex.	1,147,981	203
Fort Walton Beach, Fla.	1,130,070	204
Houma - Thibodaux, La.	1,126,221	205
Bangor, Me.	1,122,884	206
Laredo, Tex.	1,118,337	207
Cedar Rapids, Iowa	1,116,098	208
Elkhart - Goshen, Ind.	1,114,333	209
Terre Haute, Ind.	1,110,438	210
Charlottesville, Va.	1,108,973	211
Niagara Falls, N.Y.	1,107,255	212
Fargo - Moorhead, N.D.-Minn.	1,106,004	213
Topeka, Kans.	1,105,224	214
Wheeling, W.Va.	1,103,097	215
Lake Charles, La.	1,083,122	216
Chico, Cal.	1,078,578	217
Lynchburg, Va.	1,063,615	218
Wilmington, N.C.	1,060,263	219
Brazoria, Tex.	1,045,898	220
Eau Claire, Wisc.	1,044,352	221
Lima, Ohio	1,039,824	222
Racine, Wisc.	1,039,743	223
Yakima, Wash.	1,028,911	224
Parkersburg - Marietta, W.Va.-Ohio	1,005,725	225
Tyler, Tex.	1,005,005	226
Provo - Orem, Utah	1,002,676	227
Sioux Falls, S.D.	1,000,929	228
Wichita Falls, Tex.	987,649	229
Janesville - Beloit, Wisc.	984,260	230
Vancouver, Wash.	982,802	231
Beaver County, Pa.	963,061	232
Burlington, N.C.	955,595	233
Athens, Ga.	954,387	234
Fort Smith, Ark.	948,172	235
Olympia, Wash.	945,782	236
Panama City, Fla.	940,567	237
Rochester, Minn.	931,685	238
Billings, Mont.	925,670	239
Benton Harbor, Mich.	914,541	240
Dothan, Ala.	909,827	241
Bloomington - Normal, Ill.	909,773	242
Richland - Kennewick - Pasco, Wash.	908,530	243
Redding, Cal.	906,430	244
Muncie, Ind.	898,089	245
Altoona, Pa.	888,923	246
Waterloo - Cedar Falls, Iowa	884,753	247
Decatur, Ill.	884,328	248
Merced, Cal.	881,697	249
Bremerton, Wash.	875,348	250
Total Top 250	**1,300,842,479**	
Vineland - Millville - Bridgeton, N.J.	872,736	251
Joplin, Mo.	862,656	252
Medford, Ore.	861,723	253
Mansfield, Ohio	856,667	254
Battle Creek, Mich.	856,445	255
Bryan - College Station, Tex.	854,782	256
Clarksville - Hopkinsville, Tenn.-Ky.	851,391	257
Anderson, Ind.	841,633	258
Tuscaloosa, Ala.	841,501	259
Muskegon, Mich.	841,368	260
Albany, Ga.	834,466	261
Glens Falls, N.Y.	826,078	262
San Angelo, Tex.	822,537	263
Monroe, La.	822,451	264
Texarkana, Tex.-Ark.	820,501	265
Jackson, Mich.	805,048	266
Florence, S.C.	798,680	267
Anderson, S.C.	796,082	268
Kokomo, Ind.	792,776	269
Lafayette - West Lafayette, Ind.	788,653	270
Alexandria, La.	783,020	271
Florence, Ala.	776,820	272
Sioux City, Iowa	776,080	273
Kenosha, Wisc.	767,481	274
Steubenville - Weirton, Ohio-W.Va.	763,512	275
Bellingham, Wash.	762,011	276
Hagerstown, Md.	759,547	277
Santa Fe, N.M.	753,824	278
Lewiston - Auburn, Me.	746,257	279
Owensboro, Ky.	736,980	280
Jamestown - Dunkirk, N.Y.	735,358	281
La Crosse, Wisc.	731,910	282
Fayetteville - Springdale, Ark.	726,962	283
Williamsport, Pa.	726,079	284
Pueblo, Colo.	715,012	285
Rapid City, S.D.	680,512	286
State College, Pa.	676,418	287
Wausau, Wisc.	672,663	288
Jackson, Tenn.	657,059	289
Yuba City, Cal.	649,547	290
Bismarck, N.D.	645,615	291
Jacksonville, N.C.	642,986	292
Elmira, N.Y.	632,743	293
Sharon, Pa.	629,610	294
Pascagoula, Miss.	629,063	295
Sherman - Denison, Tex.	611,311	296
Bloomington, Ind.	611,096	297
Lawton, Okla.	607,035	298
St. Joseph, Mo.	606,632	299
Greeley, Colo.	599,845	300
Cumberland, Md.	594,662	301
Columbia, Mo.	594,333	302
Danville, Va.	589,618	303
Victoria, Tex.	579,412	304
Decatur, Ala.	573,349	305
Kankakee, Ill.	565,998	306
Sheboygan, Wisc.	558,198	307
Dubuque, Iowa	552,905	308
Cheyenne, Wyo.	551,416	309
Las Cruces, N.M.	539,540	310
Great Falls, Mont.	525,152	311
Anniston, Ala.	512,442	312
Grand Forks, N.D.	506,890	313
Pine Bluff, Ark.	490,412	314
Gadsden, Ala.	479,856	315
Casper, Wyo.	472,237	316
Iowa City, Iowa	467,651	317
Lawrence, Kans.	400,223	318
Enid, Okla.	390,187	319
Total Above Areas	**1,348,248,122**	
Percent of U.S.	**82.323]**	
U.S. Total	**1,637,751,119**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

PER HOUSEHOLD RETAIL SALES

Area	($)	Rank
Laredo, Tex.	33,992	1
Portland, Me.	31,644	2
Odessa, Tex.	30,961	3
Midland, Tex.	28,715	4
Manchester - Nashua, N.H.	28,166	5
Nassau - Suffolk, N.Y.	27,846	6
Bridgeport - Stamford - Norwalk - Danbury, Conn.	27,718	7
St. Cloud, Minn.	27,557	8
Abilene, Tex.	25,778	9
Portsmouth - Dover - Rochester, N.H.	25,615	10
Anchorage, Alas.	25,442	11
Bergen - Passaic, N.J.	25,437	12
Rochester, Minn.	24,978	13
Burlington, Vt.	24,773	14
Santa Barbara - Santa Maria - Lompoc, Cal.	23,671	15
Burlington, N.C.	23,479	16
San Francisco, Cal.	23,411	17
Naples, Fla.	23,398	18
Middlesex - Somerset - Hunterdon, N.J.	23,224	19
Charlottesville, Va.	23,056	20
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	22,899	21
Wilmington, N.C.	22,801	22
Miami - Hialeah, Fla.	22,765	23
San Angelo, Tex.	22,722	24
Atlantic City, N.J.	22,691	25
Bangor, Me.	22,639	26
Lafayette, La.	22,572	27
Lake County, Ill.	22,519	28
Washington, D.C.	22,454	29
Hartford - New Britain - Middletown - Bristol, Conn.	22,410	30
Terre Haute, Ind.	22,388	31
San Jose, Cal.	22,374	32
Owensboro, Ky.	22,265	33
Victoria, Tex.	22,200	34
Anaheim - Santa Ana, Cal.	22,100	35
Madison, Wisc.	22,039	36
Rapid City, S.D.	22,023	37
Jackson, Tenn.	21,902	38
New Bedford - Fall River - Attleboro, Mass.	21,893	39
Longview - Marshall, Tex.	21,869	40
Trenton, N.J.	21,858	41
Pittsfield, Mass.	21,814	42
New London - Norwich, Conn.	21,687	43
Honolulu, Haw.	21,673	44
Atlanta, Ga.	21,532	45
Orlando, Fla.	21,448	46
Wichita Falls, Tex.	21,378	47
Harrisburg - Lebanon - Carlisle, Pa.	21,322	48
Richmond - Petersburg, Va.	21,290	49
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	21,248	50
Minneapolis - St. Paul, Minn.	21,050	51
Orange County, N.Y.	20,909	52
New Haven - Waterbury - Meriden, Conn.	20,825	53
Asheville, N.C.	20,727	54
Lexington-Fayette, Ky.	20,678	55
Grand Forks, N.D.	20,605	56
Albany, Ga.	20,604	57
Kokomo, Ind.	20,592	58
Eau Claire, Wisc.	20,558	59
Muncie, Ind.	20,504	60
Lynchburg, Va.	20,494	61
West Palm Beach - Boca Raton - Delroy Beach, Fla.	20,439	62
Springfield, Mass.	20,426	63
Reading, Pa.	20,411	64
Glens Falls, N.Y.	20,397	65
Reno, Nev.	20,381	66
Sarasota, Fla.	20,377	67
Toledo, Ohio	20,377	67
Elkhart - Goshen, Ind.	20,261	69
La Crosse, Wisc.	20,219	70
Wilmington, Del.	20,216	71
Ann Arbor, Mich.	20,172	72
Dallas, Tex.	20,152	73
Monmouth - Ocean, N.J.	20,081	74
Fort Walton Beach, Fla.	20,072	75
Lubbock, Tex.	20,042	76
Boulder - Longmont, Colo.	20,014	77
Flint, Mich.	19,932	78
Billings, Mont.	19,907	79
Saginaw - Bay City - Midland, Mich.	19,901	80
Bismarck, N.D.	19,804	81
Sioux Falls, S.D.	19,781	82
Kalamazoo, Mich.	19,744	83
Knoxville, Tenn.	19,741	84
Houston, Tex.	19,714	85
Philadelphia, Pa.	19,656	86
Bloomington - Normal, Ill.	19,650	87
Louisville, Ky.	19,584	88
Champaign - Urbana - Rantoul, Ill.	19,577	89
Fargo - Moorhead, N.D.-Minn.	19,575	90
Oklahoma City, Okla.	19,539	91
Norfolk - Virginia Beach - Newport News, Va.	19,537	92
Corpus Christi, Tex.	19,529	93
Indianapolis, Ind.	19,411	94
Lewiston - Auburn, Me.	19,383	95
Amarillo, Tex.	19,376	96
Grand Rapids, Mich.	19,368	97
Brownsville - Harlingen, Tex.	19,362	98
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	19,321	99
South Bend - Mishawaka, Ind.	19,301	100
Green Bay, Wisc.	19,271	101
Lancaster, Pa.	19,269	102
Savannah, Ga.	19,260	103
Albany - Schenectady - Troy, N.Y.	19,244	104
Seattle, Wash.	19,215	105
Memphis, Tenn.	19,207	106
Roanoke, Va.	19,128	107
Lansing - East Lansing, Mich.	19,125	108
Phoenix, Ariz.	19,108	109
Kansas City, Mo.-Kans.	19,082	110
Portland, Ore.	19,064	111
Providence - Pawtucket - Woonsocket, R.I.	19,008	112
Poughkeepsie, N.Y.	19,004	113
Janesville - Beloit, Wisc.	18,965	114
Bradenton, Fla.	18,959	115
Omaha, Neb.	18,958	116
Detroit, Mich.	18,930	117
Newark, N.J.	18,903	118
Oakland, Cal.	18,892	119
Beaumont - Port Arthur, Tex.	18,869	120
Dothan, Ala.	18,798	121
Ocala, Fla.	18,794	122
Evansville, Ind.	18,762	123
Macon - Warner Robins, Ga.	18,760	124
Los Angeles - Long Beach, Cal.	18,751	125
Fort Worth - Arlington, Tex.	18,731	126
Bryan - College Station, Tex.	18,663	127
Florence, S.C.	18,661	128
St. Louis, Mo.	18,648	129
San Diego, Cal.	18,602	130
Greensboro - Winston-Salem - High Point, N.C.	18,598	131
Chicago, Ill.	18,557	132
St. Joseph, Mo.	18,551	133
Albuquerque, N.M.	18,538	134
Panama City, Fla.	18,515	135
Salt Lake City - Ogden, Utah	18,510	136
Houma - Thibodaux, La.	18,463	137
Casper, Wyo.	18,447	138
Cheyenne, Wyo.	18,442	139
Baltimore, Md.	18,419	140
Rockford, Ill.	18,413	141
Gary - Hammond, Ind.	18,402	142
Elmira, N.Y.	18,394	143
Milwaukee, Wisc.	18,350	144
New Orleans, La.	18,337	145
Decatur, Ill.	18,309	146
Fayetteville, N.C.	18,306	147
Las Vegas, Nev.	18,283	148
Cincinnati, Ohio	18,217	149
Gainesville, Fla.	18,181	150
Syracuse, N.Y.	18,181	150
Rochester, N.Y.	18,176	152
Texarkana, Tex.-Ark.	18,153	153
Oxnard - Ventura, Cal.	18,117	154
Little Rock - North Little Rock, Ark.	18,086	155
Baton Rouge, La.	18,050	156
Hagerstown, Md.	18,041	157
Raleigh - Durham, N.C.	18,020	158
McAllen - Edinburg - Mission, Tex.	18,018	159
Fort Wayne, Ind.	17,987	160
Des Moines, Iowa	17,973	161
Springfield, Mo.	17,966	162
Lafayette - West Lafayette, Ind.	17,965	163
Cleveland, Ohio	17,961	164
Lima, Ohio	17,959	165
Fort Pierce, Fla.	17,943	166
Galveston - Texas City, Tex.	17,915	167
Salinas - Seaside - Monterey, Cal.	17,881	168
Columbus, Ohio	17,858	169
Vineland - Millville - Bridgeton, N.J.	17,847	170
Worcester - Fitchburg - Leominster, Mass.	17,790	171
Visalia - Tulare - Porterville, Cal.	17,770	172
Allentown - Bethlehem, Pa.	17,731	173
Springfield, Ill.	17,722	174
Fort Myers - Cape Coral, Fla.	17,706	175
Lake Charles, La.	17,698	176
Tyler, Tex.	17,663	177
Altoona, Pa.	17,568	178
Davenport - Rock Island - Moline, Iowa-Ill.	17,566	179
Dubuque, Iowa	17,553	180
Sacramento, Cal.	17,529	181
Duluth, Minn.	17,525	182
Mansfield, Ohio	17,519	183
Greenville - Spartanburg, S.C.	17,496	184
Tallahassee, Fla.	17,460	185
Santa Fe, N.M.	17,450	186
Sioux City, Iowa	17,362	187
Athens, Ga.	17,352	188
Denver, Colo.	17,334	189
Charleston, S.C.	17,301	190
Chattanooga, Tenn.	17,277	191
Kenosha, Wisc.	17,247	192
Redding, Cal.	17,200	193
Colorado Springs, Colo.	17,168	194
Great Falls, Mont.	17,162	195
Jacksonville, Fla.	17,150	196
Fayetteville - Springdale, Ark.	17,145	197
Charleston, W.Va.	17,111	198
Anderson, Ind.	17,106	199
Tampa - St. Petersburg - Clearwater, Fla.	17,105	200
Austin, Tex.	17,063	201
Peoria, Ill.	17,063	201
Jackson, Miss.	17,060	203
Topeka, Kans.	17,030	204
Columbia, S.C.	17,026	205
Mobile, Ala.	16,996	206
Buffalo, N.Y.	16,973	207
Hickory, N.C.	16,970	208
San Antonio, Tex.	16,886	209
Nashville, Tenn.	16,849	210
Appleton - Oshkosh - Neenah, Wisc.	16,841	211
Modesto, Cal.	16,797	212
State College, Pa.	16,785	213
Fort Collins - Loveland, Colo.	16,720	214
Parkersburg - Marietta, W.Va.-Ohio	16,706	215
Cedar Rapids, Iowa	16,658	216
Spokane, Wash.	16,656	217
Bakersfield, Cal.	16,642	218
Daytona Beach, Fla.	16,620	219
Richland - Kennewick - Pasco, Wash.	16,549	220
Jacksonville, N.C.	16,529	221
Joplin, Mo.	16,526	222
Wichita, Kans.	16,515	223
Tucson, Ariz.	16,503	224
Binghamton, N.Y.	16,502	225
Bellingham, Wash.	16,494	226
Shreveport, La.	16,477	227
Huntsville, Ala.	16,445	228
Scranton - Wilkes-Barre, Pa.	16,421	229
Montgomery, Ala.	16,414	230
Aurora - Elgin, Ill.	16,404	231
Huntington - Ashland, W.Va.-Ky.	16,404	231
Enid, Okla.	16,394	233
Akron, Ohio	16,378	234
Dayton - Springfield, Ohio	16,367	235
Williamsport, Pa.	16,353	236
Santa Rosa - Petaluma, Cal.	16,310	237
Bloomington, Ind.	16,296	238
Boise, Ida.	16,287	239
Wausau, Wisc.	16,287	239
Waco, Tex.	16,260	241
Utica - Rome, N.Y.	16,255	242
Canton, Ohio	16,253	243
Brazoria, Tex.	16,241	244
Melbourne - Titusville - Palm Bay, Fla.	16,213	245
Lakeland - Winter Haven, Fla.	16,190	246
Pensacola, Fla.	16,177	247
Tacoma, Wash.	16,130	248
Battle Creek, Mich.	16,099	249
Erie, Pa.	16,059	250
Fresno, Cal.	16,048	251
Biloxi - Gulfport, Miss.	16,047	252
Racine, Wisc.	16,045	253
Sherman - Denison, Tex.	16,045	253
Wheeling, W.Va.	16,010	255
Alexandria, La.	15,947	256
Pittsburgh, Pa.	15,944	257
Monroe, La.	15,939	258
Santa Cruz, Cal.	15,937	259
Waterloo - Cedar Falls, Iowa	15,913	260
Columbus, Ga.	15,885	261
Stockton, Cal.	15,861	262
Vallejo - Fairfield - Napa, Cal.	15,860	263
Augusta, Ga.	15,808	264
Clarksville - Hopkinsville, Tenn.-Ky.	15,796	265
Pine Bluff, Ark.	15,718	266
Riverside - San Bernardino, Cal.	15,693	267
Youngstown - Warren, Ohio	15,630	268
Medford, Ore.	15,583	269
Lawton, Okla.	15,565	270
Merced, Cal.	15,496	271
Tuscaloosa, Ala.	15,440	272
El Paso, Tex.	15,439	273
Kankakee, Ill.	15,422	274
Lincoln, Neb.	15,380	275
Tulsa, Okla.	15,349	276
Olympia, Wash.	15,304	277
Jackson, Mich.	15,247	278
Chico, Cal.	15,234	279
Eugene - Springfield, Ore.	15,225	280
New York, N.Y.	15,197	281
Johnson City - Kingsport - Bristol, Tenn.	15,178	282
Cumberland, Md.	15,170	283
Decatur, Ala.	15,088	284
Killeen - Temple, Tex.	14,975	285
York, Pa.	14,860	286
Lawrence, Kans.	14,823	287
Lorain - Elyria, Ohio	14,803	288
Yuba City, Cal.	14,796	289
Joliet, Ill.	14,783	290
Jersey City, N.J.	14,762	291
Yakima, Wash.	14,762	291
Provo - Orem, Utah	14,745	293
Birmingham, Ala.	14,744	294
Columbia, Mo.	14,567	295
Danville, Va.	14,558	296
Sheboygan, Wisc.	14,536	297
Florence, Ala.	14,520	298
Benton Harbor, Mich.	14,517	299
Muskegon, Mich.	14,432	300
Pueblo, Colo.	14,358	301
Anderson, S.C.	14,292	302
Pascagoula, Miss.	14,042	303
Iowa City, Iowa	13,877	304
Fort Smith, Ark.	13,822	305
Niagara Falls, N.Y.	13,687	306
Sharon, Pa.	13,657	307
Jamestown - Dunkirk, N.Y.	13,618	308
Salem, Ore.	13,508	309
Beaver County, Pa.	13,469	310
Steubenville - Weirton, Ohio-W.Va.	13,395	311
Hamilton - Middletown, Ohio	13,017	312
Bremerton, Wash.	12,911	313
Johnstown, Pa.	12,405	314
Gadsden, Ala.	12,087	315
Vancouver, Wash.	12,074	316
Las Cruces, N.M.	12,016	317
Greeley, Colo.	11,739	318
Anniston, Ala.	11,337	319
Average Above Areas	**18,878**	
U.S. Average	**17,745**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

BUYING POWER INDEX (BPI)

Area	BPI	Rank
Los Angeles - Long Beach, Cal.	3.9019	1
New York, N.Y.	3.6279	2
Chicago, Ill.	2.7058	3
Philadelphia, Pa.	2.1747	4
Washington, D.C.	1.9756	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1.9099	6
Detroit, Mich.	1.8451	7
Nassau - Suffolk, N.Y.	1.4180	8
Houston, Tex.	1.3299	9
Atlanta, Ga.	1.2487	10
Anaheim - Santa Ana, Cal.	1.1313	11
Minneapolis - St. Paul, Minn.	1.1151	12
Dallas, Tex.	1.0901	13
San Diego, Cal.	1.0776	14
St. Louis, Mo.	1.0363	15
Oakland, Cal.	.9928	16
Baltimore, Md.	.9923	17
San Francisco, Cal.	.9286	18
Newark, N.J.	.9224	19
Seattle, Wash.	.9033	20
Riverside - San Bernardino, Cal.	.9007	21
Phoenix, Ariz.	.8796	22
Tampa - St. Petersburg - Clearwater, Fla.	.8523	23
Pittsburgh, Pa.	.8291	24
Miami - Hialeah, Fla.	.8181	25
Cleveland, Ohio	.7683	26
San Jose, Cal.	.7518	27
Bergen - Passaic, N.J.	.7297	28
Denver, Colo.	.7206	29
Kansas City, Mo.-Kans.	.6798	30
Sacramento, Cal.	.6190	31
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	.6085	32
Milwaukee, Wisc.	.5977	33
Cincinnati, Ohio	.5925	34
Hartford - New Britain - Middletown - Bristol, Conn.	.5538	35
Norfolk - Virginia Beach - Newport News, Va.	.5455	36
Columbus, Ohio	.5371	37
Fort Worth - Arlington, Tex.	.5248	38
Middlesex - Somerset - Hunterdon, N.J.	.5202	39
Indianapolis, Ind.	.5128	40
Portland, Ore.	.5123	41
Monmouth - Ocean, N.J.	.4939	42
Bridgeport - Stamford - Norwalk - Danbury, Conn.	.4938	43
New Orleans, La.	.4850	44
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	.4567	45
San Antonio, Tex.	.4529	46
Orlando, Fla.	.4316	47
West Palm Beach - Boca Raton - Delray Beach, Fla.	.4259	48
Rochester, N.Y.	.4215	49
Nashville, Tenn.	.3959	50
Total Top 50	**50.4387**	
Louisville, Ky.	.3873	51
Greensboro - Winston-Salem - High Point, N.C.	.3828	52
Providence - Pawtucket - Woonsocket, R.I.	.3805	53
Oklahoma City, Okla.	.3788	54
New Haven - Waterbury - Meriden, Conn.	.3779	55
Memphis, Tenn.	.3742	56
Buffalo, N.Y.	.3739	57
Salt Lake City - Ogden, Utah	.3738	58
Dayton - Springfield, Ohio	.3728	59
Richmond - Petersburg, Va.	.3724	60
Albany - Schenectady - Troy, N.Y.	.3664	61
Jacksonville, Fla.	.3644	62
Honolulu, Haw.	.3617	63
Birmingham, Ala.	.3295	64
Austin, Tex.	.2972	65
Raleigh - Durham, N.C.	.2948	66
Worcester - Fitchburg - Leominster, Mass.	.2934	67
Oxnard - Ventura, Cal.	.2848	68
Allentown - Bethlehem, Pa.	.2822	69
Grand Rapids, Mich.	.2758	70
Las Vegas, Nev.	.2751	71
Scranton - Wilkes-Barre, Pa.	.2749	72
Omaha, Neb.	.2664	73
Tulsa, Okla.	.2653	74
Harrisburg - Lebanon - Carlisle, Pa.	.2627	75
Syracuse, N.Y.	.2626	76
Toledo, Ohio	.2560	77
Springfield, Mass.	.2541	78
Akron, Ohio	.2495	79
Wilmington, Del.	.2489	80
Tucson, Ariz.	.2446	81
Knoxville, Tenn.	.2436	82
Fresno, Cal.	.2400	83
Lake County, Ill.	.2394	84
Greenville - Spartanburg, S.C.	.2319	85
Gary - Hammond, Ind.	.2302	86
New Bedford - Fall River - Attleboro, Mass.	.2147	87
Jersey City, N.J.	.2122	88
Tacoma, Wash.	.2028	89
Little Rock - North Little Rock, Ark.	.2021	90
Bakersfield, Cal.	.2020	91
Baton Rouge, La.	.1924	92
Wichita, Kans.	.1916	93
Albuquerque, N.M.	.1914	94
Youngstown - Warren, Ohio	.1875	95
Columbia, S.C.	.1812	96
Manchester - Nashua, N.H.	.1809	97
Charleston, S.C.	.1774	98
Mobile, Ala.	.1753	99
Lansing - East Lansing, Mich.	.1743	100
Total Top 100	**64.0943**	
Stockton, Cal.	.1718	101
Flint, Mich.	.1713	102
Trenton, N.J.	.1710	103
El Paso, Tex.	.1708	104
Santa Barbara - Santa Maria - Lompoc, Cal.	.1707	105
Vallejo - Fairfield - Napa, Cal.	.1694	106
Santa Rosa - Petaluma, Cal.	.1685	107
Portsmouth - Dover - Rochester, N.H.	.1684	108
Lancaster, Pa.	.1680	109
Des Moines, Iowa	.1647	110
Madison, Wisc.	.1627	111
Chattanooga, Tenn.	.1623	112
Johnson City - Kingsport - Bristol, Tenn.	.1593	113
Saginaw - Bay City - Midland, Mich.	.1592	114
York, Pa.	.1563	115
Melbourne - Titusville - Palm Bay, Fla.	.1529	116
Davenport - Rock Island - Moline, Iowa-Ill.	.1521	117
Colorado Springs, Colo.	.1520	118
Peoria, Ill.	.1483	119
Canton, Ohio	.1473	120
Beaumont - Port Arthur, Tex.	.1472	121
Aurora - Elgin, Ill.	.1463	122
Joliet, Ill.	.1453	123
Lakeland - Winter Haven, Fla.	.1451	124
Augusta, Ga.	.1445	125
Jackson, Miss.	.1440	126
Lexington-Fayette, Ky.	.1424	127
Fort Wayne, Ind.	.1423	128
Reading, Pa.	.1423	128
Atlantic City, N.J.	.1415	130
Daytona Beach, Fla.	.1408	131
Salinas - Seaside - Monterey, Cal.	.1388	132
Fort Myers - Cape Coral, Fla.	.1354	133
Spokane, Wash.	.1349	134
Pensacola, Fla.	.1316	135
Modesto, Cal.	.1290	136
Shreveport, La.	.1274	137
Corpus Christi, Tex.	.1269	138
Portland, Me.	.1254	139
Sarasota, Fla.	.1238	140
Appleton - Oshkosh - Neenah, Wisc.	.1236	141
Orange County, N.Y.	.1188	142
Rockford, Ill.	.1183	143
Ann Arbor, Mich.	.1171	144
Reno, Nev.	.1157	145
Utica - Rome, N.Y.	.1157	145
New London - Norwich, Conn.	.1152	147
Evansville, Ind.	.1142	148
Anchorage, Alas.	.1137	149
Huntington - Ashland, W.Va.-Ky.	.1124	150
Total Top 150	**71.2609**	
Macon - Warner Robins, Ga.	.1123	151
Poughkeepsie, N.Y.	.1121	152
Montgomery, Ala.	.1087	153
Erie, Pa.	.1077	154
Binghamton, N.Y.	.1049	155
Santa Cruz, Cal.	.1019	156
Charleston, W.Va.	.1015	157
Lorain - Elyria, Ohio	.1015	157
Visalia - Tulare - Porterville, Cal.	.1001	159
McAllen - Edinburg - Mission, Tex.	.0999	160
Huntsville, Ala.	.0994	161
Eugene - Springfield, Ore.	.0979	162
Savannah, Ga.	.0968	163
Kalamazoo, Mich.	.0966	164
South Bend - Mishawaka, Ind.	.0963	165
Hamilton - Middletown, Ohio	.0961	166
Roanoke, Va.	.0954	167
Duluth, Minn.	.0953	168
Boulder - Longmont, Colo.	.0940	169
Fayetteville, N.C.	.0934	170
Fort Pierce, Fla.	.0921	171
Springfield, Mo.	.0906	172
Salem, Ore.	.0901	173
Lincoln, Neb.	.0885	174
Tallahassee, Fla.	.0879	175
Columbus, Ga.	.0872	176
Hickory, N.C.	.0859	177
Galveston - Texas City, Tex.	.0849	178
Lubbock, Tex.	.0841	179
Lafayette, La.	.0829	180
Bradenton, Fla.	.0823	181
Killeen - Temple, Tex.	.0823	181
Amarillo, Tex.	.0798	183
Springfield, Ill.	.0793	184
Boise, Ida.	.0792	185
Gainesville, Fla.	.0788	186
Johnstown, Pa.	.0776	187
Vancouver, Wash.	.0775	188
Brownsville - Harlingen, Tex.	.0773	189
Green Bay, Wisc.	.0770	190
Niagara Falls, N.Y.	.0767	191
Brazoria, Tex.	.0755	192
St. Cloud, Minn.	.0737	193
Asheville, N.C.	.0711	194
Biloxi - Gulfport, Miss.	.0711	194
Ocala, Fla.	.0701	196
Topeka, Kans.	.0694	197
Cedar Rapids, Iowa	.0693	198
Racine, Wisc.	.0693	198
Fort Collins - Loveland, Colo.	.0691	200
Total Top 200	**75.6533**	
Champaign - Urbana - Rantoul, Ill.	.0689	201
Beaver County, Pa.	.0682	202
Provo - Orem, Utah	.0670	203
Longview - Marshall, Tex.	.0667	204
Waco, Tex.	.0664	205
Bremerton, Wash.	.0661	206
Chico, Cal.	.0650	207
Pittsfield, Mass.	.0644	208
Yakima, Wash.	.0638	209
Houma - Thibodaux, La.	.0637	210
Naples, Fla.	.0635	211
Burlington, Vt.	.0631	212
Wheeling, W.Va.	.0625	213
Richland - Kennewick - Pasco, Wash.	.0623	214
Olympia, Wash.	.0620	215
Odessa, Tex.	.0614	216
Fort Walton Beach, Fla.	.0612	217
Lake Charles, La.	.0607	218
Fort Smith, Ark.	.0606	219
Fargo - Moorhead, N.D.-Minn.	.0597	220
Lima, Ohio	.0596	221
Benton Harbor, Mich.	.0594	222
Tyler, Tex.	.0594	222
Elkhart - Goshen, Ind.	.0592	224
Lynchburg, Va.	.0591	225
Waterloo - Cedar Falls, Iowa	.0589	226
Merced, Cal.	.0577	227
Charlottesville, Va.	.0573	228
Parkersburg - Marietta, W.Va.-Ohio	.0566	229
Janesville - Beloit, Wisc.	.0565	230
Midland, Tex.	.0563	231
Bangor, Me.	.0561	232
Muskegon, Mich.	.0559	233
Sioux Falls, S.D.	.0559	233
Battle Creek, Mich.	.0554	235
Eau Claire, Wisc.	.0545	236
Terre Haute, Ind.	.0543	237
Vineland - Millville - Bridgeton, N.J.	.0542	238
Jackson, Mich.	.0540	239
Athens, Ga.	.0537	240
Kenosha, Wisc.	.0536	241
Bloomington - Normal, Ill.	.0535	242
Clarksville - Hopkinsville, Tenn.-Ky.	.0530	243
Decatur, Ill.	.0527	244
Redding, Cal.	.0527	244
Abilene, Tex.	.0515	246
Steubenville - Weirton, Ohio-W.Va.	.0511	247
Medford, Ore.	.0501	248
Anderson, S.C.	.0498	249
Wilmington, N.C.	.0495	250
Total Top 250	**78.5820**	
Jamestown - Dunkirk, N.Y.	.0493	251
Mansfield, Ohio	.0491	252
Altoona, Pa.	.0490	253
Wichita Falls, Tex.	.0489	254
Anderson, Ind.	.0488	255
Tuscaloosa, Ala.	.0488	255
Joplin, Mo.	.0483	257
Bryan - College Station, Tex.	.0477	258
Rochester, Minn.	.0477	258
Billings, Mont.	.0475	260
Panama City, Fla.	.0473	261
Dothan, Ala.	.0472	262
Florence, Ala.	.0471	263
Lafayette - West Lafayette, Ind.	.0470	264
Santa Fe, N.M.	.0464	265
Monroe, La.	.0463	266
Muncie, Ind.	.0463	266
Burlington, N.C.	.0446	268
Alexandria, La.	.0443	269
Bellingham, Wash.	.0443	269
Glens Falls, N.Y.	.0441	271
Pascagoula, Miss.	.0441	271
Sharon, Pa.	.0437	273
Albany, Ga.	.0436	274
Williamsport, Pa.	.0434	275
Hagerstown, Md.	.0433	276
Texarkana, Tex.-Ark.	.0432	277
Greeley, Colo.	.0431	278
Kokomo, Ind.	.0430	279
Sioux City, Iowa	.0430	279
Columbia, Mo.	.0427	281
Yuba City, Cal.	.0425	282
Pueblo, Colo.	.0423	283
Laredo, Tex.	.0417	284
Florence, S.C.	.0414	285
Wausau, Wisc.	.0413	286
Fayetteville - Springdale, Ark.	.0408	287
San Angelo, Tex.	.0408	287
State College, Pa.	.0408	287
Lewiston - Auburn, Me.	.0405	290
La Crosse, Wisc.	.0397	291
Jacksonville, N.C.	.0396	292
Sheboygan, Wisc.	.0395	293
Danville, Va.	.0386	294
Lawton, Okla.	.0377	295
Anniston, Ala.	.0376	296
Bloomington, Ind.	.0376	296
Las Cruces, N.M.	.0376	296
Sherman - Denison, Tex.	.0371	299
Kankakee, Ill.	.0362	300
Cumberland, Md.	.0358	301
Elmira, N.Y.	.0351	302
Owensboro, Ky.	.0347	303
Rapid City, S.D.	.0346	304
Bismarck, N.D.	.0345	305
Decatur, Ala.	.0345	305
St. Joseph, Mo.	.0338	307
Dubuque, Iowa	.0324	308
Iowa City, Iowa	.0324	308
Gadsden, Ala.	.0321	310
Jackson, Tenn.	.0319	311
Great Falls, Mont.	.0295	312
Grand Forks, N.D.	.0292	313
Victoria, Tex.	.0291	314
Pine Bluff, Ark.	.0288	315
Cheyenne, Wyo.	.0277	316
Lawrence, Kans.	.0268	317
Casper, Wyo.	.0254	318
Enid, Okla.	.0222	319
Total Above Areas	**81.3489**	
Percent of U.S.	**81.3489**	
U.S. Total	**100.0000**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

ECONOMY-PRICED-PRODUCTS BPI

Area	BPI	Rank
New York, N.Y.	3.8141	1
Los Angeles - Long Beach, Cal.	2.9506	2
Chicago, Ill.	2.1811	3
Philadelphia, Pa.	1.8419	4
Detroit, Mich.	1.6182	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1.2959	6
Houston, Tex.	1.2384	7
Washington, D.C.	1.1173	8
Tampa - St. Petersburg - Clearwater, Fla.	.9836	9
Atlanta, Ga.	.9822	10
Dallas, Tex.	.9710	11
Pittsburgh, Pa.	.9253	12
St. Louis, Mo.	.8920	13
Phoenix, Ariz.	.8563	14
Miami - Hialeah, Fla.	.8184	15
Riverside - San Bernardino, Cal.	.8170	16
Minneapolis - St. Paul, Minn.	.8005	17
Nassau - Suffolk, N.Y.	.7991	18
Baltimore, Md.	.7958	19
San Diego, Cal.	.7957	20
Cleveland, Ohio	.7632	21
Oakland, Cal.	.6982	22
Seattle, Wash.	.6818	23
Anaheim - Santa Ana, Cal.	.6702	24
New Orleans, La.	.6609	25
Newark, N.J.	.6567	26
Denver, Colo.	.6319	27
San Francisco, Cal.	.6095	28
Cincinnati, Ohio	.5809	29
Kansas City, Mo.-Kans.	.5761	30
San Antonio, Tex.	.5630	31
Milwaukee, Wisc.	.5535	32
Columbus, Ohio	.5471	33
Sacramento, Cal.	.5205	34
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	.5119	35
Fort Worth - Arlington, Tex.	.5019	36
Oklahoma City, Okla.	.4659	37
Norfolk - Virginia Beach - Newport News, Va.	.4589	38
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	.4541	39
Portland, Ore.	.4534	40
Bergen - Passaic, N.J.	.4527	41
Indianapolis, Ind.	.4495	42
Buffalo, N.Y.	.4237	43
Birmingham, Ala.	.4222	44
Memphis, Tenn.	.4111	45
Orlando, Fla.	.4082	46
Louisville, Ky.	.3956	47
Greensboro - Winston-Salem - High Point, N.C.	.3829	48
Dayton - Springfield, Ohio	.3811	49
San Jose, Cal.	.3808	50
Total Top 50	**42.1618**	
Rochester, N.Y.	.3778	51
Hartford - New Britain - Middletown - Bristol, Conn.	.3648	52
Nashville, Tenn.	.3629	53
West Palm Beach - Boca Raton - Delray Beach, Fla.	.3616	54
Jacksonville, Fla.	.3607	55
Salt Lake City - Ogden, Utah	.3585	56
Albany - Schenectady - Troy, N.Y.	.3555	57
Providence - Pawtucket - Woonsocket, R.I.	.3536	58
Monmouth - Ocean, N.J.	.3512	59
Tulsa, Okla.	.3447	60
Scranton - Wilkes-Barre, Pa.	.3310	61
Austin, Tex.	.3297	62
Tucson, Ariz.	.3109	63
Richmond - Petersburg, Va.	.3037	64
Middlesex - Somerset - Hunterdon, N.J.	.2989	65
Knoxville, Tenn.	.2916	66
Greenville - Spartanburg, S.C.	.2839	67
New Haven - Waterbury - Meriden, Conn.	.2730	68
Las Vegas, Nev.	.2694	69
Bridgeport - Stamford - Norwalk - Danbury, Conn.	.2680	70
Toledo, Ohio	.2632	71
Akron, Ohio	.2625	72
Syracuse, N.Y.	.2606	73
Raleigh - Durham, N.C.	.2604	74
Allentown - Bethlehem, Pa.	.2590	75
Jersey City, N.J.	.2546	76
Tacoma, Wash.	.2399	77
Harrisburg - Lebanon - Carlisle, Pa.	.2392	78
Baton Rouge, La.	.2373	79
Springfield, Mass.	.2369	80
Honolulu, Haw.	.2347	81
New Bedford - Fall River - Attleboro, Mass.	.2319	82
Worcester - Fitchburg - Leominster, Mass.	.2278	83
Gary - Hammond, Ind.	.2277	84
Fresno, Cal.	.2273	85
Omaha, Neb.	.2253	86
Grand Rapids, Mich.	.2207	87
El Paso, Tex.	.2191	88
Albuquerque, N.M.	.2179	89
Little Rock - North Little Rock, Ark.	.2158	90
Mobile, Ala.	.2148	91
Charleston, S.C.	.2127	92
Youngstown - Warren, Ohio	.2017	93
Chattanooga, Tenn.	.2002	94
Bakersfield, Cal.	.1998	95
Johnson City - Kingsport - Bristol, Tenn.	.1966	96
Wilmington, Del.	.1912	97
Lakeland - Winter Haven, Fla.	.1859	98
Daytona Beach, Fla.	.1771	99
Oxnard - Ventura, Cal.	.1751	100
Total Top 100	**55.4301**	
Shreveport, La.	.1720	101
Spokane, Wash.	.1719	102
Columbia, S.C.	.1717	103
McAllen - Edinburg - Mission, Tex.	.1710	104
Des Moines, Iowa	.1706	105
Stockton, Cal.	.1695	106
Flint, Mich.	.1681	107
Melbourne - Titusville - Palm Bay, Fla.	.1655	108
Huntington - Ashland, W.Va.-Ky.	.1634	109
Jackson, Miss.	.1620	110
Canton, Ohio	.1615	111
Lansing - East Lansing, Mich.	.1614	112
Augusta, Ga.	.1604	113
Wichita, Kans.	.1586	114
Beaumont - Port Arthur, Tex.	.1557	115
Corpus Christi, Tex.	.1554	116
Colorado Springs, Colo.	.1547	117
Saginaw - Bay City - Midland, Mich.	.1547	117
Atlantic City, N.J.	.1517	119
Lancaster, Pa.	.1502	120
Lexington-Fayette, Ky.	.1500	121
York, Pa.	.1482	122
Madison, Wisc.	.1426	123
Pensacola, Fla.	.1410	124
Fort Myers - Cape Coral, Fla.	.1393	125
Davenport - Rock Island - Moline, Iowa-Ill.	.1386	126
Vallejo - Fairfield - Napa, Cal.	.1377	127
Santa Barbara - Santa Maria - Lompoc, Cal.	.1375	128
Utica - Rome, N.Y.	.1359	129
Reading, Pa.	.1349	130
Sarasota, Fla.	.1338	131
Modesto, Cal.	.1326	132
Santa Rosa - Petaluma, Cal.	.1323	133
Fort Wayne, Ind.	.1309	134
Visalia - Tulare - Porterville, Cal.	.1302	135
Lake County, Ill.	.1289	136
Montgomery, Ala.	.1269	137
Charleston, W.Va.	.1261	138
Eugene - Springfield, Ore.	.1229	139
Portsmouth - Dover - Rochester, N.H.	.1216	140
Evansville, Ind.	.1214	141
Johnstown, Pa.	.1203	142
Peoria, Ill.	.1185	143
Brownsville - Harlingen, Tex.	.1175	144
Macon - Warner Robins, Ga.	.1138	145
Trenton, N.J.	.1128	146
Fort Pierce, Fla.	.1124	147
Manchester - Nashua, N.H.	.1123	148
Salem, Ore.	.1119	149
Orange County, N.Y.	.1092	150
Total Top 150	**62.5221**	
Duluth, Minn.	.1086	151
Gainesville, Fla.	.1071	152
Columbus, Ga.	.1070	153
Appleton - Oshkosh - Neenah, Wisc.	.1067	154
Portland, Me.	.1067	154
Erie, Pa.	.1063	156
Aurora - Elgin, Ill.	.1058	157
Rockford, Ill.	.1058	157
Binghamton, N.Y.	.1053	159
Fayetteville, N.C.	.1047	160
Ocala, Fla.	.1045	161
Springfield, Mo.	.1043	162
Savannah, Ga.	.1041	163
Salinas - Seaside - Monterey, Cal.	.1039	164
Hamilton - Middletown, Ohio	.1031	165
Killeen - Temple, Tex.	.1027	166
Tallahassee, Fla.	.1025	167
Lubbock, Tex.	.102	168
Joliet, Ill.	.1016	169
Reno, Nev.	.0998	170
Roanoke, Va.	.0973	171
South Bend - Mishawaka, Ind.	.0965	172
Ann Arbor, Mich.	.0962	173
Lafayette, La.	.0958	174
Chico, Cal.	.0947	175
Boulder - Longmont, Colo.	.0945	176
Bradenton, Fla.	.0934	177
Waco, Tex.	.0933	178
Galveston - Texas City, Tex.	.0924	179
Lorain - Elyria, Ohio	.0910	180
Poughkeepsie, N.Y.	.0902	181
Niagara Falls, N.Y.	.0900	182
Biloxi - Gulfport, Miss.	.0892	183
Hickory, N.C.	.0892	183
Asheville, N.C.	.0876	185
Yakima, Wash.	.0871	186
Huntsville, Ala.	.0858	187
Springfield, Ill.	.0858	187
Wheeling, W.Va.	.0855	189
Fort Smith, Ark.	.0848	190
Santa Cruz, Cal.	.0846	191
Amarillo, Tex.	.0839	192
Boise, Ida.	.0831	193
New London - Norwich, Conn.	.0828	194
Anchorage, Alas.	.0822	195
Fort Collins - Loveland, Colo.	.0813	196
Longview - Marshall, Tex.	.0800	197
Provo - Orem, Utah	.0799	198
Beaver County, Pa.	.0786	199
Lake Charles, La.	.0785	200
Total Top 200	**67.2502**	
Vancouver, Wash.	.0773	201
Lincoln, Neb.	.0765	202
Naples, Fla.	.0755	203
Monroe, La.	.0754	204
Kalamazoo, Mich.	.0746	205
Houma - Thibodaux, La.	.0739	206
Tuscaloosa, Ala.	.0738	207
Champaign - Urbana - Rantoul, Ill.	.0723	208
Alexandria, La.	.0714	209
Green Bay, Wisc.	.0710	210
Athens, Ga.	.0697	211
Parkersburg - Marietta, W.Va.-Ohio	.0689	212
Benton Harbor, Mich.	.0687	213
Joplin, Mo.	.0664	214
Olympia, Wash.	.0664	214
Steubenville - Weirton, Ohio-W.Va.	.0664	214
Merced, Cal.	.0656	217
Medford, Ore.	.0655	218
Jamestown - Dunkirk, N.Y.	.0654	219
Topeka, Kans.	.0654	219
Pueblo, Colo.	.0650	221
Panama City, Fla.	.0647	222
Cedar Rapids, Iowa	.0645	223
Pittsfield, Mass.	.0644	224
Tyler, Tex.	.0644	224
Bremerton, Wash.	.0642	226
Laredo, Tex.	.0641	227
St. Cloud, Minn.	.0641	227
Redding, Cal.	.0637	229
Florence, Ala.	.0636	230
Anderson, S.C.	.0630	231
Clarksville - Hopkinsville, Tenn.-Ky.	.0629	232
Racine, Wisc.	.0625	233
Brazoria, Tex.	.0621	234
Bryan - College Station, Tex.	.0621	234
Abilene, Tex.	.0619	236
Muskegon, Mich.	.0614	237
Lima, Ohio	.0610	238
Altoona, Pa.	.0606	239
Dothan, Ala.	.0602	240
Texarkana, Tex.-Ark.	.0602	240
Fort Walton Beach, Fla.	.0600	242
Las Cruces, N.M.	.0600	242
Fargo - Moorhead, N.D.-Minn.	.0598	244
Wilmington, N.C.	.0598	244
Elkhart - Goshen, Ind.	.0597	246
Wichita Falls, Tex.	.0596	247
Greeley, Colo.	.0595	248
Eau Claire, Wisc.	.0586	249
Odessa, Tex.	.0582	250
Total Top 250	**70.5161**	
Terre Haute, Ind.	.0581	251
Bangor, Me.	.0580	252
Florence, S.C.	.0562	253
Bellingham, Wash.	.0560	254
Billings, Mont.	.0560	254
Anderson, Ind.	.0557	256
Lynchburg, Va.	.0557	256
Sioux City, Iowa	.0555	258
Vineland - Millville - Bridgeton, N.J.	.0555	258
Charlottesville, Va.	.0550	260
Janesville - Beloit, Wisc.	.0544	261
Anniston, Ala.	.0543	262
Jacksonville, N.C.	.0538	263
Battle Creek, Mich.	.0531	264
Fayetteville - Springdale, Ark.	.0529	265
Muncie, Ind.	.0529	265
Waterloo - Cedar Falls, Iowa	.0528	267
Sioux Falls, S.D.	.0527	268
Gadsden, Ala.	.0525	269
Burlington, Vt.	.0519	270
Yuba City, Cal.	.0518	271
Mansfield, Ohio	.0514	272
Glens Falls, N.Y.	.0511	273
Williamsport, Pa.	.0511	273
Lawton, Okla.	.0505	275
Decatur, Ill.	.0492	276
Jackson, Mich.	.0490	277
Midland, Tex.	.0488	278
Burlington, N.C.	.0487	279
State College, Pa.	.0487	279
Richland - Kennewick - Pasco, Wash.	.0482	281
Albany, Ga.	.0480	282
Sharon, Pa.	.0473	283
San Angelo, Tex.	.0470	284
Lewiston - Auburn, Me.	.0461	285
Cumberland, Md.	.0456	286
Lafayette - West Lafayette, Ind.	.0456	286
Pascagoula, Miss.	.0454	288
Bloomington - Normal, Ill.	.0453	289
Danville, Va.	.0452	290
Bloomington, Ind.	.0445	291
Wausau, Wisc.	.0442	292
Decatur, Ala.	.0439	293
Hagerstown, Md.	.0436	294
Pine Bluff, Ark.	.0431	295
Sherman - Denison, Tex.	.0429	296
Santa Fe, N.M.	.0424	297
Owensboro, Ky.	.0420	298
Columbia, Mo.	.0417	299
Kankakee, Ill.	.0407	300
Kenosha, Wisc.	.0404	301
Kokomo, Ind.	.0402	302
Elmira, N.Y.	.0399	303
St. Joseph, Mo.	.0396	304
La Crosse, Wisc.	.0383	305
Iowa City, Iowa	.0379	306
Cheyenne, Wyo.	.0373	307
Rapid City, S.D.	.0366	308
Bismarck, N.D.	.0364	309
Sheboygan, Wisc.	.0358	310
Jackson, Tenn.	.0357	311
Dubuque, Iowa	.0356	312
Great Falls, Mont.	.0355	313
Rochester, Minn.	.0350	314
Victoria, Tex.	.0326	315
Lawrence, Kans.	.0323	316
Enid, Okla.	.0299	317
Casper, Wyo.	.0284	318
Grand Forks, N.D.	.0229	319
Total Above Areas	**73.6724**	
Percent of U.S.	**73.6724**	
U.S. Total	**100.0000**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

MODERATE-PRICED-PRODUCTS BPI

Area	BPI	Rank
New York, N.Y.	3.4039	1
Los Angeles - Long Beach, Cal.	3.2477	2
Chicago, Ill.	2.2904	3
Philadelphia, Pa.	1.9135	4
Detroit, Mich.	1.6709	5
Boston - Lowrence - Salem - Lowell - Brockton, Mass.	1.4002	6
Washington, D.C.	1.4056	7
Houston, Tex.	1.3268	8
Atlanta, Ga.	1.1490	9
Dallas, Tex.	1.0483	10
Tampa - St. Petersburg - Clearwater, Fla.	.9997	11
St. Louis, Mo.	.9663	12
Minneapolis - St. Paul, Minn.	.9659	13
San Diego, Cal.	.9277	14
Phoenix, Ariz.	.9242	15
Nassau - Suffolk, N.Y.	.9196	16
Baltimore, Md.	.9032	17
Pittsburgh, Pa.	.8737	18
Riverside - San Bernardino, Cal.	.8405	19
Anaheim - Santa Ana, Cal.	.8267	20
Miami - Hialeah, Fla.	.8207	21
Cleveland, Ohio	.7629	22
Seattle, Wash.	.7353	23
Oakland, Cal.	.7303	24
Denver, Colo.	.7170	25
San Francisco, Cal.	.7042	26
Newark, N.J.	.6516	27
Kansas City, Mo.-Kans.	.6444	28
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	.6016	29
Cincinnati, Ohio	.5921	30
Columbus, Ohio	.5865	31
Sacramento, Cal.	.5676	32
Milwaukee, Wisc.	.5652	33
Norfolk - Virginia Beach - Newport News, Va.	.5471	34
New Orleans, La.	.5425	35
Indianapolis, Ind.	.5330	36
Fort Worth - Arlington, Tex.	.5255	37
Portland, Ore.	.5153	38
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	.5006	39
San Antonio, Tex.	.4998	40
Bergen - Passaic, N.J.	.4981	41
San Jose, Cal.	.4861	42
Oklahoma City, Okla.	.4590	43
Orlando, Fla.	.4543	44
Hartford - New Britain - Middletown - Bristol, Conn.	.4354	45
Greensboro - Winston-Salem - High Point, N.C.	.4231	46
Louisville, Ky.	.4218	47
Salt Lake City - Ogden, Utah	.4147	48
Nashville, Tenn.	.4044	49
Dayton - Springfield, Ohio	.3947	50
Total Top 50	**44.7846**	
West Palm Beach - Boca Raton - Delray Beach, Fla.	.3938	51
Memphis, Tenn.	.3928	52
Rochester, N.Y.	.3868	53
Monmouth - Ocean, N.J.	.3821	54
Jacksonville, Fla.	.3809	55
Buffalo, N.Y.	.3803	56
Birmingham, Ala.	.3737	57
Albany - Schenectady - Troy, N.Y.	.3661	58
Providence - Pawtucket - Woonsocket, R.I.	.3633	59
Richmond - Petersburg, Va.	.3402	60
Scranton - Wilkes-Barre, Pa.	.3327	61
Tulsa, Okla.	.3327	61
Middlesex - Somerset - Hunterdon, N.J.	.3303	63
Bridgeport - Stamford - Norwalk - Danbury, Conn.	.3138	64
Austin, Tex.	.3063	65
New Haven - Waterbury - Meriden, Conn.	.2993	66
Honolulu, Haw.	.2967	67
Las Vegas, Nev.	.2932	68
Raleigh - Durham, N.C.	.2919	69
Tucson, Ariz.	.2893	70
Greenville - Spartanburg, S.C.	.2805	71
Allentown - Bethlehem, Pa.	.2804	72
Knoxville, Tenn.	.2753	73
Harrisburg - Lebanon - Carlisle, Pa.	.2718	74
Akron, Ohio	.2680	75
Grand Rapids, Mich.	.2660	76
Toledo, Ohio	.2620	77
Syracuse, N.Y.	.2597	78
Omaha, Neb.	.2551	79
Worcester - Fitchburg - Leominster, Mass.	.2530	80
Springfield, Mass.	.2418	81
Gary - Hammond, Ind.	.2386	82
Fresno, Cal.	.2352	83
Tacoma, Wash.	.2304	84
Little Rock - North Little Rock, Ark.	.2259	85
Albuquerque, N.M.	.2256	86
Wilmington, Del.	.2171	87
Jersey City, N.J.	.2121	88
New Bedford - Fall River - Attleboro, Mass.	.2111	89
Charleston, S.C.	.2094	90
Oxnard - Ventura, Cal.	.2060	91
Youngstown - Warren, Ohio	.2057	92
Baton Rouge, La.	.2026	93
El Paso, Tex.	.2008	94
Mobile, Ala.	.1964	95
Bakersfield, Cal.	.1949	96
Johnson City - Kingsport - Bristol, Tenn.	.1929	97
Columbia, S.C.	.1922	98
Chattanooga, Tenn.	.1884	99
Flint, Mich.	.1862	100
Total Top 100	**58.5159**	
Wichita, Kans.	.1857	101
Colorado Springs, Colo.	.1807	102
Lansing - East Lansing, Mich.	.1787	103
Des Moines, Iowa	.1779	104
Lancaster, Pa.	.1756	105
Melbourne - Titusville - Palm Bay, Fla.	.1751	106
Lakeland - Winter Haven, Fla.	.1750	107
Lake County, Ill.	.1722	108
Daytona Beach, Fla.	.1706	109
Madison, Wisc.	.1674	110
Canton, Ohio	.1661	111
York, Pa.	.1644	112
Stockton, Cal.	.1640	113
Saginaw - Bay City - Midland, Mich.	.1625	114
Augusta, Ga.	.1612	115
Fort Myers - Cape Coral, Fla.	.1582	116
Lexington-Fayette, Ky.	.1568	117
Spokane, Wash.	.1562	118
Jackson, Miss.	.1548	119
Fort Wayne, Ind.	.1530	120
Shreveport, La.	.1530	120
Santa Barbara - Santa Maria - Lompoc, Cal.	.1513	122
Davenport - Rock Island - Moline, Iowa-Ill.	.1509	123
Atlantic City, N.J.	.1496	124
Vallejo - Fairfield - Napa, Cal.	.1493	125
Reading, Pa.	.1474	126
Sarasota, Fla.	.1446	127
Pensacola, Fla.	.1445	128
Santa Rosa - Petaluma, Cal.	.1431	129
Corpus Christi, Tex.	.1407	130
Portsmouth - Dover - Rochester, N.H.	.1398	131
Beaumont - Port Arthur, Tex.	.1397	132
Huntington - Ashland, W.Va.-Ky.	.1393	133
Manchester - Nashua, N.H.	.1382	134
Peoria, Ill.	.1359	135
Utica - Rome, N.Y.	.1355	136
Modesto, Cal.	.1319	137
Aurora - Elgin, Ill.	.1302	138
Salinas - Seaside - Monterey, Cal.	.1277	139
Appleton - Oshkosh - Neenah, Wisc.	.1276	140
Montgomery, Ala.	.1242	141
Portland, Me.	.1240	142
Evansville, Ind.	.1234	143
Charleston, W.Va.	.1231	144
Reno, Nev.	.1214	145
Eugene - Springfield, Ore.	.1185	146
McAllen - Edinburg - Mission, Tex.	.1181	147
Trenton, N.J.	.1174	148
Joliet, Ill.	.1166	149
Visalia - Tulare - Porterville, Cal.	.1165	150
Total Top 150	**65.8954**	
Rockford, Ill.	.1154	151
Fayetteville, N.C.	.1142	152
Salem, Ore.	.1135	153
Macon - Warner Robins, Ga.	.1132	154
Ann Arbor, Mich.	.1131	155
Erie, Pa.	.1131	155
Binghamton, N.Y.	.1098	157
Fort Pierce, Fla.	.1084	158
Orange County, N.Y.	.1083	159
Johnstown, Pa.	.1056	160
Springfield, Mo.	.1051	161
South Bend - Mishawaka, Ind.	.1049	162
Hickory, N.C.	.1044	163
Columbus, Ga.	.1043	164
Hamilton - Middletown, Ohio	.1029	165
Roanoke, Va.	.1028	166
Savannah, Ga.	.1010	167
New London - Norwich, Conn.	.1001	168
Boulder - Longmont, Colo.	.0998	169
Bradenton, Fla.	.0989	170
Huntsville, Ala.	.0989	170
Lubbock, Tex.	.0982	172
Duluth, Minn.	.0978	173
Killeen - Temple, Tex.	.0965	174
Lorain - Elyria, Ohio	.0950	175
Tallahassee, Fla.	.0947	176
Anchorage, Alas.	.0942	177
Springfield, Ill.	.0937	178
Ocala, Fla.	.0936	179
Poughkeepsie, N.Y.	.0923	180
Lafayette, La.	.0911	181
Kalamazoo, Mich.	.0903	182
Boise, Ida.	.0887	183
Asheville, N.C.	.0886	184
Brownsville - Harlingen, Tex.	.0886	184
Amarillo, Tex.	.0885	186
Niagara Falls, N.Y.	.0871	187
Lincoln, Neb.	.0870	188
Biloxi - Gulfport, Miss.	.0863	189
Gainesville, Fla.	.0862	190
Santa Cruz, Cal.	.0861	191
Fort Collins - Loveland, Colo.	.0845	192
Galveston - Texas City, Tex.	.0825	193
Green Bay, Wisc.	.0825	193
Provo - Orem, Utah	.0807	195
St. Cloud, Minn.	.0801	196
Fort Smith, Ark.	.0791	197
Chico, Cal.	.0782	198
Waco, Tex.	.0776	199
Vancouver, Wash.	.0775	200
Total Top 200	**70.6803**	
Wheeling, W.Va.	.0766	201
Yakima, Wash.	.0743	202
Cedar Rapids, Iowa	.0741	203
Longview - Marshall, Tex.	.0725	204
Elkhart - Goshen, Ind.	.0723	205
Parkersburg - Marietta, W.Va.-Ohio	.0723	205
Champaign - Urbana - Rantoul, Ill.	.0722	207
Topeka, Kans.	.0716	208
Houma - Thibodaux, La.	.0713	209
Beaver County, Pa.	.0709	210
Fort Walton Beach, Fla.	.0706	211
Lake Charles, La.	.0684	212
Bremerton, Wash.	.0682	213
Naples, Fla.	.0681	214
Fargo - Moorhead, N.D.-Minn.	.0675	215
Merced, Cal.	.0670	216
Lima, Ohio	.0669	217
Benton Harbor, Mich.	.0665	218
Medford, Ore.	.0661	219
Clarksville - Hopkinsville, Tenn.-Ky.	.0655	220
Racine, Wisc.	.0647	221
Pittsfield, Mass.	.0645	222
Anderson, S.C.	.0642	223
Olympia, Wash.	.0640	224
Athens, Ga.	.0634	225
Muskegon, Mich.	.0628	226
Eau Claire, Wisc.	.0625	227
Odessa, Tex.	.0624	228
Lynchburg, Va.	.0623	229
Tyler, Tex.	.0621	230
Joplin, Mo.	.0620	231
Panama City, Fla.	.0620	231
Bangor, Me.	.0619	233
Terre Haute, Ind.	.0618	234
Abilene, Tex.	.0613	235
Altoona, Pa.	.0609	236
Burlington, Vt.	.0609	236
Redding, Cal.	.0602	238
Dothan, Ala.	.0600	239
Jamestown - Dunkirk, N.Y.	.0599	240
Wichita Falls, Tex.	.0587	241
Steubenville - Weirton, Ohio-W.Va.	.0586	242
Brazoria, Tex.	.0580	243
Florence, Ala.	.0578	244
Sioux Falls, S.D.	.0578	244
Charlottesville, Va.	.0575	246
Waterloo - Cedar Falls, Iowa	.0573	247
Wilmington, N.C.	.0573	247
Tuscaloosa, Ala.	.0569	249
Billings, Mont.	.0564	250
Total Top 250	**73.9034**	
Mansfield, Ohio	.0564	250
Anderson, Ind.	.0563	252
Greeley, Colo.	.0563	252
Jackson, Mich.	.0559	254
Janesville - Beloit, Wisc.	.0551	255
Vineland - Millville - Bridgeton, N.J.	.0549	256
Alexandria, La.	.0542	257
Monroe, La.	.0542	257
Battle Creek, Mich.	.0541	259
Pueblo, Colo.	.0541	259
Sioux City, Iowa	.0533	261
Midland, Tex.	.0532	262
Florence, S.C.	.0527	263
Williamsport, Pa.	.0524	264
Decatur, Ill.	.0523	265
Burlington, N.C.	.0522	266
Richland - Kennewick - Pasco, Wash.	.0522	266
Texarkana, Tex.-Ark.	.0516	268
Muncie, Ind.	.0515	269
Bloomington - Normal, Ill.	.0514	270
Lafayette - West Lafayette, Ind.	.0510	271
Fayetteville - Springdale, Ark.	.0509	272
Glens Falls, N.Y.	.0509	272
Bryan - College Station, Tex.	.0501	274
Jacksonville, N.C.	.0500	275
Yuba City, Cal.	.0499	276
Bellingham, Wash.	.0497	277
Pascagoula, Miss.	.0497	277
Anniston, Ala.	.0488	279
Sharon, Pa.	.0486	280
Hagerstown, Md.	.0485	281
Lawton, Okla.	.0476	282
Lewiston - Auburn, Me.	.0476	282
Wausau, Wisc.	.0463	284
State College, Pa.	.0462	285
Albany, Ga.	.0460	286
Laredo, Tex.	.0460	286
Las Cruces, N.M.	.0459	288
Santa Fe, N.M.	.0459	288
Danville, Va.	.0449	290
Cumberland, Md.	.0448	291
San Angelo, Tex.	.0448	291
Rochester, Minn.	.0442	293
La Crosse, Wisc.	.0437	294
Kokomo, Ind.	.0435	295
Columbia, Mo.	.0428	296
Decatur, Ala.	.0423	297
Elmira, N.Y.	.0421	298
Kenosha, Wisc.	.0418	299
Owensboro, Ky.	.0414	300
Sherman - Denison, Tex.	.0414	300
Bloomington, Ind.	.0408	302
Kankakee, Ill.	.0402	303
Gadsden, Ala.	.0391	304
Bismarck, N.D.	.0390	305
Rapid City, S.D.	.0388	306
Sheboygan, Wisc.	.0383	307
St. Joseph, Mo.	.0372	308
Great Falls, Mont.	.0366	309
Dubuque, Iowa	.0365	310
Cheyenne, Wyo.	.0361	311
Iowa City, Iowa	.0355	312
Jackson, Tenn.	.0352	313
Casper, Wyo.	.0328	314
Pine Bluff, Ark.	.0322	315
Victoria, Tex.	.0318	316
Grand Forks, N.D.	.0298	317
Enid, Okla.	.0285	318
Lawrence, Kans.	.0279	319
Total Above Areas	**77.0512**	
Percent of U.S.	**77.0512**	
U.S. Total	**100.0000**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

PREMIUM-PRICED-PRODUCTS BPI

Area	BPI	Rank
Los Angeles - Long Beach, Cal.	4.2115	1
New York, N.Y.	4.1068	2
Chicago, Ill.	2.9856	3
Philadelphia, Pa.	2.2272	4
Washington, D.C.	2.1266	5
Detroit, Mich.	1.9778	6
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1.9398	7
Nassau - Suffolk, N.Y.	1.5639	8
Houston, Tex.	1.3785	9
Atlanta, Ga.	1.2732	10
Anaheim - Santa Ana, Cal.	1.1679	11
Dallas, Tex.	1.1032	12
San Diego, Cal.	1.1010	13
Minneapolis - St. Paul, Minn.	1.0927	14
Baltimore, Md.	1.0538	15
Oakland, Cal.	1.0423	16
St. Louis, Mo.	1.0368	17
San Francisco, Cal.	1.0297	18
Seattle, Wash.	1.0020	19
Newark, N.J.	.765	20
Phoenix, Ariz.	.8936	21
Riverside - San Bernardino, Cal.	.8819	22
Miami - Hialeah, Fla.	.8597	23
Pittsburgh, Pa.	.8500	24
San Jose, Cal.	.8362	25
Bergen - Passaic, N.J.	.8250	26
Tampa - St. Petersburg - Clearwater, Fla.	.8209	27
Cleveland, Ohio	.8051	28
Denver, Colo.	.7706	29
Kansas City, Mo.-Kans.	.6686	30
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	.6610	31
Sacramento, Cal.	.6418	32
Milwaukee, Wisc.	.6197	33
Middlesex - Somerset - Hunterdon, N.J.	.6022	34
Hartford - New Britain - Middletown - Bristol, Conn.	.5848	35
Cincinnati, Ohio	.5738	36
Norfolk - Virginia Beach - Newport News, Va.	.5731	37
Portland, Ore.	.5388	38
Fort Worth - Arlington, Tex.	.5313	39
Indianapolis, Ind.	.5207	40
Columbus, Ohio	.5195	41
New Orleans, La.	.4934	42
Bridgeport - Stamford - Norwalk - Danbury, Conn.	.4917	43
Monmouth - Ocean, N.J.	.4848	44
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	.4834	45
West Palm Beach - Boca Raton - Delray Beach, Fla.	.4709	46
Rochester, N.Y.	.4333	47
San Antonio, Tex.	.4325	48
Greensboro - Winston-Salem - High Point, N.C.	.4119	49
Orlando, Fla.	.4024	50
Total Top 50	**53.0994**	
Oklahoma City, Okla.	.3977	51
Nashville, Tenn.	.3973	52
Memphis, Tenn.	.3927	53
New Haven - Waterbury - Meriden, Conn.	.3927	53
Buffalo, N.Y.	.3903	55
Louisville, Ky.	.3876	56
Salt Lake City - Ogden, Utah	.3836	57
Albany - Schenectady - Troy, N.Y.	.3809	58
Providence - Pawtucket - Woonsocket, R.I.	.3752	59
Dayton - Springfield, Ohio	.3730	60
Richmond - Petersburg, Va.	.3665	61
Honolulu, Haw.	.3519	62
Jacksonville, Fla.	.3501	63
Birmingham, Ala.	.3350	64
Raleigh - Durham, N.C.	.3175	65
Grand Rapids, Mich.	.3004	66
Worcester - Fitchburg - Leominster, Mass.	.2919	67
Austin, Tex.	.2873	68
Las Vegas, Nev.	.2868	69
Allentown - Bethlehem, Pa.	.2833	70
Omaha, Neb.	.2832	71
Oxnard - Ventura, Cal.	.2824	72
Tulsa, Okla.	.2806	73
Syracuse, N.Y.	.2753	74
Scranton - Wilkes-Barre, Pa.	.2594	75
Springfield, Mass.	.2565	76
Toledo, Ohio	.2557	77
Wilmington, Del.	.2513	78
Harrisburg - Lebanon - Carlisle, Pa.	.2489	79
Akron, Ohio	.2464	80
Knoxville, Tenn.	.2440	81
Lake County, Ill.	.2434	82
Greenville - Spartanburg, S.C.	.2433	83
Gary - Hammond, Ind.	.2404	84
Jersey City, N.J.	.2386	85
Tucson, Ariz.	.2366	86
Fresno, Cal.	.2322	87
New Bedford - Fall River - Attleboro, Mass.	.2142	88
Madison, Wisc.	.2000	89
Tacoma, Wash.	.1994	90
Little Rock - North Little Rock, Ark.	.1992	91
Bakersfield, Cal.	.1915	92
Baton Rouge, La.	.1913	93
Wichita, Kans.	.1896	94
Youngstown - Warren, Ohio	.1889	95
Albuquerque, N.M.	.1871	96
Manchester - Nashua, N.H.	.1839	97
Columbia, S.C.	.1802	98
Charleston, S.C.	.1783	99
Trenton, N.J.	.1770	100
Total Top 100	**66.9399**	
Lansing - East Lansing, Mich.	.1758	101
Reading, Pa.	.1742	102
Santa Rosa - Petaluma, Cal.	.1723	103
Lancaster, Pa.	.1719	104
Des Moines, Iowa	.1716	105
Stockton, Cal.	.1707	106
Santa Barbara - Santa Maria - Lompoc, Cal.	.1698	107
Vallejo - Fairfield - Napa, Cal.	.1698	107
Flint, Mich.	.1680	109
Mobile, Ala.	.1662	110
Saginaw - Bay City - Midland, Mich.	.1659	111
Chattanooga, Tenn.	.1630	112
El Paso, Tex.	.1605	113
York, Pa.	.1583	114
Portsmouth - Dover - Rochester, N.H.	.1575	115
Peoria, Ill.	.1538	116
Canton, Ohio	.1524	117
Beaumont - Port Arthur, Tex.	.1520	118
Davenport - Rock Island - Moline, Iowa-Ill.	.1518	119
Johnson City - Kingsport - Bristol, Tenn.	.1509	120
Fort Wayne, Ind.	.1501	121
Colorado Springs, Colo.	.1493	122
Aurora - Elgin, Ill.	.1486	123
Joliet, Ill.	.1483	124
Augusta, Ga.	.1461	125
Salinas - Seaside - Monterey, Cal.	.1418	126
Melbourne - Titusville - Palm Bay, Fla.	.1410	127
Fort Myers - Cape Coral, Fla.	.1404	128
Lexington-Fayette, Ky.	.1393	129
Spokane, Wash.	.1390	130
Atlantic City, N.J.	.1343	131
Daytona Beach, Fla.	.1340	132
Modesto, Cal.	.1328	133
Sarasota, Fla.	.1327	134
Jackson, Miss.	.1316	135
Appleton - Oshkosh - Neenah, Wisc.	.1297	136
Evansville, Ind.	.1247	137
Lakeland - Winter Haven, Fla.	.1245	138
Pensacola, Fla.	.1237	139
Rockford, Ill.	.1235	140
Orange County, N.Y.	.1221	141
Shreveport, La.	.1202	142
Corpus Christi, Tex.	.1201	143
Ann Arbor, Mich.	.1194	144
Utica - Rome, N.Y.	.1190	145
Poughkeepsie, N.Y.	.1151	146
Reno, Nev.	.1150	147
New London - Norwich, Conn.	.1146	148
Anchorage, Alas.	.1142	149
Macon - Warner Robins, Ga.	.1116	150
Total Top 150	**74.1230**	
Erie, Pa.	.1093	151
Huntsville, Ala.	.1068	152
Kalamazoo, Mich.	.1063	153
Huntington - Ashland, W.Va.-Ky.	.1056	154
Binghamton, N.Y.	.1055	155
Portland, Me.	.1047	156
Lorain - Elyria, Ohio	.1043	157
South Bend - Mishawaka, Ind.	.1035	158
Savannah, Ga.	.1004	159
Montgomery, Ala.	.1003	160
Roanoke, Va.	.1002	161
Santa Cruz, Cal.	.0986	162
Charleston, W.Va.	.0982	163
McAllen - Edinburg - Mission, Tex.	.0956	164
Eugene - Springfield, Ore.	.0947	165
Hamilton - Middletown, Ohio	.0926	166
Boulder - Longmont, Colo.	.0919	167
Duluth, Minn.	.0905	168
Fort Pierce, Fla.	.0901	169
Hickory, N.C.	.0889	170
Lincoln, Neb.	.0878	171
Fayetteville, N.C.	.0872	172
Visalia - Tulare - Porterville, Cal.	.0870	173
Salem, Ore.	.0862	174
Tallahassee, Fla.	.0847	175
Galveston - Texas City, Tex.	.0842	176
Lafayette, La.	.0819	177
Springfield, Mo.	.0817	178
Columbus, Ga.	.0816	179
Springfield, Ill.	.0812	180
Green Bay, Wisc.	.0798	181
Vancouver, Wash.	.0798	181
Amarillo, Tex.	.0795	183
Lubbock, Tex.	.0785	184
Niagara Falls, N.Y.	.0774	185
Boise, Ida.	.0764	186
Bradenton, Fla.	.0760	187
Brazoria, Tex.	.0760	187
Racine, Wisc.	.0733	189
Naples, Fla.	.0714	190
Cedar Rapids, Iowa	.0711	191
Beaver County, Pa.	.0701	192
Asheville, N.C.	.0699	193
Brownsville - Harlingen, Tex.	.0695	194
Gainesville, Fla.	.0685	195
Burlington, Vt.	.0674	196
Johnstown, Pa.	.0671	197
Bremerton, Wash.	.0662	198
Killeen - Temple, Tex.	.0652	199
Longview - Marshall, Tex.	.0652	199
Total Top 200	**78.4028**	
Topeka, Kans.	.0650	201
Fort Collins - Loveland, Colo.	.0649	202
Olympia, Wash.	.0642	203
Richland - Kennewick - Pasco, Wash.	.0640	204
Champaign - Urbana - Rantoul, Ill.	.0635	205
Charlottesville, Va.	.0622	206
Odessa, Tex.	.0615	207
Ocala, Fla.	.0612	208
Yakima, Wash.	.0611	209
Pittsfield, Mass.	.0609	210
Wheeling, W.Va.	.0602	211
Lake Charles, La.	.0599	212
Waterloo - Cedar Falls, Iowa	.0597	213
Biloxi - Gulfport, Miss.	.0592	214
Houma - Thibodaux, La.	.0592	214
Fort Walton Beach, Fla.	.0588	216
Waco, Tex.	.0578	217
Lima, Ohio	.0577	218
Lynchburg, Va.	.0570	219
St. Cloud, Minn.	.0569	220
Tyler, Tex.	.0568	221
Laredo, Tex.	.0567	222
Provo - Orem, Utah	.0567	222
Decatur, Ill.	.0564	224
Chico, Cal.	.0561	225
Janesville - Beloit, Wisc.	.0561	225
Sioux Falls, S.D.	.0551	227
Benton Harbor, Mich.	.0543	228
Midland, Tex.	.0542	229
Kenosha, Wisc.	.0538	230
Muskegon, Mich.	.0536	231
Fargo - Moorhead, N.D.-Minn.	.0535	232
Parkersburg - Marietta, W.Va.-Ohio	.0535	232
Bloomington - Normal, Ill.	.0533	234
Jackson, Mich.	.0530	235
Battle Creek, Mich.	.0527	236
Burlington, N.C.	.0515	237
Fort Smith, Ark.	.0515	237
Eau Claire, Wisc.	.0514	239
Vineland - Millville - Bridgeton, N.J.	.0512	240
Anderson, S.C.	.0509	241
Steubenville - Weirton, Ohio-W.Va.	.0504	242
Terre Haute, Ind.	.0502	243
Elkhart - Goshen, Ind.	.0499	244
Bangor, Me.	.0495	245
Altoona, Pa.	.0491	246
Anderson, Ind.	.0486	247
Rochester, Minn.	.0479	248
Mansfield, Ohio	.0477	249
Redding, Cal.	.0476	250
Total Top 250	**81.1909**	
Athens, Ga.	.0472	251
Santa Fe, N.M.	.0471	252
Monroe, La.	.0466	253
Billings, Mont.	.0460	254
Muncie, Ind.	.0451	255
Williamsport, Pa.	.0450	256
Florence, Ala.	.0449	257
Abilene, Tex.	.0448	258
Sharon, Pa.	.0444	259
Merced, Cal.	.0442	260
Albany, Ga.	.0439	261
Bellingham, Wash.	.0439	261
Medford, Ore.	.0439	261
Jamestown - Dunkirk, N.Y.	.0436	264
Wilmington, N.C.	.0436	264
Tuscaloosa, Ala.	.0434	266
Pascagoula, Miss.	.0431	267
La Crosse, Wisc.	.0430	268
Hagerstown, Md.	.0429	269
Kokomo, Ind.	.0427	270
Wichita Falls, Tex.	.0426	271
Alexandria, La.	.0425	272
Dothan, Ala.	.0418	273
Clarksville - Hopkinsville, Tenn.-Ky.	.0417	274
Panama City, Fla.	.0416	275
Lafayette - West Lafayette, Ind.	.0413	276
Texarkana, Tex.-Ark.	.0405	277
Wausau, Wisc.	.0405	277
Bryan - College Station, Tex.	.0404	279
Joplin, Mo.	.0402	280
Sioux City, Iowa	.0400	281
Columbia, Mo.	.0394	282
Danville, Va.	.0392	283
Glens Falls, N.Y.	.0390	284
Pueblo, Colo.	.0390	284
Yuba City, Cal.	.0390	284
San Angelo, Tex.	.0386	287
Sheboygan, Wisc.	.0383	288
Greeley, Colo.	.0376	289
Florence, S.C.	.0375	290
State College, Pa.	.0361	291
Kankakee, Ill.	.0354	292
Bloomington, Ind.	.0348	293
Anniston, Ala.	.0347	294
Sherman - Denison, Tex.	.0344	295
Cumberland, Md.	.0343	296
Lewiston - Auburn, Me.	.0343	296
Decatur, Ala.	.0339	298
Fayetteville - Springdale, Ark.	.0330	299
Elmira, N.Y.	.0327	300
Owensboro, Ky.	.0323	301
Dubuque, Iowa	.0322	302
Lawton, Okla.	.0320	303
Gadsden, Ala.	.0316	304
Bismarck, N.D.	.0314	305
Jackson, Tenn.	.0311	306
Las Cruces, N.M.	.0307	307
Rapid City, S.D.	.0306	308
Iowa City, Iowa	.0301	309
St. Joseph, Mo.	.0300	310
Victoria, Tex.	.0286	311
Great Falls, Mont.	.0277	312
Jacksonville, N.C.	.0276	313
Grand Forks, N.D.	.0275	314
Pine Bluff, Ark.	.0263	315
Casper, Wyo.	.0249	316
Cheyenne, Wyo.	.0247	317
Lawrence, Kans.	.0238	318
Enid, Okla.	.0227	319
Total Above Areas	**83.7703**	
Percent of U.S.	**83.7703**	
U.S. Total	**100.0000**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

NOTES

NOTES

S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Population, Households, Effective Buying Income

Area	Population (Thous.)	Rank	Households (Thous.)	Rank	Population Density (Pop/Sq.Mi.)	Rank	Effective Buying Income (EBI) ($000)	Rank	Median Household EBI ($)	Rank	Average Household EBI ($)	Rank	Per Capita EBI ($)	Rank
Abilene, Tex.	124.9	264	45.2	266	136	250	1,230,315	272	19,148	288	27,219	261	9,850	267
Akron, Ohio	649.5	74	246.4	73	718	34	7,544,255	81	24,200	142	30,618	160	11,615	154
Albany, Ga.	119.2	275	40.5	285	173	215	1,147,320	284	22,468	191	28,329	228	9,625	283
Albany - Schenectady - Troy, N.Y.	857.7	59	325.0	60	264	137	11,190,924	58	25,930	95	34,434	76	13,048	72
Albuquerque, N.M.	497.0	96	191.6	89	425	73	5,287,951	101	20,749	246	27,599	247	10,640	218
Alexandria, La.	139.1	242	49.1	252	104	274	1,143,081	286	16,299	314	23,281	314	8,218	312
Allentown - Bethlehem, Pa.	674.3	70	260.6	70	459	62	8,791,196	69	26,691	73	33,734	88	13,038	74
Altoona, Pa.	133.2	247	50.6	245	253	144	1,345,326	258	20,721	250	26,587	280	10,100	253
Amarillo, Tex.	197.0	190	74.9	190	108	266	2,292,148	185	23,043	178	30,603	161	11,635	153
Anaheim - Santa Ana, Cal.	2,273.7	17	808.2	20	2,849	5	38,034,417	10	37,096	8	47,061	9	16,728	13
Anchorage, Alas.	223.0	179	83.0	177	129	252	3,497,606	146	33,627	18	42,140	19	15,684	20
Anderson, Ind.	131.2	252	49.2	251	290	122	1,399,458	251	23,138	175	28,444	225	10,667	214
Anderson, S.C.	146.7	231	55.7	224	204	187	1,425,704	248	20,773	245	25,596	291	9,719	277
Ann Arbor, Mich.	273.8	151	101.3	152	386	84	3,534,175	143	26,406	80	34,888	70	12,908	80
Anniston, Ala.	125.3	263	45.2	266	205	186	1,109,557	292	17,950	306	24,548	304	8,855	305
Appleton - Oshkosh - Neenah, Wisc.	313.5	140	116.0	141	221	166	3,817,923	137	26,604	75	32,913	107	12,178	124
Asheville, N.C.	173.2	208	69.9	198	263	138	1,875,851	205	20,159	266	26,836	273	10,831	197
Athens, Ga.	149.0	227	55.0	228	159	228	1,481,155	245	19,448	280	26,930	270	9,941	262
Atlanta, Ga.	2,766.4	9	1,033.6	9	537	50	37,869,940	11	29,262	40	36,639	48	13,689	47
Atlantic City, N.J.	312.4	141	123.9	134	376	89	3,967,927	132	22,532	189	32,025	126	12,701	90
Augusta, Ga.	405.0	109	145.0	116	206	185	4,283,702	124	22,343	197	29,543	188	10,577	222
Aurora - Elgin, Ill.	359.3	124	128.0	131	425	73	4,838,938	111	30,448	30	37,804	40	13,468	56
Austin, Tex.	746.1	66	286.8	65	266	135	9,041,474	68	22,977	179	31,525	137	12,118	129
Bakersfield, Cal.	519.4	91	183.4	93	64	295	6,386,866	88	25,820	99	34,825	71	12,297	118
Baltimore, Md.	2,367.4	15	866.5	15	904	28	31,205,367	19	29,490	38	36,013	54	13,181	67
Bangor, Me.	139.3	241	49.6	249	41	308	1,487,493	243	22,703	186	29,990	176	10,678	211
Baton Rouge, La.	543.2	89	188.7	91	338	98	5,308,831	100	22,332	199	28,134	234	9,773	272
Battle Creek, Mich.	139.5	240	53.2	235	196	192	1,747,790	215	25,912	97	32,853	109	12,529	105
Beaumont - Port Arthur, Tex.	379.0	117	136.3	121	173	215	4,261,047	125	25,784	102	31,262	147	11,243	168
Beaver County, Pa.	192.0	194	71.5	195	440	69	2,145,519	195	25,414	113	30,007	174	11,175	174
Bellingham, Wash.	118.6	278	46.2	262	56	299	1,282,601	266	21,182	231	27,762	245	10,815	200
Benton Harbor, Mich.	167.9	213	63.0	208	291	121	1,785,076	211	21,651	219	28,335	227	10,632	219
Bergen - Passaic, N.J.	1,295.7	37	484.2	36	3,056	4	24,484,959	26	38,404	6	50,568	5	18,897	3
Billings, Mont.	117.9	281	46.5	258	45	306	1,292,791	263	21,913	208	27,802	241	10,965	190
Biloxi - Gulfport, Miss.	205.0	189	74.1	192	194	195	2,012,237	198	19,088	291	27,156	263	9,816	270
Binghamton, N.Y.	265.8	157	98.9	155	216	170	3,290,787	152	24,892	128	33,274	99	12,381	113
Birmingham, Ala.	934.9	55	357.2	54	233	155	9,653,194	65	20,245	263	27,025	266	10,325	242
Bismarck, N.D.	89.9	307	32.6	308	25	318	946,429	306	22,301	200	29,032	211	10,528	229
Bloomington - Normal, Ill.	126.3	260	46.3	260	107	268	1,627,876	235	26,266	85	35,159	65	12,889	82
Bloomington, Ind.	102.7	295	37.5	298	267	132	1,111,605	291	19,794	275	29,643	183	10,824	199
Boise, Ida.	205.9	188	78.0	187	196	192	2,417,132	181	23,715	150	30,989	151	11,739	151
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	3,725.5	7	1,406.0	6	1,534	10	62,490,620	6	33,558	19	44,446	15	16,774	12
Boulder - Longmont, Colo.	221.4	181	86.4	173	298	116	2,722,102	168	25,199	121	31,506	139	12,295	119
Bradenton, Fla.	187.5	198	81.3	181	251	145	2,389,164	182	22,051	206	29,387	199	12,742	88
Brazoria, Tex.	196.8	191	64.4	207	140	246	2,475,221	179	33,128	21	38,435	35	12,577	99
Bremerton, Wash.	180.5	203	67.8	203	459	62	2,179,111	192	26,178	89	32,140	124	12,073	132
Bridgeport - Stamford - Norwalk - Danbury, Conn.	830.9	63	300.0	62	1,315	15	16,822,724	38	40,537	4	56,076	1	20,246	1
Brownsville - Harlingen, Tex.	262.9	158	76.0	188	290	122	1,785,591	210	16,269	315	23,495	310	6,792	317
Bryan - College Station, Tex.	124.9	264	45.8	265	212	177	1,344,166	259	19,488	279	29,349	200	10,762	204
Buffalo, N.Y.	966.1	53	360.0	53	924	27	11,281,980	57	24,112	145	31,339	144	11,678	152
Burlington, N.C.	104.5	291	40.7	284	241	151	1,146,096	285	22,055	205	28,160	233	10,967	189
Burlington, Vt.	125.1	246	49.7	248	215	171	1,812,087	209	27,890	51	36,461	49	13,413	60
Canton, Ohio	403.9	110	149.2	111	418	77	4,309,553	123	23,604	155	28,884	217	10,670	213
Casper, Wyo.	66.4	318	25.6	317	12	319	699,983	317	22,865	183	27,343	257	10,542	228
Cedar Rapids, Iowa	169.1	211	67.0	204	234	154	2,157,560	193	25,797	101	32,202	122	12,759	87
Champaign - Urbana - Rantoul, Ill.	173.1	209	63.0	208	173	215	1,981,337	199	21,743	213	31,450	141	11,446	162
Charleston, S.C.	513.6	92	176.5	95	196	192	4,906,950	109	20,736	248	27,801	242	9,554	286
Charleston, W.Va.	266.2	156	106.6	147	213	175	2,853,067	163	21,229	228	26,764	274	10,718	208
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	1,113.1	43	421.1	42	328	103	13,357,970	46	24,634	135	31,722	133	12,001	136
Charlottesville, Va.	126.1	262	48.1	257	107	268	1,638,235	233	24,892	128	34,059	80	12,992	75
Chattanooga, Tenn.	437.4	104	166.5	101	208	183	4,566,072	119	21,128	232	27,424	255	10,439	235
Cheyenne, Wyo.	75.1	315	29.9	314	28	317	707,756	316	18,357	300	23,671	309	9,424	291
Chicago, Ill.	6,203.1	3	2,303.2	3	3,261	3	87,161,650	3	29,103	41	37,844	39	14,051	36
Chico, Cal.	176.0	205	70.8	196	107	268	1,900,362	202	18,831	294	26,841	272	10,798	202
Cincinnati, Ohio	1,442.7	29	547.2	29	674	37	18,008,429	34	25,388	114	32,910	108	12,482	108
Clarksville - Hopkinsville, Tenn.-Ky.	159.2	216	53.9	233	126	253	1,497,318	242	18,968	293	27,780	243	9,405	292
Cleveland, Ohio	1,853.9	23	723.3	23	1,220	17	23,343,482	27	25,214	120	32,274	120	12,592	95
Colorado Springs, Colo.	400.0	113	149.9	109	188	204	4,439,261	122	22,453	193	29,615	184	11,098	180
Columbia, Mo.	111.1	290	40.8	283	162	226	1,396,888	252	24,023	148	34,237	78	12,573	100
Columbia, S.C.	465.8	99	170.1	99	317	107	5,545,524	97	24,497	137	32,602	113	11,905	140
Columbus, Ga.	256.2	161	90.0	168	232	156	2,481,889	178	19,183	287	27,577	248	9,687	279
Columbus, Ohio	1,334.9	34	517.1	33	372	90	15,944,059	40	23,681	151	30,834	153	11,944	137
Corpus Christi, Tex.	362.1	123	120.2	137	235	153	3,338,727	149	20,883	244	27,776	244	9,220	298
Cumberland, Md.	103.1	294	39.2	290	137	249	1,000,204	301	19,832	274	25,515	293	9,701	278
Dallas, Tex.	2,476.2	12	934.8	10	551	47	33,436,603	15	26,963	69	35,769	55	13,503	52
Danville, Va.	111.3	289	40.5	285	110	264	1,157,363	282	22,135	203	28,577	221	10,399	238
Davenport - Rock Island - Moline, Iowa-Ill.	369.4	119	141.8	119	217	169	4,694,948	115	26,426	79	33,110	102	12,710	89
Dayton - Springfield, Ohio	940.0	54	365.1	49	559	45	11,480,152	53	24,575	136	31,444	142	12,213	122
Daytona Beach, Fla.	345.9	131	147.6	113	311	112	4,165,522	127	20,682	252	28,222	231	12,043	134

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1989 SURVEY OF BUYING POWER DATA SERVICE

S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales, Buying Power Indexes

Area	Total Retail Sales ($000)	Rank	Per Household Retail Sales ($)	Rank	Buying Power Index (BPI) BPI	Rank	Economy-Priced-Products BPI BPI	Rank	Moderate-Priced-Products BPI BPI	Rank	Premium-Priced-Products BPI BPI	Rank
Abilene, Tex.	1,165,181	201	25,778	9	.0515	246	.0619	236	.0613	235	.0448	258
Akron, Ohio	4,035,493	83	16,378	234	.2495	79	.2625	72	.2680	75	.2464	80
Albany, Ga.	834,466	261	20,604	57	.0436	274	.0480	282	.0460	286	.0439	261
Albany - Schenectady - Troy, N.Y.	6,254,323	58	19,244	104	.3664	61	.3555	57	.3661	58	.3809	58
Albuquerque, N.M.	3,551,958	87	18,538	134	.1914	94	.2179	89	.2256	86	.1871	96
Alexandria, La.	783,020	271	15,947	256	.0443	269	.0714	209	.0542	257	.0425	272
Allentown - Bethlehem, Pa.	4,620,814	73	17,731	173	.2822	69	.2590	75	.2804	72	.2833	70
Altoona, Pa.	888,923	246	17,568	178	.0490	253	.0606	239	.0609	236	.0491	246
Amarillo, Tex.	1,451,254	176	19,376	96	.0798	183	.0839	192	.0885	186	.0795	183
Anaheim - Santa Ana, Cal.	17,860,987	13	22,100	35	1.1313	11	.6702	24	.8267	20	1.1679	11
Anchorage, Alas.	2,111,721	138	25,442	11	.1137	149	.0822	195	.0942	177	.1142	149
Anderson, Ind.	841,633	258	17,106	199	.0488	255	.0557	256	.0563	252	.0486	247
Anderson, S.C.	796,082	268	14,292	302	.0498	249	.0630	231	.0642	223	.0509	241
Ann Arbor, Mich.	2,043,421	142	20,172	72	.1171	144	.0962	173	.1131	155	.1194	144
Anniston, Ala.	512,442	312	11,337	319	.0376	296	.0543	262	.0488	279	.0347	294
Appleton - Oshkosh - Neenah, Wisc.	1,953,555	148	16,841	211	.1236	141	.1067	154	.1276	140	.1297	136
Asheville, N.C.	1,448,851	177	20,727	54	.0711	194	.0876	185	.0886	184	.0699	193
Athens, Ga.	954,387	234	17,352	198	.0537	240	.0697	211	.0634	225	.0472	251
Atlanta, Ga.	22,255,492	10	21,532	45	1.2487	10	.9822	10	1.1490	9	1.2732	10
Atlantic City, N.J.	2,811,388	110	22,691	25	.1415	130	.1517	119	.1496	124	.1343	131
Augusta, Ga.	2,292,124	133	15,808	264	.1445	125	.1604	113	.1612	115	.1461	125
Aurora - Elgin, Ill.	2,099,772	139	16,404	231	.1463	122	.1058	157	.1302	138	.1486	123
Austin, Tex.	4,893,532	65	17,063	201	.2972	65	.3297	62	.3063	65	.2873	68
Bakersfield, Cal.	3,052,181	99	16,642	218	.2020	91	.1998	95	.1949	96	.1915	92
Baltimore, Md.	15,959,646	17	18,419	140	.9923	17	.7958	19	.9032	17	1.0538	15
Bangor, Me.	1,122,884	206	22,639	26	.0561	232	.0580	252	.0619	233	.0495	245
Baton Rouge, La.	3,406,026	91	18,050	156	.1924	92	.2373	79	.2026	93	.1913	93
Battle Creek, Mich.	856,445	255	16,099	249	.0554	235	.0531	264	.0541	259	.0527	236
Beaumont - Port Arthur, Tex.	2,571,785	117	18,869	120	.1472	121	.1557	115	.1397	132	.1520	118
Beaver County, Pa.	963,061	232	13,469	310	.0682	202	.0786	199	.0709	210	.0701	192
Bellingham, Wash.	762,011	276	16,494	226	.0443	269	.0560	254	.0497	277	.0439	261
Benton Harbor, Mich.	914,541	240	14,517	299	.0594	222	.0687	213	.0665	218	.0543	228
Bergen - Passaic, N.J.	12,316,648	27	25,437	12	.7297	28	.4527	41	.4981	41	.8250	26
Billings, Mont.	925,670	239	19,907	79	.0475	260	.0560	254	.0564	250	.0460	254
Biloxi - Gulfport, Miss.	1,189,055	199	16,047	252	.0711	194	.0892	183	.0863	189	.0592	214
Binghamton, N.Y.	1,632,078	166	16,502	225	.1049	155	.1053	159	.1098	157	.1055	155
Birmingham, Ala.	5,266,623	64	14,744	294	.3295	64	.4222	44	.3737	57	.3350	64
Bismarck, N.D.	645,615	291	19,804	81	.0345	305	.0364	309	.0390	305	.0314	305
Bloomington - Normal, Ill.	909,773	242	19,650	87	.0535	242	.0453	289	.0514	270	.0533	234
Bloomington, Ind.	611,096	297	16,296	238	.0376	296	.0445	291	.0408	302	.0348	293
Boise, Ida.	1,270,367	193	16,287	239	.0792	185	.0831	193	.0887	183	.0764	186
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	32,195,958	5	22,899	21	1.9099	6	1.2959	6	1.4462	6	1.9398	7
Boulder - Longmont, Colo.	1,729,250	158	20,014	77	.0940	169	.0945	176	.0998	169	.0919	167
Bradenton, Fla.	1,541,405	172	18,959	115	.0823	181	.0934	177	.0989	170	.0760	187
Brazoria, Tex.	1,045,898	220	16,241	244	.0755	192	.0621	234	.0580	243	.0760	187
Bremerton, Wash.	875,348	250	12,911	313	.0661	206	.0642	226	.0682	213	.0662	198
Bridgeport - Stamford - Norwalk - Danbury, Conn.	8,315,406	42	27,718	7	.4938	43	.2680	70	.3138	64	.4917	43
Brownsville - Harlingen, Tex.	1,471,477	175	19,362	98	.0773	189	.1175	144	.0886	184	.0695	194
Bryan - College Station, Tex.	854,782	256	18,663	127	.0477	258	.0621	234	.0501	274	.0404	279
Buffalo, N.Y.	6,110,235	60	16,973	207	.3739	57	.4237	43	.3803	56	.3903	55
Burlington, N.C.	955,595	233	23,479	16	.0446	268	.0487	279	.0522	266	.0515	237
Burlington, Vt.	1,231,230	195	24,773	14	.0631	212	.0519	270	.0609	236	.0674	196
Canton, Ohio	2,424,935	124	16,253	243	.1473	120	.1615	111	.1661	111	.1524	117
Casper, Wyo.	472,237	316	18,447	138	.0254	318	.0284	318	.0328	314	.0249	316
Cedar Rapids, Iowa	1,116,098	208	16,658	216	.0693	198	.0645	223	.0741	203	.0711	191
Champaign - Urbana - Rantoul, Ill.	1,233,334	194	19,577	89	.0689	201	.0723	208	.0722	207	.0635	205
Charleston, S.C.	3,053,705	98	17,301	190	.1774	98	.2127	92	.2094	90	.1783	99
Charleston, W.Va.	1,824,019	154	17,111	198	.1015	157	.1261	138	.1231	144	.0982	163
Charlotte - Gastonia - Rock Hill, N.C. - S.C.	8,136,005	43	19,321	99	.4567	45	.4541	39	.5006	39	.4834	45
Charlottesville, Va.	1,108,973	211	23,056	20	.0573	228	.0550	260	.0575	246	.0622	206
Chattanooga, Tenn.	2,876,668	108	17,277	191	.1623	112	.2002	94	.1884	99	.1630	112
Cheyenne, Wyo.	551,416	309	18,442	139	.0277	316	.0373	307	.0361	311	.0247	317
Chicago, Ill.	42,741,467	3	18,557	132	2.7058	3	2.1811	3	2.2904	3	2.9856	3
Chico, Cal.	1,078,578	217	15,234	279	.0650	207	.0947	175	.0782	198	.0561	225
Cincinnati, Ohio	9,968,101	32	18,217	149	.5925	34	.5809	29	.5921	30	.5738	36
Clarksville - Hopkinsville, Tenn.-Ky.	851,391	257	15,796	265	.0530	243	.0629	232	.0655	220	.0417	274
Cleveland, Ohio	12,990,892	25	17,961	164	.7683	26	.7632	21	.7629	22	.8051	28
Colorado Springs, Colo.	2,573,497	116	17,168	194	.1520	118	.1547	117	.1807	102	.1493	122
Columbia, Mo.	594,333	302	14,567	295	.0427	281	.0417	299	.0428	296	.0394	282
Columbia, S.C.	2,896,195	105	17,026	205	.1812	96	.1717	103	.1922	98	.1802	98
Columbus, Ga.	1,429,648	182	15,885	261	.0872	176	.1070	153	.1043	164	.0816	179
Columbus, Ohio	9,234,114	36	17,858	169	.5371	37	.5471	33	.5865	31	.5195	41
Corpus Christi, Tex.	2,347,347	130	19,529	93	.1269	138	.1554	116	.1407	130	.1201	143
Cumberland, Md.	594,662	301	15,170	283	.0358	301	.0456	286	.0448	291	.0343	296
Dallas, Tex.	18,838,067	12	20,152	73	1.0901	13	.9710	11	1.0483	10	1.1032	12
Danville, Va.	589,618	303	14,558	296	.0386	294	.0452	290	.0449	290	.0392	283
Davenport - Rock Island - Moline, Iowa - Ill.	2,490,821	120	17,566	179	.1521	117	.1386	126	.1509	123	.1518	119
Dayton - Springfield, Ohio	5,975,710	62	16,367	235	.3728	59	.3811	49	.3947	50	.3730	60
Daytona Beach, Fla.	2,453,047	121	16,620	219	.1408	131	.1771	99	.1706	109	.1340	132

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1989 SURVEY OF BUYING POWER DATA SERVICE

S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

Area	Total Retail Sales ($000)	Rank	Food Stores ($000)	Rank	Supermarkets ($000)	Rank	Eating & Drinking Places ($000)	Rank	General Merchandise Stores ($000)	Rank	Department Stores ($000)	Rank	Apparel & Accessories Stores ($000)	Rank
Abilene, Tex.	1,165,181	201	221,267	218	212,267	216	90,228	227	163,523	198	116,902	222	53,482	195
Akron, Ohio	4,035,493	83	859,983	81	814,090	80	383,665	81	440,445	90	395,700	89	145,738	98
Albany, Ga.	834,466	261	150,216	274	144,999	274	71,910	260	128,780	235	107,275	234	38,768	241
Albany - Schenectady - Troy, N.Y.	6,254,323	58	1,480,336	48	1,380,637	49	480,370	68	555,988	71	466,620	75	335,226	55
Albuquerque, N.M.	3,551,958	87	582,663	102	544,048	105	403,740	77	494,820	82	430,530	83	159,337	95
Alexandria, La.	783,020	271	196,083	237	189,112	235	52,045	305	108,670	265	89,637	266	60,823	190
Allentown - Bethlehem, Pa.	4,620,814	73	941,559	72	877,757	73	402,057	78	513,328	80	450,560	79	198,900	81
Altoona, Pa.	888,923	246	185,576	246	176,315	246	59,563	284	122,278	242	102,785	246	47,852	208
Amarillo, Tex.	1,451,254	176	286,553	192	272,035	192	128,517	187	150,562	215	125,355	216	79,515	160
Anaheim - Santa Ana, Cal.	17,860,987	13	3,467,139	12	3,216,993	13	2,397,016	8	1,904,945	14	1,730,543	14	1,235,820	10
Anchorage, Alas.	2,111,721	138	422,334	142	403,624	143	304,853	95	381,258	100	283,909	110	139,980	102
Anderson, Ind.	841,633	258	193,418	240	188,098	239	63,835	272	96,955	279	92,987	260	39,375	236
Anderson, S.C.	796,082	268	167,908	260	164,771	257	60,612	280	97,511	278	81,151	283	34,309	266
Ann Arbor, Mich.	2,043,421	142	305,634	177	283,164	183	202,025	132	300,467	119	283,564	111	84,015	150
Anniston, Ala.	512,442	312	95,999	315	93,952	313	34,484	318	71,428	309	62,908	305	28,215	290
Appleton - Oshkosh - Neenah, Wisc.	1,953,555	148	364,103	157	342,113	157	180,205	143	320,143	113	267,708	119	88,107	145
Asheville, N.C.	1,448,851	177	287,560	190	280,789	188	128,234	188	186,879	173	132,431	208	77,704	162
Athens, Ga.	954,387	234	205,549	230	198,158	227	94,129	219	150,262	216	130,439	211	38,455	246
Atlanta, Ga.	22,255,492	10	3,871,687	11	3,686,564	11	2,358,039	9	2,741,863	9	2,474,651	10	959,355	15
Atlantic City, N.J.	2,811,388	110	580,724	103	517,572	111	356,244	84	250,196	144	211,440	145	136,304	106
Augusta, Ga.	2,292,124	133	464,048	124	454,585	127	179,994	144	308,404	116	229,446	128	119,402	118
Aurora - Elgin, Ill.	2,099,772	139	425,775	140	408,003	140	185,312	141	246,839	148	222,517	135	85,371	149
Austin, Tex.	4,893,532	65	1,092,111	61	1,055,240	60	526,534	64	567,754	69	488,924	71	233,391	74
Bakersfield, Cal.	3,052,181	99	773,017	86	735,221	86	316,108	92	246,982	146	196,690	156	126,897	113
Baltimore, Md.	15,959,646	17	2,950,839	22	2,725,172	22	1,667,031	18	1,686,656	18	1,459,170	20	829,188	20
Bangor, Me.	1,122,884	206	209,479	224	196,138	230	95,459	215	117,080	257	99,427	252	45,731	215
Baton Rouge, La.	3,406,026	91	835,700	82	805,974	81	291,783	99	476,173	85	400,453	87	149,874	97
Battle Creek, Mich.	856,445	255	163,523	264	156,828	263	73,386	255	137,888	225	132,862	206	29,717	282
Beaumont - Port Arthur, Tex.	2,571,785	117	578,248	105	560,468	100	192,673	137	300,883	118	247,061	124	144,368	100
Beaver County, Pa.	963,061	232	295,806	185	282,519	184	63,258	273	163,858	196	145,945	185	33,289	269
Bellingham, Wash.	762,011	276	171,164	257	165,671	256	87,865	233	79,268	301	65,566	304	33,273	270
Benton Harbor, Mich.	914,541	240	163,512	265	151,851	267	83,736	236	140,477	223	132,375	209	38,929	240
Bergen - Passaic, N.J.	12,316,648	27	2,463,568	27	2,208,473	28	1,006,772	34	1,318,710	31	1,180,680	33	915,812	17
Billings, Mont.	925,670	239	199,481	235	193,589	232	96,365	214	119,495	250	84,863	276	36,796	257
Biloxi - Gulfport, Miss.	1,189,055	199	219,837	219	213,799	214	135,020	179	203,656	164	149,857	179	40,210	228
Binghamton, N.Y.	1,632,078	166	395,035	147	381,152	146	137,468	175	163,493	199	127,778	213	79,842	159
Birmingham, Ala.	5,266,623	64	1,017,367	68	992,041	66	438,373	72	611,920	65	485,302	72	360,829	50
Bismarck, N.D.	645,615	291	111,580	305	103,489	307	62,265	277	114,120	259	105,234	239	24,934	299
Bloomington - Normal, Ill.	909,773	242	149,652	276	140,995	278	81,954	239	130,250	233	120,284	221	46,235	213
Bloomington, Ind.	611,096	297	109,284	307	105,952	305	62,031	278	79,798	299	74,304	292	37,129	253
Boise, Ida.	1,270,367	193	286,736	191	281,201	186	144,557	170	136,920	228	113,080	229	46,945	211
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	32,195,958	5	5,651,504	6	4,988,595	7	4,208,691	3	3,101,728	8	2,647,774	8	1,845,217	5
Boulder - Longmont, Colo.	1,729,250	158	372,211	155	356,160	155	193,383	136	169,155	186	135,701	201	69,644	170
Bradenton, Fla.	1,541,405	172	330,918	167	316,842	165	147,823	166	160,849	202	138,555	195	49,772	205
Brazoria, Tex.	1,045,898	220	314,560	174	307,596	170	68,325	266	109,794	264	76,393	290	40,183	230
Bremerton, Wash.	875,348	250	202,138	234	197,204	228	101,635	208	85,901	294	79,955	287	29,533	284
Bridgeport - Stamford - Norwalk - Danbury, Conn.	8,315,406	42	1,441,925	50	1,322,093	52	775,195	45	963,282	42	842,263	42	558,937	28
Brownsville - Harlingen, Tex.	1,471,477	175	373,729	154	358,327	153	137,653	174	183,301	175	157,677	174	98,356	136
Bryan - College Station, Tex.	854,782	256	205,297	231	193,091	233	104,435	205	138,632	224	101,825	247	46,014	214
Buffalo, N.Y.	6,110,235	60	1,595,199	44	1,441,067	46	632,758	55	617,262	64	519,635	65	354,418	53
Burlington, N.C.	955,595	233	176,408	252	167,397	253	81,177	241	95,199	284	66,544	299	73,384	167
Burlington, Vt.	1,231,230	195	239,556	209	227,093	208	130,905	184	101,568	275	88,883	269	80,241	156
Canton, Ohio	2,424,935	124	525,949	115	494,319	119	213,371	128	276,945	129	253,332	123	111,268	125
Casper, Wyo.	472,237	316	104,959	310	101,816	309	44,695	310	57,862	316	53,359	316	17,716	316
Cedar Rapids, Iowa	1,116,098	208	223,132	216	212,391	215	98,354	212	220,444	159	214,045	142	51,997	198
Champaign - Urbana - Rantoul, Ill.	1,233,334	194	209,522	223	204,242	222	135,970	178	179,286	178	156,711	175	59,436	192
Charleston, S.C.	3,053,705	98	672,769	92	651,937	92	324,148	89	338,184	109	271,574	116	161,790	93
Charleston, W.Va.	1,824,019	154	381,867	152	371,633	151	139,762	172	227,910	157	208,606	147	73,734	166
Charlotte - Gastonia - Rock Hill, N.C. - S.C.	8,136,005	43	1,748,464	39	1,704,877	37	661,987	50	915,762	46	768,476	45	437,442	39
Charlottesville, Va.	1,108,973	211	223,525	214	217,855	211	84,541	235	159,389	204	114,824	226	68,461	173
Chattanooga, Tenn.	2,876,668	108	606,319	97	593,786	95	229,918	126	377,319	102	310,687	104	126,701	114
Cheyenne, Wyo.	551,416	309	87,408	317	84,155	317	62,325	276	70,164	310	59,422	313	23,097	308
Chicago, Ill.	42,741,467	3	7,422,292	3	6,830,957	3	4,137,618	4	4,987,995	3	4,470,514	3	2,940,586	3
Chico, Cal.	1,078,578	217	294,455	189	278,742	190	114,390	199	104,131	272	80,115	286	34,773	264
Cincinnati, Ohio	9,968,101	32	2,047,949	33	1,823,680	36	1,031,541	32	1,562,337	27	1,400,581	27	395,840	47
Clarksville - Hopkinsville, Tenn.-Ky.	851,391	257	143,774	282	141,704	277	73,189	256	121,978	243	102,792	245	24,735	302
Cleveland, Ohio	12,990,892	25	2,501,996	26	2,303,152	26	1,257,562	27	1,833,413	15	1,621,189	15	728,214	23
Colorado Springs, Colo.	2,573,497	116	446,129	137	430,235	134	256,583	113	332,176	110	302,576	105	111,631	124
Columbia, Mo.	594,333	302	122,487	297	119,914	292	60,042	282	92,561	287	88,780	270	34,912	263
Columbia, S.C.	2,896,195	105	550,525	111	530,900	110	270,388	105	399,340	95	356,608	94	132,411	109
Columbus, Ga.	1,429,648	182	243,621	206	237,153	203	119,594	193	168,741	188	149,708	180	55,108	194
Columbus, Ohio	9,234,114	36	1,720,841	40	1,638,001	40	880,500	39	1,305,406	33	1,214,212	31	356,744	51
Corpus Christi, Tex.	2,347,347	130	553,812	110	533,859	109	233,705	122	278,029	126	224,102	133	116,532	121
Cumberland, Md.	594,662	301	109,503	306	98,093	312	55,729	295	106,805	268	95,256	254	27,527	294
Dallas, Tex.	18,838,067	12	3,935,305	10	3,792,515	10	1,873,834	14	2,315,986	13	2,049,637	12	1,059,549	14
Danville, Va.	589,618	303	135,379	286	133,525	284	54,301	300	51,984	317	38,946	317	40,415	227
Davenport - Rock Island - Moline, Iowa-Ill.	2,490,821	120	472,911	130	439,837	129	255,641	114	357,484	105	330,429	100	103,363	133
Dayton - Springfield, Ohio	5,975,710	62	1,238,128	57	1,180,330	56	536,830	62	791,464	55	711,693	50	253,264	67
Daytona Beach, Fla.	2,453,047	121	570,258	107	539,488	107	264,870	108	262,525	134	218,589	140	80,254	135

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S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

Area	Furniture/ Home Furnishings/ Appliance Stores ($000)	Rank	Furniture & Home Furnishings Stores ($000)	Rank	Automotive Dealers ($000)	Rank	Gasoline Service Stations ($000)	Rank	Building Materials & Hardware Dealers ($000)	Rank	Drugstores ($000)	Rank
Abilene, Tex.	52,433	211	27,924	204	296,445	190	56,070	244	110,841	149	35,191	218
Akron, Ohio	209,548	80	95,403	91	895,818	84	333,797	69	301,782	53	140,104	85
Albany, Ga.	48,722	224	28,937	202	205,536	238	31,419	303	41,494	277	21,547	281
Albany - Schenectady - Troy, N.Y.	381,241	53	184,283	55	1,489,776	57	345,327	66	283,067	59	219,720	55
Albuquerque, N.M.	196,253	88	103,891	82	922,604	81	207,509	97	197,119	85	120,294	91
Alexandria, La.	35,679	266	23,367	225	157,368	278	36,276	295	47,599	260	28,643	248
Allentown - Bethlehem, Pa.	206,803	81	101,388	84	1,153,067	68	288,269	74	198,801	84	140,578	84
Altoona, Pa.	50,480	218	25,184	215	235,185	221	60,269	235	46,840	263	33,181	226
Amarillo, Tex.	71,179	181	34,726	186	424,706	154	68,503	223	126,230	133	26,501	259
Anaheim - Santa Ana, Cal.	758,020	24	351,802	28	4,152,216	14	1,042,545	13	589,913	24	588,609	15
Anchorage, Alas.	69,771	185	32,858	191	347,414	175	88,848	184	97,509	163	61,501	153
Anderson, Ind.	37,525	260	16,041	270	215,547	235	71,376	215	36,401	289	33,124	228
Anderson, S.C.	52,037	214	27,300	207	171,957	265	59,935	237	64,102	217	37,939	206
Ann Arbor, Mich.	140,996	119	54,098	145	483,797	138	146,115	130	122,090	138	57,036	161
Anniston, Ala.	26,512	299	15,793	274	129,101	305	30,207	308	27,562	309	25,543	264
Appleton - Oshkosh - Neenah, Wisc.	117,066	138	47,478	156	440,700	147	146,585	129	113,908	147	40,876	197
Asheville, N.C.	75,023	179	40,506	171	307,509	184	97,405	172	97,996	161	70,799	144
Athens, Ga.	42,007	243	18,020	257	193,392	249	46,500	263	48,741	255	43,397	187
Atlanta, Ga.	1,195,034	9	619,877	10	5,530,856	9	1,527,064	8	1,188,773	10	808,777	8
Atlantic City, N.J.	137,281	122	56,445	140	542,058	126	149,305	127	151,107	105	86,236	121
Augusta, Ga.	136,966	123	77,448	111	539,660	128	157,656	124	111,653	148	100,955	104
Aurora - Elgin, Ill.	91,128	159	44,627	164	395,118	159	166,973	118	163,767	99	99,124	106
Austin, Tex.	256,804	72	121,781	75	1,178,394	67	200,070	101	401,449	40	110,928	95
Bakersfield, Cal.	147,915	115	81,736	105	646,385	110	261,877	82	194,995	86	119,118	92
Baltimore, Md.	855,987	21	441,956	19	3,524,799	19	929,775	18	874,863	12	588,490	16
Bangor, Me.	38,650	256	14,708	287	309,144	183	78,091	198	75,462	194	26,815	255
Baton Rouge, La.	193,647	90	80,379	109	654,878	109	186,610	108	267,765	66	114,047	94
Battle Creek, Mich.	30,123	284	14,555	289	187,522	254	88,811	185	44,432	270	34,816	219
Beaumont - Port Arthur, Tex.	110,002	145	46,159	158	663,590	105	145,608	132	149,507	107	75,129	133
Beaver County, Pa.	44,400	235	20,424	247	155,499	282	59,231	238	39,466	284	39,256	202
Bellingham, Wash.	45,241	232	24,646	217	130,553	303	47,472	260	68,169	211	27,026	254
Benton Harbor, Mich.	25,448	302	15,468	279	196,516	244	119,232	155	59,022	231	27,355	252
Bergen - Passaic, N.J.	980,931	14	535,088	12	2,575,635	27	633,329	33	510,009	30	357,074	33
Billings, Mont.	47,367	226	23,578	222	221,250	227	58,646	239	49,624	254	17,504	298
Biloxi - Gulfport, Miss.	45,102	234	23,075	228	302,088	186	75,396	204	44,607	269	59,141	156
Binghamton, N.Y.	90,207	160	54,161	144	382,152	166	102,217	169	71,293	206	72,071	140
Birmingham, Ala.	245,046	73	125,349	73	1,427,829	59	352,660	65	170,314	96	243,520	50
Bismarck, N.D.	27,942	293	14,146	293	165,432	274	49,110	255	33,283	300	18,049	296
Bloomington - Normal, Ill.	50,792	216	27,612	206	195,779	245	82,707	194	57,748	233	32,502	230
Bloomington, Ind.	30,835	283	14,178	292	137,244	298	42,435	275	33,571	299	16,808	300
Boise, Ida.	65,056	192	33,668	189	298,133	189	103,948	168	62,256	223	32,189	232
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,742,487	7	1,016,471	5	7,166,193	7	1,653,106	6	1,458,665	6	1,056,789	7
Boulder - Longmont, Colo.	79,603	176	35,278	183	385,571	165	111,903	159	91,529	171	36,851	210
Bradenton, Fla.	80,985	174	30,958	196	428,188	153	82,054	195	71,740	204	60,401	154
Brazoria, Tex.	34,584	271	19,784	249	270,735	199	38,093	288	75,733	192	26,396	260
Bremerton, Wash.	40,516	247	20,294	248	172,758	263	44,087	271	72,769	203	56,187	164
Bridgeport - Stamford - Norwalk - Danbury, Conn.	463,143	43	225,877	44	1,829,622	47	418,930	54	377,253	44	177,343	66
Brownsville - Harlingen, Tex.	75,099	178	33,058	190	282,720	195	45,188	266	101,892	157	34,704	220
Bryan - College Station, Tex.	27,528	296	12,039	301	148,552	285	41,932	277	66,676	212	13,920	309
Buffalo, N.Y.	338,666	58	172,747	57	1,346,170	61	301,864	71	217,170	79	282,775	45
Burlington, N.C.	60,906	198	41,987	170	246,131	213	84,726	190	41,541	276	37,732	208
Burlington, Vt.	67,425	187	30,709	199	312,351	181	42,906	274	91,150	172	32,542	229
Canton, Ohio	136,781	124	63,080	131	528,180	132	198,355	103	160,173	101	78,432	129
Casper, Wyo.	24,368	305	11,565	304	124,463	307	39,148	287	19,530	318	5,670	319
Cedar Rapids, Iowa	53,460	207	29,210	201	217,354	231	74,721	205	62,706	220	35,425	214
Champaign - Urbana - Rantoul, Ill.	65,238	191	27,055	209	242,326	215	92,684	180	73,002	202	41,203	195
Charleston, S.C.	204,493	82	111,826	79	772,290	91	173,017	114	132,642	124	88,891	116
Charleston, W.Va.	87,760	164	45,052	162	282,517	143	149,268	128	99,641	160	79,148	127
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	492,459	38	255,403	39	2,090,031	40	480,244	48	429,363	35	288,886	41
Charlottesville, Va.	82,216	171	52,114	149	171,389	267	55,686	245	71,357	205	37,851	207
Chattanooga, Tenn.	176,033	100	89,440	97	718,629	99	237,049	88	108,823	150	79,524	126
Cheyenne, Wyo.	23,390	308	9,749	312	142,050	294	62,742	232	23,796	315	6,360	318
Chicago, Ill.	2,798,436	3	1,418,471	3	8,224,093	3	2,465,638	2	1,929,215	2	2,028,626	2
Chico, Cal.	53,435	208	22,292	233	177,320	260	46,330	264	88,191	176	72,320	139
Cincinnati, Ohio	454,415	46	238,681	42	2,130,020	38	760,058	28	385,711	43	418,184	29
Clarksville - Hopkinsville, Tenn.-Ky.	34,350	273	14,818	285	263,631	204	43,193	272	45,665	268	32,409	231
Cleveland, Ohio	662,272	31	354,853	27	2,699,350	26	980,525	16	428,925	36	659,784	13
Colorado Springs, Colo.	147,644	116	74,323	113	599,651	114	180,870	111	127,463	130	47,740	173
Columbia, Mo.	21,101	315	8,572	315	134,926	301	41,916	278	40,250	280	16,725	301
Columbia, S.C.	162,892	107	77,499	110	660,902	108	229,597	91	149,645	106	102,085	101
Columbus, Ga.	103,517	153	51,781	150	428,258	152	93,729	177	44,394	271	52,488	169
Columbus, Ohio	457,073	45	197,733	52	2,265,586	33	737,889	29	336,541	47	287,018	43
Corpus Christi, Tex.	118,302	136	53,738	147	539,782	127	145,698	131	133,916	123	47,402	174
Cumberland, Md.	30,945	281	14,975	283	104,344	315	41,877	279	36,417	288	31,550	239
Dallas, Tex.	890,523	18	436,453	20	4,446,419	11	1,163,084	12	836,349	15	479,560	25
Danville, Va.	24,965	303	15,771	275	143,942	288	26,529	310	34,428	297	38,889	205
Davenport - Rock Island - Moline, Iowa-Ill.	111,688	143	54,557	143	591,670	116	198,672	102	108,480	151	94,836	113
Dayton - Springfield, Ohio	289,389	68	140,027	69	1,424,946	60	501,045	44	208,754	81	185,245	63
Daytona Beach, Fla.	155,614	113	68,487	122	548,077	124	143,336	134	122,245	137	107,046	97

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S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

Area	Groceries & Other Foods ($000)	Rank	Drugs & Health & Beauty Aids ($000)	Rank	Major Household Appliances ($000)	Rank	Televisions, Video Recorders & Tapes ($000)	Rank	Audio Equipment, Musical Instruments & Supplies ($000)	Rank
Abilene, Tex.	159,833	243	47,654	203	16,987	194	7,837	206	14,459	206
Akron, Ohio	723,767	77	174,492	75	51,525	77	22,525	106	59,241	77
Albany, Ga.	125,666	275	29,402	277	12,310	237	8,017	203	9,806	259
Albany - Schenectady - Troy, N.Y.	1,266,754	47	234,336	61	76,271	54	34,857	69	124,150	44
Albuquerque, N.M.	446,674	110	131,929	93	44,725	91	30,927	77	52,371	86
Alexandria, La.	144,067	257	36,126	246	12,210	239	4,184	297	8,244	286
Allentown - Bethlehem, Pa.	792,480	72	170,260	76	46,025	89	31,808	76	41,827	99
Altoona, Pa.	160,060	242	33,904	252	11,457	252	10,413	182	9,697	264
Amarillo, Tex.	207,571	199	55,999	181	20,888	173	7,950	204	19,972	178
Anaheim - Santa Ana, Cal.	2,844,920	13	715,207	13	152,041	23	152,437	17	204,986	20
Anchorage, Alas.	336,046	144	88,078	130	31,873	127	18,963	119	23,979	160
Anderson, Ind.	164,303	237	36,331	243	9,100	287	6,240	239	12,118	224
Anderson, S.C.	142,633	260	37,571	233	16,562	195	4,678	289	9,769	261
Ann Arbor, Mich.	313,434	153	68,420	158	25,779	155	13,342	161	46,732	92
Anniston, Ala.	88,027	309	28,756	282	6,012	310	3,613	304	6,866	298
Appleton - Oshkosh - Neenah, Wisc.	333,555	146	58,458	174	29,825	136	18,617	121	25,636	149
Asheville, N.C.	233,644	182	69,474	157	28,316	145	9,534	188	18,911	180
Athens, Ga.	173,337	227	47,914	202	11,748	248	7,735	209	10,427	252
Atlanta, Ga.	3,098,232	10	945,085	8	217,420	12	154,014	16	311,401	9
Atlantic City, N.J.	443,411	112	115,338	102	38,047	108	20,238	114	32,523	123
Augusta, Ga.	371,933	134	107,204	111	28,289	146	19,639	115	37,504	111
Aurora - Elgin, Ill.	371,049	135	89,685	126	21,792	171	15,060	139	24,239	159
Austin, Tex.	721,963	78	190,211	70	61,787	68	29,611	81	62,066	74
Bakersfield, Cal.	582,846	92	121,706	98	34,376	118	17,229	128	31,513	129
Baltimore, Md.	2,549,168	19	645,381	18	172,813	18	164,118	11	216,909	18
Bangor, Me.	178,954	221	25,934	291	11,879	244	5,060	275	10,763	243
Baton Rouge, La.	584,613	91	141,500	85	60,750	70	28,463	87	55,209	85
Battle Creek, Mich.	174,057	209	37,440	237	10,801	264	5,125	269	6,511	302
Beaumont - Port Arthur, Tex.	462,568	108	98,925	119	40,770	97	22,849	103	24,594	157
Beaver County, Pa.	252,737	174	49,640	196	11,989	242	7,266	217	10,460	249
Bellingham, Wash.	132,431	268	30,985	267	9,605	280	8,890	194	8,870	270
Benton Harbor, Mich.	164,614	236	36,806	240	6,806	305	4,297	295	4,326	319
Bergen - Passaic, N.J.	2,112,089	28	463,851	29	175,096	17	123,628	22	190,248	25
Billings, Mont.	163,519	240	24,776	292	12,642	233	7,189	220	12,750	218
Biloxi - Gulfport, Miss.	175,519	225	61,547	166	15,983	198	8,602	197	15,208	202
Binghamton, N.Y.	332,533	148	71,041	155	30,575	131	6,893	226	26,144	146
Birmingham, Ala.	906,126	63	248,578	58	54,368	72	26,052	94	72,911	63
Bismarck, N.D.	97,494	300	20,683	306	9,584	281	3,371	308	9,872	258
Bloomington - Normal, Ill.	120,503	280	34,099	251	8,756	289	5,758	254	11,581	231
Bloomington, Ind.	96,304	302	19,305	311	5,811	313	5,216	265	7,965	290
Boise, Ida.	219,383	191	40,324	226	17,548	188	8,612	196	11,247	236
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	5,042,062	6	1,073,823	7	328,262	6	207,306	7	426,038	6
Boulder - Longmont, Colo.	279,666	161	59,273	172	17,459	190	12,143	171	21,066	170
Bradenton, Fla.	246,405	176	63,284	162	30,519	132	9,739	186	20,407	175
Brazoria, Tex.	226,895	187	43,724	213	10,957	259	6,379	237	9,036	267
Bremerton, Wash.	164,243	238	43,392	214	11,459	251	5,108	271	8,219	287
Bridgeport - Stamford - Norwalk - Danbury, Conn.	1,284,953	45	229,942	63	106,287	41	58,944	45	85,337	58
Brownsville - Harlingen, Tex.	257,625	173	64,742	160	27,330	151	14,994	140	17,627	188
Bryan - College Station, Tex.	145,949	256	30,481	270	17,018	193	4,735	288	10,586	246
Buffalo, N.Y.	1,352,289	43	258,047	54	75,305	58	44,384	58	70,817	65
Burlington, N.C.	124,241	277	39,678	228	13,067	228	6,173	241	8,777	274
Burlington, Vt.	195,196	208	33,738	253	14,622	210	6,549	233	13,656	212
Canton, Ohio	442,896	113	101,767	117	32,945	120	17,714	126	32,489	124
Casper, Wyo.	75,487	314	10,171	319	4,378	318	2,360	317	7,342	295
Cedar Rapids, Iowa	171,206	229	37,529	235	13,996	218	6,466	236	14,119	208
Champaign - Urbana - Rantoul, Ill.	178,728	222	42,910	217	11,192	255	10,960	177	23,235	164
Charleston, S.C.	534,963	97	114,477	103	38,879	106	16,684	132	57,030	83
Charleston, W.Va.	311,150	154	87,183	131	27,824	148	12,957	165	24,799	153
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	1,326,931	44	326,625	44	112,310	39	74,142	37	110,305	47
Charlottesville, Va.	165,446	235	45,503	207	18,929	183	5,276	264	33,873	117
Chattanooga, Tenn.	572,691	95	105,112	113	38,382	107	27,995	89	42,215	98
Cheyenne, Wyo.	68,916	316	12,277	318	6,252	308	2,590	314	8,327	284
Chicago, Ill.	6,538,890	3	1,747,262	3	461,267	3	407,120	3	684,195	3
Chico, Cal.	215,261	193	57,891	176	14,815	208	5,477	260	16,281	198
Cincinnati, Ohio	1,734,528	31	422,884	32	117,248	37	73,577	38	131,058	38
Clarksville - Hopkinsville, Tenn.-Ky.	107,122	289	36,577	242	11,041	258	4,851	285	12,417	222
Cleveland, Ohio	2,231,750	25	608,780	21	165,698	25	96,829	27	147,906	33
Colorado Springs, Colo.	332,779	147	74,816	151	32,538	124	22,633	104	44,761	95
Columbia, Mo.	90,119	307	24,400	294	10,231	271	2,465	315	7,887	291
Columbia, S.C.	431,868	116	111,609	106	42,862	95	23,229	102	45,023	94
Columbus, Ga.	198,628	206	60,372	169	20,779	174	10,427	181	24,643	155
Columbus, Ohio	1,391,791	42	374,014	35	65,762	65	30,503	78	158,826	30
Corpus Christi, Tex.	352,838	138	88,856	128	45,479	90	17,825	124	28,937	134
Cumberland, Md.	94,134	304	31,847	264	6,862	304	5,770	253	6,073	308
Dallas, Tex.	2,944,497	12	772,329	11	219,479	11	159,318	13	236,864	16
Danville, Va.	102,506	292	32,689	260	8,077	294	3,215	310	5,574	312
Davenport - Rock Island - Moline, Iowa-Ill.	391,983	127	83,437	138	27,766	149	13,090	163	27,430	140
Dayton - Springfield, Ohio	1,056,904	55	232,732	62	65,958	64	43,010	61	63,118	73
Daytona Beach, Fla.	429,926	117	90,287	125	50,477	79	22,417	107	25,768	148

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Area	Home Computers & Calculators ($000)	Rank	Furniture & Sleep Equipment ($000)	Rank	Men's & Boys' Clothing ($000)	Rank	Women's & Girls' Clothing ($000)	Rank	Footwear ($000)	Rank
Abilene, Tex.	2,206	229	22,584	206	28,382	216	60,614	203	18,682	194
Akron, Ohio	7,476	113	70,315	100	87,984	97	189,067	88	53,300	93
Albany, Ga.	2,604	207	23,658	200	24,880	233	49,350	232	16,241	211
Albany - Schenectady - Troy, N.Y.	17,880	55	151,531	51	160,083	60	315,626	61	87,367	59
Albuquerque, N.M.	7,246	116	71,885	97	101,513	88	188,162	89	57,806	87
Alexandria, La.	1,357	293	19,751	225	24,541	236	46,780	242	14,983	225
Allentown - Bethlehem, Pa.	14,848	63	95,746	75	111,346	82	240,623	72	66,291	75
Altoona, Pa.	1,980	246	19,433	229	23,617	244	54,985	216	14,616	226
Amarillo, Tex.	3,673	172	24,993	192	33,957	190	71,720	178	21,917	173
Anaheim - Santa Ana, Cal.	32,067	35	304,196	25	573,569	12	1,117,487	13	336,314	12
Anchorage, Alas.	2,004	241	37,483	165	77,565	109	152,352	104	40,777	115
Anderson, Ind.	2,906	194	11,751	293	21,415	264	44,683	253	10,983	271
Anderson, S.C.	1,836	254	17,877	245	20,938	270	39,450	268	13,400	244
Ann Arbor, Mich.	7,008	119	43,427	148	54,689	140	102,887	144	27,332	152
Anniston, Ala.	1,285	298	11,153	298	16,402	297	31,108	297	7,244	309
Appleton - Oshkosh - Neenah, Wisc.	2,369	215	45,317	135	61,041	131	103,650	143	31,832	143
Asheville, N.C.	2,106	235	30,172	177	33,889	191	67,482	185	31,446	144
Athens, Ga.	3,689	171	15,936	252	30,636	206	61,342	201	19,461	192
Atlanta, Ga.	92,800	5	513,736	9	587,915	11	1,228,453	10	347,599	11
Atlantic City, N.J.	6,481	122	43,530	147	76,425	110	132,420	117	37,637	123
Augusta, Ga.	6,221	126	57,699	112	68,518	118	135,007	115	39,431	118
Aurora - Elgin, Ill.	5,043	147	39,691	159	54,615	141	111,222	136	29,574	150
Austin, Tex.	13,715	67	93,745	76	119,175	75	242,976	71	82,858	61
Bakersfield, Cal.	6,297	125	56,186	114	70,273	113	120,349	128	43,814	106
Baltimore, Md.	50,566	19	378,068	13	457,776	17	853,824	21	269,038	19
Bangor, Me.	2,346	218	14,511	262	36,119	181	50,973	231	18,227	198
Baton Rouge, La.	8,889	94	73,126	96	96,427	91	181,547	92	59,600	85
Battle Creek, Mich.	1,418	289	10,345	304	17,087	293	31,042	298	8,081	303
Beaumont - Port Arthur, Tex.	4,136	163	42,594	151	66,498	123	118,291	132	39,029	120
Beaver County, Pa.	2,851	197	20,062	220	29,576	212	57,272	210	12,387	256
Bellingham, Wash.	1,204	304	14,459	263	16,720	296	32,108	292	10,039	285
Benton Harbor, Mich.	945	314	10,831	303	26,212	225	48,032	236	13,517	240
Bergen - Passaic, N.J.	43,702	21	346,772	17	439,570	20	860,126	20	243,274	21
Billings, Mont.	1,454	287	19,739	227	22,069	256	45,429	249	13,179	245
Biloxi - Gulfport, Miss.	1,592	277	23,795	198	29,651	211	64,254	193	17,381	205
Binghamton, N.Y.	5,944	132	28,617	182	37,384	178	65,471	187	23,336	167
Birmingham, Ala.	13,660	69	112,160	65	153,664	63	304,398	63	78,933	67
Bismarck, N.D.	1,488	282	13,515	276	17,866	287	34,500	287	9,774	288
Bloomington - Normal, Ill.	2,557	209	19,051	230	30,943	202	62,642	199	16,006	215
Bloomington, Ind.	2,305	221	8,989	313	21,776	260	39,610	266	10,744	275
Boise, Ida.	2,550	210	22,437	207	32,786	193	59,501	206	16,169	212
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	76,633	9	730,247	5	939,189	5	1,916,613	5	457,601	7
Boulder - Longmont, Colo.	3,657	174	30,998	175	41,117	169	74,987	173	23,335	168
Bradenton, Fla.	2,049	237	24,805	193	26,298	223	53,318	221	15,820	218
Brazoria, Tex.	1,348	294	14,869	259	23,008	249	44,787	252	13,524	239
Bremerton, Wash.	1,684	264	14,645	261	18,510	284	31,767	294	10,520	278
Bridgeport - Stamford - Norwalk - Danbury, Conn.	23,791	42	195,051	42	273,283	35	536,593	34	161,113	33
Brownsville - Harlingen, Tex.	4,659	153	26,335	188	51,178	147	100,691	146	27,024	153
Bryan - College Station, Tex.	2,195	230	13,622	273	22,543	252	47,627	238	15,235	222
Buffalo, N.Y.	18,071	53	127,092	58	160,605	59	349,464	55	91,823	55
Burlington, N.C.	1,724	262	20,015	221	25,664	229	55,618	215	21,659	176
Burlington, Vt.	4,023	167	22,957	201	40,148	171	65,013	189	19,548	191
Canton, Ohio	5,630	134	48,385	130	59,818	132	131,253	119	33,163	136
Casper, Wyo.	1,621	275	8,512	314	9,959	318	17,812	317	4,775	319
Cedar Rapids, Iowa	3,844	169	21,217	213	41,990	168	88,925	164	19,305	193
Champaign - Urbana - Rantoul, Ill.	5,341	139	22,216	209	35,398	184	62,711	198	19,939	185
Charleston, S.C.	9,319	88	87,731	79	79,071	106	147,406	108	45,939	102
Charleston, W.Va.	3,160	186	34,352	169	40,286	170	80,643	170	22,668	172
Charlotte - Gastonia - Rock Hill, N.C. - S.C.	22,537	45	170,050	48	234,852	43	478,879	41	106,006	52
Charlottesville, Va.	3,076	190	25,753	190	37,931	177	74,661	174	16,920	209
Chattanooga, Tenn.	9,145	91	76,868	88	78,137	107	148,660	106	42,697	108
Cheyenne, Wyo.	1,656	268	8,330	317	13,152	314	22,848	314	6,366	315
Chicago, Ill.	156,960	3	1,147,098	3	1,463,806	3	3,080,092	3	894,186	3
Chico, Cal.	2,728	200	13,526	275	20,972	269	41,655	261	12,499	253
Cincinnati, Ohio	20,495	51	196,752	41	295,723	32	573,225	31	157,227	35
Clarksville - Hopkinsville, Tenn.-Ky.	2,194	231	19,817	224	20,816	272	35,767	283	10,423	281
Cleveland, Ohio	31,769	36	311,283	23	412,728	22	825,339	22	237,013	22
Colorado Springs, Colo.	5,060	146	63,764	107	67,087	121	120,258	129	38,874	121
Columbia, Mo.	1,067	311	10,914	301	16,798	295	36,433	278	7,856	306
Columbia, S.C.	8,599	100	60,831	108	82,629	101	169,955	98	40,427	116
Columbus, Ga.	6,149	128	43,778	143	32,297	195	69,475	182	20,441	182
Columbus, Ohio	32,662	31	170,037	49	331,911	29	526,407	35	138,133	42
Corpus Christi, Tex.	9,036	93	46,696	133	55,792	138	123,345	126	41,140	112
Cumberland, Md.	1,476	284	11,350	296	20,653	273	40,120	264	11,532	263
Dallas, Tex.	55,473	17	327,352	22	544,153	14	1,151,941	12	360,187	10
Danville, Va.	898	315	9,772	310	15,403	302	30,609	300	9,948	287
Davenport - Rock Island - Moline, Iowa - Ill.	8,086	105	49,625	128	69,536	114	145,428	109	37,250	124
Dayton - Springfield, Ohio	13,212	70	112,701	64	160,774	58	323,191	60	89,948	57
Daytona Beach, Fla.	6,197	127	54,448	117	46,527	158	95,566	152	26,729	154

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S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1993 Projections

Area	1993 Population (Thous.)	Rank	Percent Change In Population 1988–1993 %	Rank	1993 Households (Thous.)	Rank	1993 EBI ($000)	Rank
Abilene, Tex.	131.7	257	5.4	119	48.8	262	1,890,496	270
Akron, Ohio	638.3	79	1.7	284	248.6	76	10,906,409	82
Albany, Ga.	121.5	278	1.9	206	42.3	287	1,676,827	292
Albany - Schenectady - Troy, N.Y.	870.2	62	1.5	219	337.8	61	15,905,585	61
Albuquerque, N.M.	540.6	92	8.8	64	213.3	88	8,332,888	100
Alexandria, La.	139.7	247	.4	242	50.7	256	1,753,595	280
Allentown - Bethlehem, Pa.	694.9	74	3.1	180	275.6	71	13,047,354	70
Altoona, Pa.	130.5	259	-2.0	294	50.8	255	1,896,038	269
Amarillo, Tex.	209.1	193	6.1	101	81.0	190	3,555,330	184
Anaheim - Santa Ana, Cal.	2,477.1	16	8.9	63	883.2	19	57,439,097	11
Anchorage, Alas.	249.6	172	11.9	30	96.1	166	5,665,505	139
Anderson, Ind.	128.0	265	-2.4	299	49.4	260	2,040,565	256
Anderson, S.C.	153.1	228	4.4	135	59.8	223	2,198,527	249
Ann Arbor, Mich.	277.1	154	1.2	223	105.3	157	5,270,085	145
Anniston, Ala.	127.5	266	1.8	208	47.3	272	1,673,231	294
Appleton - Oshkosh - Neenah, Wisc.	324.0	142	3.3	170	123.4	141	5,851,046	136
Asheville, N.C.	180.7	206	4.3	140	75.2	198	2,868,980	207
Athens, Ga.	159.9	219	7.3	80	60.6	221	2,275,623	242
Atlanta, Ga.	3,086.5	9	11.6	32	1,180.9	9	60,482,863	10
Atlantic City, N.J.	334.1	139	6.9	87	136.1	133	6,101,818	134
Augusta, Ga.	435.3	108	7.5	76	159.8	114	6,659,797	125
Aurora - Elgin, Ill.	382.5	123	6.5	93	140.3	127	7,497,401	110
Austin, Tex.	867.3	63	16.2	9	342.2	60	15,351,953	64
Bakersfield, Cal.	585.4	88	12.7	24	209.1	89	10,062,948	85
Baltimore, Md.	2,456.9	17	3.8	157	919.5	17	45,670,300	20
Bangor, Me.	139.6	248	.2	247	51.2	253	2,198,876	248
Baton Rouge, La.	563.2	89	3.7	160	200.6	91	8,375,699	99
Battle Creek, Mich.	137.1	252	-1.7	284	53.5	243	2,521,551	227
Beaumont - Port Arthur, Tex.	374.5	126	-1.2	274	137.0	131	6,094,602	135
Beaver County, Pa.	187.2	204	-2.5	305	71.4	202	3,007,714	199
Bellingham, Wash.	124.4	272	4.9	122	49.8	257	1,955,348	264
Benton Harbor, Mich.	164.9	217	1.8	288	63.6	215	2,585,139	223
Bergen - Passaic, N.J.	1,299.8	39	.3	243	498.0	39	35,204,233	27
Billings, Mont.	122.6	275	4.0	149	49.6	259	2,013,168	259
Biloxi - Gulfport, Miss.	216.2	189	5.5	114	80.8	191	3,240,919	195
Binghamton, N.Y.	266.1	161	.1	252	101.6	159	4,623,077	158
Birmingham, Ala.	958.9	56	2.6	189	375.8	55	14,632,111	67
Bismarck, N.D.	93.8	304	4.3	140	34.9	304	1,450,411	303
Bloomington - Normal, Ill.	128.6	264	1.8	208	48.5	264	2,410,334	236
Bloomington, Ind.	104.2	294	1.5	219	39.2	299	1,687,340	291
Boise, Ida.	222.8	185	8.2	67	86.7	184	3,954,524	174
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	3,766.1	7	1.1	227	1,459.3	7	90,449,568	6
Boulder - Longmont, Colo.	239.3	176	8.1	70	95.7	168	4,356,533	164
Bradenton, Fla.	210.4	192	12.2	27	93.2	174	3,855,861	179
Brazoria, Tex.	210.6	191	7.0	84	70.1	204	3,834,790	180
Bremerton, Wash.	198.2	197	9.8	52	76.7	196	3,486,612	185
Bridgeport - Stamford - Norwalk - Danbury, Conn.	843.2	64	1.5	219	311.6	63	24,515,224	41
Brownsville - Harlingen, Tex.	291.5	148	10.9	41	86.0	185	2,876,019	206
Bryan - College Station, Tex.	141.4	244	13.2	21	53.5	243	2,234,804	245
Buffalo, N.Y.	942.2	57	-2.5	305	359.5	58	15,399,578	63
Burlington, N.C.	107.8	292	3.2	174	43.2	284	1,729,576	282
Burlington, Vt.	143.6	239	6.3	96	54.6	238	2,820,821	208
Canton, Ohio	401.2	116	.7	265	152.4	117	6,299,432	130
Casper, Wyo.	64.8	318	-2.4	299	25.9	317	1,065,851	318
Cedar Rapids, Iowa	167.0	216	-1.2	274	67.8	207	3,176,311	196
Champaign - Urbana - Rantoul, Ill.	173.4	210	.2	247	64.8	212	2,880,502	205
Charleston, S.C.	552.5	90	7.6	73	194.8	93	7,752,748	104
Charleston, W.Va.	263.9	164	-.9	268	108.8	150	4,378,693	163
Charlotte - Gastonia - Rock Hill, N.C. - S.C.	1,193.1	42	7.2	81	465.2	42	21,028,207	45
Charlottesville, Va.	133.3	256	5.7	108	52.4	249	2,511,011	229
Chattanooga, Tenn.	441.9	107	1.0	229	172.6	105	6,838,365	120
Cheyenne, Wyo.	78.0	315	3.9	151	32.3	310	1,150,516	315
Chicago, Ill.	6,253.6	3	.8	233	2,386.6	3	128,040,063	3
Chico, Cal.	194.0	201	10.2	48	78.8	194	2,922,380	203
Cincinnati, Ohio	1,460.5	32	1.2	223	568.8	31	26,999,405	35
Clarksville - Hopkinsville, Tenn.-Ky.	163.8	218	2.9	182	57.3	230	2,340,828	238
Cleveland, Ohio	1,824.6	25	-1.6	281	730.8	25	33,823,243	29
Colorado Springs, Colo.	451.9	104	13.0	22	174.8	103	7,478,984	111
Columbia, Mo.	117.4	285	5.7	108	44.0	280	2,124,355	251
Columbia, S.C.	498.3	98	7.0	84	187.7	97	8,776,518	95
Columbus, Ga.	265.1	163	3.5	165	95.8	167	3,697,371	182
Columbus, Ohio	1,379.0	36	3.3	170	549.9	33	24,288,689	42
Corpus Christi, Tex.	377.0	124	4.1	146	127.9	137	5,057,025	149
Cumberland, Md.	101.1	300	-1.9	291	39.3	297	1,402,115	304
Dallas, Tex.	2,757.4	10	11.4	33	1,063.9	10	54,236,377	14
Danville, Va.	110.2	290	-1.0	271	40.8	290	1,634,650	296
Davenport - Rock Island - Moline, Iowa - Ill.	360.3	133	-2.5	305	142.3	124	6,742,217	122
Dayton - Springfield, Ohio	933.2	58	-.7	265	372.7	56	16,784,157	58
Daytona Beach, Fla.	395.3	119	14.3	18	173.1	104	6,878,172	118

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1989 SURVEY OF BUYING POWER DATA SERVICE

S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1993 Projections

Area	1993 Average Household EBI ($)	Rank	1993 Total Retail Sales ($000)	Rank	1993 Per Household Retail Sales ($)	Rank	1993 Buying Power Index BPI	Rank
Abilene, Tex.	38,740	268	1,748,760	204	35,835	12	.0516	243
Akron, Ohio	43,871	160	5,741,461	86	23,095	220	.2367	84
Albany, Ga.	39,641	250	1,217,430	262	28,781	69	.0422	278
Albany - Schenectady - Troy, N.Y.	47,086	103	9,129,441	60	27,026	104	.3498	62
Albuquerque, N.M.	39,067	262	5,560,935	88	26,071	136	.1992	92
Alexandria, La.	34,588	309	1,105,301	277	21,801	261	.0431	273
Allentown - Bethlehem, Pa.	47,342	99	6,871,497	72	24,933	168	.2778	71
Altoona, Pa.	37,324	287	1,276,396	250	25,126	161	.0460	264
Amarillo, Tex.	43,893	158	2,154,623	183	26,600	118	.0808	185
Anaheim - Santa Ana, Cal.	65,035	10	27,704,551	13	31,368	35	1.1473	11
Anchorage, Alas.	58,954	20	3,108,941	142	32,351	26	.1181	144
Anderson, Ind.	41,307	213	1,228,898	260	24,876	174	.0468	259
Anderson, S.C.	36,765	293	1,196,995	266	20,017	298	.0500	250
Ann Arbor, Mich.	50,048	63	3,070,325	143	29,158	63	.1156	145
Anniston, Ala.	35,375	305	693,038	312	14,652	319	.0363	298
Appleton - Oshkosh - Neenah, Wisc.	47,415	96	2,957,848	147	23,970	197	.1240	140
Asheville, N.C.	38,151	279	2,243,096	179	29,828	52	.0722	195
Athens, Ga.	37,552	285	1,511,497	222	24,942	167	.0551	231
Atlanta, Ga.	51,218	50	35,320,873	9	29,910	50	1.3199	10
Atlantic City, N.J.	44,833	143	4,394,862	105	32,291	28	.1452	126
Augusta, Ga.	41,676	203	3,526,783	127	22,070	248	.1480	124
Aurora - Elgin, Ill.	53,418	37	3,142,968	140	22,402	241	.1486	121
Austin, Tex.	44,863	141	7,528,567	67	22,000	253	.3239	65
Bakersfield, Cal.	48,125	83	4,583,500	100	21,920	256	.2094	88
Baltimore, Md.	49,669	70	23,654,663	19	25,726	142	.9695	18
Bangor, Me.	42,947	173	1,674,022	208	32,696	23	.0548	233
Baton Rouge, La.	41,753	199	4,994,231	93	24,896	173	.1942	93
Battle Creek, Mich.	47,132	102	1,244,979	256	23,271	212	.0529	239
Beaumont - Port Arthur, Tex.	44,486	151	3,494,090	129	25,504	149	.1369	134
Beaver County, Pa.	42,125	190	1,319,883	244	18,486	309	.0630	211
Bellingham, Wash.	39,264	258	1,126,044	274	22,611	235	.0443	270
Benton Harbor, Mich.	40,647	223	1,297,341	246	20,398	294	.0563	229
Bergen - Passaic, N.J.	70,691	5	18,069,022	27	36,283	10	.6995	29
Billings, Mont.	40,588	225	1,285,288	249	25,913	138	.0469	258
Biloxi - Gulfport, Miss.	40,110	231	1,799,535	201	22,271	242	.0735	194
Binghamton, N.Y.	45,503	124	2,322,451	174	22,859	229	.0987	162
Birmingham, Ala.	38,936	266	7,754,058	65	20,633	290	.3259	64
Bismarck, N.D.	41,559	207	944,514	293	27,063	102	.0344	303
Bloomington - Normal, Ill.	49,699	68	1,367,597	241	28,198	79	.0525	241
Bloomington, Ind.	43,044	171	904,454	294	23,073	222	.0373	295
Boise, Ida.	45,612	122	1,961,749	191	22,627	234	.0837	180
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	61,981	15	47,640,261	6	32,646	24	1.8453	6
Boulder - Longmont, Colo.	45,523	123	2,731,115	154	28,538	74	.0988	161
Bradenton, Fla.	41,372	210	2,530,785	163	27,154	101	.0884	176
Brazoria, Tex.	54,705	32	1,549,960	218	22,111	245	.0765	192
Bremerton, Wash.	45,458	126	1,373,827	240	17,912	313	.0695	199
Bridgeport - Stamford - Norwalk - Danbury, Conn.	78,675	1	12,349,490	46	39,633	7	.4795	45
Brownsville - Harlingen, Tex.	33,442	312	2,250,919	177	26,173	134	.0809	184
Bryan - College Station, Tex.	41,772	197	1,322,968	243	24,728	175	.0510	248
Buffalo, N.Y.	42,836	174	8,615,269	63	23,965	198	.3435	63
Burlington, N.C.	40,036	236	1,459,709	232	33,790	15	.0447	269
Burlington, Vt.	51,663	47	1,943,506	194	35,595	13	.0651	209
Canton, Ohio	41,335	212	3,458,815	131	22,696	233	.1411	128
Casper, Wyo.	41,153	216	635,162	317	24,524	180	.0243	318
Cedar Rapids, Iowa	46,848	106	1,564,536	216	23,076	221	.0661	206
Champaign - Urbana - Rantoul, Ill.	44,452	153	1,820,412	200	28,093	81	.0666	205
Charleston, S.C.	39,799	242	4,678,234	97	24,016	196	.1831	97
Charleston, W.Va.	40,245	229	2,646,219	158	24,322	187	.0997	160
Charlotte - Gastonia - Rock Hill, N.C. - S.C.	45,203	132	12,953,805	43	27,846	89	.4762	46
Charlottesville, Va.	47,920	86	1,788,972	202	34,141	14	.0589	224
Chattanooga, Tenn.	39,620	251	4,313,698	107	24,992	165	.1599	114
Cheyenne, Wyo.	35,620	303	836,909	304	25,910	139	.0286	312
Chicago, Ill.	53,650	36	63,703,215	3	26,692	115	2.6375	3
Chico, Cal.	37,086	290	1,693,109	205	21,486	270	.0671	203
Cincinnati, Ohio	47,467	94	15,054,835	33	26,468	122	.5868	33
Clarksville - Hopkinsville, Tenn.-Ky.	40,852	220	1,264,189	253	22,063	250	.0532	238
Cleveland, Ohio	46,282	115	18,791,800	25	25,714	143	.7339	28
Colorado Springs, Colo.	42,786	176	4,047,05	111	23,153	217	.1646	111
Columbia, Mo.	48,281	82	859,279	300	19,529	302	.0425	277
Columbia, S.C.	46,758	109	4,533,429	102	24,153	193	.1882	95
Columbus, Ga.	38,595	273	2,116,038	184	22,088	246	.0860	178
Columbus, Ohio	44,169	155	14,035,107	37	25,523	147	.5392	38
Corpus Christi, Tex.	39,539	252	3,288,540	133	25,712	144	.1238	141
Cumberland, Md.	35,677	302	841,317	302	21,408	271	.0332	305
Dallas, Tex.	50,979	53	28,578,340	12	26,862	109	1.1452	12
Danville, Va.	40,065	234	902,192	295	22,113	244	.0371	296
Davenport - Rock Island - Moline, Iowa - Ill.	47,380	97	3,495,625	128	24,565	179	.1429	127
Dayton - Springfield, Ohio	45,034	134	8,626,874	62	23,147	219	.3578	61
Daytona Beach, Fla.	39,735	247	3,943,110	118	22,779	230	.1525	117

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1989 SURVEY OF BUYING POWER DATA SERVICE

S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Population, Households, Effective Buying Income

Area	Population (Thous.)	Rank	Households (Thous.)	Rank	Population Density (Pop/Sq.Mi.)	Rank	Effective Buying Income (EBI) ($000)	Rank	Median Household EBI ($)	Rank	Average Household EBI ($)	Rank	Per Capita EBI ($)	Rank
Decatur, Ala.	102.6	296	38.0	297	178	211	959,268	304	20,054	268	25,244	296	9,350	294
Decatur, Ill.	124.7	266	48.3	256	215	171	1,626,112	236	26,241	86	33,667	91	13,040	73
Denver, Colo.	1,684.5	26	671.6	27	449	66	22,765,998	29	27,791	52	33,898	85	13,515	51
Des Moines, Iowa	389.1	114	157.7	104	223	165	4,988,424	107	24,465	138	31,632	135	12,820	84
Detroit, Mich.	4,396.4	5	1,625.7	5	978	21	56,788,300	7	27,580	56	34,932	67	12,917	79
Dothan, Ala.	133.0	249	48.4	255	117	261	1,213,559	276	18,280	302	25,074	298	9,125	299
Dubuque, Iowa	90.8	305	31.5	309	150	237	908,894	308	22,566	188	28,854	218	10,010	257
Duluth, Minn.	245.8	167	94.3	159	33	314	2,762,294	165	23,547	157	29,293	201	11,238	170
Eau Claire, Wisc.	139.7	239	50.8	243	84	283	1,475,186	246	21,701	217	29,039	210	10,560	226
Elkhart - Goshen, Ind.	150.3	225	55.0	228	323	106	1,632,503	234	23,157	174	29,682	181	10,862	195
Elmira, N.Y.	93.8	304	34.4	303	228	162	973,947	302	21,266	226	28,312	229	10,383	239
El Paso, Tex.	579.7	85	174.1	97	572	43	4,585,152	117	18,606	296	26,336	283	7,910	315
Enid, Okla.	61.1	319	23.8	319	58	298	609,936	319	19,342	281	25,628	290	9,983	259
Erie, Pa.	282.8	149	104.2	149	352	93	3,330,862	150	25,081	123	31,966	127	11,778	148
Eugene - Springfield, Ore.	268.1	154	106.7	146	59	297	2,853,915	162	21,018	237	26,747	276	10,645	217
Evansville, Ind.	284.0	148	109.6	144	193	197	3,294,817	151	23,397	164	30,062	172	11,601	155
Fargo - Moorhead, N.D. Minn.	150.8	223	56.5	221	54	301	1,669,044	229	22,333	198	29,541	189	11,068	184
Fayetteville - Springdale, Ark.	112.4	287	42.4	279	118	258	1,132,472	289	19,111	290	26,709	278	10,075	254
Fayetteville, N.C.	268.0	155	87.9	171	408	79	2,595,799	172	19,999	271	29,531	191	9,686	281
Flint, Mich.	440.4	102	161.7	102	686	35	4,709,579	114	24,034	147	29,125	205	10,694	209
Florence, Ala.	140.0	237	53.5	234	112	262	1,321,023	261	19,061	292	24,692	303	9,436	289
Florence, S.C.	121.7	272	42.8	278	151	235	1,040,281	299	18,331	301	24,306	305	8,548	309
Fort Collins - Loveland, Colo.	187.6	197	71.6	194	72	290	1,971,522	200	21,723	215	27,535	249	10,509	231
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	1,214.3	40	526.5	32	1,003	20	18,729,983	32	26,836	71	35,575	58	15,425	22
Fort Myers - Cape Coral, Fla.	307.3	142	131.6	126	383	85	4,158,704	129	23,407	163	31,601	136	13,533	50
Fort Pierce, Fla.	227.5	176	93.1	161	200	190	2,630,903	171	21,198	229	28,259	230	11,564	158
Fort Smith, Ark.	183.8	202	68.6	201	102	277	1,732,534	218	18,020	304	25,256	295	9,426	290
Fort Walton Beach, Fla.	154.1	221	56.3	222	165	223	1,719,352	221	23,162	173	30,539	163	11,157	175
Fort Wayne, Ind.	364.8	121	133.5	123	268	131	4,226,359	126	25,481	111	31,658	134	11,585	156
Fort Worth - Arlington, Tex.	1,277.8	38	473.8	37	511	57	15,869,921	41	26,198	87	33,495	95	12,420	109
Fresno, Cal.	613.7	81	219.6	81	103	275	7,724,169	78	25,079	124	35,174	64	12,586	97
Gadsden, Ala.	104.0	292	39.7	289	192	200	909,449	307	16,599	312	22,908	317	8,745	307
Gainesville, Fla.	208.8	187	79.3	185	175	213	2,181,812	191	19,244	286	27,513	253	10,449	233
Galveston - Texas City, Tex.	214.8	184	78.5	186	538	49	2,559,237	175	26,115	92	32,602	113	11,915	139
Gary - Hammond, Ind.	624.3	78	217.8	83	679	36	6,518,946	86	25,524	109	29,931	178	10,442	234
Glens Falls, N.Y.	114.8	284	40.5	285	67	292	1,205,735	277	22,371	196	29,771	180	10,503	232
Grand Forks, N.D.	70.6	317	24.6	318	49	305	869,881	309	24,687	133	35,361	61	12,321	116
Grand Rapids, Mich.	665.7	71	242.7	74	466	60	8,340,942	70	27,237	63	34,367	77	12,530	104
Great Falls, Mont.	78.6	312	30.6	312	29	315	832,519	311	21,038	236	27,207	262	10,592	221
Greeley, Colo.	138.8	243	51.1	242	35	312	1,282,909	265	19,944	272	25,106	297	9,243	296
Green Bay, Wisc.	191.9	195	72.0	193	366	91	2,222,770	187	25,051	125	30,872	152	11,583	157
Greensboro - Winston Salem - High Point, N.C.	932.7	56	361.5	51	270	129	11,317,954	55	23,665	152	31,308	145	12,135	127
Greenville - Spartanburg, S.C.	625.4	77	236.9	76	297	118	6,461,193	87	21,056	235	27,274	259	10,331	241
Hagerstown, Md.	115.8	282	42.1	280	255	143	1,222,827	274	23,458	161	29,046	209	10,560	226
Hamilton - Middletown, Ohio	280.1	150	101.2	153	597	42	3,025,868	158	24,461	139	29,900	179	10,803	201
Harrisburg - Lebanon - Carlisle, Pa.	588.4	84	227.5	80	295	119	7,740,935	77	26,693	72	34,026	82	13,156	70
Hartford - New Britain - Middletown Bristol, Conn.	1,117.4	42	416.9	43	733	33	17,914,122	36	34,135	15	42,970	17	16,032	18
Hickory, N.C.	224.4	178	84.5	175	193	197	2,534,483	177	23,284	165	29,994	175	11,294	166
Honolulu, Haw.	844.3	60	267.8	67	1,414	12	11,479,060	54	31,666	27	42,864	18	13,596	49
Houma - Thibodaux, La.	184.2	200	61.0	213	73	288	1,712,803	222	22,891	182	28,079	236	9,299	295
Houston, Tex.	3,197.1	8	1,176.6	8	598	41	39,657,436	9	26,279	84	33,705	89	12,404	111
Huntington - Ashland, W.Va.-Ky.	330.5	136	124.3	132	153	232	2,950,997	160	17,762	307	23,741	308	8,929	303
Huntsville, Ala.	242.0	169	92.0	162	300	115	3,198,825	156	26,135	91	34,770	72	13,218	66
Indianapolis, Ind.	1,243.4	39	486.3	40	404	80	15,123,770	43	25,690	105	32,434	117	12,163	125
Iowa City, Iowa	86.2	309	33.7	304	140	246	1,038,304	300	21,192	230	30,810	154	12,045	133
Jackson, Mich.	150.0	226	52.8	236	213	175	1,664,118	230	25,215	119	31,517	138	11,094	181
Jackson, Miss.	402.5	111	142.2	117	170	220	4,109,816	131	21,093	234	28,902	215	10,211	247
Jackson, Tenn.	78.5	313	30.0	313	141	244	816,290	313	20,647	253	27,276	258	10,424	237
Jacksonville, Fla.	918.0	57	348.8	56	349	95	11,084,802	59	24,320	141	31,780	130	12,075	131
Jacksonville, N.C.	129.1	255	38.9	292	169	221	1,070,383	296	15,861	317	27,516	252	8,291	311
Jamestown - Dunkirk, N.Y.	144.5	233	54.0	232	136	250	1,486,041	244	20,743	247	27,519	251	10,284	243
Janesville - Beloit, Wisc.	138.1	244	51.9	239	191	201	1,684,207	225	26,967	68	32,451	116	12,196	123
Jersey City, N.J.	546.5	88	213.0	85	11,880	1	6,781,070	84	23,126	176	31,836	128	12,408	110
Johnson City - Kingsport - Bristol, Tenn.	451.4	100	170.8	98	158	229	4,617,438	116	20,684	251	27,034	264	10,229	246
Johnstown, Pa.	254.8	162	93.5	160	144	241	2,193,848	190	17,961	305	23,464	311	8,610	308
Joliet, Ill.	386.9	116	128.9	129	305	114	4,860,891	110	31,748	25	37,711	41	12,564	103
Joplin, Mo.	136.5	245	52.2	238	108	266	1,322,324	260	18,415	299	25,332	294	9,687	279
Kalamazoo, Mich.	222.1	180	83.5	176	395	81	2,969,789	159	27,354	61	35,566	60	13,371	62
Kankakee, Ill.	101.3	299	36.7	300	149	238	1,083,350	295	22,898	181	29,519	193	10,694	209
Kansas City, Mo.-Kans.	1,567.6	28	598.5	28	312	111	21,106,331	30	27,571	57	35,265	62	13,464	58
Kenosha, Wisc.	121.9	271	44.5	272	447	68	1,825,976	208	33,820	16	41,033	23	14,979	28
Killeen - Temple, Tex.	248.9	165	82.0	179	118	258	2,427,658	180	19,337	282	29,606	186	9,754	274
Knoxville, Tenn.	605.7	82	237.3	75	220	167	6,686,223	85	20,914	241	28,176	232	11,039	185
Kokomo, Ind.	102.0	297	38.5	293	184	208	1,236,706	271	26,027	94	32,122	125	12,125	128
La Crosse, Wisc.	96.2	303	36.2	301	211	178	1,133,315	288	23,413	162	31,307	146	11,781	147
Lafayette - West Lafayette, Ind.	123.7	268	43.9	274	246	148	1,379,221	255	22,383	195	31,417	140	11,150	176
Lafayette, La.	213.1	185	74.9	190	209	181	2,133,069	196	21,743	213	28,479	224	10,010	257
Lake Charles, La.	172.8	210	61.2	212	160	227	1,650,903	231	22,496	190	26,976	268	9,554	286
Lake County, Ill.	498.3	95	167.0	100	1,098	19	7,992,019	74	35,398	11	47,856	8	16,039	17
Lakeland - Winter Haven, Fla.	401.6	112	151.1	108	220	167	4,159,465	128	20,611	255	27,528	250	10,357	240

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1989 SURVEY OF BUYING POWER DATA SERVICE

S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales, Buying Power Indexes

Area	Total Retail Sales ($000)	Rank	Per Household Retail Sales ($)	Rank	Buying Power Index (BPI)	Rank	Economy-Priced-Products BPI	Rank	Moderate-Priced-Products BPI	Rank	Premium-Priced-Products BPI	Rank
Decatur, Ala.	573,349	305	15,088	284	.0345	305	.0439	293	.0423	297	.0339	298
Decatur, Ill.	884,328	248	18,309	146	.0527	244	.0492	276	.0523	265	.0564	224
Denver, Colo.	11,641,766	28	17,334	189	.7206	29	.6319	27	.7170	25	.7706	29
Des Moines, Iowa	2,834,303	109	17,973	161	.1647	110	.1706	105	.1779	104	.1716	105
Detroit, Mich.	30,775,120	7	18,930	117	1.8451	7	1.6182	5	1.6709	5	1.9778	6
Dothan, Ala.	909,827	241	18,798	121	.0472	262	.0602	240	.0600	239	.0418	273
Dubuque, Iowa	552,905	308	17,553	180	.0324	308	.0356	312	.0365	310	.0322	302
Duluth, Minn.	1,652,575	164	17,525	182	.0953	168	.1086	151	.0978	173	.0905	168
Eau Claire, Wisc.	1,044,352	221	20,558	59	.0545	236	.0586	249	.0625	227	.0514	239
Elkhart - Goshen, Ind.	1,114,333	209	20,261	69	.0592	224	.0597	246	.0723	205	.0499	244
Elmira, N.Y.	632,743	293	18,394	143	.0351	302	.0399	303	.0421	298	.0327	300
El Paso, Tex.	2,687,880	112	15,439	273	.1708	104	.2191	88	.2008	94	.1605	113
Enid, Okla.	390,187	319	16,394	233	.0222	319	.0299	317	.0285	318	.0227	319
Erie, Pa.	1,673,366	162	16,059	250	.1077	154	.1063	156	.1131	155	.1093	151
Eugene - Springfield, Ore.	1,624,546	168	15,225	280	.0979	162	.1229	139	.1185	146	.0947	165
Evansville, Ind.	2,056,344	141	18,762	123	.1142	148	.1214	141	.1234	143	.1247	137
Fargo - Moorhead, N.D.-Minn.	1,106,004	213	19,575	90	.0597	220	.0598	244	.0675	215	.0535	232
Fayetteville - Springdale, Ark.	726,962	283	17,145	197	.0408	287	.0529	265	.0509	272	.0330	299
Fayetteville, N.C.	1,609,140	171	18,306	147	.0934	170	.1047	160	.1142	152	.0872	172
Flint, Mich.	3,222,975	93	19,932	78	.1713	102	.1681	107	.1862	100	.1680	109
Florence, Ala.	776,820	272	14,520	298	.0471	263	.0636	230	.0578	244	.0449	257
Florence, S.C.	798,680	267	18,661	128	.0414	285	.0562	253	.0527	263	.0375	290
Fort Collins - Loveland, Colo.	1,197,147	198	16,720	214	.0691	200	.0813	196	.0845	192	.0649	202
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	11,186,879	31	21,248	50	.6085	32	.5119	35	.6016	29	.6610	31
Fort Myers - Cape Coral, Fla.	2,330,074	131	17,706	175	.1354	133	.1393	125	.1582	116	.1404	128
Fort Pierce, Fla.	1,670,494	163	17,943	166	.0921	171	.1124	147	.1084	158	.0901	169
Fort Smith, Ark.	948,172	235	13,822	305	.0606	219	.0848	190	.0791	197	.0515	237
Fort Walton Beach, Fla.	1,130,070	204	20,072	75	.0612	217	.0600	242	.0706	211	.0588	216
Fort Wayne, Ind.	2,401,300	126	17,987	160	.1423	128	.1309	134	.1530	120	.1501	121
Fort Worth - Arlington, Tex.	8,874,670	41	18,731	126	.5248	38	.5019	36	.5255	37	.5313	39
Fresno, Cal.	3,524,233	88	16,048	251	.2400	83	.2273	85	.2352	83	.2322	87
Gadsden, Ala.	479,856	315	12,087	315	.0321	310	.0525	269	.0391	304	.0316	304
Gainesville, Fla.	1,441,752	178	18,181	150	.0788	186	.1071	152	.0862	190	.0685	195
Galveston - Texas City, Tex.	1,406,310	185	17,915	167	.0849	178	.0924	179	.0825	193	.0842	176
Gary - Hammond, Ind.	4,007,967	84	18,402	142	.2302	86	.2277	84	.2386	82	.2404	84
Glens Falls, N.Y.	626,078	262	20,397	65	.0441	271	.0511	273	.0509	272	.0390	284
Grand Forks, N.D.	506,890	313	20,605	56	.0292	313	.0229	319	.0298	317	.0275	314
Grand Rapids, Mich.	4,700,521	70	19,368	97	.2758	70	.2207	87	.2660	76	.3004	66
Great Falls, Mont.	525,152	311	17,162	195	.0295	312	.0355	313	.0366	309	.0277	312
Greeley, Colo.	599,845	300	11,739	318	.0431	276	.0595	248	.0563	252	.0376	289
Green Bay, Wisc.	1,387,542	187	19,271	101	.0770	190	.0710	210	.0825	193	.0798	181
Greensboro - Winston-Salem - High Point, N.C.	6,723,213	52	18,598	131	.3828	52	.3629	48	.4231	46	.4119	49
Greenville - Spartanburg, S.C.	4,144,892	80	17,496	184	.2319	85	.2839	67	.2805	71	.2433	83
Hagerstown, Md.	759,547	277	18,041	157	.0433	276	.0436	294	.0485	281	.0429	269
Hamilton - Middletown, Ohio	1,317,333	190	13,017	312	.0961	166	.1031	165	.1029	165	.0926	166
Harrisburg - Lebanon - Carlisle, Pa.	4,850,710	66	21,322	48	.2627	75	.2392	78	.2718	74	.2489	79
Hartford - New Britain - Middletown - Bristol, Conn.	9,342,838	35	22,410	30	.5538	35	.3648	52	.4354	45	.5848	35
Hickory, N.C.	1,433,966	180	16,970	208	.0859	177	.0892	183	.1044	163	.0889	170
Honolulu, Haw.	5,803,985	63	21,673	44	.3617	63	.2347	81	.2967	67	.3519	62
Houma - Thibodaux, La.	1,126,221	205	18,463	137	.0637	210	.0739	206	.0713	209	.0592	214
Houston, Tex.	23,194,911	9	19,714	85	1.3299	9	1.2384	7	1.3268	8	1.3785	9
Huntington - Ashland, W.Va.-Ky.	2,039,041	143	16,404	231	.1124	150	.1634	109	.1393	133	.1056	154
Huntsville, Ala.	1,512,973	173	16,445	228	.0994	161	.0858	187	.0989	170	.1068	152
Indianapolis, Ind.	9,051,225	38	19,411	94	.5128	40	.4495	42	.5330	36	.5207	40
Iowa City, Iowa	467,651	317	13,877	304	.0324	308	.0379	306	.0355	312	.0301	309
Jackson, Mich.	805,048	266	15,247	278	.0540	239	.0490	277	.0559	254	.0530	235
Jackson, Miss.	2,425,995	123	17,060	203	.1440	126	.1620	110	.1548	119	.1316	135
Jackson, Tenn.	657,059	289	21,902	38	.0319	311	.0357	311	.0352	313	.0311	306
Jacksonville, Fla.	5,981,874	61	17,150	196	.3644	62	.3607	55	.3809	55	.3501	63
Jacksonville, N.C.	642,986	292	16,529	221	.0396	292	.0538	263	.0500	275	.0276	313
Jamestown - Dunkirk, N.Y.	735,358	281	13,618	308	.0493	251	.0654	219	.0599	240	.0436	264
Janesville - Beloit, Wisc.	984,260	230	18,965	114	.0565	230	.0544	261	.0551	255	.0561	225
Jersey City, N.J.	3,144,366	95	14,762	291	.2122	88	.2546	76	.2121	88	.2386	85
Johnson City - Kingsport - Bristol, Tenn.	2,592,333	115	15,178	282	.1593	113	.1966	96	.1929	97	.1509	120
Johnstown, Pa.	1,159,876	202	12,405	314	.0776	187	.1203	142	.1056	160	.0671	197
Joliet, Ill.	1,905,580	150	14,783	290	.1453	123	.1016	169	.1166	149	.1483	124
Joplin, Mo.	862,656	252	16,526	222	.0483	257	.0664	214	.0620	231	.0402	280
Kalamazoo, Mich.	1,648,620	165	19,744	83	.0966	164	.0746	205	.0903	182	.1063	153
Kankakee, Ill.	565,998	306	15,422	274	.0362	300	.0407	300	.0402	303	.0354	292
Kansas City, Mo.-Kans.	11,420,454	29	19,082	110	.6798	30	.5761	30	.6444	28	.6686	30
Kenosha, Wisc.	767,481	274	17,247	192	.0536	241	.0404	301	.0418	299	.0538	230
Killeen - Temple, Tex.	1,227,932	196	14,975	285	.0823	181	.1027	166	.0965	174	.0652	199
Knoxville, Tenn.	4,684,502	71	19,741	84	.2436	82	.2916	66	.2753	73	.2440	81
Kokomo, Ind.	792,776	269	20,592	58	.0430	279	.0402	302	.0435	295	.0427	270
La Crosse, Wisc.	731,910	282	20,219	70	.0397	291	.0383	305	.0437	294	.0430	268
Lafayette - West Lafayette, Ind.	788,653	270	17,965	163	.0470	264	.0456	286	.0510	271	.0413	276
Lafayette, La.	1,690,677	161	22,572	27	.0829	180	.0958	174	.0911	181	.0819	177
Lake Charles, La.	1,083,122	216	17,698	176	.0607	218	.0785	200	.0684	212	.0599	212
Lake County, Ill.	3,760,744	86	22,519	28	.2394	84	.1289	136	.1722	108	.2434	82
Lakeland - Winter Haven, Fla.	2,446,337	122	16,190	246	.1451	124	.1859	98	.1750	107	.1245	138

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S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

Area	Total Retail Sales ($000)	Rank	Food Stores ($000)	Rank	Supermarkets ($000)	Rank	Eating & Drinking Places ($000)	Rank	General Merchandise Stores ($000)	Rank	Department Stores ($000)	Rank	Apparel & Accessories Stores ($000)	Rank
Decatur, Ala.	573,349	305	101,710	312	99,818	310	41,833	315	78,317	303	69,733	295	24,792	301
Decatur, Ill.	884,328	248	178,439	250	171,564	250	68,040	267	131,913	230	123,033	217	51,534	202
Denver, Colo.	11,641,766	28	2,393,247	28	2,294,269	27	1,297,261	25	1,584,989	26	1,427,015	22	524,323	32
Des Moines, Iowa	2,834,303	109	620,477	96	602,758	94	287,480	100	409,949	94	349,337	95	136,469	105
Detroit, Mich.	30,775,120	7	5,613,719	7	5,062,329	6	2,803,146	7	3,562,211	5	3,304,498	5	1,718,434	6
Dothan, Ala.	909,827	241	141,437	283	136,408	283	71,503	261	119,271	252	90,675	265	39,454	235
Dubuque, Iowa	552,905	308	112,605	304	106,498	304	53,863	301	102,002	273	88,601	271	26,771	295
Duluth, Minn.	1,652,575	164	346,678	163	326,645	163	174,323	148	246,877	147	219,125	139	63,896	182
Eau Claire, Wisc.	1,044,352	221	188,286	244	179,177	245	90,585	226	127,429	237	93,210	258	47,992	207
Elkhart - Goshen, Ind.	1,114,333	209	228,081	212	211,623	217	83,652	238	86,180	293	66,386	301	35,566	258
Elmira, N.Y.	632,743	293	124,372	296	115,339	296	52,679	304	120,919	246	113,002	230	31,277	274
El Paso, Tex.	2,687,880	112	569,661	108	539,947	106	273,331	103	411,641	93	347,514	96	172,955	87
Enid, Okla.	390,187	319	91,432	316	88,202	316	35,278	317	34,235	318	28,088	318	27,947	293
Erie, Pa.	1,673,366	162	361,290	159	340,982	158	168,356	153	192,659	172	147,053	184	81,219	153
Eugene - Springfield, Ore.	1,624,546	168	331,628	165	308,685	168	175,118	147	222,863	158	163,058	170	61,383	186
Evansville, Ind.	2,056,344	141	389,407	149	372,359	150	188,833	139	272,537	132	234,236	127	142,430	101
Fargo - Moorhead, N.D. Minn.	1,106,004	213	156,935	268	150,099	269	114,296	200	155,997	207	142,450	190	41,740	225
Fayetteville - Springdale, Ark.	726,962	283	148,362	278	144,558	275	60,122	281	156,289	206	147,303	183	26,520	296
Fayetteville, N.C.	1,609,140	171	314,564	173	307,626	169	150,902	165	265,717	133	197,013	155	38,747	242
Flint, Mich.	3,227,975	93	488,719	127	466,471	126	265,622	107	611,756	66	551,202	62	132,690	108
Florence, Ala.	776,820	272	130,728	288	125,534	289	58,878	287	123,432	241	103,605	244	36,929	255
Florence, S.C.	798,680	267	154,892	271	151,573	268	54,780	299	113,633	261	85,806	273	37,096	254
Fort Collins - Loveland, Colo.	1,197,147	198	260,111	196	249,974	196	122,076	191	119,626	249	101,713	248	40,203	229
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	11,186,879	31	1,905,696	37	1,688,296	38	1,210,241	28	1,039,742	38	912,668	38	505,557	34
Fort Myers - Cape Coral, Fla.	2,330,074	131	511,542	123	491,149	120	204,679	130	248,257	145	212,159	143	73,292	168
Fort Pierce, Fla.	1,670,494	163	374,556	153	357,386	154	108,512	202	152,410	211	122,103	219	55,131	193
Fort Smith, Ark.	948,172	235	188,792	243	180,215	243	76,670	251	146,815	218	135,825	200	37,677	248
Fort Walton Beach, Fla.	1,130,070	204	204,499	233	197,185	229	117,712	195	160,627	203	127,138	214	30,200	280
Fort Wayne, Ind.	2,401,300	126	446,799	135	420,425	138	230,004	125	301,663	117	269,447	117	108,719	129
Fort Worth - Arlington, Tex.	8,874,670	41	1,987,168	35	1,894,597	33	848,556	42	1,129,554	34	996,916	34	435,311	40
Fresno, Cal.	3,524,233	88	766,073	87	727,929	87	314,880	93	388,145	96	330,665	99	164,067	92
Gadsden, Ala.	479,856	315	102,355	311	99,024	311	42,561	314	65,053	314	59,925	312	28,060	291
Gainesville, Fla.	1,441,752	178	342,117	164	324,252	164	147,492	167	163,617	197	133,991	204	51,980	199
Galveston - Texas City, Tex.	1,406,310	185	401,506	146	384,989	145	143,602	171	121,877	244	103,650	243	86,952	146
Gary - Hammond, Ind.	4,007,967	84	798,903	85	738,276	85	383,154	82	446,305	89	375,117	91	186,736	83
Glens Falls, N.Y.	826,078	262	219,715	220	208,748	219	70,660	265	73,417	307	61,911	309	38,717	244
Grand Forks, N.D.	506,890	313	62,654	319	60,150	319	36,760	316	118,661	254	100,528	250	24,313	305
Grand Rapids, Mich.	4,700,521	70	705,392	90	652,655	91	408,019	76	660,865	61	623,692	59	236,895	72
Great Falls, Mont.	525,152	311	106,557	309	103,260	308	55,226	297	78,873	302	62,650	306	18,626	314
Greeley, Colo.	599,845	300	151,565	272	147,525	271	58,368	288	83,481	297	68,908	297	16,180	317
Green Bay, Wisc.	1,387,542	187	223,149	215	207,236	221	132,589	182	299,004	120	255,598	120	61,167	188
Greensboro - Winston-Salem - High Point, N.C.	6,723,213	52	1,245,957	56	1,210,154	55	648,525	52	824,619	50	644,935	56	354,672	52
Greenville - Spartanburg, S.C.	4,144,892	80	911,817	75	900,416	71	352,477	86	486,725	84	404,009	86	209,148	79
Hagerstown, Md.	759,547	277	126,562	293	118,866	294	43,595	311	76,950	305	68,972	296	29,417	285
Hamilton - Middletown, Ohio	1,317,333	190	294,632	188	278,600	191	131,960	183	151,896	212	142,290	192	24,918	300
Harrisburg - Lebanon - Carlisle, Pa.	4,850,710	66	1,069,788	65	1,014,006	64	393,630	80	538,858	76	466,189	76	170,864	88
Hartford - New Britain - Middletown Bristol, Conn.	9,342,838	35	1,706,471	42	1,603,063	41	1,004,824	35	993,297	41	910,246	39	550,856	30
Hickory, N.C.	1,433,966	180	317,062	170	306,620	171	120,477	192	144,981	220	105,061	241	79,121	161
Honolulu, Haw.	5,803,985	63	953,525	70	822,129	79	1,121,022	31	722,410	58	550,139	63	448,317	37
Houma - Thibodaux, La.	1,126,221	205	278,760	194	261,878	194	158,649	155	134,853	229	101,045	249	46,621	212
Houston, Tex.	23,194,911	9	4,930,033	9	4,718,403	8	2,326,480	10	2,736,521	10	2,481,584	9	1,350,439	9
Huntington - Ashland, W.Va.-Ky.	2,039,041	143	392,912	148	376,282	149	168,670	152	382,115	99	333,889	98	96,336	138
Huntsville, Ala.	1,512,973	173	247,936	201	242,726	200	133,679	181	183,405	174	166,004	166	71,445	169
Indianapolis, Ind.	9,051,225	38	1,430,815	52	1,370,673	50	841,000	43	1,027,204	39	961,306	35	406,617	46
Iowa City, Iowa	467,651	317	100,608	313	91,603	314	56,862	293	67,917	312	61,718	310	20,732	313
Jackson, Mich.	805,048	266	126,837	292	115,293	297	60,853	279	164,355	194	154,014	176	29,268	287
Jackson, Miss.	2,425,995	123	413,211	144	398,267	144	171,375	149	361,903	104	282,436	112	95,079	142
Jackson, Tenn.	657,059	289	96,617	314	90,330	315	42,706	313	137,839	226	114,621	227	38,491	245
Jacksonville, Fla.	5,981,874	61	1,094,970	60	1,018,162	63	571,491	59	607,272	67	515,644	66	235,269	73
Jacksonville, N.C.	642,986	292	116,910	302	114,303	298	59,274	285	94,488	285	66,292	302	10,169	319
Jamestown - Dunkirk, N.Y.	735,358	281	205,119	232	194,013	231	76,209	252	67,918	311	54,334	315	21,205	311
Janesville - Beloit, Wisc.	984,260	230	215,008	221	207,422	220	91,630	224	167,974	189	137,226	197	39,754	233
Jersey City, N.J.	3,144,366	95	873,086	80	790,444	82	240,343	120	163,379	200	110,643	232	280,618	62
Johnson City - Kingsport - Bristol, Tenn.	2,592,333	115	514,688	120	501,123	116	191,702	138	351,599	107	285,581	109	108,064	130
Johnstown, Pa.	1,159,876	202	297,885	183	280,202	189	78,141	247	127,435	236	115,348	224	39,981	232
Joliet, Ill.	1,905,580	150	372,133	156	351,690	156	154,474	159	168,969	187	135,059	203	81,761	152
Joplin, Mo.	862,656	252	174,208	254	166,839	255	78,007	248	137,778	227	128,194	212	34,964	262
Kalamazoo, Mich.	1,648,620	165	209,471	225	198,869	226	157,306	156	291,525	122	280,066	114	83,671	151
Kankakee, Ill.	565,998	306	127,121	291	118,300	295	53,247	302	64,188	315	58,072	314	23,930	306
Kansas City, Mo.-Kans.	11,420,454	29	2,049,063	32	1,972,720	32	1,136,821	30	1,644,675	23	1,404,443	25	519,161	33
Kenosha, Wisc.	767,481	274	194,657	239	184,418	240	94,462	217	105,605	270	92,559	261	31,649	273
Killeen - Temple, Tex.	1,227,932	196	305,562	178	298,347	175	115,168	198	196,681	168	149,683	181	42,437	221
Knoxville, Tenn.	4,684,502	71	911,124	76	881,598	72	498,987	65	532,711	78	463,494	77	246,817	69
Kokomo, Ind.	792,776	269	149,107	277	142,076	276	72,052	259	92,337	288	86,065	272	38,730	243
La Crosse, Wisc.	731,910	282	126,360	294	121,106	291	66,114	270	124,127	238	120,576	220	35,228	261
Lafayette - West Lafayette, Ind.	798,653	270	120,524	300	111,178	303	79,153	244	106,804	269	105,300	238	31,133	275
Lafayette, La.	1,690,677	161	351,827	161	336,063	160	164,028	154	228,432	156	202,945	153	102,805	134
Lake Charles, La.	1,083,122	216	303,420	179	300,253	174	77,923	249	119,986	248	91,512	263	47,422	209
Lake County, Ill.	3,760,744	86	564,017	109	536,462	108	257,415	111	288,938	123	254,676	122	211,387	77
Lakeland - Winter Haven, Fla.	2,446,337	122	602,464	99	571,193	99	201,573	133	283,792	125	210,566	146	74,143	165

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1989 SURVEY OF BUYING POWER DATA SERVICE

S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

Area	Furniture/ Home Furnishings/ Appliance Stores ($000)	Rank	Furniture & Home Furnishings Stores ($000)	Rank	Automotive Dealers ($000)	Rank	Gasoline Service Stations ($000)	Rank	Building Materials & Hardware Dealers ($000)	Rank	Drugstores ($000)	Rank
Decatur, Ala.	31,376	279	16,514	265	163,306	276	31,155	305	36,110	290	22,980	275
Decatur, Ill.	50,461	219	21,861	235	183,732	257	66,058	229	53,224	244	30,870	240
Denver, Colo.	659,756	32	316,029	33	2,440,615	31	799,276	25	467,936	32	232,365	51
Des Moines, Iowa	172,769	101	89,601	96	624,287	111	210,856	94	122,610	136	70,619	145
Detroit, Mich.	1,804,245	6	843,967	8	7,596,254	4	2,218,151	3	1,624,914	4	1,433,077	4
Dothan, Ala.	45,639	230	31,440	194	274,717	198	57,849	241	47,885	258	28,841	247
Dubuque, Iowa	34,673	270	15,724	277	104,957	314	32,585	301	25,359	313	19,000	292
Duluth, Minn.	64,499	193	27,818	205	262,569	205	142,449	136	130,116	126	44,228	185
Eau Claire, Wisc.	53,738	206	22,589	231	287,250	194	73,924	207	88,284	175	20,049	287
Elkhart - Goshen, Ind.	26,438	300	11,179	307	451,231	146	68,511	222	56,871	236	30,143	245
Elmira, N.Y.	27,347	297	11,439	305	142,389	292	36,616	293	29,242	308	26,767	256
El Paso, Tex.	155,749	112	87,010	100	578,197	118	134,112	139	128,325	129	56,996	162
Enid, Okla.	22,805	311	10,138	311	97,367	317	24,700	314	23,243	316	14,062	307
Erie, Pa.	85,298	166	30,893	197	396,084	158	142,902	135	78,779	190	57,920	158
Eugene - Springfield, Ore.	91,248	158	50,966	151	372,582	168	110,274	163	79,369	186	42,056	193
Evansville, Ind.	120,534	134	63,371	129	470,163	141	136,144	138	124,337	135	56,549	163
Fargo - Moorhead, N.D.-Minn.	47,632	225	21,398	241	291,410	191	97,058	173	62,612	222	21,759	279
Fayetteville - Springdale, Ark.	22,897	310	12,507	300	144,656	287	33,246	300	58,821	232	14,118	306
Fayetteville, N.C.	157,106	110	74,573	112	395,004	160	88,697	186	56,190	237	45,668	180
Flint, Mich.	140,247	120	66,152	125	793,022	89	272,890	81	171,279	95	123,955	90
Florence, Ala.	35,085	267	17,674	261	216,223	232	51,199	250	39,892	282	21,786	278
Florence, S.C.	38,733	255	21,541	239	187,077	255	70,812	217	61,002	228	30,841	242
Fort Collins - Loveland, Colo.	61,990	196	26,699	211	251,623	209	96,463	174	79,317	188	24,804	268
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	875,665	20	460,649	15	3,255,885	20	598,912	34	320,124	48	437,038	28
Fort Myers - Cape Coral, Fla.	196,796	87	127,562	71	539,548	129	129,130	147	134,271	122	87,736	119
Fort Pierce, Fla.	116,451	139	58,213	138	456,214	145	81,435	197	141,436	115	61,700	152
Fort Smith, Ark.	40,417	248	22,171	234	200,290	241	63,061	231	85,237	179	25,062	267
Fort Walton Beach, Fla.	72,176	180	35,402	182	279,625	197	70,189	219	66,535	213	31,961	234
Fort Wayne, Ind.	156,452	111	71,846	115	543,369	125	196,903	104	136,737	119	88,253	117
Fort Worth - Arlington, Tex.	431,838	48	210,737	49	2,128,864	39	495,184	46	468,802	31	222,873	52
Fresno, Cal.	203,831	83	98,253	88	743,539	98	207,835	96	188,148	90	212,423	57
Gadsden, Ala.	28,203	290	16,924	264	106,617	313	20,351	316	24,350	314	17,592	297
Gainesville, Fla.	63,979	195	23,486	224	332,607	177	90,994	182	80,729	183	35,404	215
Galveston - Texas City, Tex.	34,970	269	15,968	272	320,232	180	76,226	202	105,733	154	39,941	200
Gary - Hammond, Ind.	200,809	85	112,157	76	863,762	85	406,709	56	186,131	92	187,876	62
Glens Falls, N.Y.	24,483	304	11,874	302	180,791	258	47,660	258	51,922	249	33,778	224
Grand Forks, N.D.	29,587	286	14,786	286	139,743	296	30,738	307	26,678	310	6,832	317
Grand Rapids, Mich.	336,826	60	161,570	59	1,187,666	65	339,979	67	299,511	56	101,596	102
Great Falls, Mont.	28,165	291	8,213	317	129,160	304	34,017	298	26,171	312	14,060	308
Greeley, Colo.	22,340	312	7,884	318	143,856	289	45,036	267	29,451	307	13,093	311
Green Bay, Wisc.	82,780	170	36,605	176	320,708	179	107,620	164	78,874	189	19,525	288
Greensboro - Winston-Salem - High Point, N.C.	481,264	41	290,474	35	1,521,337	55	458,552	50	306,666	49	249,172	48
Greenville - Spartanburg, S.C.	293,166	66	158,782	61	854,322	86	298,121	72	236,931	69	158,387	73
Hagerstown, Md.	40,367	249	23,960	220	139,351	297	40,125	286	69,344	209	34,182	221
Hamilton - Middletown, Ohio	67,305	188	45,125	161	341,227	176	99,327	170	61,620	226	45,749	178
Harrisburg - Lebanon - Carlisle, Pa.	189,591	91	85,925	102	1,183,969	66	371,935	61	188,091	91	141,271	82
Hartford - New Britain - Middletown - Bristol, Conn.	490,975	39	245,942	40	2,152,924	36	549,429	38	397,171	42	290,092	39
Hickory, N.C.	81,277	173	47,694	154	311,730	182	56,241	243	94,522	168	74,519	134
Honolulu, Haw.	166,801	103	71,535	118	843,853	87	282,167	75	135,622	121	416,430	30
Houma - Thibodaux, La.	46,056	228	20,948	243	233,506	222	51,076	251	75,511	193	42,078	192
Houston, Tex.	1,152,880	10	628,186	9	5,762,120	8	1,269,952	11	1,278,580	7	692,772	10
Huntington - Ashland, W.Va.-Ky.	106,701	148	42,755	168	393,266	161	164,126	120	97,911	162	90,475	115
Huntsville, Ala.	115,655	140	61,898	133	428,664	151	77,601	200	83,819	181	46,142	177
Indianapolis, Ind.	473,501	42	219,513	46	2,476,403	30	833,063	22	462,398	33	352,656	35
Iowa City, Iowa	27,784	294	10,467	310	81,399	319	30,863	306	30,625	304	12,588	312
Jackson, Mich.	39,389	252	20,917	244	142,738	291	72,615	210	53,623	242	31,801	236
Jackson, Miss.	110,733	144	58,164	139	700,222	101	192,238	105	86,135	177	105,740	99
Jackson, Tenn.	28,455	289	13,323	296	142,184	293	36,385	294	46,129	267	20,343	286
Jacksonville, Fla.	264,700	69	152,506	64	1,614,030	51	456,624	51	226,156	72	246,708	49
Jacksonville, N.C.	50,872	215	31,973	193	200,609	240	22,508	315	34,853	294	20,488	285
Jamestown - Dunkirk, N.Y.	30,927	282	12,848	299	180,777	259	35,018	297	47,034	262	29,794	246
Janesville - Beloit, Wisc.	37,993	258	16,299	266	197,756	243	91,070	181	48,096	256	31,694	237
Jersey City, N.J.	201,422	84	116,945	77	527,386	134	186,150	109	118,017	145	110,751	96
Johnson City - Kingsport - Bristol, Tenn.	118,576	135	69,635	120	756,249	95	131,155	143	141,165	116	105,779	98
Johnstown, Pa.	52,214	212	28,510	203	268,704	201	72,485	211	85,549	178	40,702	199
Joliet, Ill.	57,998	202	34,153	188	462,065	144	254,643	84	118,956	144	97,226	109
Joplin, Mo.	27,716	295	15,990	271	226,396	225	74,025	206	44,086	273	15,012	303
Kalamazoo, Mich.	134,783	127	55,347	141	370,661	169	126,162	150	94,611	167	42,307	191
Kankakee, Ill.	30,990	280	12,997	298	146,545	286	26,598	309	33,640	298	23,714	271
Kansas City, Mo.-Kans.	459,044	44	216,281	47	2,805,226	25	830,275	23	585,002	25	321,671	36
Kenosha, Wisc.	31,738	278	13,649	294	116,440	311	76,903	201	30,980	302	27,448	251
Killeen - Temple, Tex.	54,352	204	24,298	219	301,114	187	64,099	270	62,119	224	26,619	257
Knoxville, Tenn.	257,360	71	143,684	67	1,110,233	69	365,167	63	236,830	70	161,712	71
Kokomo, Ind.	28,579	288	18,292	255	210,519	237	72,800	209	46,840	263	32,041	233
La Crosse, Wisc.	64,371	194	24,497	218	166,034	273	49,425	253	42,861	275	18,575	295
Lafayette - West Lafayette, Ind.	33,742	275	13,544	295	215,663	234	56,970	242	51,227	251	28,434	249
Lafayette, La.	78,835	177	39,283	173	347,880	174	81,548	196	158,291	103	43,828	186
Lake Charles, La.	52,148	213	19,692	252	188,885	253	54,605	247	119,330	143	49,994	171
Lake County, Ill.	217,010	77	92,745	94	1,316,814	62	250,364	86	190,279	88	140,024	86
Lakeland - Winter Haven, Fla.	88,712	161	44,632	163	662,234	107	160,414	121	146,369	109	78,496	128

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S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

Area	Groceries & Other Foods ($000)	Rank	Drugs & Health & Beauty Aids ($000)	Rank	Major Household Appliances ($000)	Rank	Televisions, Video Recorders & Tapes ($000)	Rank	Audio Equipment, Musical Instruments & Supplies ($000)	Rank
Decatur, Ala.	84,729	310	27,527	284	9,844	275	4,076	299	5,757	311
Decatur, Ill.	151,411	252	32,429	263	13,483	224	7,408	215	16,320	196
Denver, Colo.	1,830,842	29	401,585	34	139,390	29	105,245	25	171,043	28
Des Moines, Iowa	480,994	105	90,993	124	37,823	110	25,397	97	38,576	107
Detroit, Mich.	5,454,970	5	1,361,728	5	334,572	5	246,271	6	371,388	8
Dothan, Ala.	121,852	279	34,991	249	12,593	234	6,040	246	11,227	238
Dubuque, Iowa	101,669	294	20,785	305	7,577	298	4,957	279	8,508	281
Duluth, Minn.	305,365	156	57,468	178	17,524	189	11,180	176	18,820	181
Eau Claire, Wisc.	180,637	220	33,213	256	14,521	212	7,642	212	12,004	226
Elkhart - Goshen, Ind.	198,791	205	30,716	269	8,353	291	6,128	243	11,162	239
Elmira, N.Y.	98,527	299	25,948	290	10,738	266	3,228	309	8,744	276
El Paso, Tex.	436,887	114	110,256	108	36,833	113	29,136	84	33,152	121
Enid, Okla.	67,440	318	15,059	315	4,371	319	3,838	302	6,164	306
Erie, Pa.	334,948	145	57,885	177	22,162	169	10,529	180	18,046	185
Eugene - Springfield, Ore.	272,545	163	67,883	159	15,748	203	7,939	205	21,039	171
Evansville, Ind.	336,548	143	61,780	165	25,080	159	19,613	117	28,767	135
Fargo - Moorhead, N.D.-Minn.	136,926	265	26,667	286	10,493	268	5,912	250	17,736	187
Fayetteville - Springdale, Ark.	128,046	272	29,474	276	11,482	250	5,513	258	8,436	282
Fayetteville, N.C.	214,758	194	56,835	179	35,067	117	21,260	111	49,227	89
Flint, Mich.	574,921	94	137,542	88	40,194	101	22,252	108	27,707	138
Florence, Ala.	107,774	288	33,326	255	13,081	227	5,134	268	8,431	283
Florence, S.C.	128,650	271	34,395	250	15,776	202	6,504	234	8,832	272
Fort Collins - Loveland, Colo.	211,778	196	40,464	225	15,485	204	7,643	211	14,784	203
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	1,512,875	35	446,108	30	134,379	32	70,282	42	147,745	34
Fort Myers - Cape Coral, Fla.	387,948	128	77,771	146	33,292	119	17,212	129	32,311	125
Fort Pierce, Fla.	285,367	159	61,266	167	22,992	165	11,964	172	20,251	176
Fort Smith, Ark.	143,212	259	39,134	229	12,161	241	5,975	248	11,387	234
Fort Walton Beach, Fla.	157,199	247	36,292	244	18,170	186	11,476	175	16,437	195
Fort Wayne, Ind.	387,440	129	85,898	133	35,505	116	13,696	155	34,332	115
Fort Worth - Arlington, Tex.	1,456,253	38	352,290	38	117,290	36	71,466	40	109,549	48
Fresno, Cal.	617,169	86	165,172	77	32,581	123	38,842	64	43,919	96
Gadsden, Ala.	91,555	305	24,237	296	9,650	279	3,417	307	6,240	303
Gainesville, Fla.	240,853	180	54,888	184	14,140	217	13,490	156	20,619	173
Galveston - Texas City, Tex.	277,228	162	45,465	206	20,195	177	7,031	222	9,783	260
Gary - Hammond, Ind.	708,920	81	138,543	87	53,282	75	25,959	95	39,530	103
Glens Falls, N.Y.	178,245	223	37,512	236	5,529	314	4,674	290	8,651	277
Grand Forks, N.D.	50,552	319	13,557	316	7,279	301	3,699	303	11,548	232
Grand Rapids, Mich.	808,572	70	141,214	86	72,405	60	37,782	66	61,886	75
Great Falls, Mont.	75,081	315	16,070	313	10,441	269	6,927	225	10,470	248
Greeley, Colo.	114,661	283	25,985	289	6,997	302	5,209	266	7,094	296
Green Bay, Wisc.	210,956	198	48,672	200	20,196	176	15,889	135	20,607	174
Greensboro - Winston-Salem - High Point, N.C.	957,609	59	261,048	52	96,781	45	53,758	49	87,148	57
Greenville - Spartanburg, S.C.	747,286	74	182,963	71	61,118	69	32,756	74	77,273	61
Hagerstown, Md.	115,819	282	29,049	278	10,848	263	4,811	287	10,293	254
Hamilton - Middletown, Ohio	241,724	178	51,797	191	12,788	231	7,467	214	11,356	235
Harrisburg - Lebanon - Carlisle, Pa.	939,163	60	157,725	82	51,024	78	29,981	80	41,703	100
Hartford - New Britain - Middletown - Bristol, Conn.	1,479,158	37	358,097	36	99,340	43	43,321	60	126,593	40
Hickory, N.C.	261,215	169	76,580	148	22,003	170	8,021	202	16,583	194
Honolulu, Haw.	835,434	67	305,913	46	47,336	86	26,856	90	58,229	81
Houma - Thibodaux, La.	207,031	201	49,212	197	16,416	196	7,127	221	11,950	228
Houston, Tex.	3,587,802	9	872,798	10	266,892	7	197,024	8	285,620	11
Huntington - Ashland, W.Va.-Ky.	346,288	141	102,433	116	25,490	158	11,710	173	45,661	93
Huntsville, Ala.	212,966	195	62,550	164	22,636	167	10,562	179	31,055	131
Indianapolis, Ind.	1,219,009	49	339,347	41	98,777	44	75,994	36	262,006	15
Iowa City, Iowa	81,076	312	15,284	314	5,876	312	2,425	316	10,489	247
Jackson, Mich.	158,968	244	36,023	247	10,268	270	6,690	231	6,711	300
Jackson, Miss.	348,025	140	122,430	95	31,906	126	12,800	167	36,109	113
Jackson, Tenn.	80,828	313	30,098	273	9,795	277	5,386	262	9,704	263
Jacksonville, Fla.	880,068	64	204,972	68	75,599	57	34,380	70	51,668	88
Jacksonville, N.C.	103,506	290	22,681	302	11,356	254	5,138	267	10,991	241
Jamestown - Dunkirk, N.Y.	171,468	228	28,921	279	8,211	292	4,503	293	7,012	297
Janesville - Beloit, Wisc.	189,506	212	40,486	224	10,925	260	4,833	286	10,972	242
Jersey City, N.J.	745,606	75	137,216	89	43,132	94	23,230	101	24,609	156
Johnson City - Kingsport - Bristol, Tenn.	407,707	123	119,666	99	36,489	114	13,393	157	36,200	112
Johnstown, Pa.	286,703	158	43,054	216	14,911	207	5,081	272	10,368	253
Joliet, Ill.	323,275	151	79,444	143	14,476	214	10,124	185	15,964	200
Joplin, Mo.	147,527	254	32,975	257	9,678	278	6,877	228	8,033	288
Kalamazoo, Mich.	242,812	177	56,709	180	26,444	154	19,620	116	33,734	118
Kankakee, Ill.	111,019	286	19,561	309	9,881	274	3,926	301	6,192	305
Kansas City, Mo.-Kans.	1,738,325	30	485,152	26	141,792	27	80,118	34	131,516	37
Kenosha, Wisc.	164,155	239	30,931	268	8,039	295	4,925	283	7,407	294
Killeen - Temple, Tex.	203,656	202	43,920	212	19,898	178	10,887	178	21,961	167
Knoxville, Tenn.	711,252	80	191,264	69	51,828	76	28,703	85	67,111	69
Kokomo, Ind.	127,736	273	30,998	266	6,126	309	5,081	272	11,097	240
La Crosse, Wisc.	102,768	291	23,938	297	13,060	229	8,941	193	14,352	207
Lafayette - West Lafayette, Ind.	100,832	296	30,435	271	12,821	230	3,972	300	10,449	251
Lafayette, La.	266,896	167	59,201	173	28,401	144	14,083	150	24,762	154
Lake Charles, La.	227,298	186	57,946	175	20,463	175	9,615	187	15,402	201
Lake County, Ill.	491,893	102	121,836	97	37,860	109	29,481	82	47,725	91
Lakeland - Winter Haven, Fla.	423,873	119	84,742	134	31,483	128	15,700	136	22,197	166

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1989 SURVEY OF BUYING POWER DATA SERVICE

S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

Area	Home Computers & Calculators ($000)	Rank	Furniture & Sleep Equipment ($000)	Rank	Men's & Boys' Clothing ($000)	Rank	Women's & Girls' Clothing ($000)	Rank	Footwear ($000)	Rank
Decatur, Ala.	1,470	285	14,960	258	14,329	306	25,799	309	8,027	304
Decatur, Ill.	3,398	181	18,604	235	29,341	213	54,320	218	14,129	231
Denver, Colo.	32,645	32	260,042	33	354,378	27	644,761	28	192,315	27
Des Moines, Iowa	14,107	66	67,022	104	86,768	100	166,921	99	42,009	110
Detroit, Mich.	80,890	8	683,890	7	818,727	7	1,719,333	7	487,286	6
Dothan, Ala.	1,734	261	20,874	214	23,160	246	44,561	254	11,852	261
Dubuque, Iowa	1,923	248	9,980	308	17,657	289	31,136	296	8,498	300
Duluth, Minn.	4,349	158	27,629	184	44,918	162	88,613	165	19,901	187
Eau Claire, Wisc.	2,234	226	22,940	202	23,654	243	45,934	247	13,583	235
Elkhart - Goshen, Ind.	1,855	253	11,507	295	17,513	290	39,587	267	12,439	254
Elmira, N.Y.	1,822	257	12,671	285	22,087	255	45,357	250	11,507	264
El Paso, Tex.	4,095	164	74,489	93	93,307	93	181,706	91	62,773	78
Enid, Okla.	697	319	8,456	315	11,179	315	19,792	316	5,621	318
Erie, Pa.	8,023	106	29,869	178	45,592	159	88,208	166	25,294	158
Eugene - Springfield, Ore.	4,636	155	43,608	146	35,014	186	66,296	186	19,574	190
Evansville, Ind.	8,695	96	50,978	125	64,178	125	124,768	123	41,020	114
Fargo - Moorhead, N.D.-Minn.	2,297	222	18,067	242	30,884	203	62,056	200	13,576	236
Fayetteville - Springdale, Ark.	1,075	310	14,389	264	21,359	265	33,162	289	10,275	282
Fayetteville, N.C.	5,172	143	70,853	99	38,176	176	73,518	176	20,807	178
Flint, Mich.	7,694	111	54,151	118	94,002	92	182,158	90	42,740	107
Florence, Ala.	1,616	276	12,748	283	25,082	232	49,186	234	10,737	276
Florence, S.C.	1,639	270	14,791	260	21,742	261	47,077	241	13,120	246
Fort Collins - Loveland, Colo.	2,957	191	16,711	249	24,158	239	45,993	246	13,527	238
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	40,952	23	307,239	24	251,215	38	519,614	37	145,795	38
Fort Myers - Cape Coral, Fla.	6,093	130	102,450	67	43,826	165	93,590	154	24,156	164
Fort Pierce, Fla.	4,083	165	44,548	138	30,837	205	63,605	195	17,767	200
Fort Smith, Ark.	1,894	250	20,281	217	23,852	240	40,633	262	10,820	272
Fort Walton Beach, Fla.	2,941	192	31,991	173	24,790	234	51,007	230	11,097	267
Fort Wayne, Ind.	17,157	58	55,673	115	64,296	124	123,900	125	33,921	134
Fort Worth - Arlington, Tex.	26,381	40	177,076	47	240,825	40	473,300	42	141,815	41
Fresno, Cal.	8,822	95	75,716	90	100,950	89	174,786	95	56,726	91
Gadsden, Ala.	1,359	292	12,444	287	14,338	305	25,144	312	8,146	302
Gainesville, Fla.	4,230	161	21,587	212	34,733	188	63,534	196	16,066	214
Galveston - Texas City, Tex.	1,835	255	12,877	282	32,028	196	58,924	208	24,447	161
Gary - Hammond, Ind.	7,153	118	74,318	94	99,504	90	199,526	86	60,334	83
Glens Falls, N.Y.	996	313	10,888	302	16,359	298	36,225	279	10,132	283
Grand Forks, N.D.	1,938	247	11,889	290	19,441	278	39,760	265	9,046	296
Grand Rapids, Mich.	14,153	65	100,125	72	121,867	70	225,214	78	60,788	80
Great Falls, Mont.	1,407	291	9,863	309	13,503	311	27,076	306	6,406	314
Greeley, Colo.	1,029	312	9,539	311	14,565	304	27,295	305	7,265	308
Green Bay, Wisc.	2,386	214	31,790	174	51,738	144	89,648	160	24,157	163
Greensboro - Winston Salem - High Point, N.C.	22,243	46	267,353	31	192,919	51	398,749	50	110,448	47
Greenville - Spartanburg, S.C.	12,947	73	97,655	73	114,180	79	225,975	77	66,078	76
Hagerstown, Md.	2,140	233	18,163	241	18,869	281	28,993	303	10,775	274
Hamilton - Middletown, Ohio	2,357	216	27,063	187	21,838	258	43,987	257	10,465	279
Harrisburg - Lebanon - Carlisle, Pa.	11,245	81	66,456	105	106,466	85	214,908	82	61,395	79
Hartford - New Britain - Middletown - Bristol, Conn.	36,969	26	188,909	44	267,367	36	523,113	36	155,996	36
Hickory, N.C.	3,272	184	44,029	140	31,832	199	73,046	177	19,795	188
Honolulu, Haw.	10,866	84	76,987	87	214,257	45	418,497	46	86,311	60
Houma - Thibodaux, La.	2,019	240	20,130	218	25,923	227	49,310	233	15,812	219
Houston, Tex.	62,511	14	505,470	10	679,706	9	1,283,946	9	401,525	9
Huntington - Ashland, W.Va.-Ky.	8,150	103	42,167	153	80,280	105	142,567	110	38,436	122
Huntsville, Ala.	3,666	173	49,673	127	38,495	175	69,986	181	18,049	199
Indianapolis, Ind.	29,345	39	192,935	43	239,727	42	452,252	43	128,448	45
Iowa City, Iowa	2,078	236	8,365	316	13,551	310	25,750	310	7,006	311
Jackson, Mich.	1,671	266	15,602	254	19,212	280	37,664	275	10,123	284
Jackson, Miss.	5,028	149	54,041	120	67,102	120	140,650	112	46,315	100
Jackson, Tenn.	1,505	281	13,881	269	24,615	235	47,806	237	13,480	242
Jacksonville, Fla.	16,330	60	127,260	57	128,044	69	269,764	67	79,354	66
Jacksonville, N.C.	1,741	260	27,205	185	10,046	317	15,610	319	6,625	313
Jamestown - Dunkirk, N.Y.	1,220	302	11,868	291	13,474	312	22,911	313	6,309	316
Janesville - Beloit, Wisc.	1,913	249	13,255	279	26,019	226	54,397	217	15,491	221
Jersey City, N.J.	2,400	213	77,612	86	102,748	87	179,254	93	59,991	84
Johnson City - Kingsport - Bristol, Tenn.	5,004	150	44,936	137	68,636	116	137,718	113	36,209	126
Johnstown, Pa.	2,023	239	18,406	237	25,286	231	47,135	240	14,452	228
Joliet, Ill.	3,137	188	25,613	191	42,480	166	87,307	167	24,869	160
Joplin, Mo.	1,202	305	20,834	215	21,542	263	37,948	273	10,993	270
Kalamazoo, Mich.	5,145	145	38,882	160	47,395	153	92,053	156	25,396	157
Kankakee, Ill.	1,334	295	13,582	274	11,023	316	22,415	315	6,909	312
Kansas City, Mo.-Kans.	30,297	37	215,289	36	361,910	26	698,285	27	182,661	28
Kenosha, Wisc.	1,192	306	13,207	280	20,986	268	32,231	291	10,712	277
Killeen - Temple, Tex.	2,034	238	29,103	181	30,948	201	56,277	212	15,933	216
Knoxville, Tenn.	12,659	75	101,247	70	120,141	73	253,810	68	73,831	68
Kokomo, Ind.	1,531	280	13,313	278	19,755	277	38,703	270	11,036	268
La Crosse, Wisc.	2,703	201	16,864	248	21,784	259	44,343	255	11,188	266
Lafayette - West Lafayette, Ind.	2,442	211	10,251	305	23,678	242	43,722	258	12,136	258
Lafayette, La.	4,333	159	40,571	157	46,683	157	91,332	157	32,107	141
Lake Charles, La.	2,632	205	18,529	236	21,279	266	44,056	256	12,436	255
Lake County, Ill.	13,070	71	81,900	85	91,729	94	191,564	87	59,270	86
Lakeland - Winter Haven, Fla.	4,041	166	38,813	161	46,783	156	90,013	158	25,541	156

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1989 SURVEY OF BUYING POWER DATA SERVICE

S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1993 Projections

Area	1993 Population (Thous.)	Rank	Percent Change In Population 1988–1993 %	Rank	1993 Households (Thous.)	Rank	1993 EBI ($000)	Rank
Decatur, Ala.	109.2	291	6.4	95	41.3	289	1,502,216	301
Decatur, Ill.	121.6	276	2.5	305	48.4	266	2,303,417	240
Denver, Colo.	1,823.4	26	8.2	67	740.5	24	36,533,977	25
Des Moines, Iowa	399.5	118	2.7	187	166.4	108	7,658,318	108
Detroit, Mich.	4,386.0	5	-.2	256	1,663.4	5	83,596,323	7
Dothan, Ala.	137.9	250	3.7	160	51.6	250	1,863,369	271
Dubuque, Iowa	88.6	307	2.4	299	31.6	311	1,326,637	309
Duluth, Minn.	239.8	175	2.4	299	94.6	171	3,972,053	172
Eau Claire, Wisc.	143.2	240	2.5	192	53.5	243	2,234,045	246
Elkhart - Goshen, Ind.	157.2	222	4.6	128	59.1	226	2,547,367	225
Elmira, N.Y.	91.5	305	2.5	305	34.4	306	1,331,393	308
El Paso, Tex.	633.9	80	9.3	59	193.9	94	7,268,565	115
Enid, Okla.	59.6	319	2.5	305	23.7	319	878,612	319
Erie, Pa.	282.4	152	-.1	255	106.7	155	4,787,464	154
Eugene - Springfield, Ore.	261.5	165	2.5	305	107.0	154	4,311,618	165
Evansville, Ind.	287.1	150	1.1	227	113.4	146	4,968,937	151
Fargo - Moorhead, N.D.-Minn.	157.1	223	4.2	143	60.9	220	2,574,737	224
Fayetteville - Springdale, Ark.	119.1	282	6.0	105	46.1	273	1,777,191	278
Fayetteville, N.C.	277.2	153	3.4	168	93.8	173	3,938,586	175
Flint, Mich.	429.5	111	2.5	305	161.8	113	6,760,137	121
Florence, Ala.	141.7	243	1.2	223	55.6	235	1,979,836	262
Florence, S.C.	126.4	271	3.9	151	45.7	275	1,595,388	297
Fort Collins - Loveland, Colo.	208.9	194	11.4	33	82.1	189	3,266,050	192
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	1,330.6	38	9.6	54	590.1	30	29,556,880	32
Fort Myers - Cape Coral, Fla.	358.8	135	16.8	3	157.3	115	6,998,983	116
Fort Pierce, Fla.	265.5	162	16.7	5	111.2	148	4,423,776	162
Fort Smith, Ark.	195.3	200	6.3	96	74.3	199	2,701,770	215
Fort Walton Beach, Fla.	178.8	207	16.0	10	67.2	209	2,889,368	204
Fort Wayne, Ind.	367.7	129	.8	233	138.0	129	6,342,338	129
Fort Worth - Arlington, Tex.	1,458.5	33	14.1	19	552.2	32	26,321,540	37
Fresno, Cal.	669.2	75	9.0	61	243.4	77	11,830,904	74
Gadsden, Ala.	103.6	295	-.4	260	40.5	291	1,336,895	307
Gainesville, Fla.	228.9	181	9.6	54	89.4	180	3,462,591	186
Galveston - Texas City, Tex.	223.3	184	4.0	149	83.2	187	3,860,380	178
Gary - Hammond, Ind.	615.3	82	-1.4	279	220.4	85	9,596,155	88
Glens Falls, N.Y.	117.5	284	2.4	194	42.5	285	1,729,296	283
Grand Forks, N.D.	72.0	317	2.0	203	25.9	317	1,308,954	310
Grand Rapids, Mich.	697.5	72	4.8	124	261.2	73	12,880,955	71
Great Falls, Mont.	76.7	316	2.4	299	30.7	314	1,219,522	313
Greeley, Colo.	146.4	237	5.5	114	55.3	237	2,005,807	260
Green Bay, Wisc.	200.6	196	4.5	130	77.4	195	3,441,121	187
Greensboro - Winston-Salem - High Point, N.C.	976.7	53	4.7	125	389.7	50	17,340,624	55
Greenville - Spartanburg, S.C.	654.5	76	4.7	125	255.1	74	9,994,575	86
Hagerstown, Md.	116.4	287	.5	238	43.3	283	1,721,182	285
Hamilton - Middletown, Ohio	290.9	149	3.9	151	108.2	151	4,633,172	157
Harrisburg - Lebanon - Carlisle, Pa.	604.8	84	2.8	183	240.0	80	11,461,577	78
Hartford - New Britain - Middletown - Bristol, Conn.	1,153.1	43	3.2	174	441.3	44	26,611,193	36
Hickory, N.C.	236.9	178	5.6	111	92.0	177	3,924,104	177
Honolulu, Haw.	881.8	61	4.4	135	288.7	70	17,500,413	53
Houma - Thibodaux, La.	184.4	205	.1	252	62.6	217	2,610,803	221
Houston, Tex.	3,422.5	8	7.1	83	1,285.4	8	61,719,261	9
Huntington - Ashland, W.Va.-Ky.	325.2	141	1.6	281	125.7	140	4,434,365	161
Huntsville, Ala.	267.8	160	10.7	44	104.9	158	5,255,687	147
Indianapolis, Ind.	1,278.6	40	2.8	183	492.0	41	23,220,550	43
Iowa City, Iowa	86.8	309	.7	237	34.8	305	1,559,887	299
Jackson, Mich.	147.8	234	-1.5	280	53.4	247	2,414,370	235
Jackson, Miss.	422.3	112	4.9	122	153.7	116	6,566,050	126
Jackson, Tenn.	79.9	312	1.8	208	31.5	312	1,254,511	311
Jacksonville, Fla.	1,021.3	50	11.3	36	397.1	49	17,770,422	52
Jacksonville, N.C.	138.0	249	6.9	87	43.4	282	1,697,781	288
Jamestown - Dunkirk, N.Y.	142.2	242	1.6	281	54.3	240	2,042,690	255
Janesville - Beloit, Wisc.	136.4	253	1.2	274	52.6	248	2,458,079	233
Jersey City, N.J.	540.2	94	-1.2	274	215.9	87	9,627,088	87
Johnson City - Kingsport - Bristol, Tenn.	459.1	102	1.7	214	177.8	102	6,962,542	117
Johnstown, Pa.	250.4	171	1.7	284	94.0	172	3,095,197	198
Joliet, Ill.	402.0	115	3.9	151	137.5	130	7,329,421	113
Joplin, Mo.	141.0	246	3.3	170	54.5	239	1,946,052	265
Kalamazoo, Mich.	226.5	183	2.0	203	87.6	183	4,469,010	160
Kankakee, Ill.	99.2	302	2.1	295	36.9	303	1,539,787	300
Kansas City, Mo.-Kans.	1,637.8	28	4.5	130	638.8	28	31,999,362	30
Kenosha, Wisc.	120.6	280	-1.1	273	45.2	276	2,671,240	217
Killeen - Temple, Tex.	267.9	159	7.6	73	90.7	178	3,824,611	181
Knoxville, Tenn.	625.8	81	3.3	170	252.4	75	10,365,260	84
Kokomo, Ind.	99.9	301	2.1	295	38.7	300	1,805,566	274
La Crosse, Wisc.	98.1	303	2.0	203	37.9	301	1,708,737	286
Lafayette - West Lafayette, Ind.	124.3	273	.5	238	45.2	276	2,062,193	253
Lafayette, La.	222.6	186	4.5	130	80.3	193	3,395,598	189
Lake Charles, La.	172.3	212	.3	259	62.6	217	2,509,114	230
Lake County, Ill.	528.9	95	6.1	101	182.8	101	12,366,384	73
Lakeland - Winter Haven, Fla.	445.7	105	11.0	39	172.0	106	6,666,120	124

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S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1993 Projections

Area	1993 Average Household EBI ($)	Rank	1993 Total Retail Sales ($000)	Rank	1993 Per Household Retail Sales ($)	Rank	1993 Buying Power Index BPI	Rank
Decatur, Ala.	36,373	295	873,107	297	21,141	277	.0352	301
Decatur, Ill.	47,591	92	1,271,714	252	26,275	130	.0498	251
Denver, Colo.	49,337	72	17,066,768	31	23,048	223	.7419*	26
Des Moines, Iowa	46,024	118	4,144,265	110	24,905	169	.1637	112
Detroit, Mich.	50,256	57	45,566,125	7	27,393	96	1.7938	7
Dothan, Ala.	36,112	298	1,408,346	236	27,294	98	.0477	255
Dubuque, Iowa	41,982	194	761,596	310	24,101	194	.0304	310
Duluth, Minn.	41,988	193	2,385,159	171	25,213	159	.0903	174
Eau Claire, Wisc.	41,758	198	1,596,233	213	29,836	51	.0544	235
Elkhart - Goshen, Ind.	43,103	169	1,683,645	206	28,488	76	.0600	221
Elmira, N.Y.	38,703	270	893,434	296	25,972	137	.0323	306
El Paso, Tex.	37,486	286	3,873,327	120	19,976	299	.1744	103
Enid, Okla.	37,072	291	503,212	319	21,233	276	.0203	319
Erie, Pa.	44,868	140	2,402,517	169	22,517	239	.1026	158
Eugene - Springfield, Ore.	40,295	228	2,329,283	173	21,769	262	.0951	167
Evansville, Ind.	43,818	161	3,063,995	144	27,019	105	.1129	147
Fargo - Moorhead, N.D. Minn.	42,278	185	1,603,757	212	26,334	128	.0594	223
Fayetteville - Springdale, Ark.	38,551	275	1,104,328	278	23,955	199	.0419	279
Fayetteville, N.C.	41,989	192	2,471,289	165	26,346	127	.0939	168
Flint, Mich.	41,781	196	4,661,558	98	28,811	68	.1627	113
Florence, Ala.	35,609	304	1,166,963	267	20,989	285	.0465	263
Florence, S.C.	34,910	307	1,224,990	261	26,805	112	.0418	280
Fort Collins - Loveland, Colo.	39,781	244	1,927,776	196	23,481	206	.0747	193
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	50,088	61	17,938,525	28	30,433	43	.6397	32
Fort Myers - Cape Coral, Fla.	44,494	150	3,695,921	124	23,496	205	.1481	123
Fort Pierce, Fla.	39,782	243	2,766,618	153	24,898	172	.1018	159
Fort Smith, Ark.	36,363	296	1,361,892	242	18,330	310	.0608	217
Fort Walton Beach, Fla.	42,997	172	1,931,936	195	28,749	70	.0684	200
Fort Wayne, Ind.	45,959	120	3,601,779	126	26,100	135	.1404	129
Fort Worth - Arlington, Tex.	47,667	91	13,574,495	41	24,583	178	.5616	36
Fresno, Cal.	48,607	78	5,131,924	92	21,084	281	.2416	83
Gadsden, Ala.	33,010	314	642,904	316	15,874	316	.0302	311
Gainesville, Fla.	38,731	269	2,272,461	175	25,419	151	.0826	183
Galveston - Texas City, Tex.	46,399	113	2,033,387	188	24,440	183	.0837	180
Gary - Hammond, Ind.	43,540	166	5,872,605	85	26,645	117	.2223	86
Glens Falls, N.Y.	40,689	222	1,241,787	257	29,219	59	.0430	274
Grand Forks, N.D.	50,539	56	723,641	311	27,940	87	.0285	313
Grand Rapids, Mich.	49,315	73	7,260,616	69	27,797	91	.2811	70
Great Falls, Mont.	39,724	248	692,055	313	22,543	238	.0275	315
Greeley, Colo.	36,271	297	869,330	298	15,720	317	.0435	272
Green Bay, Wisc.	44,459	152	2,156,613	182	27,863	88	.0788	187
Greensboro - Winston-Salem - High Point, N.C.	44,497	149	10,290,568	52	26,663	116	.3886	52
Greenville - Spartanburg, S.C.	39,179	259	6,428,500	78	25,200	160	.2365	85
Hagerstown, Md.	39,750	246	1,058,477	282	24,445	182	.0405	288
Hamilton - Middletown, Ohio	42,820	175	1,954,564	192	18,064	312	.0962	165
Harrisburg - Lebanon - Carlisle, Pa.	47,757	90	7,305,155	68	30,438	42	.2594	75
Hartford - New Britain - Middletown Bristol, Conn.	60,302	18	14,122,902	36	32,003	30	.5478	37
Hickory, N.C.	42,653	178	2,246,051	178	24,414	185	.0878	177
Honolulu, Haw.	60,618	17	8,743,454	61	30,286	46	.3630	60
Houma - Thibodaux, La.	41,706	201	1,540,036	219	24,601	177	.0611	214
Houston, Tex.	48,016	85	33,137,581	10	25,780	141	1.3324	9
Huntington - Ashland, W.Va. Ky.	35,277	306	3,179,307	137	25,293	156	.1114	151
Huntsville, Ala.	50,102	59	2,386,643	170	22,752	231	.1065	155
Indianapolis, Ind.	47,196	100	13,780,866	39	28,010	84	.5168	41
Iowa City, Iowa	44,824	144	647,395	315	18,603	307	.0313	309
Jackson, Mich.	45,213	131	1,142,229	271	21,390	273	.0513	247
Jackson, Miss.	42,720	177	3,718,857	123	24,196	192	.1486	121
Jackson, Tenn.	39,826	240	1,005,979	286	31,936	31	.0319	307
Jacksonville, Fla.	44,750	145	9,233,654	58	23,253	214	.3826	54
Jacksonville, N.C.	39,119	261	979,464	291	22,568	237	.0410	283
Jamestown - Dunkirk, N.Y.	37,619	284	1,007,349	285	18,555	308	.0453	267
Janesville - Beloit, Wisc.	46,732	110	1,444,636	233	27,465	95	.0546	234
Jersey City, N.J.	44,590	148	4,553,403	101	21,090	280	.2007	91
Johnson City - Kingsport - Bristol, Tenn.	39,159	260	3,885,268	119	21,852	259	.1575	115
Johnstown, Pa.	32,928	317	1,560,917	217	16,606	315	.0716	196
Joliet, Ill.	53,305	41	2,904,170	150	21,121	279	.1454	125
Joplin, Mo.	35,707	301	1,248,510	255	22,908	228	.0468	259
Kalamazoo, Mich.	51,016	52	2,474,005	164	28,242	78	.0958	166
Kankakee, Ill.	41,729	200	796,389	309	21,582	267	.0340	304
Kansas City, Mo. Kans.	50,093	60	17,192,220	29	26,913	107	.6805	30
Kenosha, Wisc.	59,098	19	1,129,028	272	24,978	166	.0517	244
Killeen - Temple, Tex.	42,168	188	1,827,674	199	20,151	297	.0842	179
Knoxville, Tenn.	41,067	217	7,222,920	70	28,617	72	.2483	77
Kokomo, Ind.	46,655	111	1,159,347	268	29,957	48	.0412	281
La Crosse, Wisc.	45,085	133	1,079,138	281	28,473	77	.0392	292
Lafayette - West Lafayette, Ind.	45,624	121	1,125,580	275	24,902	171	.0454	266
Lafayette, La.	42,286	183	2,443,587	167	30,431	44	.0834	182
Lake Charles, La.	40,082	233	1,494,012	225	23,866	200	.0585	225
Lake County, Ill.	67,650	7	5,907,635	84	32,317	27	.2460	81
Lakeland - Winter Haven, Fla.	38,757	267	3,742,210	122	21,757	263	.1517	119

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1989 SURVEY OF BUYING POWER DATA SERVICE

S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Population, Households, Effective Buying Income

Area	Population (Thous.)	Rank	Households (Thous.)	Rank	Population Density (Pop/Sq.Mi.)	Rank	Effective Buying Income (EBI) ($000)	Rank	Median Household EBI ($)	Rank	Average Household EBI ($)	Rank	Per Capita EBI ($)	Rank
Lancaster, Pa.	407.2	107	149.3	110	428	71	5,047,520	105	26,465	77	33,808	86	12,396	112
Lansing—East Lansing, Mich.	437.7	103	157.4	105	256	142	5,139,001	103	25,543	108	32,649	112	11,741	150
Laredo, Tex.	122.6	269	32.9	306	36	311	694,383	318	13,937	319	21,106	318	5,664	319
Las Cruces, N.M.	130.5	253	44.9	269	34	313	1,044,403	297	16,019	316	23,261	315	8,003	314
Las Vegas, Nev.	642.0	76	261.7	69	81	286	8,316,975	71	25,781	103	31,781	129	12,955	76
Lawrence, Kans.	75.0	316	27.0	315	163	225	826,999	312	20,428	260	30,630	159	11,027	186
Lawton, Okla.	119.1	276	39.0	291	111	263	1,043,173	298	18,505	298	26,748	275	8,759	306
Lewiston—Auburn, Me.	102.0	297	38.5	293	214	174	1,136,629	287	22,454	192	29,523	192	11,143	177
Lexington-Fayette, Ky.	344.1	132	131.8	125	232	156	3,967,202	133	21,716	216	30,100	170	11,529	160
Lima, Ohio	158.7	217	57.9	217	198	191	1,703,474	223	23,489	159	29,421	197	10,734	205
Lincoln, Neb.	210.7	186	82.9	178	251	145	2,950,337	161	26,658	74	35,589	57	14,003	39
Little Rock—North Little Rock, Ark.	521.8	90	192.3	88	179	210	5,916,218	92	22,647	187	30,766	156	11,338	164
Longview—Marshall, Tex.	169.1	211	61.6	211	143	243	1,721,021	219	21,674	218	27,939	239	10,178	248
Lorain—Elyria, Ohio	273.4	152	97.2	157	552	46	3,251,253	154	28,160	50	33,449	96	11,892	142
Los Angeles—Long Beach, Cal.	8,704.7	1	3,162.1	2	2,139	7	129,522,222	1	29,561	36	40,961	24	14,880	29
Louisville, Ky.	968.3	52	362.8	50	426	72	10,983,005	60	23,179	171	30,273	165	11,343	163
Lubbock, Tex.	224.5	177	80.3	183	249	147	2,227,101	186	19,774	277	27,735	246	9,920	263
Lynchburg, Va.	148.8	229	51.9	239	144	241	1,678,710	227	25,255	118	32,345	119	11,282	167
McAllen—Edinburg—Mission, Tex.	376.6	118	104.0	150	240	152	2,155,835	194	14,023	318	20,729	319	5,724	318
Macon—Warner Robins, Ga.	290.1	146	104.0	150	246	148	3,250,898	155	24,789	132	31,259	148	11,206	171
Madison, Wisc.	352.0	127	141.6	120	292	120	4,722,595	113	25,812	100	33,352	98	13,416	59
Manchester—Nashua, N.H.	333.1	135	123.5	135	380	87	5,532,958	98	36,437	10	44,801	14	16,611	14
Mansfield, Ohio	129.1	255	48.9	253	260	139	1,406,471	250	22,919	180	28,762	219	10,894	193
Medford, Ore.	144.2	234	55.3	227	52	303	1,386,543	254	19,270	285	25,073	299	9,615	284
Melbourne—Titusville—Palm Bay, Fla.	389.1	114	157.4	105	391	82	4,575,045	118	23,209	167	29,066	208	11,758	149
Memphis, Tenn.	981.2	50	356.6	55	425	73	10,397,233	62	21,538	220	29,157	204	10,596	220
Merced, Cal.	175.0	207	56.9	219	90	281	1,680,475	226	20,921	240	29,534	190	9,603	285
Miami—Hialeah, Fla.	1,850.4	24	710.3	24	946	24	22,841,426	28	23,194	169	32,157	123	12,344	114
Middlesex—Somerset—Hunterdon, N.J.	978.6	51	348.5	57	934	26	17,952,458	35	41,254	3	51,514	3	18,345	4
Midland, Tex.	112.5	286	41.3	281	125	255	1,568,746	237	27,384	59	37,984	36	13,944	41
Milwaukee, Wisc.	1,401.3	31	537.5	31	959	23	18,616,645	33	27,680	55	34,636	75	13,285	64
Minneapolis—St. Paul, Minn.	2,377.2	14	907.0	12	471	59	35,180,256	13	30,814	28	38,787	31	14,799	30
Mobile, Ala.	488.1	97	179.1	94	173	215	4,913,150	108	20,724	249	27,432	254	10,066	255
Modesto, Cal.	342.1	133	120.3	136	227	163	3,948,273	134	24,175	144	32,820	110	11,541	159
Monmouth—Ocean, N.J.	987.0	47	375.9	46	887	30	16,906,740	37	33,742	17	44,977	13	17,129	9
Monroe, La.	145.1	232	51.6	241	231	158	1,190,110	279	16,445	313	23,064	316	8,202	313
Montgomery, Ala.	305.8	143	111.3	143	152	234	3,095,265	157	20,621	254	27,810	240	10,122	252
Muncie, Ind.	120.9	273	43.8	276	308	113	1,224,900	273	21,476	221	27,966	237	10,132	251
Muskegon, Mich.	159.9	215	58.3	216	315	108	1,690,761	224	22,718	185	29,001	212	10,574	223
Naples, Fla.	133.1	248	56.3	222	67	292	1,752,024	214	21,233	227	31,119	150	13,163	69
Nashville, Tenn.	985.0	48	373.2	47	243	150	12,330,688	50	25,373	117	33,040	104	12,518	106
Nassau—Suffolk, N.Y.	2,669.2	10	877.4	13	2,226	6	46,281,458	8	41,534	2	52,748	2	17,339	8
Newark, N.J.	1,902.7	22	694.9	25	1,552	9	32,388,933	16	34,806	12	46,609	10	17,023	11
New Bedford—Fall River—Attleboro, Mass.	500.3	94	185.0	92	898	29	6,132,913	90	25,483	110	33,151	101	12,258	121
New Haven—Waterbury—Meriden, Conn.	793.6	64	295.8	63	1,301	16	12,327,992	51	32,636	24	41,677	20	15,534	21
New London—Norwich, Conn.	253.8	163	91.1	164	379	88	3,583,066	140	30,257	31	39,331	30	14,118	34
New Orleans, La.	1,324.4	35	489.9	35	551	47	13,095,215	47	20,171	265	26,730	277	9,888	265
New York, N.Y.	8,576.9	2	3,458.7	1	7,491	2	120,894,397	2	23,227	166	34,954	66	14,095	35
Niagara Falls, N.Y.	217.7	182	80.9	182	414	78	2,387,755	183	23,469	160	29,515	194	10,968	188
Norfolk—Virginia Beach—Newport News, Va.	1,372.3	33	470.1	38	799	31	16,312,648	39	26,197	88	34,700	74	11,887	143
Oakland, Cal.	2,009.1	21	778.1	21	1,370	14	34,406,510	14	34,640	13	44,219	16	17,125	10
Ocala, Fla.	189.7	196	75.0	189	118	258	1,781,398	212	17,242	311	23,752	307	9,391	293
Odessa, Tex.	127.3	259	46.3	260	141	244	1,528,562	240	25,908	98	33,014	106	12,008	135
Oklahoma City, Okla.	983.8	49	377.6	45	231	158	10,070,351	63	20,239	264	26,669	279	10,236	245
Olympia, Wash.	156.1	219	61.8	210	215	171	1,962,720	201	25,684	106	31,759	131	12,573	100
Omaha, Neb.	622.8	79	232.2	79	326	104	8,302,897	72	27,196	64	35,758	56	13,332	63
Orange County, N.Y.	290.7	145	97.2	157	352	93	3,571,299	142	28,340	47	36,742	46	12,285	120
Orlando, Fla.	989.7	46	379.1	44	387	83	12,437,865	49	24,947	127	32,809	111	12,567	102
Owensboro, Ky.	87.9	308	33.1	305	190	202	864,975	310	19,877	273	26,132	287	9,840	269
Oxnard—Ventura, Cal.	645.1	75	213.3	84	346	96	9,925,490	64	37,196	7	46,533	11	15,386	23
Panama City, Fla.	132.6	251	50.8	243	175	213	1,190,547	278	17,641	309	23,436	312	8,978	301
Parkersburg—Marietta, W.Va.-Ohio	157.6	218	60.2	214	156	231	1,557,601	238	20,467	258	25,874	289	9,883	266
Pascagoula, Miss.	129.9	254	44.8	270	178	211	1,354,722	257	24,839	130	30,239	166	10,429	236
Pensacola, Fla.	355.1	126	131.0	127	211	178	3,933,961	135	23,088	177	30,030	173	11,078	182
Peoria, Ill.	349.2	129	132.3	124	194	195	4,822,478	112	28,693	45	36,451	50	13,810	45
Philadelphia, Pa.	4,909.7	4	1,823.6	4	1,390	13	68,734,834	4	28,706	44	37,692	42	14,000	40
Phoenix, Ariz.	2,057.6	19	809.8	19	225	164	26,355,271	22	25,639	107	32,545	115	12,809	85
Pine Bluff, Ark.	90.5	306	31.2	310	103	275	771,899	314	17,646	308	24,740	302	8,529	310
Pittsburgh, Pa.	2,109.1	18	830.9	17	618	40	25,506,383	25	23,627	154	30,697	157	12,093	130
Pittsfield, Mass.	142.6	235	55.4	226	153	232	1,886,304	203	25,382	116	34,049	81	13,228	65
Portland, Me.	234.3	173	91.8	163	267	132	3,265,596	153	26,589	76	35,573	59	13,938	42
Portland, Ore.	1,179.3	41	469.2	39	315	108	15,528,653	42	26,430	78	33,096	103	13,168	68
Portsmouth—Dover—Rochester, N.H.	336.9	134	124.0	133	315	108	5,091,978	104	33,444	20	41,064	22	15,114	26
Poughkeepsie, N.Y.	262.2	159	90.1	167	326	104	3,644,221	138	31,704	26	40,446	25	13,899	43
Providence—Pawtucket—Woonsocket, R.I.	908.7	58	335.5	59	960	22	11,664,156	52	26,087	93	34,766	73	12,836	83
Provo—Orem, Utah	250.0	164	68.0	202	124	256	1,738,463	217	20,017	269	25,566	292	6,954	316
Pueblo, Colo.	128.7	257	49.8	247	54	301	1,161,182	281	18,213	303	23,317	313	9,022	300
Racine, Wisc.	176.1	204	64.8	206	527	51	2,214,991	188	28,290	48	34,182	79	12,578	98
Raleigh—Durham, N.C.	688.0	68	266.1	68	336	100	9,287,452	67	26,371	82	34,902	69	13,499	53

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1989 SURVEY OF BUYING POWER DATA SERVICE

S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales, Buying Power Indexes

Area	Total Retail Sales ($000)	Rank	Per Household Retail Sales ($)	Rank	Buying Power Index (BPI)	Rank	Economy-Priced-Products BPI	Rank	Moderate-Priced-Products BPI	Rank	Premium-Priced-Products BPI	Rank
Lancaster, Pa.	2,876,877	107	19,269	102	.1680	109	.1502	120	.1756	105	.1719	104
Lansing - East Lansing, Mich.	3,010,323	101	19,125	108	.1743	100	.1614	112	.1787	103	.1758	101
Laredo, Tex.	1,118,337	207	33,992	1	.0417	284	.0641	227	.0460	286	.0567	222
Las Cruces, N.M.	539,540	310	12,016	317	.0376	296	.0600	242	.0459	288	.0307	307
Las Vegas, Nev.	4,784,603	68	18,283	148	.2751	71	.2694	69	.2932	68	.2868	69
Lawrence, Kans.	400,223	318	14,823	287	.0268	317	.0323	316	.0279	319	.0238	318
Lawton, Okla.	607,035	298	15,565	270	.0377	295	.0505	275	.0476	282	.0320	303
Lewiston - Auburn, Me.	746,257	279	19,383	95	.0405	290	.0461	285	.0476	282	.0343	296
Lexington-Fayette, Ky.	2,725,383	111	20,678	55	.1424	127	.1500	121	.1568	117	.1393	129
Lima, Ohio	1,039,824	222	17,959	165	.0596	221	.0610	238	.0669	217	.0577	218
Lincoln, Neb.	1,274,967	192	15,380	275	.0885	174	.0765	202	.0870	188	.0878	171
Little Rock - North Little Rock, Ark.	3,477,962	90	18,086	155	.2021	90	.2158	90	.2259	85	.1992	91
Longview - Marshall, Tex.	1,347,134	189	21,869	40	.0667	204	.0800	197	.0725	204	.0652	199
Lorain - Elyria, Ohio	1,438,870	179	14,803	288	.1015	157	.0910	180	.0950	175	.1043	157
Los Angeles - Long Beach, Cal.	59,291,182	1	18,751	125	3.9019	1	2.9506	2	3.2477	2	4.2115	1
Louisville, Ky.	7,105,104	50	19,584	88	.3873	51	.3956	47	.4218	47	.3876	56
Lubbock, Tex.	1,609,384	170	20,042	76	.0841	179	.1024	168	.0982	172	.0785	184
Lynchburg, Va.	1,063,615	218	20,494	61	.0591	225	.0557	256	.0623	229	.0570	219
McAllen - Edinburg - Mission, Tex.	1,873,861	152	18,018	159	.0999	160	.1710	104	.1181	147	.0956	164
Macon - Warner Robins, Ga.	1,951,010	149	18,760	124	.1123	151	.1138	145	.1132	154	.1116	150
Madison, Wisc.	3,120,689	96	22,039	36	.1627	111	.1426	123	.1674	110	.2000	89
Manchester - Nashua, N.H.	3,478,783	89	28,168	5	.1809	97	.1123	148	.1382	134	.1839	97
Mansfield, Ohio	856,667	254	17,519	183	.0491	252	.0514	272	.0564	250	.0477	249
Medford, Ore.	861,723	253	15,583	269	.0501	248	.0655	218	.0661	219	.0439	261
Melbourne - Titusville - Palm Bay, Fla.	2,551,869	118	16,213	245	.1529	116	.1655	108	.1751	106	.1410	127
Memphis, Tenn.	6,849,134	51	19,207	106	.3742	56	.4111	45	.3928	52	.3927	53
Merced, Cal.	881,697	249	15,496	271	.0577	227	.0636	217	.0670	216	.0442	260
Miami - Hialeah, Fla.	16,170,088	15	22,765	23	.8181	25	.8184	15	.8207	21	.8597	23
Middlesex - Somerset - Hunterdon, N.J.	8,093,664	45	23,224	19	.5202	39	.2989	65	.3303	63	.6022	34
Midland, Tex.	1,185,909	200	28,715	4	.0563	231	.0488	278	.0532	262	.0542	229
Milwaukee, Wisc.	9,863,013	33	18,350	144	.5977	33	.5535	32	.5652	33	.6197	33
Minneapolis - St. Paul, Minn.	19,092,209	11	21,050	51	1.1151	12	.8005	17	.9659	13	1.0927	14
Mobile, Ala.	3,043,912	100	16,996	206	.1753	99	.2148	91	.1964	95	.1662	110
Modesto, Cal.	2,020,713	145	16,797	212	.1290	136	.1326	132	.1319	137	.1328	133
Monmouth - Ocean, N.J.	7,548,537	46	20,081	74	.4939	42	.3512	59	.3821	54	.4848	44
Monroe, La.	822,451	264	15,939	258	.0463	266	.0754	204	.0542	257	.0466	253
Montgomery, Ala.	1,826,860	153	16,414	230	.1087	153	.1269	137	.1242	141	.1003	160
Muncie, Ind.	898,089	245	20,504	60	.0463	266	.0529	265	.0515	269	.0451	255
Muskegon, Mich.	841,368	260	14,432	300	.0559	233	.0614	237	.0628	226	.0536	231
Naples, Fla.	1,317,285	191	23,398	18	.0635	211	.0755	203	.0681	214	.0714	190
Nashville, Tenn.	6,288,127	57	16,849	210	.3959	50	.3629	53	.4044	49	.3973	52
Nassau - Suffolk, N.Y.	24,431,910	8	27,846	6	1.4180	8	.7991	18	.9196	16	1.5639	8
Newark, N.J.	13,135,365	24	18,903	118	.9224	19	.6567	26	.6516	27	.9965	20
New Bedford - Fall River - Attleboro, Mass.	4,050,153	82	21,893	39	.2147	87	.2319	82	.2111	89	.2142	88
New Haven - Waterbury - Meriden, Conn.	6,160,142	59	20,825	53	.3779	55	.2730	68	.2993	66	.3927	53
New London - Norwich, Conn.	1,975,707	147	21,687	43	.1152	147	.0828	194	.1001	168	.1146	148
New Orleans, La.	8,983,276	39	18,337	145	.4850	44	.6609	25	.5425	35	.4934	42
New York, N.Y.	52,563,406	2	15,197	281	3.6279	2	3.8141	1	3.4039	1	4.1068	2
Niagara Falls, N.Y.	1,107,255	212	13,687	306	.0767	191	.0900	182	.0871	187	.0774	185
Norfolk - Virginia Beach - Newport News, Va.	9,184,171	37	19,537	92	.5455	36	.4589	38	.5471	34	.5731	37
Oakland, Cal.	14,699,893	21	18,892	119	.9928	16	.6982	22	.7303	24	1.0423	16
Ocala, Fla.	1,409,515	184	18,794	122	.0701	196	.1045	161	.0936	179	.0612	208
Odessa, Tex.	1,433,517	181	30,961	3	.0614	216	.0582	250	.0624	228	.0615	207
Oklahoma City, Okla.	7,377,849	49	19,539	91	.3788	54	.4659	37	.4590	43	.3977	51
Olympia, Wash.	945,782	236	15,304	277	.0620	215	.0664	214	.0640	224	.0642	203
Omaha, Neb.	4,402,049	77	18,958	116	.2664	73	.2253	86	.2551	79	.2832	71
Orange County, N.Y.	2,032,363	144	20,909	52	.1188	142	.1092	150	.1083	159	.1221	141
Orlando, Fla.	8,130,784	44	21,448	46	.4316	47	.4082	46	.4543	44	.4024	50
Owensboro, Ky.	736,980	280	22,265	33	.0347	303	.0420	298	.0414	300	.0323	301
Oxnard - Ventura, Cal.	3,864,453	85	18,117	154	.2848	68	.1751	100	.2060	91	.2824	72
Panama City, Fla.	940,567	237	18,515	135	.0473	261	.0647	222	.0620	231	.0416	275
Parkersburg - Marietta, W.Va.-Ohio	1,005,725	225	16,706	215	.0566	229	.0689	212	.0723	205	.0535	232
Pascagoula, Miss.	629,063	295	14,042	303	.0441	271	.0454	288	.0497	277	.0431	267
Pensacola, Fla.	2,119,217	137	16,177	247	.1316	135	.1410	124	.1445	128	.1237	139
Peoria, Ill.	2,257,448	134	17,063	201	.1483	119	.1185	143	.1359	135	.1538	116
Philadelphia, Pa.	35,844,743	4	19,656	86	2.1747	4	1.8419	4	1.9135	4	2.2272	4
Phoenix, Ariz.	15,473,301	19	19,108	109	.8796	22	.8563	14	.9242	15	.8936	21
Pine Bluff, Ark.	490,412	314	15,718	266	.0288	315	.0431	295	.0322	315	.0263	315
Pittsburgh, Pa.	13,247,975	23	15,944	257	.8291	24	.9253	12	.8737	18	.8500	24
Pittsfield, Mass.	1,208,486	197	21,814	42	.0644	208	.0644	224	.0645	222	.0609	210
Portland, Me.	2,904,887	104	31,644	2	.1254	139	.1067	154	.1240	142	.1047	156
Portland, Ore.	8,944,810	40	19,064	111	.5123	41	.4534	40	.5153	38	.5388	38
Portsmouth - Dover - Rochester, N.H.	3,176,212	94	25,615	10	.1684	108	.1216	140	.1398	131	.1575	115
Poughkeepsie, N.Y.	1,712,281	159	19,004	113	.1121	152	.0902	181	.0923	180	.1151	146
Providence - Pawtucket - Woonsocket, R.I.	6,377,299	56	19,008	112	.3805	53	.3536	58	.3633	59	.3752	59
Provo - Orem, Utah	1,002,676	227	14,745	293	.0670	203	.0799	198	.0807	195	.0567	222
Pueblo, Colo.	715,012	285	14,358	301	.0423	283	.0650	221	.0541	259	.0390	284
Racine, Wisc.	1,039,743	223	16,045	253	.0693	198	.0625	233	.0647	221	.0733	189
Raleigh - Durham, N.C.	4,795,120	67	18,020	158	.2948	66	.2604	74	.2919	69	.3175	65

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1989 SURVEY OF BUYING POWER DATA SERVICE

S&MM METRO MARKET RANKINGS ACROSS THE BOARD. Retail Sales by Store Group

Area	Total Retail Sales ($000)	Rank	Food Stores ($000)	Rank	Supermarkets ($000)	Rank	Eating & Drinking Places ($000)	Rank	General Merchandise Stores ($000)	Rank	Department Stores ($000)	Rank	Apparel & Accessories Stores ($000)	Rank
Lancaster, Pa.	2,876,877	107	631,535	94	550,554	102	246,410	118	277,952	127	207,044	149	125,645	115
Lansing - East Lansing, Mich.	3,010,323	101	580,384	104	555,237	101	270,602	104	438,737	91	412,516	85	124,197	116
Laredo, Tex.	1,118,337	207	264,311	195	250,701	195	70,696	264	194,137	171	163,693	169	119,136	119
Las Cruces, N.M.	539,540	310	107,601	308	105,023	306	57,004	292	77,950	304	66,438	300	22,687	309
Las Vegas, Nev.	4,784,603	68	1,016,542	69	974,138	69	562,426	60	536,076	77	482,541	73	240,149	71
Lawrence, Kans.	400,223	318	83,555	318	77,460	318	54,890	298	30,957	319	24,188	319	21,024	312
Lawton, Okla.	607,035	298	151,000	273	146,375	273	57,666	290	105,215	271	90,871	264	30,752	278
Lewiston - Auburn, Me.	746,257	279	181,480	248	171,754	249	59,871	283	72,860	308	62,035	308	25,683	297
Lexington-Fayette, Ky.	2,725,383	111	437,107	138	422,995	137	317,797	91	377,803	101	329,027	102	129,642	111
Lima, Ohio	1,039,824	222	189,034	242	182,680	242	92,442	222	164,529	193	136,448	199	37,773	247
Lincoln, Neb.	1,274,967	192	247,440	202	237,493	202	154,050	161	173,730	181	137,616	196	65,819	178
Little Rock - North Little Rock, Ark.	3,477,962	90	716,696	89	694,366	88	267,084	106	554,646	73	522,045	64	203,703	80
Longview - Marshall, Tex.	1,347,134	189	295,437	187	288,694	177	104,535	204	173,865	180	132,139	210	67,149	176
Lorain - Elyria, Ohio	1,438,870	179	331,345	166	312,875	167	107,401	203	181,199	177	165,878	167	44,210	220
Los Angeles - Long Beach, Cal.	59,291,182	1	10,610,928	2	9,792,888	1	6,758,662	2	5,986,334	1	5,502,237	1	3,585,100	2
Louisville, Ky.	7,105,104	50	1,221,420	58	1,150,233	57	740,332	47	930,014	45	831,380	44	307,451	58
Lubbock, Tex.	1,609,384	170	323,669	169	302,610	173	136,313	177	194,637	169	158,329	173	86,086	148
Lynchburg, Va.	1,063,615	218	221,669	217	214,243	213	88,261	230	178,509	179	149,663	182	39,146	239
McAllen - Edinburg - Mission, Tex.	1,873,861	152	476,890	129	452,186	128	137,101	176	251,273	143	198,586	154	182,629	85
Macon - Warner Robins, Ga.	1,951,010	149	386,752	150	378,210	148	152,315	164	252,510	142	208,236	148	74,678	164
Madison, Wisc.	3,120,689	96	513,906	122	481,451	122	312,878	94	384,481	98	367,537	93	139,245	104
Manchester - Nashua, N.H.	3,478,783	89	605,012	98	571,948	98	286,416	101	554,411	74	437,832	81	164,902	91
Mansfield, Ohio	856,067	254	146,639	279	137,819	281	59,143	286	161,024	201	132,603	207	34,427	265
Medford, Ore.	861,723	253	156,128	269	146,757	272	77,063	250	144,233	221	99,691	251	29,636	283
Melbourne - Titusville - Palm Bay, Fla.	2,551,869	118	500,210	125	477,251	124	232,618	123	350,711	108	312,053	103	47,312	210
Memphis, Tenn.	6,849,134	51	1,077,309	63	1,026,036	62	536,506	63	940,460	43	738,917	47	415,131	44
Merced, Cal.	881,697	249	194,990	238	188,358	238	92,384	223	112,218	263	91,936	262	18,557	315
Miami - Hialeah, Fla.	16,170,088	15	2,694,033	25	2,448,980	24	1,387,797	22	1,663,530	19	1,404,405	26	1,133,943	12
Middlesex - Somerset - Hunterdon, N.J.	8,093,664	45	1,779,857	38	1,639,497	39	626,920	56	936,148	44	856,454	41	572,024	27
Midland, Tex.	1,185,909	200	252,572	200	246,020	198	94,067	221	197,604	167	176,802	163	52,703	197
Milwaukee, Wisc.	9,863,013	33	2,285,819	30	2,134,164	30	950,447	38	1,307,347	32	1,206,381	32	420,486	41
Minneapolis - St. Paul, Minn.	19,092,209	11	3,190,940	15	3,005,713	15	1,985,377	12	3,125,944	7	2,844,473	7	838,386	18
Mobile, Ala.	3,043,912	100	600,421	100	578,535	96	264,563	109	377,084	103	290,255	108	91,424	143
Modesto, Cal.	2,020,713	145	472,294	131	439,664	130	175,170	146	245,589	150	221,970	136	109,866	127
Monmouth - Ocean, N.J.	7,548,537	46	1,710,885	41	1,563,309	42	635,613	54	711,278	60	635,517	57	366,777	49
Monroe, La.	822,451	264	205,732	229	202,168	223	67,098	262	94,055	286	73,878	293	61,941	184
Montgomery, Ala.	1,826,860	153	314,664	172	306,119	172	145,717	169	245,114	151	188,726	158	96,859	137
Muncie, Ind.	898,089	245	167,097	261	153,027	266	88,435	229	96,935	280	93,324	257	30,794	277
Muskegon, Mich.	841,368	260	164,176	262	158,061	262	81,740	240	157,390	205	153,798	177	27,980	292
Naples, Fla.	1,317,285	191	299,394	182	282,141	185	126,595	189	96,732	281	81,643	281	64,265	180
Nashville, Tenn.	6,288,127	57	1,071,392	64	1,047,050	61	574,053	58	830,830	49	712,127	49	267,710	65
Nassau - Suffolk, N.Y.	24,431,910	8	5,046,861	8	4,324,707	9	1,817,363	15	2,320,482	12	2,030,698	13	1,444,341	8
Newark, N.J.	13,135,365	24	2,993,191	20	2,731,624	21	1,151,803	29	1,068,089	36	934,820	36	829,883	19
New Bedford - Fall River - Attleboro, Mass.	4,050,153	82	1,079,467	62	995,383	65	363,780	83	313,271	115	295,027	106	210,616	78
New Haven - Waterbury - Meriden, Conn.	6,160,142	59	1,178,078	59	1,088,474	59	660,798	51	728,037	57	678,551	53	346,699	54
New London - Norwich, Conn.	1,975,707	147	354,926	160	332,950	161	212,493	129	154,884	208	122,746	218	80,186	157
New Orleans, La.	8,983,276	39	2,289,306	29	2,190,913	29	981,332	37	1,000,371	40	836,934	43	531,621	31
New York, N.Y.	52,563,406	2	10,632,951	1	8,872,168	2	6,872,403	1	5,566,938	2	4,651,299	2	4,642,312	1
Niagara Falls, N.Y.	1,107,255	212	308,468	175	287,228	179	102,990	206	131,336	232	111,967	231	62,802	183
Norfolk - Virginia Beach - Newport News, Va.	9,184,171	37	1,633,945	43	1,563,247	43	872,812	41	1,113,041	35	924,833	37	474,335	35
Oakland, Cal.	14,699,893	21	2,924,179	23	2,713,999	23	1,537,018	20	1,619,923	25	1,462,846	19	800,988	22
Ocala, Fla.	1,409,515	164	306,972	176	288,145	178	87,954	231	164,155	195	136,576	198	44,456	218
Odessa, Tex.	1,433,517	181	295,905	184	280,875	187	129,699	185	169,836	184	145,197	187	61,853	185
Oklahoma City, Okla.	7,377,849	49	1,440,610	51	1,393,130	48	747,918	46	809,459	52	610,526	60	414,295	45
Olympia, Wash.	945,782	236	252,909	199	240,688	201	94,397	218	123,517	239	107,087	235	40,468	226
Omaha, Neb.	4,402,049	77	827,048	83	789,739	83	497,152	66	539,899	75	501,887	68	197,212	82
Orange County, N.Y.	2,032,363	144	533,400	114	503,591	115	118,613	194	215,312	162	167,034	165	109,144	128
Orlando, Fla.	8,130,784	44	1,575,947	46	1,491,764	45	875,131	40	858,883	48	700,560	51	284,525	60
Owensboro, Ky.	736,980	280	128,631	290	126,063	288	78,433	245	106,816	267	97,301	253	30,823	276
Oxnard - Ventura, Cal.	3,864,453	85	886,053	79	843,952	78	328,096	88	467,070	86	432,622	82	181,564	86
Panama City, Fla.	940,567	237	144,009	281	137,076	282	116,615	196	121,764	245	104,686	242	35,528	259
Parkersburg - Marietta, W.Va.-Ohio	1,005,725	225	179,028	249	174,200	248	87,906	232	150,999	214	142,318	191	37,596	249
Pascagoula, Miss.	629,063	295	160,810	267	156,082	264	51,346	307	117,168	256	89,495	267	28,670	288
Pensacola, Fla.	2,119,217	137	420,070	143	409,309	139	200,574	134	330,856	111	278,189	115	64,566	179
Peoria, Ill.	2,257,448	134	428,046	139	405,327	142	188,474	140	284,061	124	241,656	125	95,606	141
Philadelphia, Pa.	35,844,743	4	7,350,426	4	6,599,167	4	3,306,048	5	4,023,558	4	3,611,419	4	2,135,791	4
Phoenix, Ariz.	15,473,301	19	3,397,241	13	3,268,556	12	1,575,042	19	1,657,763	20	1,458,861	21	618,220	26
Pine Bluff, Ark.	490,412	314	115,975	303	113,575	301	28,809	319	75,860	306	62,298	307	30,278	279
Pittsburgh, Pa.	13,247,975	23	2,994,802	19	2,767,497	20	1,335,433	23	1,657,025	21	1,535,893	17	672,644	25
Pittsfield, Mass.	1,208,486	197	278,788	193	267,460	193	108,522	201	101,521	276	85,425	275	60,993	189
Portland, Me.	2,904,887	104	521,329	117	495,905	118	294,405	98	261,114	138	223,636	134	111,141	126
Portland, Ore.	8,944,810	40	1,482,608	47	1,401,920	47	988,290	36	1,654,748	22	1,425,954	23	465,217	36
Portsmouth - Dover - Rochester, N.H.	3,176,212	94	663,535	93	618,764	93	283,433	102	231,712	153	205,376	151	122,182	117
Poughkeepsie, N.Y.	1,712,281	159	446,133	136	426,018	136	129,369	196	182,346	176	162,285	171	96,201	139
Providence - Pawtucket - Woonsocket, R.I.	6,377,299	56	1,293,726	55	1,120,866	58	671,378	49	712,039	59	632,138	58	323,137	57
Provo - Orem, Utah	1,002,676	227	223,858	213	210,651	218	80,677	242	142,877	222	126,675	215	45,227	216
Pueblo, Colo.	715,012	285	170,102	258	161,031	259	74,197	254	108,304	266	89,282	268	22,664	310
Racine, Wisc.	1,039,743	223	243,720	205	224,497	209	97,541	213	146,274	219	133,471	205	50,223	206
Raleigh - Durham, N.C.	4,795,120	67	896,921	78	869,365	74	461,281	70	636,085	62	471,350	74	268,233	64

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S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

Area	Furniture/ Home Furnishings/ Appliance Stores ($000)	Rank	Furniture & Home Furnishings Stores ($000)	Rank	Automotive Dealers ($000)	Rank	Gasoline Service Stations ($000)	Rank	Building Materials & Hardware Dealers ($000)	Rank	Drugstores ($000)	Rank
Lancaster, Pa.	165,331	104	80,597	107	695,433	102	113,427	158	200,930	83	86,643	120
Lansing - East Lansing, Mich.	184,033	95	71,318	119	745,209	97	238,330	87	161,840	100	57,549	160
Laredo, Tex.	120,912	133	13,109	297	122,789	308	25,115	313	69,361	208	19,058	291
Las Cruces, N.M.	21,412	314	11,154	308	114,990	312	46,746	262	44,138	272	14,996	304
Las Vegas, Nev.	209,967	79	88,045	98	1,061,162	71	279,847	78	282,000	60	143,648	80
Lawrence, Kans.	18,499	318	6,532	319	87,846	318	31,830	302	21,909	317	8,701	315
Lawton, Okla.	26,725	298	17,379	262	135,981	299	17,090	319	29,900	306	13,385	310
Lewiston - Auburn, Me.	18,909	317	8,636	314	194,553	247	49,567	252	30,679	303	17,375	299
Lexington-Fayette, Ky.	161,629	108	86,368	101	615,675	112	233,515	89	97,226	165	99,300	105
Lima, Ohio	53,813	205	23,143	226	220,599	228	121,696	154	54,796	240	31,851	235
Lincoln, Neb.	59,856	199	29,263	200	260,036	207	76,114	203	74,829	195	44,963	184
Little Rock - North Little Rock, Ark.	167,101	102	93,256	92	766,425	93	230,071	90	218,933	75	79,936	125
Longview - Marshall, Tex.	69,024	186	46,338	157	369,443	170	58,196	240	80,619	184	36,447	211
Lorain - Elyria, Ohio	70,552	183	36,240	178	357,153	172	129,735	144	62,925	219	58,841	157
Los Angeles - Long Beach, Cal.	4,957,395	1	2,107,170	2	12,643,489	1	3,565,594	1	2,499,301	1	2,433,310	1
Louisville, Ky.	417,194	49	209,714	50	1,619,824	50	580,143	35	303,741	51	353,957	34
Lubbock, Tex.	84,772	167	45,585	160	497,097	136	42,280	276	100,249	159	26,551	258
Lynchburg, Va.	54,979	203	35,780	180	190,320	252	63,087	230	64,186	216	43,258	188
McAllen - Edinburg - Mission, Tex.	104,413	151	53,958	146	348,364	173	49,200	254	145,339	111	38,898	204
Macon - Warner Robins, Ga.	105,830	149	62,614	132	569,447	121	107,533	166	73,755	199	72,422	138
Madison, Wisc.	383,904	52	69,573	121	749,340	96	226,509	92	132,276	125	70,031	146
Manchester - Nashua, N.H.	181,870	97	102,300	83	803,811	88	185,739	110	204,152	82	73,144	136
Mansfield, Ohio	39,117	253	21,748	237	203,516	239	83,110	193	53,401	243	23,913	270
Medford, Ore.	39,467	251	17,629	262	168,926	269	48,956	256	39,240	285	19,426	289
Melbourne - Titusville - Palm Bay, Fla.	99,145	156	45,998	159	702,425	100	158,287	123	127,274	131	142,318	81
Memphis, Tenn.	441,778	47	233,949	43	1,901,288	44	556,294	37	218,808	77	302,661	38
Merced, Cal.	23,380	309	11,386	306	191,600	250	83,410	192	37,057	287	54,950	166
Miami - Hialeah, Fla.	838,339	22	445,369	17	4,311,625	13	940,582	17	539,729	29	774,337	9
Middlesex - Somerset - Hunterdon, N.J.	695,585	28	330,853	32	1,563,518	54	533,600	40	347,936	46	204,514	58
Midland, Tex.	61,823	197	36,556	177	221,588	226	68,113	224	116,495	146	23,414	273
Milwaukee, Wisc.	552,185	35	258,462	38	2,247,941	34	648,690	32	431,619	34	287,360	42
Minneapolis - St. Paul, Minn.	741,181	25	342,575	29	4,417,215	12	1,529,401	7	868,040	13	482,267	24
Mobile, Ala.	185,701	94	106,159	81	764,359	94	207,972	95	138,739	118	165,087	70
Modesto, Cal.	139,455	121	72,066	114	329,673	178	110,982	161	129,665	127	129,400	87
Monmouth - Ocean, N.J.	384,080	51	223,288	45	2,141,595	37	438,865	53	359,628	45	195,265	61
Monroe, La.	46,004	229	21,509	240	167,941	271	25,375	312	51,930	248	33,848	223
Montgomery, Ala.	59,369	201	35,920	179	538,827	130	156,294	125	59,341	229	81,308	124
Muncie, Ind.	59,800	200	30,971	195	190,890	251	111,588	160	59,066	230	41,766	194
Muskegon, Mich.	42,773	238	21,346	242	171,003	268	71,266	216	54,647	241	27,792	250
Naples, Fla.	134,138	128	95,506	89	288,175	193	67,833	226	74,240	197	40,834	198
Nashville, Tenn.	347,735	57	168,182	58	1,683,628	49	514,227	42	237,380	68	221,354	53
Nassau - Suffolk, N.Y.	1,988,274	5	1,131,454	4	5,121,143	10	1,027,829	14	1,249,103	8	660,091	12
Newark, N.J.	1,055,331	13	559,204	11	3,020,725	22	716,607	30	566,584	27	400,827	32
New Bedford - Fall River - Attleboro, Mass.	188,490	92	125,687	72	918,158	82	191,925	107	136,405	120	97,228	108
New Haven - Waterbury - Meriden, Conn.	329,703	62	173,546	56	1,281,993	63	338,192	68	281,857	61	159,696	72
New London - Norwich, Conn.	104,559	150	42,508	169	535,280	131	129,298	146	120,409	141	42,679	190
New Orleans, La.	496,827	37	259,466	37	1,578,408	53	493,126	47	406,403	39	415,502	31
New York, N.Y.	4,457,989	2	2,296,629	1	7,231,904	6	1,501,671	9	1,647,076	3	1,870,802	3
Niagara Falls, N.Y.	45,123	233	22,573	232	241,957	216	41,790	280	34,881	293	45,670	179
Norfolk - Virginia Beach - Newport News, Va.	653,961	33	410,022	22	2,067,701	41	514,587	41	410,845	38	313,146	37
Oakland, Cal.	948,864	15	428,089	21	2,845,929	23	797,177	26	736,170	16	662,512	11
Ocala, Fla.	83,461	169	36,880	175	304,398	185	118,522	156	129,481	128	52,874	168
Odessa, Tex.	81,403	172	43,300	165	390,157	163	37,157	291	139,179	117	23,631	272
Oklahoma City, Okla.	511,876	36	261,650	36	1,912,408	43	361,691	64	548,327	28	165,814	69
Olympia, Wash.	50,094	220	25,728	213	168,888	270	42,940	273	57,427	234	35,474	213
Omaha, Neb.	336,557	61	240,760	41	972,206	78	369,476	62	275,087	63	128,688	88
Orange County, N.Y.	115,529	141	47,605	155	431,965	149	127,980	148	119,936	142	57,868	159
Orlando, Fla.	351,879	56	191,256	54	2,337,809	32	477,430	49	397,592	41	214,395	56
Owensboro, Ky.	36,273	264	20,531	246	156,434	279	41,337	282	40,568	279	37,277	209
Oxnard - Ventura, Cal.	199,309	86	95,421	90	914,264	83	217,750	93	188,531	89	167,485	68
Panama City, Fla.	43,208	237	21,556	238	266,169	202	52,047	249	40,131	281	33,138	227
Parkersburg - Marietta, W.Va.-Ohio	53,103	209	35,067	184	236,262	220	84,414	191	61,719	225	47,342	175
Pascagoula, Miss.	19,228	316	9,294	313	126,580	306	37,378	290	17,529	319	25,304	266
Pensacola, Fla.	99,241	155	52,383	148	570,244	120	124,049	152	81,741	182	64,981	151
Peoria, Ill.	128,714	131	68,120	123	592,105	115	164,390	119	107,667	152	69,745	147
Philadelphia, Pa.	1,674,431	8	859,520	7	8,532,686	2	1,852,132	5	1,525,513	5	1,262,465	5
Phoenix, Ariz.	884,176	19	443,203	18	3,862,074	16	918,557	19	672,748	18	549,117	19
Pine Bluff, Ark.	18,270	319	10,525	309	102,067	316	20,209	317	46,141	266	11,478	313
Pittsburgh, Pa.	701,583	26	375,559	24	3,062,010	21	790,197	27	616,031	20	477,048	26
Pittsfield, Mass.	41,623	244	19,704	250	249,876	211	72,130	213	77,526	191	38,928	203
Portland, Me.	66,092	190	34,846	185	575,934	119	127,266	149	121,105	140	71,181	143
Portland, Ore.	488,319	40	196,930	53	1,899,341	45	512,762	43	302,557	52	151,553	74
Portsmouth - Dover - Rochester, N.H.	98,766	157	49,153	153	772,511	90	168,824	117	278,541	62	75,139	132
Poughkeepsie, N.Y.	86,176	165	43,391	166	368,183	171	77,745	199	89,208	174	53,571	167
Providence - Pawtucket - Woonsocket, R.I.	299,587	65	149,689	65	1,278,861	64	417,006	55	300,349	55	281,800	46
Provo - Orem, Utah	47,260	227	18,073	256	194,537	248	106,815	167	54,855	239	31,649	238
Pueblo, Colo.	38,020	257	20,799	245	158,345	277	44,135	269	35,955	291	18,763	293
Racine, Wisc.	50,645	217	27,235	208	231,158	224	72,994	208	55,627	238	35,249	216
Raleigh - Durham, N.C.	337,985	59	154,613	63	1,105,889	70	255,681	83	218,885	76	220,785	54

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1989 SURVEY OF BUYING POWER DATA SERVICE

S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

Area	Groceries & Other Foods ($000)	Rank	Drugs & Health & Beauty Aids ($000)	Rank	Major Household Appliances ($000)	Rank	Televisions, Video Recorders & Tapes ($000)	Rank	Audio Equipment, Musical Instruments & Supplies ($000)	Rank
Lancaster, Pa.	545,859	96	94,117	122	49,278	81	14,885	143	33,421	119
Lansing—East Lansing, Mich.	600,735	88	92,671	123	35,575	115	21,113	112	48,242	90
Laredo, Tex.	173,677	226	42,084	220	26,530	153	14,558	147	25,227	151
Las Cruces, N.M.	82,898	311	24,654	293	8,446	290	2,194	318	5,358	315
Las Vegas, Nev.	713,096	79	229,550	64	53,745	74	34,076	72	58,642	80
Lawrence, Kans.	68,759	317	12,555	317	4,823	317	1,961	319	7,720	293
Lawton, Okla.	99,872	298	21,536	304	7,886	296	5,599	256	6,689	301
Lewiston—Auburn, Me.	152,679	251	22,916	301	5,356	315	2,726	313	5,859	310
Lexington-Fayette, Ky.	369,309	136	122,317	96	31,404	129	18,280	123	40,102	102
Lima, Ohio	167,162	234	38,692	231	14,917	206	7,663	210	17,168	190
Lincoln, Neb.	202,880	203	45,410	209	12,435	236	4,656	291	18,764	182
Little Rock—North Little Rock, Ark.	603,584	87	129,583	94	46,710	88	28,512	86	37,771	109
Longview—Marshall, Tex.	228,184	185	52,868	186	19,844	179	9,486	189	13,773	211
Lorain—Elyria, Ohio	281,413	160	53,438	185	15,866	200	10,404	183	14,567	204
Los Angeles—Long Beach, Cal.	8,841,227	2	2,546,083	1	794,183	1	830,732	1	1,319,406	1
Louisville, Ky.	1,003,348	58	352,973	37	91,550	46	59,447	44	79,775	59
Lubbock, Tex.	241,271	179	59,843	171	19,052	182	13,376	159	18,312	184
Lynchburg, Va.	169,793	231	49,973	195	15,937	199	7,604	213	13,117	216
McAllen—Edinburg—Mission, Tex.	341,203	142	81,769	141	28,545	142	16,906	130	27,887	137
Macon—Warner Robins, Ga.	326,712	150	95,722	120	29,801	137	17,786	125	26,853	143
Madison, Wisc.	534,316	98	77,466	147	48,386	85	53,342	51	152,154	31
Manchester—Nashua, N.H.	487,222	103	94,767	121	44,449	93	36,424	68	72,658	64
Mansfield, Ohio	129,639	270	26,771	281	11,930	243	4,948	281	13,121	215
Medford, Ore.	217,048	192	35,506	248	11,054	257	5,899	251	8,859	271
Melbourne—Titusville—Palm Bay, Fla.	381,628	130	112,885	105	39,610	102	14,940	142	32,007	126
Memphis, Tenn.	921,233	61	342,202	40	84,043	48	72,112	39	100,057	52
Merced, Cal.	157,987	246	48,755	199	7,673	297	6,107	244	8,772	275
Miami—Hialeah, Fla.	2,213,260	26	745,810	12	166,203	19	96,391	28	191,842	24
Middlesex—Somerset—Hunterdon, N.J.	1,320,294	34	289,441	47	121,383	35	86,907	32	130,763	39
Midland, Tex.	202,401	204	52,059	189	15,409	205	13,041	164	12,466	220
Milwaukee, Wisc.	2,114,997	27	351,957	39	113,095	38	90,826	30	126,331	41
Minneapolis—St. Paul, Minn.	3,049,065	11	683,927	14	200,670	13	156,176	15	226,471	17
Mobile, Ala.	511,502	99	142,024	84	44,572	92	23,282	100	39,115	106
Modesto, Cal.	372,763	133	102,916	115	28,660	140	22,549	105	27,049	142
Monmouth—Ocean, N.J.	1,456,015	39	264,293	51	77,988	52	53,551	50	75,653	62
Monroe, La.	155,459	250	36,290	245	14,613	211	6,474	235	12,435	221
Montgomery, Ala.	263,196	168	88,104	129	18,790	185	13,219	162	16,292	197
Muncie, Ind.	147,280	255	36,782	241	10,918	261	8,373	198	17,967	186
Muskegon, Mich.	187,960	215	28,873	280	12,216	238	6,883	227	7,740	292
Naples, Fla.	228,488	184	43,377	215	22,437	168	11,693	174	21,000	172
Nashville, Tenn.	828,645	68	260,019	53	74,173	59	44,320	59	119,282	46
Nassau—Suffolk, N.Y.	4,586,695	8	880,677	9	267,405	8	192,876	9	472,512	5
Newark, N.J.	2,623,388	14	480,928	28	163,638	21	132,723	20	182,897	27
New Bedford—Fall River—Attleboro, Mass.	871,426	65	105,892	112	41,844	96	22,162	109	38,034	108
New Haven—Waterbury—Meriden, Conn.	1,061,457	54	179,722	73	64,769	67	30,275	79	107,147	49
New London—Norwich, Conn.	307,762	155	48,026	201	32,023	125	12,916	166	25,333	150
New Orleans, La.	1,678,194	33	439,437	31	136,573	31	70,547	41	119,333	45
New York, N.Y.	9,775,604	1	2,372,030	2	529,364	2	504,540	2	1,068,508	2
Niagara Falls, N.Y.	271,296	164	50,604	194	9,153	286	6,373	238	12,629	219
Norfolk—Virginia Beach—Newport News, Va.	1,262,225	48	326,759	43	122,606	34	76,429	35	142,632	35
Oakland, Cal.	2,392,489	22	649,790	16	176,647	16	161,579	12	262,463	14
Ocala, Fla.	230,175	183	51,586	192	17,164	192	16,653	133	16,184	199
Odessa, Tex.	207,125	200	60,095	170	19,700	180	14,172	149	16,841	193
Oklahoma City, Okla.	1,152,607	52	265,277	50	89,646	47	66,063	43	100,704	51
Olympia, Wash.	188,232	213	41,607	222	11,846	245	5,920	249	11,615	230
Omaha, Neb.	669,566	84	161,944	80	69,745	62	47,419	56	57,443	82
Orange County, N.Y.	469,329	107	71,394	154	19,594	181	13,954	151	29,905	133
Orlando, Fla.	1,182,952	50	239,781	60	75,741	56	48,672	54	95,990	53
Owensboro, Ky.	100,334	297	37,743	232	11,062	256	5,803	252	8,553	278
Oxnard—Ventura, Cal.	702,924	82	163,448	79	47,243	87	34,117	71	56,618	84
Panama City, Fla.	102,489	293	36,956	239	10,105	273	5,334	263	13,843	210
Parkersburg—Marietta, W.Va.-Ohio	155,807	249	51,860	190	14,250	216	6,961	223	9,882	257
Pascagoula, Miss.	133,523	267	26,242	287	9,478	282	3,522	305	6,214	304
Pensacola, Fla.	320,637	152	77,968	145	37,536	111	16,830	131	20,069	177
Peoria, Ill.	364,473	137	83,020	139	28,653	141	17,622	127	23,766	162
Philadelphia, Pa.	6,187,845	4	1,643,484	4	359,594	4	271,194	5	385,903	7
Phoenix, Ariz.	2,597,277	16	647,350	17	163,486	22	109,001	24	194,112	22
Pine Bluff, Ark.	90,858	306	17,589	312	6,989	303	3,429	306	4,780	317
Pittsburgh, Pa.	2,585,071	17	580,717	23	141,101	28	85,059	33	133,654	36
Pittsfield, Mass.	234,647	181	46,236	205	12,186	240	5,507	259	10,737	244
Portland, Me.	445,616	111	70,324	156	23,812	162	10,279	184	22,540	165
Portland, Ore.	1,451,399	40	334,725	42	107,520	40	87,492	31	124,788	42
Portsmouth—Dover—Rochester, N.H.	576,239	93	82,270	140	24,566	161	14,943	141	27,508	139
Poughkeepsie, N.Y.	373,838	131	61,114	168	16,290	197	6,197	240	28,421	136
Providence—Pawtucket—Woonsocket, R.I.	1,174,497	51	250,166	57	71,388	61	47,296	57	68,117	68
Provo—Orem, Utah	186,738	217	46,501	204	13,718	219	6,141	242	18,694	183
Pueblo, Colo.	123,489	278	32,558	261	10,179	272	5,736	255	9,031	268
Racine, Wisc.	220,385	190	39,937	227	13,146	226	8,236	200	11,246	237
Raleigh—Durham, N.C.	652,818	85	253,112	55	77,040	53	38,518	65	95,537	54

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S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

Area	Home Computers & Calculators $000	Rank	Furniture & Sleep Equipment $000	Rank	Men's & Boys' Clothing $000	Rank	Women's & Girls' Clothing $000	Rank	Footwear $000	Rank
Lancaster, Pa.	4,820	152	56,361	113	63,147	128	119,243	130	37,141	125
Lansing—East Lansing, Mich.	17,728	57	54,069	119	66,948	122	128,158	122	34,994	131
Laredo, Tex.	12,571	76	43,822	142	57,912	135	128,390	121	32,587	138
Las Cruces, N.M.	1,190	307	11,064	299	14,010	308	28,499	304	8,150	301
Las Vegas, Nev.	12,991	72	71,031	98	134,806	68	247,003	70	81,307	64
Lawrence, Kans.	1,251	299	4,477	319	9,245	319	16,456	318	5,907	317
Lawton, Okla.	1,467	286	15,414	256	18,830	282	36,150	280	10,002	286
Lewiston—Auburn, Me.	1,243	301	7,531	318	22,494	253	31,160	295	11,252	265
Lexington-Fayette, Ky.	7,845	109	69,990	101	81,378	103	163,656	101	42,696	109
Lima, Ohio	1,622	274	22,616	205	29,793	210	52,396	226	13,614	234
Lincoln, Neb.	3,512	178	22,929	203	36,793	180	75,105	172	20,483	181
Little Rock—North Little Rock, Ark.	12,513	77	74,624	92	108,016	83	227,859	74	56,302	92
Longview—Marshall, Tex.	2,838	198	22,255	208	31,902	198	65,216	188	20,244	183
Lorain—Elyria, Ohio	2,679	203	32,447	171	32,471	194	64,674	190	17,439	204
Los Angeles—Long Beach, Cal.	258,359	1	1,559,137	2	1,793,376	2	3,357,027	2	1,051,851	2
Louisville, Ky.	21,109	49	184,012	46	190,622	52	410,770	47	107,214	50
Lubbock, Tex.	3,149	192	35,544	168	45,388	160	83,760	169	30,773	146
Lynchburg, Va.	1,248	300	24,760	195	34,801	187	71,178	180	31,060	145
McAllen—Edinburg—Mission, Tex.	5,559	135	43,135	149	75,660	111	151,026	105	41,187	111
Macon—Warner Robins, Ga.	3,529	177	43,686	145	47,401	152	99,054	148	26,070	155
Madison, Wisc.	11,020	82	82,684	83	90,083	96	164,075	100	45,511	103
Manchester—Nashua, N.H.	9,179	90	87,704	80	107,643	84	203,884	85	51,146	96
Mansfield, Ohio	1,877	251	19,030	231	27,040	221	52,730	224	13,043	247
Medford, Ore.	1,637	272	12,565	286	14,086	307	26,848	307	9,500	292
Melbourne—Titusville—Palm Bay, Fla.	4,922	151	43,907	141	47,199	154	101,137	145	21,825	174
Memphis, Tenn.	20,928	50	197,775	40	199,357	49	403,447	49	132,406	44
Merced, Cal.	1,823	256	11,159	297	20,103	275	37,740	274	8,013	305
Miami—Hialeah, Fla.	69,623	11	340,713	18	501,697	15	990,296	15	330,318	14
Middlesex—Somerset—Hunterdon, N.J.	35,136	29	243,754	34	288,813	34	566,373	32	154,136	37
Midland, Tex.	2,338	219	27,072	186	38,700	172	71,290	179	19,931	186
Milwaukee, Wisc.	32,592	33	205,070	38	291,947	33	557,951	33	161,970	31
Minneapolis—St. Paul, Minn.	64,082	13	332,057	21	590,828	10	1,153,514	11	281,316	17
Mobile, Ala.	7,767	110	74,257	95	71,395	112	135,568	114	40,388	117
Modesto, Cal.	3,590	175	52,579	123	59,121	134	119,085	131	41,080	113
Monmouth—Ocean, N.J.	15,988	61	143,977	55	203,159	47	395,045	51	103,187	53
Monroe, La.	1,585	275	18,337	239	22,722	250	49,138	235	17,701	202
Montgomery, Ala.	2,785	199	30,940	176	49,307	148	109,487	138	30,034	148
Muncie, Ind.	2,004	241	19,993	222	21,072	267	38,189	271	11,748	262
Muskegon, Mich.	1,576	279	17,850	246	19,257	279	37,226	277	10,427	280
Naples, Fla.	2,417	212	48,304	131	26,289	224	56,592	211	18,619	196
Nashville, Tenn.	11,785	79	121,600	62	165,635	56	328,713	59	94,456	54
Nassau—Suffolk, N.Y.	83,750	7	651,020	8	761,769	8	1,390,801	8	407,112	8
Newark, N.J.	41,483	22	360,371	15	345,546	28	759,749	25	227,817	24
New Bedford—Fall River—Attleboro, Mass.	4,460	157	76,775	89	87,951	98	170,514	97	60,779	81
New Haven—Waterbury—Meriden, Conn.	13,701	68	132,458	56	188,168	53	348,189	56	82,344	62
New London—Norwich, Conn.	5,389	138	37,964	163	35,934	183	73,676	175	20,678	179
New Orleans, La.	17,873	56	206,690	37	249,013	39	482,909	39	177,460	30
New York, N.Y.	183,252	2	1,658,942	1	2,150,213	1	4,167,766	1	1,272,017	1
Niagara Falls, N.Y.	1,986	244	18,833	233	35,169	185	68,131	183	18,507	197
Norfolk—Virginia Beach—Newport News, Va.	36,076	28	299,380	27	239,977	41	480,146	40	144,021	40
Oakland, Cal.	54,989	18	335,544	20	431,166	21	812,153	23	244,169	20
Ocala, Fla.	4,640	154	32,145	172	24,318	237	61,338	202	16,150	213
Odessa, Tex.	4,278	160	32,931	170	36,034	182	64,506	192	22,742	171
Oklahoma City, Okla.	29,500	38	199,992	39	197,217	50	381,368	52	110,271	48
Olympia, Wash.	1,639	270	16,674	250	25,677	228	51,247	229	15,848	217
Omaha, Neb.	23,670	43	102,336	68	121,476	71	226,374	76	68,220	73
Orange County, N.Y.	6,841	120	44,298	139	59,675	133	115,473	135	32,179	139
Orlando, Fla.	17,976	54	144,574	54	155,587	62	334,908	58	109,618	49
Owensboro, Ky.	1,789	258	13,691	272	22,196	254	40,524	263	10,789	273
Oxnard—Ventura, Cal.	12,841	74	83,462	82	113,650	80	206,796	84	57,128	89
Panama City, Fla.	2,281	223	17,366	247	23,235	247	46,072	245	12,981	248
Parkersburg—Marietta, W.Va.-Ohio	2,594	208	21,645	210	28,614	222	47,590	239	14,190	230
Pascagoula, Miss.	793	317	10,151	306	20,652	274	36,147	281	12,015	259
Pensacola, Fla.	5,197	142	45,310	136	51,321	145	107,538	140	28,496	151
Peoria, Ill.	7,197	117	49,059	129	53,021	142	109,692	137	32,156	140
Philadelphia, Pa.	90,399	6	728,590	6	1,018,645	4	2,230,818	4	591,789	4
Phoenix, Ariz.	58,935	16	330,172	16	402,725	23	936,930	17	232,159	23
Pine Bluff, Ark.	869	316	9,091	312	15,710	301	30,125	301	9,556	291
Pittsburgh, Pa.	40,061	24	298,422	28	362,447	25	773,855	24	224,746	25
Pittsfield, Mass.	1,860	252	14,004	266	30,091	208	53,124	222	13,550	237
Portland, Me.	3,597	176	27,812	183	112,473	81	141,824	111	60,606	82
Portland, Ore.	37,502	25	188,569	45	267,124	37	486,010	38	160,995	34
Portsmouth—Dover—Rochester, N.H.	5,238	141	41,959	155	68,531	117	134,118	116	33,641	135
Poughkeepsie, N.Y.	5,489	136	37,569	164	38,518	174	80,295	171	25,000	159
Providence—Pawtucket—Woonsocket, R.I.	15,543	62	122,084	60	172,920	55	340,014	57	80,636	65
Provo—Orem, Utah	3,184	185	12,393	288	29,844	209	52,801	223	18,632	195
Pueblo, Colo.	1,662	267	15,167	257	17,721	288	35,273	286	9,405	294
Racine, Wisc.	2,004	241	19,918	223	28,210	217	58,008	209	21,763	175
Raleigh—Durham, N.C.	14,695	64	119,567	63	140,723	65	295,133	64	81,543	63

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1989 SURVEY OF BUYING POWER DATA SERVICE

S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1993 Projections

Area	1993 Population (Thous.)	Rank	Percent Change In Population 1988–1993 %	Rank	1993 Households (Thous.)	Rank	1993 EBI ($000)	Rank
Lancaster, Pa.	432.2	110	6.1	101	162.8	112	7,725,405	105
Lansing - East Lansing, Mich.	444.8	106	1.6	216	164.5	109	7,702,482	106
Laredo, Tex.	136.2	254	11.1	37	37.1	302	1,114,348	316
Las Cruces, N.M.	151.1	232	15.8	13	53.5	243	1,761,689	279
Las Vegas, Nev.	745.0	68	16.0	10	310.5	65	14,274,935	68
Lawrence, Kans.	78.3	314	4.4	135	28.9	315	1,246,866	312
Lawton, Okla.	121.1	279	1.7	214	40.4	292	1,562,953	298
Lewiston - Auburn, Me.	102.8	298	.8	233	40.0	294	1,691,263	290
Lexington-Fayette, Ky.	358.9	134	4.3	140	141.6	125	6,372,397	128
Lima, Ohio	159.1	220	.3	243	59.7	224	2,514,792	228
Lincoln, Neb.	219.0	188	3.9	151	88.7	181	4,535,285	159
Little Rock - North Little Rock, Ark.	545.2	91	4.5	130	204.8	90	9,072,814	91
Longview - Marshall, Tex.	177.6	208	5.0	121	65.8	211	2,616,916	220
Lorain - Elyria, Ohio	270.0	158	1.2	274	98.7	161	4,727,802	155
Los Angeles - Long Beach, Cal.	9,441.1	1	8.5	65	3,427.6	2	194,027,603	1
Louisville, Ky.	966.5	55	.2	256	372.0	57	16,747,265	59
Lubbock, Tex.	228.6	182	1.8	208	83.6	186	3,300,007	190
Lynchburg, Va.	152.3	230	2.4	194	54.3	240	2,462,283	232
McAllen - Edinburg - Mission, Tex.	435.3	108	15.6	15	122.5	142	3,614,072	183
Macon - Warner Robins, Ga.	303.4	146	4.6	128	111.5	147	4,869,276	152
Madison, Wisc.	366.7	131	4.2	143	151.7	118	7,286,212	114
Manchester - Nashua, N.H.	366.9	130	10.1	49	139.2	128	8,727,884	97
Mansfield, Ohio	126.8	270	1.8	208	49.3	261	2,030,760	257
Medford, Ore.	149.7	233	3.8	157	58.9	227	2,224,713	247
Melbourne - Titusville - Palm Bay, Fla.	452.4	103	16.3	7	187.3	98	7,665,216	107
Memphis, Tenn.	1,015.3	51	3.5	165	379.6	52	16,165,958	60
Merced, Cal.	198.2	197	13.3	20	63.8	214	2,603,292	222
Miami - Hialeah, Fla.	1,987.0	22	7.4	78	773.6	23	35,026,005	28
Middlesex - Somerset - Hunterdon, N.J.	1,034.7	49	5.7	108	378.7	53	27,341,020	34
Midland, Tex.	130.0	260	15.6	15	48.6	263	2,627,385	218
Milwaukee, Wisc.	1,396.3	35	.4	260	548.5	34	27,469,335	33
Minneapolis - St. Paul, Minn.	2,507.7	15	5.5	114	980.4	13	54,520,195	13
Mobile, Ala.	509.8	97	4.4	135	192.4	95	7,602,070	109
Modesto, Cal.	385.7	121	12.7	24	135.2	135	6,131,420	132
Monmouth - Ocean, N.J.	1,068.0	46	8.2	67	418.0	46	26,288,305	38
Monroe, La.	146.8	236	1.2	223	53.7	242	1,840,182	273
Montgomery, Ala.	323.0	143	5.6	111	120.8	143	4,839,867	153
Muncie, Ind.	117.9	283	2.5	305	44.0	280	1,787,028	277
Muskegon, Mich.	159.1	220	.5	262	59.5	225	2,475,008	231
Naples, Fla.	155.9	223	17.1	1	67.4	208	2,953,059	202
Nashville, Tenn.	1,063.9	47	8.0	71	413.6	47	19,982,685	49
Nassau - Suffolk, N.Y.	2,711.0	11	1.6	216	913.9	18	65,835,108	8
Newark, N.J.	1,917.7	24	.8	233	718.0	26	46,992,659	18
New Bedford - Fall River - Attleboro, Mass.	516.3	96	3.2	174	196.1	92	9,072,633	92
New Haven - Waterbury - Meriden, Conn.	810.3	65	2.1	200	309.7	66	18,108,236	51
New London - Norwich, Conn.	258.4	169	.8	208	95.2	170	5,253,758	148
New Orleans, La.	1,348.8	37	1.8	208	510.1	37	20,365,415	48
New York, N.Y.	8,765.1	2	2.2	197	3,622.9	1	171,084,950	2
Niagara Falls, N.Y.	212.3	190	2.5	305	80.8	191	3,259,994	193
Norfolk - Virginia Beach - Newport News, Va.	1,476.9	31	7.6	73	519.1	36	25,392,860	39
Oakland, Cal.	2,145.9	20	6.8	90	842.8	20	51,562,558	15
Ocala, Fla.	222.2	187	17.1	1	89.9	179	3,006,388	200
Odessa, Tex.	130.6	258	2.6	189	48.5	264	2,279,006	241
Oklahoma City, Okla.	1,045.6	48	6.3	96	406.7	48	15,707,906	62
Olympia, Wash.	173.4	210	11.1	37	70.5	203	3,166,569	197
Omaha, Neb.	638.7	78	2.6	189	242.5	79	12,486,737	72
Orange County, N.Y.	308.7	145	6.2	100	105.5	156	5,298,106	143
Orlando, Fla.	1,151.3	44	16.3	7	451.6	43	20,851,622	46
Owensboro, Ky.	88.3	308	.5	238	34.3	307	1,338,868	306
Oxnard - Ventura, Cal.	710.3	71	10.1	49	236.7	82	15,220,890	65
Panama City, Fla.	153.3	227	15.6	15	60.2	222	1,986,061	261
Parkersburg - Marietta, W.Va.-Ohio	156.2	224	.9	268	61.4	219	2,343,497	237
Pascagoula, Miss.	135.2	255	4.1	146	48.1	268	2,151,244	250
Pensacola, Fla.	391.1	120	10.1	49	147.7	120	6,244,290	131
Peoria, Ill.	340.9	136	2.4	299	132.8	136	6,842,701	119
Philadelphia, Pa.	5,013.3	4	2.1	200	1,908.6	4	101,369,722	5
Phoenix, Ariz.	2,365.3	18	15.9	12	965.2	15	43,387,494	22
Pine Bluff, Ark.	88.8	306	1.9	291	31.2	313	1,114,345	317
Pittsburgh, Pa.	2,060.0	21	2.3	298	831.8	21	35,839,726	26
Pittsfield, Mass.	141.4	244	.8	267	56.4	232	2,680,095	216
Portland, Me.	244.8	174	4.5	130	98.8	160	5,033,387	150
Portland, Ore.	1,212.9	41	2.8	183	493.3	40	24,685,246	40
Portsmouth - Dover - Rochester, N.H.	374.0	128	11.0	39	141.0	126	8,108,301	101
Poughkeepsie, N.Y.	270.6	157	3.2	174	95.7	168	5,290,711	144
Providence - Pawtucket - Woonsocket, R.I.	933.0	59	2.7	187	351.0	59	17,494,916	54
Provo - Orem, Utah	261.1	168	4.4	135	71.8	201	2,734,850	213
Pueblo, Colo.	129.1	263	.3	243	51.3	252	1,728,253	284
Racine, Wisc.	176.2	209	.1	252	66.5	210	3,273,786	191
Raleigh - Durham, N.C.	762.4	67	10.8	42	305.1	67	15,157,311	66

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1989 SURVEY OF BUYING POWER DATA SERVICE

S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1993 Projections

Area	1993 Average Household EBI ($)	Rank	1993 Total Retail Sales ($000)	Rank	1993 Per Household Retail Sales ($)	Rank	1993 Buying Power Index BPI	Rank
Lancaster, Pa.	47,453	95	4,486,363	104	27,558	93	.1713	107
Lansing - East Lansing, Mich.	46,824	107	4,501,973	103	27,368	97	.1723	106
Laredo, Tex.	30,036	318	2,006,223	190	54,076	1	.0470	257
Las Cruces, N.M.	32,929	316	822,749	305	15,378	318	.0407	285
Las Vegas, Nev.	45,974	119	7,551,552	66	24,321	188	.3032	67
Lawrence, Kans.	43,144	168	595,751	318	20,614	291	.0266	317
Lawton, Okla.	38,687	271	822,421	306	20,357	296	.0361	299
Lewiston - Auburn, Me.	42,282	184	1,119,806	276	27,995	85	.0397	291
Lexington-Fayette, Ky.	45,003	136	4,347,159	106	30,700	40	.1490	120
Lima, Ohio	42,124	191	1,520,165	220	25,463	150	.0579	227
Lincoln, Neb.	51,131	51	1,867,574	198	21,055	282	.0886	175
Little Rock - North Little Rock, Ark.	44,301	154	5,248,299	90	25,626	145	.2039	90
Longview - Marshall, Tex.	39,771	245	1,922,402	197	29,216	60	.0651	209
Lorain - Elyria, Ohio	47,901	87	2,062,355	187	20,895	286	.0970	164
Los Angeles - Long Beach, Cal.	56,607	25	89,723,055	1	26,177	132	3.9113	1
Louisville, Ky.	45,020	135	10,615,641	49	28,537	73	.3840	53
Lubbock, Tex.	39,474	256	2,201,041	180	26,328	129	.0800	186
Lynchburg, Va.	45,346	128	1,607,967	211	29,613	55	.0580	226
McAllen - Edinburg - Mission, Tex.	29,503	319	2,887,759	151	23,574	204	.1076	154
Macon - Warner Robins, Ga.	43,671	164	2,958,981	146	26,538	120	.1118	150
Madison, Wisc.	48,030	84	4,841,861	94	31,917	32	.1657	110
Manchester - Nashua, N.H.	62,700	14	5,599,667	87	40,227	5	.1905	94
Mansfield, Ohio	41,192	215	1,236,791	258	25,087	163	.0468	259
Medford, Ore.	37,771	282	1,275,664	251	21,658	265	.0510	248
Melbourne - Titusville - Palm Bay, Fla.	40,925	219	4,004,913	114	21,382	274	.1662	109
Memphis, Tenn.	42,587	180	10,614,466	50	27,962	86	.3814	55
Merced, Cal.	40,804	221	1,403,079	237	21,992	254	.0604	218
Miami - Hialeah, Fla.	45,277	129	25,224,419	16	32,607	25	.8377	24
Middlesex - Somerset - Hunterdon, N.J.	72,197	2	12,549,254	45	33,138	20	.5273	40
Midland, Tex.	54,061	34	1,950,894	193	40,142	6	.0621	213
Milwaukee, Wisc.	50,081	62	14,539,190	34	26,507	121	.5808	34
Minneapolis - St. Paul, Minn.	55,610	27	29,558,800	11	30,150	47	1.1410	13
Mobile, Ala.	39,512	255	4,705,244	96	24,456	181	.1785	100
Modesto, Cal.	45,251	127	3,155,041	138	23,336	208	.1342	135
Monmouth - Ocean, N.J.	62,891	13	11,954,112	47	28,598	73	.5111	42
Monroe, La.	34,268	310	1,147,110	270	21,361	275	.0451	268
Montgomery, Ala.	40,065	234	2,853,963	152	23,626	202	.1120	149
Muncie, Ind.	40,614	224	1,312,020	245	29,819	53	.0443	270
Muskegon, Mich.	41,597	205	1,214,167	263	20,406	293	.0537	237
Naples, Fla.	43,814	162	2,258,709	176	33,512	18	.0713	197
Nashville, Tenn.	48,314	81	9,644,396	57	23,318	210	.4146	49
Nassau - Suffolk, N.Y.	72,038	3	35,878,452	8	39,259	8	1.3551	8
Newark, N.J.	65,449	9	19,202,856	24	26,745	113	.8882	23
New Bedford - Fall River - Attleboro, Mass.	46,263	116	6,122,788	82	31,223	37	.2121	87
New Haven - Waterbury - Meriden, Conn.	58,470	21	9,221,740	59	29,776	54	.3698	59
New London - Norwich, Conn.	55,187	30	2,952,206	148	31,011	39	.1125	148
New Orleans, La.	39,924	237	13,352,455	42	26,176	133	.4859	43
New York, N.Y.	47,775	89	77,503,801	2	21,393	272	3.4850	2
Niagara Falls, N.Y.	40,346	226	1,503,627	223	18,609	306	.0698	198
Norfolk - Virginia Beach - Newport News, Va.	48,917	76	14,318,969	35	27,584	92	.5620	35
Oakland, Cal.	61,180	16	22,601,213	21	26,817	111	.9963	16
Ocala, Fla.	33,441	313	2,361,313	172	26,266	131	.0785	188
Odessa, Tex.	46,990	104	2,169,257	181	44,727	3	.0610	216
Oklahoma City, Okla.	38,623	272	10,520,117	51	25,867	140	.3782	56
Olympia, Wash.	44,916	138	1,537,011	221	21,518	268	.0658	207
Omaha, Neb.	51,492	49	6,587,801	77	27,166	100	.2639	72
Orange County, N.Y.	50,219	58	3,114,534	141	29,522	56	.1188	143
Orlando, Fla.	46,173	117	13,717,100	40	30,374	45	.4805	44
Owensboro, Ky.	39,034	263	1,157,841	269	33,756	16	.0354	300
Oxnard - Ventura, Cal.	64,305	11	5,943,837	83	25,111	162	.2911	68
Panama City, Fla.	32,991	315	1,481,666	227	24,612	176	.0514	246
Parkersburg - Marietta, W.Va.-Ohio	38,168	278	1,460,621	231	23,789	201	.0551	231
Pascagoula, Miss.	44,724	146	985,156	290	20,481	292	.0455	265
Pensacola, Fla.	42,277	186	3,251,148	134	22,012	252	.1370	133
Peoria, Ill.	51,526	48	3,233,690	135	24,350	186	.1391	132
Philadelphia, Pa.	53,112	43	53,748,046	4	28,161	80	2.1332	4
Phoenix, Ariz.	44,952	137	25,764,189	15	26,693	114	.9651	19
Pine Bluff, Ark.	35,716	300	683,996	314	21,923	255	.0271	316
Pittsburgh, Pa.	43,087	170	18,321,198	26	22,026	251	.7682	25
Pittsfield, Mass.	47,519	93	1,754,637	203	31,111	38	.0611	214
Portland, Me.	50,945	54	4,591,103	99	46,469	2	.1291	138
Portland, Ore.	50,041	64	13,857,028	38	28,090	82	.5280	39
Portsmouth - Dover - Rochester, N.H.	57,506	23	5,169,778	91	36,665	9	.1792	99
Poughkeepsie, N.Y.	55,284	29	2,567,872	162	26,833	110	.1090	152
Providence - Pawtucket - Woonsocket, R.I.	49,843	67	9,660,119	56	27,522	94	.3781	57
Provo - Orem, Utah	38,090	280	1,461,817	230	20,360	295	.0675	201
Pueblo, Colo.	33,689	311	1,000,552	287	19,504	303	.0407	285
Racine, Wisc.	49,230	74	1,502,018	224	22,587	236	.0671	203
Raleigh - Durham, N.C.	49,680	69	7,782,046	64	25,537	148	.3170	66

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S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Population, Households, Effective Buying Income

Area	Population (Thous.)	Rank	Households (Thous.)	Rank	Population Density (Pop/Sq Mi.)	Rank	Effective Buying Income (EBI) ($000)	Rank	Median Household EBI ($)	Rank	Average Household EBI ($)	Rank	Per Capita EBI ($)	Rank
Rapid City, S.D.	79.9	311	30.9	311	29	315	951,156	305	21,109	233	30,782	155	11,904	141
Reading, Pa.	329.4	137	128.7	130	383	85	4,150,669	130	25,450	112	32,251	121	12,601	94
Redding, Cal.	140.4	236	52.7	237	37	310	1,522,654	241	20,957	238	28,893	216	10,845	196
Reno, Nev.	243.4	168	104.4	148	39	309	3,490,618	147	27,004	67	33,435	97	14,341	32
Richland - Kennewick - Pasco, Wash.	150.7	224	54.9	230	51	304	2,065,521	197	32,645	23	37,623	43	13,706	46
Richmond - Petersburg, Va.	843.4	61	307.5	61	286	124	11,287,677	56	29,463	39	36,708	47	13,384	61
Riverside - San Bernardino, Cal.	2,287.7	16	816.1	18	84	283	29,506,910	21	27,135	65	36,156	52	12,898	81
Roanoke, Va.	230.5	174	89.1	170	270	129	2,803,339	164	24,062	146	31,463	140	12,162	126
Rochester, Minn.	98.9	300	37.3	299	151	235	1,389,385	253	30,035	32	37,249	45	14,048	37
Rochester, N.Y.	993.3	45	368.9	48	338	98	13,377,273	45	28,235	49	36,263	51	13,468	56
Rockford, Ill.	284.3	147	107.6	145	357	92	3,607,234	139	27,351	62	33,524	94	12,688	91
Sacramento, Cal.	1,398.2	32	543.4	30	273	127	20,327,101	31	28,430	46	37,407	44	14,538	31
Saginaw - Bay City - Midland, Mich.	408.5	106	146.0	114	229	161	4,472,953	120	24,674	134	30,637	158	10,950	191
St. Cloud, Minn.	184.1	201	59.0	215	84	283	1,780,953	213	23,174	172	30,186	168	9,674	282
St. Joseph, Mo.	86.1	310	32.7	307	211	178	962,781	303	21,853	211	29,443	196	11,182	173
St. Louis, Mo.	2,482.1	11	913.1	11	465	61	32,128,071	17	27,397	58	35,186	63	12,944	77
Salem, Ore.	268.5	153	101.1	154	139	248	2,661,167	170	20,439	259	26,322	284	9,911	264
Salinas - Seaside - Monterey, Cal.	352.0	127	115.3	142	107	268	4,451,038	121	27,746	54	38,604	32	12,645	92
Salt Lake City - Ogden, Utah	1,068.5	44	346.6	58	659	38	10,430,112	61	24,826	131	30,093	171	9,761	273
San Angelo, Tex.	98.8	301	36.2	301	65	294	1,083,973	294	20,890	243	29,944	177	10,971	187
San Antonio, Tex.	1,298.2	36	442.2	41	516	55	12,947,065	48	21,316	224	29,279	202	9,973	261
San Diego, Cal.	2,382.0	13	867.4	14	566	44	36,146,308	12	29,555	37	41,672	21	15,175	25
San Francisco, Cal.	1,605.5	27	675.4	26	1,580	8	31,215,734	18	34,227	14	46,218	12	19,443	2
San Jose, Cal.	1,437.4	30	508.9	34	1,112	18	26,185,653	23	41,717	1	51,455	4	18,217	5
Santa Barbara - Santa Maria - Lompoc, Cal.	347.0	130	130.9	128	126	253	5,269,900	102	29,021	42	40,259	26	15,187	24
Santa Cruz, Cal.	234.4	172	87.5	172	526	52	3,514,362	145	28,956	43	40,164	28	14,993	27
Santa Fe, N.M.	112.4	287	43.2	277	56	299	1,434,497	247	25,385	115	33,206	100	12,762	86
Santa Rosa - Petaluma, Cal.	368.2	120	146.0	114	230	160	5,829,687	94	30,812	29	39,929	29	15,133	19
Sarasota, Fla.	261.4	160	118.7	139	456	64	3,578,392	141	22,408	194	30,147	169	13,689	47
Savannah, Ga.	247.7	166	90.8	165	267	132	2,749,514	166	22,733	184	30,281	164	11,100	179
Scranton - Wilkes Barre, Pa.	736.4	67	283.5	66	259	140	7,976,125	75	21,341	223	28,134	234	10,831	197
Seattle, Wash.	1,842.5	25	748.4	22	436	70	30,101,049	20	32,665	22	40,221	27	16,337	16
Sharon, Pa.	124.7	266	46.1	264	186	206	1,358,378	256	23,537	158	29,466	195	10,893	194
Sheboygan, Wisc.	103.3	293	38.4	295	201	189	1,290,346	264	27,371	60	33,603	92	12,491	107
Sherman - Denison, Tex.	98.5	307	38.1	296	105	273	1,102,951	293	21,856	210	28,949	214	11,197	172
Shreveport, La.	362.7	122	134.3	122	209	181	3,530,398	144	19,321	284	26,287	285	9,734	276
Sioux City, Iowa	115.6	283	44.7	271	102	277	1,186,505	280	20,007	270	26,544	281	10,264	244
Sioux Falls, S.D.	127.8	258	50.6	245	158	229	1,671,602	228	24,360	140	33,036	105	13,080	71
South Bend - Mishawaka, Ind.	241.5	170	90.6	166	526	52	2,737,555	167	23,641	153	30,216	167	11,336	165
Spokane, Wash.	357.3	125	142.0	118	203	188	3,834,010	136	20,949	239	27,000	267	10,731	206
Springfield, Ill.	194.8	192	79.8	184	165	223	2,311,315	184	22,158	202	28,964	213	11,865	144
Springfield, Mass.	590.9	83	218.7	82	516	55	7,634,924	79	26,317	83	34,910	68	12,921	78
Springfield, Mo.	234.8	171	89.8	169	189	203	2,570,142	174	20,894	242	28,621	220	10,946	192
State College, Pa.	118.0	280	40.3	288	107	268	1,150,956	283	20,342	262	28,560	223	9,754	274
Steubenville - Weirton, Ohio-W.Va.	151.0	222	57.0	218	258	141	1,531,984	239	22,260	201	26,877	271	10,146	249
Stockton, Cal.	467.2	98	160.0	103	330	102	5,367,725	99	25,027	126	33,548	93	11,489	161
Syracuse, N.Y.	651.4	72	236.8	77	272	128	8,038,384	73	25,920	96	33,946	84	12,340	115
Tacoma, Wash.	555.9	87	210.3	86	332	101	5,876,728	93	21,767	212	27,944	238	10,572	224
Tallahassee, Fla.	230.1	175	86.3	174	193	197	2,559,176	176	21,275	225	29,654	182	11,122	178
Tampa - St. Petersburg - Clearwater, Fla.	2,033.1	20	864.3	16	798	32	25,596,483	24	22,084	204	29,615	184	12,590	96
Terre Haute, Ind.	132.7	250	49.6	249	173	215	1,416,698	249	21,351	222	28,562	222	10,676	212
Texarkana, Tex.-Ark.	122.3	270	45.2	266	81	286	1,129,934	290	18,666	295	24,999	300	9,239	297
Toledo, Ohio	615.6	80	234.0	78	450	65	7,295,028	82	24,177	143	31,175	149	11,850	145
Topeka, Kans.	163.6	214	64.9	205	298	116	2,206,765	189	25,719	104	34,003	83	13,489	54
Trenton, N.J.	327.9	138	119.6	138	1,444	11	5,917,883	91	37,057	9	49,481	6	18,048	7
Tucson, Ariz.	650.0	73	258.9	71	71	291	6,974,772	83	20,505	256	26,940	269	10,730	207
Tulsa, Okla.	747.4	65	288.6	64	149	238	7,579,653	80	20,140	267	26,264	286	10,141	250
Tuscaloosa, Ala.	147.4	230	54.5	231	110	264	1,319,589	262	17,505	310	24,213	306	8,952	302
Tyler, Tex.	154.9	220	56.9	219	166	222	1,741,335	216	23,181	170	30,603	161	11,242	169
Utica - Rome, N.Y.	321.4	139	116.1	140	122	257	3,380,704	148	21,939	207	29,119	207	10,519	230
Vallejo - Fairfield - Napa, Cal.	419.3	105	149.2	111	266	135	5,652,443	95	29,870	33	37,885	37	13,481	55
Vancouver, Wash.	216.6	183	81.4	180	345	97	2,583,497	173	26,904	70	31,738	132	11,928	138
Victoria, Tex.	76.4	314	26.1	316	86	282	762,288	315	23,206	168	29,206	203	9,978	260
Vineland - Millville - Bridgeton, N.J.	139.8	238	48.9	253	281	126	1,647,659	232	25,160	122	33,694	90	11,786	146
Visalia - Tulare - Porterville, Cal.	301.5	144	98.4	156	63	296	2,680,298	169	19,118	289	27,239	260	8,890	304
Waco, Tex.	192.3	193	70.6	197	187	205	1,830,256	207	18,511	297	25,924	288	9,518	288
Washington, D.C.	3,729.8	6	1,401.6	7	943	25	67,329,950	5	38,489	5	48,038	7	18,052	6
Waterloo - Cedar Falls, Iowa	148.9	228	55.6	225	147	240	1,878,386	204	26,390	81	33,784	87	12,615	93
Wausau, Wisc.	113.3	285	41.3	281	73	288	1,220,659	275	23,838	149	29,556	187	10,774	203
West Palm Beach - Boca Raton - Delray Beach, Fla.	835.8	62	361.1	52	419	76	13,674,989	44	27,755	53	37,870	38	16,362	15
Wheeling, W.Va.	175.5	206	68.9	200	185	207	1,719,914	220	19,794	275	24,962	301	9,800	271
Wichita, Kans.	448.8	101	174.3	96	183	209	6,285,415	89	27,118	66	36,061	53	14,005	38
Wichita Falls, Tex.	126.2	261	46.2	262	208	183	1,266,824	268	19,328	283	27,420	256	10,038	256
Williamsport, Pa.	118.5	279	44.4	273	96	280	1,261,796	269	21,860	209	28,419	226	10,648	216
Wilmington, Del.	564.7	86	203.9	87	517	54	7,839,329	76	29,863	34	38,447	34	13,882	44
Wilmington, N.C.	118.9	277	46.5	258	643	39	1,256,873	270	20,346	261	27,030	265	10,571	225
Worcester - Fitchburg - Leominster, Mass.	677.6	69	250.2	72	448	67	9,632,068	66	29,730	35	38,497	33	14,215	33
Yakima, Wash.	186.4	199	69.7	199	43	307	1,835,951	206	19,693	278	26,341	282	9,850	267
York, Pa.	406.4	108	154.3	107	285	125	5,000,119	106	26,161	90	32,405	118	12,303	117
Youngstown - Warren, Ohio	508.4	93	191.3	90	494	58	5,627,483	96	23,574	156	29,417	198	11,069	183
Yuba City, Cal.	119.9	274	43.9	274	97	279	1,278,373	267	20,496	257	29,120	206	10,662	215

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1989 SURVEY OF BUYING POWER DATA SERVICE

S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales, Buying Power Indexes

Area	Total Retail Sales ($000)	Rank	Per Household Retail Sales ($)	Rank	Buying Power Index (BPI)	Rank	Economy-Priced-Products BPI	Rank	Moderate-Priced-Products BPI	Rank	Premium-Priced-Products BPI	Rank
Rapid City, S.D.	680,512	286	22,023	37	.0346	304	.0366	308	.0388	306	.0306	308
Reading, Pa.	2,626,914	113	20,411	64	.1423	128	.1349	130	.1474	126	.1742	102
Redding, Cal.	906,430	244	17,200	193	.0527	244	.0637	229	.0602	238	.0476	250
Reno, Nev.	2,127,787	136	20,381	66	.1157	145	.0998	170	.1214	145	.1150	147
Richland - Kennewick - Pasco, Wash.	908,530	243	16,549	220	.0623	214	.0482	281	.0522	266	.0640	204
Richmond - Petersburg, Va.	6,546,647	54	21,290	49	.3724	60	.3037	64	.3402	60	.3665	61
Riverside - San Bernardino, Cal.	12,807,017	26	15,693	267	.9007	21	.8170	16	.8405	19	.8819	22
Roanoke, Va.	1,704,282	160	19,128	107	.0954	167	.0973	171	.1028	166	.1002	161
Rochester, Minn.	931,685	238	24,978	13	.0477	258	.0350	314	.0442	293	.0479	248
Rochester, N.Y.	6,705,230	53	18,176	152	.4215	49	.3778	51	.3868	53	.4333	47
Rockford, Ill.	1,981,289	146	18,413	141	.1183	143	.1058	157	.1154	151	.1235	140
Sacramento, Cal.	9,525,096	34	17,529	181	.6190	31	.5205	34	.5676	32	.6418	32
Saginaw - Bay City - Midland, Mich.	2,905,590	103	19,901	80	.1592	114	.1547	117	.1625	114	.1659	111
St. Cloud, Minn.	1,625,835	167	27,557	8	.0737	193	.0641	227	.0801	196	.0569	220
St. Joseph, Mo.	606,632	299	18,551	133	.0338	307	.0396	304	.0372	308	.0300	310
St. Louis, Mo.	17,027,328	14	18,648	129	1.0363	15	.8920	13	.9863	12	1.0368	17
Salem, Ore.	1,365,625	188	13,508	309	.0901	173	.1119	149	.1135	153	.0862	174
Salinas - Seaside - Monterey, Cal.	2,061,705	140	17,881	168	.1388	132	.1039	164	.1277	139	.1418	126
Salt Lake City - Ogden, Utah	6,415,645	55	18,510	136	.3738	58	.3585	56	.4147	48	.3836	57
San Angelo, Tex.	822,537	263	22,722	24	.0408	287	.0470	284	.0448	291	.0386	287
San Antonio, Tex.	7,467,182	47	16,886	209	.4529	46	.5630	31	.4998	40	.4325	48
San Diego, Cal.	16,135,201	16	18,602	130	1.0776	14	.7957	20	.9277	14	1.1010	13
San Francisco, Cal.	15,811,806	18	23,411	17	.9286	18	.6095	28	.7042	26	1.0297	18
San Jose, Cal.	11,385,889	30	22,374	32	.7518	27	.3808	50	.4861	42	.8362	25
Santa Barbara - Santa Maria - Lompoc, Cal.	3,098,483	97	23,671	15	.1707	105	.1375	128	.1513	122	.1698	107
Santa Cruz, Cal.	1,394,451	186	15,937	259	.1019	156	.0846	191	.0861	191	.0986	162
Santa Fe, N.M.	753,824	278	17,450	186	.0464	265	.0424	297	.0459	288	.0471	252
Santa Rosa - Petaluma, Cal.	2,381,218	127	16,310	237	.1685	107	.1323	133	.1431	129	.1723	103
Sarasota, Fla.	2,418,696	125	20,377	67	.1238	140	.1338	131	.1446	127	.1327	134
Savannah, Ga.	1,748,783	155	19,260	103	.0968	163	.1041	163	.1010	167	.1004	159
Scranton - Wilkes-Barre, Pa.	4,655,419	72	16,421	229	.2749	72	.3310	61	.3327	61	.2594	75
Seattle, Wash.	14,380,428	22	19,215	105	.9033	20	.6818	23	.7353	23	1.0020	19
Sharon, Pa.	629,610	294	13,657	307	.0437	273	.0473	283	.0486	280	.0444	259
Sheboygan, Wisc.	558,198	307	14,536	297	.0395	293	.0358	310	.0383	307	.0383	288
Sherman - Denison, Tex.	611,311	296	16,045	253	.0371	299	.0429	296	.0414	300	.0344	295
Shreveport, La.	2,212,811	135	16,477	227	.1274	137	.1720	101	.1530	120	.1202	142
Sioux City, Iowa	776,080	273	17,362	187	.0430	279	.0555	258	.0533	261	.0400	281
Sioux Falls, S.D.	1,000,929	228	19,781	82	.0559	233	.0527	268	.0578	244	.0551	227
South Bend - Mishawaka, Ind.	1,748,668	156	19,301	100	.0963	165	.0965	172	.1049	162	.1035	158
Spokane, Wash.	2,365,182	129	16,656	217	.1349	134	.1719	102	.1562	118	.1390	130
Springfield, Ill.	1,414,224	183	17,722	174	.0793	184	.0858	187	.0937	178	.0812	180
Springfield, Mass.	4,467,247	74	20,426	63	.2541	78	.2369	80	.2418	81	.2565	76
Springfield, Mo.	1,613,378	169	17,966	162	.0906	172	.1043	162	.1051	161	.0817	178
State College, Pa.	676,418	287	16,785	213	.0408	287	.0487	279	.0462	285	.0361	291
Steubenville - Weirton, Ohio-W.Va.	763,512	275	13,395	311	.0511	247	.0664	214	.0586	242	.0504	242
Stockton, Cal.	2,537,682	119	15,861	262	.1718	101	.1695	106	.1640	113	.1707	106
Syracuse, N.Y.	4,305,309	78	18,181	150	.2626	76	.2606	73	.2597	78	.2753	74
Tacoma, Wash.	3,392,124	92	16,130	248	.2028	89	.2399	77	.2304	84	.1994	90
Tallahassee, Fla.	1,506,791	174	17,460	185	.0879	175	.1025	167	.0947	176	.0847	175
Tampa - St. Petersburg - Clearwater, Fla.	14,783,567	20	17,105	200	.8523	23	.9836	9	.9997	11	.8209	27
Terre Haute, Ind.	1,110,438	210	22,368	31	.0543	237	.0581	251	.0618	234	.0502	243
Texarkana, Tex.-Ark.	820,501	265	18,153	153	.0432	277	.0602	240	.0516	268	.0405	277
Toledo, Ohio	4,768,305	69	20,377	67	.2560	77	.2632	71	.2620	77	.2557	77
Topeka, Kans.	1,105,224	214	17,030	204	.0694	197	.0654	219	.0716	208	.0650	201
Trenton, N.J.	2,614,177	114	21,858	41	.1710	103	.1128	146	.1174	148	.1770	100
Tucson, Ariz.	4,270,629	79	16,503	224	.2446	81	.3109	63	.2893	70	.2366	86
Tulsa, Okla.	4,429,594	76	15,349	276	.2653	74	.3447	60	.3327	61	.2806	73
Tuscaloosa, Ala.	841,501	259	15,440	272	.0488	255	.0738	207	.0569	249	.0434	266
Tyler, Tex.	1,005,005	226	17,663	177	.0594	222	.0644	224	.0621	230	.0568	221
Utica - Rome, N.Y.	1,887,180	151	16,255	242	.1157	145	.1359	129	.1355	136	.1190	145
Vallejo - Fairfield - Napa, Cal.	2,366,351	128	15,860	263	.1694	106	.1377	127	.1493	125	.1698	107
Vancouver, Wash.	982,802	231	12,074	316	.0775	188	.0773	201	.0775	200	.0798	181
Victoria, Tex.	579,412	304	22,200	34	.0291	314	.0326	315	.0318	316	.0286	311
Vineland - Millville - Bridgeton, N.J.	872,736	251	17,847	170	.0542	238	.0555	258	.0549	256	.0512	240
Visalia - Tulare - Porterville, Cal.	1,748,754	157	17,770	172	.1001	159	.1302	135	.1165	150	.0870	173
Waco, Tex.	1,147,981	203	16,260	241	.0664	205	.0933	178	.0776	199	.0578	217
Washington, D.C.	31,471,548	6	22,454	29	1.9756	5	1.1173	8	1.4056	7	2.1266	5
Waterloo - Cedar Falls, Iowa	884,753	247	15,913	260	.0589	226	.0528	267	.0573	247	.0597	213
Wausau, Wisc.	672,663	288	16,287	239	.0413	286	.0442	292	.0463	284	.0405	277
West Palm Beach - Boca Raton - Delray Beach, Fla.	7,390,468	48	20,439	62	.4259	48	.3616	54	.3938	51	.4709	46
Wheeling, W.Va.	1,103,097	215	16,010	255	.0625	213	.0855	189	.0766	201	.0602	211
Wichita, Kans.	2,878,522	106	16,515	223	.1916	93	.1586	114	.1857	101	.1896	94
Wichita Falls, Tex.	987,649	229	21,378	47	.0489	254	.0596	247	.0587	241	.0426	271
Williamsport, Pa.	726,079	284	16,353	236	.0434	275	.0511	273	.0524	264	.0450	256
Wilmington, Del.	4,121,303	81	20,212	71	.2489	80	.1912	97	.2171	87	.2513	78
Wilmington, N.C.	1,060,263	219	22,801	22	.0495	250	.0598	244	.0573	247	.0436	264
Worcester - Fitchburg - Leominster, Mass.	4,451,060	75	17,790	171	.2934	67	.2278	83	.2530	80	.2919	67
Yakima, Wash.	1,028,911	224	14,762	291	.0638	209	.0871	186	.0743	202	.0611	209
York, Pa.	2,292,858	132	14,860	286	.1563	115	.1482	122	.1644	112	.1583	114
Youngstown - Warren, Ohio	2,990,073	102	15,630	268	.1875	95	.2017	93	.2057	92	.1889	95
Yuba City, Cal.	649,547	290	14,796	289	.0425	282	.0518	271	.0499	276	.0390	284

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S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

Area	Total Retail Sales ($000)	Rank	Food Stores ($000)	Rank	Supermarkets ($000)	Rank	Eating & Drinking Places ($000)	Rank	General Merchandise Stores ($000)	Rank	Department Stores ($000)	Rank	Apparel & Accessories Stores ($000)	Rank
Rapid City, S.D.	680,512	286	117,208	301	113,419	302	65,449	271	119,491	251	105,162	240	28,556	289
Reading, Pa.	2,626,914	113	490,490	126	432,772	133	228,216	127	292,504	121	255,090	121	289,626	59
Redding, Cal.	906,430	244	206,111	228	189,007	236	78,219	246	83,792	296	65,996	303	36,852	256
Reno, Nev.	2,127,787	136	383,653	151	370,305	152	179,259	145	313,689	114	292,938	107	80,096	158
Richland - Kennewick - Pasco, Wash.	908,530	243	207,001	227	201,669	224	79,566	243	123,448	240	83,326	279	35,437	260
Richmond - Petersburg, Va.	6,546,647	54	1,319,476	54	1,282,845	54	542,736	61	879,600	47	751,728	46	266,783	66
Riverside - San Bernardino, Cal.	12,807,017	26	3,023,331	18	2,859,650	18	1,327,426	24	1,460,510	28	1,245,083	30	558,835	29
Roanoke, Va.	1,704,282	160	347,162	162	336,458	159	153,110	163	261,152	137	219,773	138	81,133	154
Rochester, Minn.	931,685	238	155,316	270	148,140	270	74,791	253	153,717	210	139,050	194	44,497	217
Rochester, N.Y.	6,705,230	53	1,586,829	45	1,506,573	44	639,029	53	630,462	63	567,576	61	276,454	63
Rockford, Ill.	1,981,289	146	402,392	145	379,546	147	168,842	151	254,422	141	228,600	130	68,945	172
Sacramento, Cal.	9,525,096	34	1,925,750	36	1,838,612	35	1,023,288	33	1,043,911	37	904,184	40	383,217	48
Saginaw - Bay City - Midland, Mich.	2,905,590	103	485,520	128	427,917	135	254,621	115	507,312	81	460,252	78	139,845	103
St. Cloud, Minn.	1,625,835	167	214,959	222	188,900	237	94,088	220	150,215	217	114,825	225	39,289	238
St. Joseph, Mo.	606,632	299	136,469	285	130,519	285	57,102	291	101,823	274	78,295	288	24,507	303
St. Louis, Mo.	17,027,328	14	3,130,703	17	2,925,519	16	1,736,568	17	2,447,967	11	2,236,995	11	807,620	21
Salem, Ore.	1,365,625	188	259,714	197	248,465	197	147,421	168	230,568	154	185,832	159	64,064	181
Salinas - Seaside - Monterey, Cal.	2,061,705	140	364,058	158	332,386	162	250,314	116	216,559	160	193,035	157	133,290	107
Salt Lake City - Ogden, Utah	6,415,645	55	1,370,865	53	1,317,100	53	611,380	57	817,075	51	716,240	48	323,983	56
San Angelo, Tex.	822,537	263	172,564	256	166,945	254	71,143	263	113,899	260	77,782	289	37,332	252
San Antonio, Tex.	7,467,182	47	2,062,737	31	1,998,753	31	775,911	44	794,086	54	649,463	55	420,318	42
San Diego, Cal.	16,135,201	16	3,150,221	16	2,920,144	17	1,940,387	13	1,702,102	16	1,546,392	16	937,133	16
San Francisco, Cal.	15,811,806	18	2,784,722	24	2,362,829	25	2,308,184	11	1,623,845	24	1,410,163	24	1,197,958	11
San Jose, Cal.	11,385,889	30	2,004,361	34	1,878,138	34	1,267,454	26	1,456,210	29	1,294,071	28	711,345	24
Santa Barbara - Santa Maria - Lompoc, Cal.	3,098,483	97	627,830	95	574,573	97	345,556	87	243,784	149	214,369	141	160,340	94
Santa Cruz, Cal.	1,394,451	186	314,901	171	284,793	180	169,744	150	95,340	283	81,200	282	66,889	177
Santa Fe, N.M.	753,824	278	122,079	299	113,638	300	98,970	211	79,506	300	67,932	298	43,019	224
Santa Rosa - Petaluma, Cal.	2,381,218	127	516,722	119	479,348	123	247,568	117	236,545	152	206,285	150	103,811	132
Sarasota, Fla.	2,418,696	125	471,585	132	435,587	131	235,177	121	261,701	136	224,307	132	90,902	144
Savannah, Ga.	1,748,783	155	325,128	168	313,730	166	195,278	135	215,457	161	174,146	164	102,049	135
Scranton - Wilkes-Barre, Pa.	4,655,419	72	1,062,548	67	990,140	67	412,041	75	590,430	68	491,114	70	231,424	75
Seattle, Wash.	14,380,428	22	2,965,647	21	2,805,670	19	1,797,183	16	1,436,866	30	1,260,287	29	1,082,848	13
Sharon, Pa.	629,610	294	131,823	287	125,306	290	56,860	294	90,004	291	83,694	278	32,624	271
Sheboygan, Wisc.	558,198	307	124,815	295	114,225	299	52,892	303	95,671	282	75,257	291	12,761	318
Sherman - Denison, Tex.	611,311	296	122,445	298	119,574	293	47,295	308	87,289	292	82,857	280	24,416	304
Shreveport, La.	2,212,811	135	503,135	124	488,083	121	181,693	142	273,723	131	220,262	137	105,820	131
Sioux City, Iowa	776,080	273	162,578	266	155,317	265	71,244	262	120,043	247	106,263	236	37,510	251
Sioux Falls, S.D.	1,000,929	228	169,382	259	161,399	258	88,940	228	154,468	209	145,336	186	51,788	201
South Bend - Mishawaka, Ind.	1,748,668	156	302,211	180	284,107	182	155,614	158	228,896	155	205,124	152	69,015	171
Spokane, Wash.	2,365,182	129	521,015	118	495,974	117	245,650	119	276,515	130	240,277	126	116,808	120
Springfield, Ill.	1,414,224	183	242,648	207	232,087	206	133,850	180	203,593	165	183,230	160	67,473	174
Springfield, Mass.	4,467,247	74	932,788	73	844,821	77	474,166	69	494,050	83	415,384	84	247,000	68
Springfield, Mo.	1,613,378	169	295,662	186	284,669	181	156,770	157	277,881	128	267,731	118	67,187	175
State College, Pa.	676,418	287	137,627	284	128,670	286	72,866	257	65,637	313	61,422	311	30,064	281
Steubenville - Weirton, Ohio-W.Va.	763,512	275	199,466	236	191,275	234	67,023	269	91,642	290	85,769	274	23,651	307
Stockton, Cal.	2,537,682	119	550,022	112	512,722	112	261,467	110	261,869	135	229,299	129	114,193	123
Syracuse, N.Y.	4,305,309	78	1,069,451	66	980,225	68	399,996	79	384,519	97	335,599	97	245,104	70
Tacoma, Wash.	3,392,124	92	687,753	91	634,425	90	355,495	85	354,359	106	329,149	101	145,342	99
Tallahassee, Fla.	1,506,791	174	299,682	181	291,534	176	154,183	160	254,815	140	211,616	144	51,916	200
Tampa - St. Petersburg - Clearwater, Fla.	14,783,567	20	3,288,446	14	3,114,759	14	1,454,804	21	1,701,663	17	1,501,030	18	437,978	38
Terre Haute, Ind.	1,110,438	210	178,066	251	169,007	252	91,245	225	131,402	231	110,111	233	60,009	191
Texarkana, Tex.-Ark.	820,501	265	175,430	253	170,126	251	58,004	289	118,876	253	105,651	237	43,229	223
Toledo, Ohio	4,768,305	69	910,779	77	855,514	76	439,969	71	806,165	53	663,182	54	155,057	96
Topeka, Kans.	1,105,224	214	240,322	208	234,835	205	115,792	197	165,934	192	144,123	188	40,151	231
Trenton, N.J.	2,614,177	114	583,746	101	547,205	104	231,775	124	330,264	112	281,865	113	168,985	89
Tucson, Ariz.	4,272,629	79	915,697	74	867,708	75	426,631	74	558,232	70	501,402	69	184,419	84
Tulsa, Okla.	4,429,594	76	953,489	71	932,985	70	425,625	73	526,002	79	439,249	80	281,322	61
Tuscaloosa, Ala.	841,501	259	184,408	247	175,714	247	72,167	258	113,031	262	93,841	255	44,303	219
Tyler, Tex.	1,005,005	226	207,381	226	199,811	225	82,664	275	169,212	185	152,036	178	51,445	203
Utica - Rome, N.Y.	1,887,180	151	471,219	133	434,675	132	153,587	162	166,991	190	139,238	193	127,345	112
Vallejo - Fairfield - Napa, Cal.	2,366,351	128	537,335	113	508,704	113	296,767	97	203,230	166	179,039	162	95,957	140
Vancouver, Wash.	982,802	231	244,544	204	234,886	204	123,890	190	172,674	183	160,770	172	34,268	267
Victoria, Tex.	579,412	304	130,497	289	127,725	287	42,879	312	82,450	298	73,764	294	31,844	272
Vineland - Millville - Bridgeton, N.J.	872,736	251	233,100	210	217,525	212	51,678	306	85,067	295	80,689	285	39,719	234
Visalia - Tulare - Porterville, Cal.	1,748,584	157	425,497	141	405,540	141	139,670	173	206,235	163	182,818	161	76,032	163
Waco, Tex.	1,147,981	203	258,494	198	244,586	199	101,126	210	173,316	182	143,282	189	53,188	196
Washington, D.C.	31,471,548	6	5,660,260	5	5,264,961	5	3,258,324	6	3,539,120	6	3,109,719	6	1,715,775	7
Waterloo - Cedar Falls, Iowa	884,753	247	164,028	263	159,180	260	86,330	234	129,202	234	113,840	228	43,399	222
Wausau, Wisc.	672,663	288	146,255	280	140,700	279	44,767	309	117,848	255	93,432	256	29,328	286
West Palm Beach - Boca Raton - Delray Beach, Fla.	7,380,468	48	1,450,306	49	1,353,143	51	723,884	48	766,816	56	685,815	52	419,373	43
Wheeling, W.Va.	1,103,097	215	230,235	211	219,749	210	83,658	237	194,162	170	165,808	168	37,520	250
Wichita, Kans.	2,878,522	106	523,741	116	506,971	114	300,797	96	447,174	88	373,611	92	131,724	110
Wichita Falls, Tex.	987,649	229	186,684	245	180,166	244	94,906	216	151,538	213	135,443	202	34,075	268
Williamsport, Pa.	726,079	284	172,636	255	159,032	261	55,405	296	91,859	289	81,064	284	49,607	206
Wilmington, Del.	4,121,303	81	749,815	88	680,879	89	319,820	90	554,716	72	503,430	67	167,696	90
Wilmington, N.C.	1,060,263	219	190,347	241	183,793	241	102,510	207	166,037	191	116,367	223	39,339	237
Worcester - Fitchburg - Leominster, Mass.	4,451,060	75	824,136	84	761,747	84	495,897	67	460,178	87	398,108	88	226,239	76
Yakima, Wash.	1,028,911	224	246,353	203	232,074	207	101,371	209	114,372	258	84,714	277	61,349	187
York, Pa.	2,292,858	132	514,197	121	469,973	125	202,459	131	256,885	139	227,243	131	86,134	147
Youngstown - Warren, Ohio	2,990,073	102	574,105	106	548,335	103	257,265	112	425,747	92	389,447	90	115,233	122
Yuba City, Cal.	649,547	290	149,980	275	140,422	280	62,975	274	97,776	277	93,102	259	24,947	298

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1989 SURVEY OF BUYING POWER DATA SERVICE

S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Store Group

Area	Furniture/ Home Furnishings/ Appliance Stores ($000)	Rank	Furniture & Home Furnishings Stores ($000)	Rank	Automotive Dealers ($000)	Rank	Gasoline Service Stations ($000)	Rank	Building Materials & Hardware Dealers ($000)	Rank	Drugstores ($000)	Rank
Rapid City, S.D.	32,525	277	16,132	269	165,383	275	47,026	261	39,616	283	21,461	282
Reading, Pa.	135,146	126	71,658	116	663,537	106	132,160	142	91,779	170	65,366	150
Redding, Cal.	34,979	268	15,817	273	155,728	281	92,807	179	84,628	180	56,116	165
Reno, Nev.	88,382	163	43,232	167	499,923	135	129,334	145	124,399	134	84,512	123
Richland - Kennewick - Pasco, Wash.	34,508	272	16,296	267	171,524	266	67,708	227	43,892	274	48,830	172
Richmond - Petersburg, Va.	291,979	67	146,354	66	1,441,538	58	495,925	45	298,182	57	289,602	40
Riverside - San Bernardino, Cal.	700,102	27	340,614	30	2,558,793	28	876,079	20	845,410	14	489,738	23
Roanoke, Va.	114,228	142	65,238	127	299,441	188	122,459	153	74,825	196	75,964	131
Rochester, Minn.	42,497	240	14,550	291	231,915	223	68,931	220	56,952	235	25,658	263
Rochester, N.Y.	415,414	50	198,987	51	1,696,357	48	373,511	60	306,182	50	264,901	47
Rockford, Ill.	123,410	132	67,495	124	439,513	148	175,179	113	121,630	139	51,273	170
Sacramento, Cal.	680,888	30	290,679	34	1,923,470	42	568,983	36	625,172	19	491,487	22
Saginaw - Bay City - Midland, Mich.	177,631	99	87,359	99	683,698	104	206,514	98	167,313	97	88,182	118
St. Cloud, Minn.	49,099	222	22,819	230	245,532	214	86,474	188	102,827	156	24,383	269
St. Joseph, Mo.	21,573	313	8,239	316	156,000	280	38,001	289	26,392	311	14,477	305
St. Louis, Mo.	795,207	23	368,544	25	4,058,804	15	1,361,821	10	1,015,678	11	450,357	27
Salem, Ore.	70,593	182	25,140	216	286,865	192	94,627	176	73,233	200	45,457	181
Salinas - Seaside - Monterey, Cal.	132,037	129	60,156	137	392,873	162	132,410	141	126,929	132	95,494	112
Salt Lake City - Ogden, Utah	371,878	54	210,803	48	1,505,851	56	440,582	52	301,672	54	102,591	100
San Angelo, Tex.	48,757	223	17,807	260	194,888	246	17,177	318	79,918	185	18,754	294
San Antonio, Tex.	355,760	55	159,187	60	1,590,738	52	397,024	58	415,011	37	140,966	83
San Diego, Cal.	1,093,031	11	515,181	13	3,599,715	17	983,811	15	735,378	17	602,956	14
San Francisco, Cal.	1,061,841	12	485,659	14	2,511,605	29	703,586	31	610,904	21	586,516	17
San Jose, Cal.	947,352	17	356,632	26	2,205,947	35	541,820	39	591,007	22	513,139	20
Santa Barbara - Santa Maria - Lompoc, Cal.	178,649	98	91,586	95	491,487	137	203,425	100	163,997	98	144,566	79
Santa Cruz, Cal.	80,396	175	35,634	181	249,558	212	72,423	212	142,846	114	67,236	149
Santa Fe, N.M.	33,002	276	19,416	253	134,987	300	41,400	281	50,566	253	26,277	262
Santa Rosa - Petaluma, Cal.	146,969	118	71,597	117	388,139	164	170,838	115	220,994	73	147,202	76
Sarasota, Fla.	215,329	78	143,396	68	591,281	117	114,226	157	145,794	110	96,912	111
Savannah, Ga.	103,030	154	65,240	126	414,269	156	107,310	166	68,361	210	73,027	137
Scranton - Wilkes Barre, Pa.	185,803	93	98,573	87	1,020,462	74	273,663	80	249,763	67	199,292	59
Seattle, Wash.	684,700	29	332,505	31	2,826,260	24	813,364	24	581,808	26	578,992	18
Sharon, Pa.	28,971	287	15,372	280	172,981	261	36,772	292	37,705	286	19,305	290
Sheboygan, Wisc.	23,625	307	11,754	303	133,477	302	41,146	283	35,410	292	15,716	302
Sherman - Denison, Tex.	24,174	306	14,638	288	143,797	290	31,312	304	51,447	250	21,088	283
Shreveport, La.	117,863	137	64,206	128	477,596	139	154,302	126	144,884	112	73,423	135
Sioux City, Iowa	38,774	254	16,159	268	166,255	272	55,358	246	47,198	261	20,656	284
Sioux Falls, S.D.	49,384	221	25,702	214	251,436	210	70,806	218	52,365	245	45,401	182
South Bend - Mishawaka, Ind.	147,264	117	61,690	134	428,935	150	124,758	151	70,013	207	68,908	148
Spokane, Wash.	151,856	114	81,448	106	527,700	133	139,995	137	104,882	155	76,617	130
Springfield, Ill.	88,515	162	34,471	187	282,462	196	95,369	175	97,302	164	71,534	141
Springfield, Mass.	221,805	76	98,621	86	923,896	80	254,432	85	234,956	71	148,821	75
Springfield, Mo.	70,093	184	32,514	192	417,379	155	85,852	189	101,064	158	35,238	217
State College, Pa.	34,020	274	15,048	282	149,627	284	33,951	299	65,096	215	21,690	280
Steubenville - Weirton, Ohio-W.Va.	37,709	259	19,702	251	141,819	295	72,004	214	47,679	259	39,262	201
Stockton, Cal.	161,156	109	80,303	108	548,664	123	158,755	122	149,307	108	146,582	77
Syracuse, N.Y.	260,671	70	136,648	70	1,052,575	72	192,059	106	217,501	78	184,207	64
Tacoma, Wash.	182,778	96	84,554	103	767,824	92	205,729	99	286,027	58	101,366	103
Tallahassee, Fla.	106,854	147	39,658	172	270,383	200	87,131	187	93,520	169	41,200	196
Tampa - St. Petersburg - Clearwater, Fla.	947,775	16	457,222	16	3,566,346	18	850,468	21	589,922	23	511,932	21
Terre Haute, Ind.	42,599	239	17,830	259	240,758	217	92,848	178	66,268	214	26,329	261
Texarkana, Tex.-Ark.	36,616	263	18,006	258	172,790	262	61,748	233	52,344	246	25,404	265
Toledo, Ohio	316,793	63	121,429	76	1,023,318	73	401,333	57	173,683	94	198,630	60
Topeka, Kans.	41,438	245	21,849	236	237,098	219	68,641	221	62,672	221	42,975	189
Trenton, N.J.	164,631	105	81,932	104	462,898	142	145,403	133	94,759	166	86,114	122
Tucson, Ariz.	223,172	75	100,936	85	936,030	79	294,594	73	220,049	74	182,505	65
Tulsa, Okla.	304,300	64	158,712	62	999,858	75	281,679	76	272,359	65	96,957	110
Tuscaloosa, Ala.	27,971	292	14,554	290	198,538	242	66,275	228	34,494	296	33,519	225
Tyler, Tex.	41,400	246	23,117	227	265,295	203	53,663	248	63,169	218	30,336	244
Utica - Rome, N.Y.	103,848	152	60,704	135	413,235	157	90,931	183	89,814	173	98,635	107
Vallejo - Fairfield - Napa, Cal.	128,805	130	54,929	142	471,858	140	168,866	116	143,003	113	145,282	78
Vancouver, Wash.	42,316	241	18,485	254	172,240	264	48,694	257	32,789	301	46,443	176
Victoria, Tex.	25,550	301	14,845	284	119,148	310	41,059	284	46,401	265	9,567	314
Vineland - Millville - Bridgeton, N.J.	36,217	265	15,340	281	216,007	233	40,501	285	34,688	295	30,866	241
Visalia - Tulare - Porterville, Cal.	84,256	168	49,375	152	379,766	167	110,526	162	106,375	153	91,362	114
Waco, Tex.	43,244	236	23,507	223	253,776	208	60,120	236	73,040	201	23,187	274
Washington, D.C.	2,162,941	4	1,010,214	6	7,370,231	5	1,994,624	4	1,245,580	9	1,260,519	6
Waterloo - Cedar Falls, Iowa	45,328	231	23,926	221	212,893	236	61,322	234	40,596	278	30,714	243
Wausau, Wisc.	30,098	285	15,503	278	153,668	283	46,023	265	51,958	247	8,091	316
West Palm Beach - Boca Raton - Delray Beach, Fla.	597,795	34	386,652	23	1,836,828	46	395,557	59	272,502	64	285,942	44
Wheeling, W.Va.	66,258	189	38,233	174	218,214	229	97,711	171	48,039	257	45,048	183
Wichita, Kans.	135,872	125	60,188	136	683,733	103	179,891	112	211,946	80	71,382	142
Wichita Falls, Tex.	53,036	210	30,756	198	239,705	218	47,596	259	74,178	198	22,731	276
Williamsport, Pa.	37,289	261	15,731	276	185,155	256	26,347	311	29,920	305	22,505	277
Wilmington, Del.	238,291	74	122,651	74	977,280	76	317,523	70	174,292	93	127,999	89
Wilmington, N.C.	42,059	242	27,017	210	260,416	206	44,759	268	79,344	187	36,098	212
Worcester - Fitchburg - Leominster, Mass.	195,415	89	107,923	80	975,863	77	275,089	79	192,321	87	172,082	67
Yakima, Wash.	40,271	250	22,974	231	217,719	230	68,055	225	61,390	227	33,872	222
York, Pa.	107,934	146	63,108	130	567,218	122	132,690	140	153,669	104	59,954	155
Youngstown - Warren, Ohio	164,304	106	93,161	93	604,569	113	280,149	77	159,929	102	114,433	93
Yuba City, Cal.	37,190	252	26,054	212	120,395	309	35,701	296	50,657	252	27,263	253

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1989 SURVEY OF BUYING POWER DATA SERVICE

S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

Area	Groceries & Other Foods ($000)	Rank	Drugs & Health & Beauty Aids ($000)	Rank	Major Household Appliances ($000)	Rank	Televisions, Video Recorders & Tapes ($000)	Rank	Audio Equipment, Musical Instruments & Supplies ($000)	Rank
Rapid City, S.D.	97,427	301	23,306	299	9,235	284	4,961	278	8,534	279
Reading, Pa.	424,733	118	84,446	135	37,016	112	14,838	144	29,923	132
Redding, Cal.	169,487	232	42,653	219	10,903	262	6,718	229	10,082	255
Reno, Nev.	267,756	166	109,127	109	23,632	163	14,568	146	31,792	127
Richland - Kennewick - Pasco, Wash.	157,198	248	45,018	210	13,702	220	6,657	232	8,018	289
Richmond - Petersburg, Va.	1,012,360	57	312,365	45	79,792	50	56,000	48	78,441	60
Riverside - San Bernardino, Cal.	2,426,819	21	535,948	25	145,687	26	128,008	21	167,760	29
Roanoke, Va.	259,661	171	75,711	150	28,098	147	12,787	168	27,211	141
Rochester, Minn.	140,770	263	32,893	258	10,767	265	7,812	208	13,045	217
Rochester, N.Y.	1,278,560	46	245,113	59	81,387	49	47,541	55	101,989	50
Rockford, Ill.	331,938	149	72,646	152	28,771	139	13,349	160	23,741	163
Sacramento, Cal.	1,484,208	36	404,130	33	130,739	33	141,273	19	150,401	32
Saginaw - Bay City - Midland, Mich.	485,430	104	107,530	110	40,358	99	26,453	91	37,751	110
St. Cloud, Minn.	188,211	214	38,846	230	27,644	150	23,852	99	65,945	70
St. Joseph, Mo.	111,128	285	23,019	300	9,826	276	4,994	276	5,519	313
St. Louis, Mo.	2,619,964	15	617,514	20	197,738	15	158,936	14	211,927	19
Salem, Ore.	226,544	188	62,756	163	21,542	172	8,288	199	17,138	191
Salinas - Seaside - Monterey, Cal.	289,177	157	84,266	136	26,900	152	18,913	120	31,693	128
Salt Lake City - Ogden, Utah	1,033,815	56	228,644	65	78,326	51	42,949	62	92,425	56
San Angelo, Tex.	130,579	269	31,811	265	13,290	225	7,205	219	13,319	214
San Antonio, Tex.	1,426,735	41	276,492	48	75,935	55	53,174	52	95,447	55
San Diego, Cal.	2,570,290	18	673,152	15	197,917	14	151,395	18	284,330	12
San Francisco, Cal.	2,289,308	24	598,718	22	151,416	24	192,864	10	283,380	13
San Jose, Cal.	1,729,294	32	481,962	27	165,423	20	95,938	29	310,767	10
Santa Barbara - Santa Maria - Lompoc, Cal.	496,312	101	132,763	92	30,201	133	20,399	113	198,684	21
Santa Cruz, Cal.	260,176	170	55,095	183	12,557	235	13,699	154	17,416	189
Santa Fe, N.M.	94,284	303	29,483	275	9,347	283	4,448	294	8,518	280
Santa Rosa - Petaluma, Cal.	422,568	120	113,284	104	30,198	134	15,439	138	32,782	122
Sarasota, Fla.	373,373	132	89,634	127	40,302	100	12,201	170	26,202	145
Savannah, Ga.	259,356	172	81,431	142	28,421	143	12,658	169	19,116	179
Scranton - Wilkes-Barre, Pa.	914,572	62	228,602	66	49,914	80	29,195	83	41,325	101
Seattle, Wash.	2,337,632	23	635,966	19	139,055	30	97,635	26	193,146	23
Sharon, Pa.	113,873	284	24,391	295	6,447	306	5,476	261	4,589	318
Sheboygan, Wisc.	108,110	287	19,522	310	5,240	316	2,896	312	6,741	299
Sherman - Denison, Tex.	101,024	295	28,334	283	7,417	299	4,993	277	5,880	309
Shreveport, La.	406,805	124	83,616	137	32,876	121	15,503	137	26,067	147
Sioux City, Iowa	126,628	274	22,544	303	10,499	267	6,941	224	9,742	262
Sioux Falls, S.D.	142,410	261	29,974	274	12,714	232	5,066	274	12,055	225
South Bend - Mishawaka, Ind.	269,323	165	63,591	161	31,112	130	32,187	75	26,802	144
Spokane, Wash.	402,795	125	101,316	118	29,509	138	14,447	148	39,323	105
Springfield, Ill.	211,406	197	55,691	182	23,250	164	19,157	118	23,883	161
Springfield, Mass.	822,871	69	164,916	78	59,954	71	37,360	67	58,727	79
Springfield, Mo.	247,029	175	76,160	149	22,730	166	13,785	153	21,102	169
State College, Pa.	119,116	281	23,349	298	8,871	288	4,550	292	11,445	233
Steubenville - Weirton, Ohio-W.Va.	170,906	230	41,822	221	9,186	285	4,896	284	9,000	269
Stockton, Cal.	450,405	109	134,386	91	32,858	122	24,658	98	35,459	114
Syracuse, N.Y.	856,141	66	160,383	81	48,638	84	25,462	96	65,776	71
Tacoma, Wash.	587,087	90	110,555	107	39,338	104	18,480	122	51,681	87
Tallahassee, Fla.	226,367	189	49,186	198	25,586	157	9,353	190	25,078	152
Tampa - St. Petersburg - Clearwater, Fla.	2,439,453	20	571,866	24	232,143	10	123,177	23	187,493	26
Terre Haute, Ind.	167,954	233	27,153	285	14,506	213	6,691	230	124,346	43
Texarkana, Tex.-Ark.	141,536	262	32,485	262	11,410	253	6,021	247	10,454	250
Toledo, Ohio	806,035	71	250,393	56	67,488	63	56,293	47	70,090	66
Topeka, Kans.	187,849	216	52,787	187	17,238	191	5,549	257	13,491	213
Trenton, N.J.	501,565	100	116,312	100	38,961	105	26,141	92	34,242	116
Tucson, Ariz.	688,153	83	206,142	67	40,591	98	39,658	63	58,841	78
Tulsa, Okla.	732,588	76	180,514	72	64,776	66	49,223	53	59,728	76
Tuscaloosa, Ala.	163,216	241	37,564	234	6,284	307	4,290	296	9,341	265
Tyler, Tex.	177,462	224	40,662	223	14,783	209	8,124	201	10,686	245
Utica - Rome, N.Y.	417,850	121	86,932	132	18,917	184	14,798	145	17,131	192
Vallejo - Fairfield - Napa, Cal.	409,916	122	103,716	114	30,089	135	13,851	152	31,142	130
Vancouver, Wash.	195,939	207	51,202	193	11,809	246	7,286	216	12,259	223
Victoria, Tex.	89,068	308	20,382	308	8,152	293	4,952	280	5,193	316
Vineland - Millville - Bridgeton, N.J.	184,696	218	32,800	259	13,583	222	6,098	245	8,299	285
Visalia - Tulare - Porterville, Cal.	350,484	139	71,999	153	25,600	156	16,064	134	11,983	227
Waco, Tex.	181,426	219	45,714	206	17,776	187	7,824	207	21,518	168
Washington, D.C.	4,678,438	7	1,216,693	6	307,897	7	337,014	4	563,786	4
Waterloo - Cedar Falls, Iowa	124,978	276	33,448	254	13,612	221	8,692	195	10,001	256
Wausau, Wisc.	135,833	266	20,513	307	11,770	247	3,060	311	5,451	314
West Palm Beach - Boca Raton - Delray Beach, Fla.	1,115,745	53	276,207	49	101,055	42	58,035	46	69,677	67
Wheeling, W.Va.	190,797	210	52,511	188	15,780	201	8,988	192	14,470	205
Wichita, Kans.	401,473	126	115,494	101	39,529	103	26,124	93	39,439	104
Wichita Falls, Tex.	149,115	253	37,289	238	14,433	215	9,280	191	13,979	209
Williamsport, Pa.	143,923	258	30,268	272	5,951	311	4,937	282	9,222	266
Wilmington, Del.	595,456	89	144,590	83	48,924	83	32,821	73	64,456	72
Wilmington, N.C.	158,955	245	42,720	218	13,516	223	4,120	298	11,876	229
Worcester - Fitchburg - Leominster, Mass.	790,614	73	179,371	74	53,941	73	28,461	88	42,239	97
Yakima, Wash.	190,285	211	44,282	211	11,586	249	5,123	270	8,800	273
York, Pa.	435,517	115	78,272	144	24,697	160	13,390	158	24,583	158
Youngstown - Warren, Ohio	476,372	106	134,466	90	49,151	82	21,309	110	33,228	120
Yuba City, Cal.	137,483	264	26,214	288	7,394	300	7,232	218	6,154	307

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1989 SURVEY OF BUYING POWER DATA SERVICE

S&MM METRO MARKET RANKINGS ACROSS THE BOARD: Retail Sales by Merchandise Line

Area	Home Computers & Calculators ($000)	Rank	Furniture & Sleep Equipment ($000)	Rank	Men's & Boys' Clothing ($000)	Rank	Women's & Girls' Clothing ($000)	Rank	Footwear ($000)	Rank
Rapid City, S.D.	2,694	202	13,818	270	20,866	271	37,642	276	9,278	295
Reading, Pa.	5,037	148	40,801	156	104,890	86	211,389	83	72,971	69
Redding, Cal.	1,985	245	13,754	271	18,003	286	35,455	285	13,429	243
Reno, Nev.	6,470	123	43,053	150	67,381	119	124,275	124	35,951	129
Richland - Kennewick - Pasco, Wash.	1,689	263	18,778	234	22,620	251	45,498	248	12,663	251
Richmond - Petersburg, Va.	12,429	78	121,714	61	162,870	57	353,123	53	88,473	58
Riverside - San Bernardino, Cal.	32,823	30	267,936	30	323,436	30	613,449	29	178,964	29
Roanoke, Va.	5,162	144	40,112	158	51,240	146	96,307	150	48,499	98
Rochester, Minn.	2,281	223	20,616	216	27,081	220	59,472	207	17,205	206
Rochester, N.Y.	18,083	52	166,258	50	159,631	61	312,900	62	90,531	56
Rockford, Ill.	5,401	137	53,845	121	45,356	161	92,611	155	24,352	162
Sacramento, Cal.	23,243	44	227,750	35	225,068	44	438,820	44	133,873	43
Saginaw - Bay City - Midland, Mich.	3,476	180	68,272	102	90,264	95	178,905	94	44,738	105
St. Cloud, Minn.	3,282	182	51,536	124	52,799	143	99,044	149	12,209	257
St. Joseph, Mo.	1,287	296	11,792	292	17,141	291	35,553	284	8,930	297
St. Louis, Mo.	36,472	27	336,184	19	484,708	16	971,881	16	288,702	15
Salem, Ore.	6,132	129	21,633	211	37,041	179	63,464	197	21,209	177
Salinas - Seaside - Monterey, Cal.	8,121	104	42,099	154	62,631	129	130,560	120	34,708	122
Salt Lake City - Ogden, Utah	24,989	41	147,915	52	199,861	48	352,138	54	120,927	46
San Angelo, Tex.	3,774	170	20,081	219	16,975	294	38,837	269	12,670	250
San Antonio, Tex.	22,021	47	145,239	53	207,209	46	406,163	48	144,857	39
San Diego, Cal.	65,409	12	411,820	11	443,978	19	865,820	19	281,847	16
San Francisco, Cal.	61,410	15	387,585	12	559,965	13	1,041,862	14	334,790	13
San Jose, Cal.	69,663	10	302,769	26	372,918	24	709,090	26	217,298	26
Santa Barbara - Santa Maria - Lompoc, Cal.	8,376	101	64,255	106	68,829	115	131,653	118	46,266	101
Santa Cruz, Cal.	5,292	140	23,674	199	30,843	204	63,998	194	17,162	207
Santa Fe, N.M.	1,214	303	12,904	281	19,857	276	38,058	272	12,703	249
Santa Rosa - Petaluma, Cal.	8,605	99	53,766	122	57,512	136	108,206	139	36,047	127
Sarasota, Fla.	8,012	107	100,703	71	44,181	164	116,360	134	29,635	149
Savannah, Ga.	4,223	162	43,729	144	47,700	150	96,268	151	35,452	130
Scranton - Wilkes-Barre, Pa.	8,275	102	82,242	84	137,151	66	275,128	65	71,410	70
Seattle, Wash.	32,582	34	271,253	29	454,352	18	879,116	18	278,069	18
Sharon, Pa.	1,426	288	14,147	265	18,658	283	36,029	282	16,642	210
Sheboygan, Wisc.	1,179	308	11,722	294	13,783	309	25,476	311	7,704	307
Sherman - Denison, Tex.	768	318	10,143	307	13,284	313	30,773	299	7,168	310
Shreveport, La.	5,881	133	54,624	116	55,427	139	105,770	141	36,018	128
Sioux City, Iowa	2,130	234	13,991	267	24,242	238	46,258	243	12,630	252
Sioux Falls, S.D.	3,949	168	22,815	204	33,992	189	67,671	184	17,111	208
South Bend - Mishawaka, Ind.	9,194	89	48,052	132	46,843	155	89,132	162	23,259	169
Spokane, Wash.	6,011	131	39,095	109	64,006	127	122,145	127	39,058	119
Springfield, Ill.	6,366	124	29,615	180	38,632	173	89,352	161	19,579	189
Springfield, Mass.	7,911	108	84,696	81	119,389	74	253,388	69	66,548	74
Springfield, Mo.	2,675	204	29,700	179	47,457	151	89,715	159	23,807	165
State College, Pa.	2,228	227	11,042	300	16,024	300	29,465	302	8,561	298
Steubenville - Weirton, Ohio-W.Va.	1,287	296	13,965	268	17,093	292	34,070	288	8,511	299
Stockton, Cal.	6,525	121	46,620	134	62,322	130	116,536	133	34,077	133
Syracuse, N.Y.	11,263	80	96,985	74	117,689	76	224,112	79	57,259	86
Tacoma, Wash.	9,936	86	74,980	91	81,397	102	157,000	102	51,870	94
Tallahassee, Fla.	7,406	114	36,434	166	42,455	167	88,984	163	23,063	170
Tampa - St. Petersburg - Clearwater, Fla.	49,690	20	370,563	14	298,004	31	611,991	30	161,780	32
Terre Haute, Ind.	2,914	193	18,261	240	27,432	218	56,037	214	13,945	232
Texarkana, Tex.-Ark.	2,268	225	17,971	243	21,598	262	43,362	259	14,247	229
Toledo, Ohio	16,912	59	107,305	66	148,624	61	270,174	66	63,832	77
Topeka, Kans.	2,158	232	19,747	226	31,675	200	54,008	220	15,123	223
Trenton, N.J.	9,081	92	58,223	111	80,633	104	172,414	96	51,447	95
Tucson, Ariz.	11,000	83	91,404	77	120,965	72	226,605	75	70,860	71
Tulsa, Okla.	8,618	98	124,501	59	135,641	67	236,128	73	70,857	72
Tuscaloosa, Ala.	1,411	290	13,421	277	23,348	246	56,049	213	14,520	227
Tyler, Tex.	2,354	217	24,761	194	30,117	207	60,077	204	20,036	184
Utica - Rome, N.Y.	4,615	156	42,551	152	48,510	149	105,005	142	30,042	147
Vallejo - Fairfield - Napa, Cal.	7,309	115	49,908	126	56,298	137	93,933	153	32,635	137
Vancouver, Wash.	3,124	189	19,026	232	28,961	215	52,639	225	13,745	233
Victoria, Tex.	1,114	309	12,028	289	16,191	299	31,797	293	9,583	289
Vineland - Millville - Bridgeton, N.J.	1,771	259	12,712	284	23,702	241	41,778	260	10,995	269
Visalia - Tulare - Porterville, Cal.	3,501	179	36,178	167	44,704	163	84,933	168	23,642	166
Waco, Tex.	2,617	206	19,434	228	31,988	197	59,651	205	20,571	180
Washington, D.C.	156,800	4	799,547	4	885,993	6	1,802,314	6	515,391	5
Waterloo - Cedar Falls, Iowa	2,855	196	18,361	238	25,376	230	46,170	244	11,943	260
Wausau, Wisc.	1,483	283	15,465	255	18,194	285	32,956	290	9,482	293
West Palm Beach - Boca Raton - Delray Beach, Fla.	21,945	48	263,815	32	181,496	54	423,001	45	107,214	50
Wheeling, W.Va.	2,883	195	25,894	189	32,889	192	64,662	191	17,704	201
Wichita, Kans.	9,609	87	58,854	110	86,954	99	148,045	107	45,358	104
Wichita Falls, Tex.	2,319	220	24,081	196	23,551	245	51,292	228	15,693	220
Williamsport, Pa.	2,216	228	15,671	253	21,877	257	44,893	251	15,114	224
Wilmington, Del.	10,852	85	101,510	69	115,881	77	223,855	80	57,084	90
Wilmington, N.C.	1,652	269	23,924	197	29,034	214	54,031	219	13,491	241
Worcester - Fitchburg - Leominster, Mass.	7,329	112	89,941	78	115,082	78	218,664	81	50,995	97
Yakima, Wash.	1,674	265	16,413	251	27,339	219	52,365	227	17,595	203
York, Pa.	3,282	182	38,246	162	64,045	126	99,141	147	32,044	142
Youngstown - Warren, Ohio	8,638	97	68,097	103	77,824	108	156,335	103	48,410	99
Yuba City, Cal.	1,635	273	17,937	244	15,016	303	26,768	308	9,582	290

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S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1993 Projections

Area	1993 Population (Thous.)	Rank	Percent Change In Population 1988–1993 %	Rank	1993 Households (Thous.)	Rank	1993 EBI ($000)	Rank
Rapid City, S.D.	85.4	310	6.9	87	33.9	308	1,483,514	302
Reading, Pa.	337.5	138	2.5	192	135.4	134	6,129,370	133
Redding, Cal.	153.8	226	9.5	56	57.8	229	2,306,903	239
Reno, Nev.	272.5	156	12.0	29	119.6	144	5,784,755	138
Richland - Kennewick - Pasco, Wash.	151.4	231	.5	238	56.1	233	2,983,673	201
Richmond - Petersburg, Va.	893.0	60	5.9	107	331.9	62	17,218,487	56
Riverside - San Bernardino, Cal.	2,672.2	13	16.8	3	967.4	14	48,332,764	16
Roanoke, Va.	235.7	179	2.3	196	92.9	175	4,097,683	168
Rochester, Minn.	102.1	299	3.2	174	39.5	295	2,106,646	252
Rochester, N.Y.	1,002.1	52	.9	231	381.7	51	18,911,343	50
Rockford, Ill.	285.0	151	.2	247	111.0	149	5,257,955	146
Sacramento, Cal.	1,568.2	29	12.2	27	618.6	29	31,985,337	31
Saginaw - Bay City - Midland, Mich.	401.0	117	1.8	288	147.3	121	6,487,430	127
St. Cloud, Minn.	193.6	202	5.2	120	64.2	213	2,778,317	210
St. Joseph, Mo.	84.6	311	1.7	284	32.5	309	1,349,432	305
St. Louis, Mo.	2,534.7	14	2.1	200	951.8	16	47,442,473	17
Salem, Ore.	276.8	155	3.1	180	107.1	153	4,246,571	166
Salinas - Seaside - Monterey, Cal.	383.8	122	9.0	61	126.1	139	6,726,143	123
Salt Lake City - Ogden, Utah	1,143.2	45	7.0	84	376.2	54	16,868,974	57
San Angelo, Tex.	105.2	293	6.5	93	39.3	297	1,675,012	293
San Antonio, Tex.	1,424.2	34	9.7	53	498.1	38	20,761,138	47
San Diego, Cal.	2,690.1	12	12.9	23	988.8	11	56,939,063	12
San Francisco, Cal.	1,673.3	27	4.2	143	711.3	27	45,387,036	21
San Jose, Cal.	1,518.0	30	5.6	111	538.1	35	38,261,385	24
Santa Barbara - Santa Maria - Lompoc, Cal.	374.4	127	7.9	72	143.7	122	7,994,064	103
Santa Cruz, Cal.	261.2	166	11.4	33	96.6	165	5,360,939	142
Santa Fe, N.M.	122.9	274	9.3	59	48.3	267	2,260,177	243
Santa Rosa - Petaluma, Cal.	407.5	114	10.7	44	164.4	110	9,071,311	93
Sarasota, Fla.	294.7	147	12.7	24	136.3	132	5,785,055	137
Savannah, Ga.	261.2	166	5.5	114	98.4	162	4,156,425	167
Scranton - Wilkes-Barre, Pa.	738.7	69	.3	243	291.9	69	11,537,324	77
Seattle, Wash.	1,975.3	23	7.2	81	824.2	22	46,851,940	19
Sharon, Pa.	121.6	276	2.5	305	46.1	273	1,906,920	268
Sheboygan, Wisc.	103.5	296	.2	247	39.5	295	1,911,456	267
Sherman - Denison, Tex.	103.1	297	4.7	125	40.4	292	1,664,544	295
Shreveport, La.	376.0	125	3.7	160	142.6	123	5,566,223	141
Sioux City, Iowa	113.4	288	1.9	291	45.1	278	1,739,359	281
Sioux Falls, S.D.	137.2	251	7.4	78	55.8	234	2,620,667	219
South Bend - Mishawaka, Ind.	239.2	177	1.0	271	92.1	176	4,041,055	171
Spokane, Wash.	363.0	132	1.6	216	148.1	119	5,655,416	140
Springfield, Ill.	197.4	199	1.3	222	83.2	187	3,405,246	188
Springfield, Mass.	596.6	85	1.0	229	227.0	84	11,059,552	80
Springfield, Mo.	249.5	173	6.3	96	97.4	163	3,926,202	176
State College, Pa.	120.2	281	1.9	206	42.3	287	1,695,680	289
Steubenville - Weirton, Ohio-W.Va.	147.3	235	-2.5	305	57.3	230	2,254,484	244
Stockton, Cal.	540.6	92	15.7	14	182.9	100	8,478,533	98
Syracuse, N.Y.	652.8	77	.2	247	243.2	78	11,287,085	79
Tacoma, Wash.	593.1	86	6.7	92	230.9	83	9,125,521	90
Tallahassee, Fla.	252.0	170	9.5	56	97.1	164	4,064,121	170
Tampa - St. Petersburg - Clearwater, Fla.	2,270.0	19	11.7	31	985.5	12	41,024,123	23
Terre Haute, Ind.	129.9	261	2.1	295	49.7	258	2,061,194	254
Texarkana, Tex.-Ark.	126.9	269	3.8	157	47.8	270	1,707,623	287
Toledo, Ohio	612.4	83	.5	262	239.1	81	10,681,549	83
Topeka, Kans.	167.2	215	2.2	197	68.0	206	3,256,919	194
Trenton, N.J.	339.1	137	3.4	168	127.0	138	8,801,440	94
Tucson, Ariz.	717.1	70	10.3	47	293.8	68	10,931,398	81
Tulsa, Okla.	793.1	66	6.1	101	311.3	64	11,827,045	75
Tuscaloosa, Ala.	152.6	229	3.5	165	58.2	228	2,030,428	258
Tyler, Tex.	169.4	214	9.4	58	63.5	216	2,765,806	211
Utica - Rome, N.Y.	319.8	144	.5	262	118.2	145	4,704,419	156
Vallejo - Fairfield - Napa, Cal.	464.4	101	10.8	42	167.9	107	8,758,708	96
Vancouver, Wash.	229.5	180	6.0	105	88.4	182	3,967,856	173
Victoria, Tex.	79.2	313	3.7	160	27.7	316	1,151,280	314
Vineland - Millville - Bridgeton, N.J.	142.9	241	2.2	197	51.5	251	2,430,385	234
Visalia - Tulare - Porterville, Cal.	333.2	140	10.5	46	108.2	151	4,072,264	169
Waco, Tex.	202.9	195	5.5	114	75.9	197	2,800,411	209
Washington, D.C.	4,008.5	6	7.5	76	1,537.3	6	103,273,507	4
Waterloo - Cedar Falls, Iowa	145.2	238	-2.5	305	55.6	235	2,732,968	214
Wausau, Wisc.	113.1	289	.2	256	42.4	286	1,804,703	275
West Palm Beach - Boca Raton - Delray Beach, Fla.	972.7	54	16.4	6	430.4	45	22,947,627	44
Wheeling, W.Va.	171.2	213	-2.5	305	69.2	205	2,541,508	226
Wichita, Kans.	467.0	100	4.1	146	185.6	99	9,428,200	89
Wichita Falls, Tex.	127.3	267	.9	231	47.5	271	1,853,564	272
Williamsport, Pa.	117.4	285	.9	268	45.0	279	1,795,112	276
Wilmington, Del.	586.7	87	3.9	151	217.4	86	11,776,900	76
Wilmington, N.C.	127.0	268	6.8	90	51.2	253	1,907,496	263
Worcester - Fitchburg - Leominster, Mass.	696.3	73	2.8	183	264.3	72	14,198,157	69
Yakima, Wash.	193.2	203	3.6	164	74.2	200	2,764,275	212
York, Pa.	419.3	113	3.2	174	163.4	111	7,432,869	112
Youngstown - Warren, Ohio	495.8	99	2.5	305	191.6	96	8,071,388	102
Yuba City, Cal.	129.9	261	8.3	66	48.1	268	1,935,282	266

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1989 SURVEY OF BUYING POWER DATA SERVICE

S&MM METRO MARKET RANKINGS ACROSS THE BOARD: 1993 Projections

Area	1993 Average Household EBI ($)	Rank	1993 Total Retail Sales ($000)	Rank	1993 Per Household Retail Sales ($)	Rank	1993 Buying Power Index BPI	Rank
Rapid City, S.D.	43,761	163	1,014,188	284	29,917	49	.0348	302
Reading, Pa.	45,269	130	3,952,484	117	29,191	61	.1402	130
Redding, Cal.	39,912	238	1,401,990	238	24,256	190	.0538	236
Reno, Nev.	48,368	80	3,224,573	136	26,961	106	.1226	142
Richland - Kennewick - Pasco, Wash.	53,185	42	1,288,237	247	22,963	225	.0597	222
Richmond - Petersburg, Va.	51,879	45	10,141,386	53	30,556	41	.3780	58
Riverside - San Bernardino, Cal.	49,962	65	20,448,795	23	21,138	278	.9758	17
Roanoke, Va.	44,109	156	2,585,523	160	27,831	90	.0936	169
Rochester, Minn.	53,333	39	1,424,809	235	36,071	11	.0480	234
Rochester, N.Y.	49,545	71	9,693,439	55	25,395	152	.3990	50
Rockford, Ill.	47,369	98	2,931,056	149	26,406	124	.1144	146
Sacramento, Cal.	51,706	46	15,104,910	32	24,418	184	.6497	31
Saginaw - Bay City - Midland, Mich.	44,042	157	4,249,097	108	28,847	66	.1525	117
St. Cloud, Minn.	43,276	167	2,633,790	159	41,025	4	.0767	191
St. Joseph, Mo.	41,521	208	864,240	299	26,592	119	.0316	308
St. Louis, Mo.	49,845	66	25,126,516	17	26,399	126	1.0127	15
Salem, Ore.	39,651	249	2,018,719	189	18,849	304	.0917	172
Salinas - Seaside - Monterey, Cal.	53,340	38	3,055,437	145	24,230	191	.1394	131
Salt Lake City - Ogden, Utah	44,840	142	10,116,187	54	26,890	108	.3931	51
San Angelo, Tex.	42,621	179	1,236,781	259	31,470	34	.0412	281
San Antonio, Tex.	41,681	202	10,995,360	48	22,075	247	.4674	48
San Diego, Cal.	57,584	22	26,106,721	14	26,402	125	1.1389	14
San Francisco, Cal.	63,809	12	23,633,661	20	33,226	19	.9058	22
San Jose, Cal.	71,105	4	17,087,965	30	31,756	33	.7374	27
Santa Barbara - Santa Maria - Lompoc, Cal.	55,630	26	4,827,830	95	33,597	17	.1738	104
Santa Cruz, Cal.	55,496	28	2,076,815	186	21,499	269	.1032	156
Santa Fe, N.M.	46,795	108	1,126,838	273	23,330	209	.0475	256
Santa Rosa - Petaluma, Cal.	55,178	31	3,651,653	125	22,212	243	.1737	105
Sarasota, Fla.	42,444	182	3,977,884	115	29,185	62	.1334	136
Savannah, Ga.	42,240	187	2,676,352	157	27,199	99	.0974	163
Scranton - Wilkes-Barre, Pa.	39,525	253	6,763,180	74	23,170	216	.2634	74
Seattle, Wash.	56,845	24	22,299,521	22	27,056	103	.9287	20
Sharon, Pa.	41,365	211	840,160	303	18,225	311	.0401	290
Sheboygan, Wisc.	48,391	79	820,628	307	20,775	287	.0386	294
Sherman - Denison, Tex.	41,202	214	849,421	301	21,025	283	.0364	297
Shreveport, La.	39,034	263	3,147,191	139	22,070	248	.1273	139
Sioux City, Iowa	38,567	274	1,084,313	279	24,042	195	.0406	287
Sioux Falls, S.D.	46,965	105	1,476,256	229	26,456	123	.0568	228
South Bend - Mishawaka, Ind.	43,877	159	2,584,971	161	28,067	83	.0935	170
Spokane, Wash.	38,186	277	3,475,018	130	23,464	207	.1313	137
Springfield, Ill.	40,928	218	2,109,612	185	25,356	154	.0775	190
Springfield, Mass.	48,720	77	6,595,103	76	29,053	65	.2454	82
Springfield, Mo.	40,310	227	2,455,927	166	25,215	158	.0916	173
State College, Pa.	40,087	232	971,149	292	22,959	226	.0392	292
Steubenville - Weirton, Ohio-W.Va.	39,345	257	1,079,893	280	18,846	305	.0489	253
Stockton, Cal.	46,356	114	4,009,021	113	21,919	257	.1819	98
Syracuse, N.Y.	46,411	112	6,211,933	80	25,542	146	.2476	79
Tacoma, Wash.	39,522	254	5,346,113	89	23,153	217	.2091	89
Tallahassee, Fla.	41,855	195	2,418,037	168	24,903	170	.0927	171
Tampa - St. Petersburg - Clearwater, Fla.	41,628	204	23,935,455	18	24,288	189	.9084	21
Terre Haute, Ind.	41,473	209	1,645,368	209	33,106	21	.0522	242
Texarkana, Tex.-Ark.	35,724	299	1,209,126	265	25,296	155	.0429	276
Toledo, Ohio	44,674	147	7,016,535	71	29,346	57	.2475	80
Topeka, Kans.	47,896	88	1,576,159	215	23,179	215	.0672	202
Trenton, N.J.	69,303	6	3,965,811	116	31,227	36	.1693	108
Tucson, Ariz.	37,207	289	6,841,967	73	23,288	211	.2564	76
Tulsa, Okla.	37,992	281	6,159,067	81	19,785	301	.2636	73
Tuscaloosa, Ala.	34,887	308	1,259,398	254	21,639	266	.0490	252
Tyler, Tex.	43,556	165	1,443,100	234	22,726	232	.0603	219
Utica - Rome, N.Y.	39,800	241	2,711,795	156	22,942	227	.1081	153
Vallejo - Fairfield - Napa, Cal.	52,166	44	3,762,425	121	22,409	240	.1758	102
Vancouver, Wash.	44,885	139	1,477,204	228	16,710	314	.0784	189
Victoria, Tex.	41,562	206	798,929	308	28,842	67	.0282	314
Vineland - Millville - Bridgeton, N.J.	47,192	101	1,287,333	248	24,997	164	.0528	240
Visalia - Tulare - Porterville, Cal.	37,636	283	2,728,927	155	25,221	157	.1028	157
Waco, Tex.	36,896	292	1,595,715	214	21,024	284	.0652	208
Washington, D.C.	67,178	8	49,261,513	5	32,044	29	2.0220	5
Waterloo - Cedar Falls, Iowa	49,154	75	1,213,809	264	21,831	260	.0554	230
Wausau, Wisc.	42,564	181	1,000,115	288	23,588	203	.0403	289
West Palm Beach - Boca Raton - Delray Beach, Fla.	53,317	40	12,599,356	44	29,274	58	.4758	47
Wheeling, W.Va.	36,727	294	1,609,760	210	23,262	213	.0602	220
Wichita, Kans.	50,798	55	4,023,744	112	21,680	264	.1867	96
Wichita Falls, Tex.	39,022	265	1,382,690	239	29,109	64	.0467	262
Williamsport, Pa.	39,891	239	1,036,483	283	23,033	224	.0410	283
Wilmington, Del.	54,172	33	6,228,872	79	28,652	71	.2481	78
Wilmington, N.C.	38,428	276	1,680,051	207	32,813	22	.0515	245
Worcester - Fitchburg - Leominster, Mass.	53,720	35	6,705,253	75	25,370	153	.2883	69
Yakima, Wash.	37,254	288	1,482,254	226	19,976	299	.0627	212
York, Pa.	45,489	125	3,380,150	132	20,686	289	.1535	116
Youngstown - Warren, Ohio	42,126	189	4,189,007	109	21,863	258	.1760	101
Yuba City, Cal.	40,235	230	995,648	289	20,700	288	.0430	274

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1989 SURVEY OF BUYING POWER DATA SERVICE

SECTION 4

Totals And Percents For Metropolitan Markets And All Counties

Population
Households
Effective Buying Income (EBI)
Retail Sales
Buying Power Index (BPI)
Graduated Buying Power Indexes

EXPLANATION OF TERMS

An explanation of terms used in the **Survey Of Buying Power Data Service** will be found in the Introductory Section starting on page A-5.

To order additional copies of the 1989 DATA SERVICE
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SYMBOLS USED IN TABLES

□ Metropolitan county of another state's metropolitan area. For area name, see page facing state map in Section 1.

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980-88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
ALABAMA															
ANNISTON	**125.3**	**.0505**	**4.6**	**205**	**80.2**	**45.2**	**.0489**	**1,109,557**	**.0362**	**512,442**	**.0313**	**.0376**	**.0543**	**.0488**	**.0347**
Calhoun	125.3	.0505	4.6	205	80.2	45.2	.0489	1,109,557	.0362	512,442	.0313	.0376	.0543	.0488	.0347
BIRMINGHAM	**934.9**	**.3771**	**5.8**	**233**	**70.8**	**357.2**	**.3870**	**9,653,194**	**.3150**	**5,266,623**	**.3216**	**.3295**	**.4222**	**.3737**	**.3350**
Blount	42.1	.0170	15.5	65	97.9	15.6	.0169	300,507	.0098	99,422	.0061	.0101	.0204	.0158	.0081
Jefferson	683.0	.2755	1.7	610	63.5	266.5	.2887	7,416,139	.2421	4,529,866	.2766	.2591	.3179	.2853	.2708
St. Clair	50.5	.0204	22.6	78	88.3	17.7	.0191	392,428	.0128	105,125	.0064	.0124	.0204	.0180	.0102
Shelby	88.0	.0355	32.7	110	87.5	31.0	.0336	948,511	.0309	229,488	.0141	.0268	.0306	.0272	.0264
Walker	71.3	.0287	3.8	89	91.6	26.4	.0287	595,609	.0194	302,722	.0184	.0211	.0329	.0274	.0195
DECATUR	**102.6**	**.0414**	**13.7**	**178**	**88.6**	**38.0**	**.0412**	**959,268**	**.0313**	**573,349**	**.0350**	**.0345**	**.0439**	**.0423**	**.0339**
Morgan	102.6	.0414	13.7	178	88.6	38.0	.0412	959,268	.0313	573,349	.0350	.0345	.0439	.0423	.0339
DOTHAN	**133.0**	**.0537**	**8.6**	**117**	**76.3**	**48.4**	**.0524**	**1,213,559**	**.0396**	**909,827**	**.0555**	**.0472**	**.0602**	**.0600**	**.0418**
Dale	49.5	.0200	3.5	88	79.7	16.8	.0182	433,819	.0142	171,626	.0105	.0141	.0201	.0189	.0104
Houston	83.5	.0337	11.9	145	74.3	31.6	.0342	779,740	.0254	738,201	.0450	.0331	.0401	.0411	.0314
FLORENCE	**140.0**	**.0565**	**3.7**	**112**	**85.5**	**53.5**	**.0580**	**1,321,023**	**.0431**	**776,820**	**.0474**	**.0471**	**.0636**	**.0578**	**.0449**
Colbert	55.0	.0222	.9	93	80.8	21.1	.0229	477,027	.0155	317,632	.0194	.0181	.0262	.0241	.0152
Lauderdale	85.0	.0343	5.5	129	88.5	32.4	.0351	843,996	.0276	459,188	.0280	.0290	.0374	.0337	.0297
GADSDEN	**104.0**	**.0420**	**.9**	**192**	**84.5**	**39.7**	**.0431**	**909,449**	**.0297**	**479,856**	**.0293**	**.0321**	**.0525**	**.0391**	**.0316**
Etowah	104.0	.0420	.9	192	84.5	39.7	.0431	909,449	.0297	479,856	.0293	.0321	.0525	.0391	.0316
HUNTSVILLE	**242.0**	**.0976**	**22.9**	**300**	**76.9**	**92.0**	**.0997**	**3,198,825**	**.1044**	**1,512,973**	**.0924**	**.0994**	**.0858**	**.0989**	**.1068**
Madison	242.0	.0976	22.9	300	76.9	92.0	.0997	3,198,825	.1044	1,512,973	.0924	.0994	.0858	.0989	.1068
MOBILE	**488.1**	**.1969**	**10.0**	**173**	**68.4**	**179.1**	**.1939**	**4,913,150**	**.1603**	**3,043,912**	**.1859**	**.1753**	**.2148**	**.1964**	**.1662**
Baldwin	96.1	.0388	22.3	60	81.9	35.7	.0386	953,641	.0311	539,035	.0329	.0332	.0435	.0391	.0300
Mobile	392.0	.1581	7.4	317	65.0	143.4	.1553	3,959,509	.1292	2,504,877	.1530	.1421	.1713	.1573	.1362
MONTGOMERY	**305.8**	**.1233**	**12.1**	**152**	**62.3**	**111.3**	**.1206**	**3,095,265**	**.1011**	**1,826,860**	**.1116**	**.1087**	**.1269**	**.1242**	**.1003**
Autauga	37.2	.0150	15.3	62	74.4	12.7	.0138	360,444	.0118	158,755	.0097	.0118	.0128	.0130	.0111
Elmore	50.6	.0204	16.6	81	74.8	17.2	.0186	425,682	.0139	137,699	.0084	.0136	.0203	.0170	.0117
Montgomery	218.0	.0879	10.6	275	57.4	81.4	.0882	2,309,139	.0754	1,530,406	.0935	.0833	.0938	.0942	.0775
TUSCALOOSA	**147.4**	**.0595**	**7.2**	**110**	**69.3**	**54.5**	**.0590**	**1,319,589**	**.0431**	**841,501**	**.0514**	**.0488**	**.0738**	**.0569**	**.0434**
Tuscaloosa	147.4	.0595	7.2	110	69.3	54.5	.0590	1,319,589	.0431	841,501	.0514	.0488	.0738	.0569	.0434
ALL COUNTIES															
Autauga	37.2	.0150	15.3	62	74.4	12.7	.0138	360,444	.0118	158,755	.0097	.0118	.0128	.0130	.0111
Baldwin	96.1	.0388	22.3	60	81.9	35.7	.0386	953,641	.0311	539,035	.0329	.0332	.0435	.0391	.0300
Barbour	26.1	.0105	5.4	30	51.6	9.3	.0101	202,230	.0066	98,204	.0060	.0072	.0136	.0090	.0058
Bibb	16.8	.0068	6.8	27	73.8	6.0	.0065	119,960	.0039	44,209	.0027	.0041	.0081	.0060	.0033
Blount	42.1	.0170	15.5	65	97.9	15.6	.0169	300,507	.0098	99,422	.0061	.0101	.0204	.0158	.0081
Bullock	10.2	.0041	-3.7	16	29.2	3.4	.0037	65,146	.0021	31,320	.0019	.0025	.0054	.0031	.0019
Butler	22.1	.0089	1.9	28	57.6	8.0	.0087	164,577	.0054	109,551	.0067	.0065	.0113	.0087	.0049
Calhoun	125.3	.0505	4.6	205	80.2	45.2	.0489	1,109,557	.0362	512,442	.0313	.0376	.0543	.0488	.0347
Chambers	39.5	.0160	.8	66	61.0	14.6	.0159	371,539	.0121	189,812	.0116	.0127	.0176	.0150	.0123
Cherokee	20.2	.0081	7.7	37	90.4	7.3	.0079	153,822	.0051	51,788	.0031	.0050	.0093	.0075	.0040
Chilton	33.4	.0135	9.1	48	86.4	12.9	.0140	293,472	.0095	154,840	.0095	.0103	.0165	.0141	.0089
Choctaw	17.0	.0068	1.0	19	52.7	5.9	.0063	136,398	.0045	50,590	.0031	.0046	.0084	.0050	.0037
Clarke	27.4	.0111	-1.1	22	53.4	9.5	.0103	215,851	.0070	150,208	.0091	.0085	.0148	.0097	.0070
Clay	13.4	.0054	-2.2	22	81.2	4.7	.0051	91,509	.0030	45,010	.0028	.0034	.0069	.0051	.0021
Cleburne	13.2	.0053	4.8	24	93.9	5.1	.0056	115,060	.0038	24,932	.0015	.0034	.0055	.0052	.0031
Coffee	40.4	.0163	4.8	59	80.1	15.1	.0163	336,299	.0110	213,628	.0130	.0126	.0185	.0173	.0132
Colbert	55.0	.0222	.9	93	80.8	21.1	.0229	477,027	.0155	317,632	.0194	.0181	.0262	.0241	.0152
Conecuh	15.6	.0063	-1.8	18	55.0	5.5	.0059	102,604	.0034	46,174	.0029	.0038	.0081	.0051	.0025
Coosa	11.5	.0046	1.1	18	61.8	4.5	.0049	103,875	.0034	8,551	.0005	.0027	.0052	.0039	.0026
Covington	36.3	.0147	-1.5	35	84.9	14.6	.0158	292,203	.0095	179,808	.0110	.0111	.0207	.0154	.0099
Crenshaw	14.0	.0056	-.8	23	70.6	5.3	.0058	82,862	.0027	41,173	.0025	.0032	.0090	.0045	.0021
Cullman	68.0	.0274	10.3	92	98.7	25.4	.0275	555,125	.0181	310,366	.0189	.0203	.0349	.0276	.0175
Dale	49.5	.0200	3.5	88	79.7	16.8	.0182	433,819	.0142	171,626	.0105	.0141	.0201	.0189	.0104
Dallas	53.6	.0216	-.7	55	41.5	18.8	.0204	353,622	.0115	248,213	.0152	.0147	.0289	.0183	.0111
De Kalb	55.5	.0224	3.4	71	97.7	21.4	.0232	435,673	.0142	170,482	.0104	.0147	.0287	.0209	.0125
Elmore	50.6	.0204	16.6	81	74.8	17.2	.0186	425,682	.0139	137,699	.0084	.0136	.0203	.0170	.0117
Escambia	37.5	.0151	-2.5	39	64.5	12.7	.0137	273,792	.0090	179,560	.0109	.0107	.0177	.0135	.0097
Etowah	104.0	.0420	.9	192	84.5	39.7	.0431	909,449	.0297	479,856	.0293	.0321	.0525	.0391	.0316
Fayette	19.3	.0078	2.6	31	85.4	7.3	.0079	174,023	.0056	65,539	.0040	.0055	.0088	.0073	.0050
Franklin	29.2	.0118	3.0	45	94.5	11.2	.0121	244,672	.0080	145,552	.0089	.0090	.0147	.0116	.0078
Geneva	24.6	.0099	1.4	43	85.0	9.2	.0100	207,618	.0068	61,554	.0038	.0066	.0125	.0086	.0051

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1989 SURVEY OF BUYING POWER DATA SERVICE.

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980-88	Pop. Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
ALABAMA (continued)															
ALL COUNTIES (continued)															
Greene	10.8	.0043	2.0	17	19.4	3.7	.0040	65,400	.0021	44,796	.0027	.0027	.0066	.0033	.0019
Hale	15.2	.0062	2.6	23	33.6	5.2	.0056	92,420	.0030	33,725	.0021	.0034	.0081	.0041	.0023
Henry	15.4	.0062	.6	28	58.4	5.6	.0061	126,702	.0042	58,619	.0036	.0043	.0076	.0057	.0038
Houston	83.5	.0337	11.9	145	74.3	31.6	.0342	779,740	.0254	738,201	.0450	.0331	.0401	.0411	.0314
Jackson	53.2	.0214	3.5	50	94.7	19.6	.0213	428,480	.0140	189,285	.0116	.0147	.0236	.0209	.0134
Jefferson	683.0	.2755	1.7	610	63.5	266.5	.2887	7,416,139	.2421	4,529,866	.2766	.2591	.3179	.2853	.2708
Lamar	16.9	.0068	2.7	28	86.2	6.3	.0068	140,569	.0045	57,551	.0035	.0047	.0078	.0064	.0048
Lauderdale	85.0	.0343	5.5	129	88.5	32.4	.0351	843,996	.0276	459,188	.0280	.0290	.0374	.0337	.0297
Lawrence	31.8	.0128	5.4	46	80.8	10.9	.0119	258,907	.0084	91,493	.0056	.0085	.0131	.0099	.0076
Lee	82.7	.0334	8.4	136	71.9	32.5	.0352	778,733	.0255	454,097	.0277	.0277	.0445	.0313	.0225
Limestone	52.0	.0210	13.0	93	83.7	18.5	.0200	534,484	.0174	220,406	.0135	.0170	.0195	.0192	.0164
Lowndes	13.8	.0055	4.1	19	22.3	4.1	.0045	78,308	.0026	28,810	.0018	.0029	.0062	.0034	.0019
Macon	26.9	.0109	.3	44	13.5	8.8	.0095	166,829	.0054	67,661	.0041	.0061	.0137	.0068	.0043
Madison	242.0	.0976	22.9	300	76.9	92.0	.0997	3,198,825	.1044	1,512,973	.0924	.0994	.0858	.0989	.1068
Marengo	25.0	.0101	-.2	25	42.9	8.6	.0093	174,012	.0057	105,596	.0064	.0068	.0129	.0073	.0059
Marion	32.2	.0130	7.2	43	97.0	12.1	.0131	270,459	.0088	111,666	.0068	.0091	.0152	.0132	.0081
Marshall	73.0	.0294	11.2	129	98.0	28.4	.0308	574,982	.0188	472,764	.0289	.0239	.0400	.0335	.0216
Mobile	392.0	.1581	7.4	317	65.0	143.4	.1553	3,959,509	.1292	2,504,877	.1530	.1421	.1713	.1573	.1362
Monroe	23.4	.0095	3.3	23	52.7	8.0	.0087	183,561	.0060	73,329	.0044	.0062	.0107	.0073	.0051
Montgomery	218.0	.0879	10.6	275	57.4	81.4	.0882	2,309,139	.0754	1,530,406	.0935	.0833	.0938	.0942	.0775
Morgan	102.6	.0414	13.7	178	88.6	38.0	.0412	959,268	.0313	573,349	.0350	.0345	.0439	.0423	.0339
Perry	14.9	.0060	-.8	21	36.3	4.9	.0053	81,245	.0026	25,857	.0016	.0030	.0077	.0036	.0021
Pickens	21.2	.0085	-1.3	24	54.4	7.3	.0079	138,268	.0045	46,492	.0028	.0049	.0104	.0069	.0037
Pike	28.9	.0117	3.0	43	61.2	10.5	.0114	209,221	.0069	142,279	.0087	.0083	.0155	.0103	.0063
Randolph	20.5	.0083	2.1	35	72.8	7.5	.0081	152,144	.0049	73,835	.0045	.0055	.0105	.0076	.0047
Russell	50.5	.0203	6.6	80	56.7	18.8	.0204	396,693	.0130	172,314	.0105	.0136	.0268	.0183	.0110
St. Clair	50.5	.0204	22.6	78	88.3	17.7	.0191	392,428	.0128	105,125	.0064	.0124	.0204	.0180	.0102
Shelby	88.0	.0355	32.7	110	87.5	31.0	.0336	948,511	.0309	229,488	.0141	.0268	.0306	.0272	.0264
Sumter	16.3	.0066	-3.6	18	27.5	5.3	.0058	107,668	.0035	48,527	.0029	.0040	.0084	.0043	.0026
Talladega	77.1	.0311	4.4	102	65.8	27.1	.0293	677,135	.0221	413,266	.0253	.0249	.0357	.0298	.0227
Tallapoosa	40.5	.0163	4.5	58	69.8	15.1	.0164	339,666	.0111	151,091	.0092	.0115	.0187	.0158	.0120
Tuscaloosa	147.4	.0595	7.2	110	69.3	54.5	.0590	1,319,589	.0431	841,501	.0514	.0488	.0738	.0569	.0434
Walker	71.3	.0287	3.8	89	91.6	26.4	.0287	595,609	.0194	302,722	.0184	.0211	.0329	.0274	.0195
Washington	17.1	.0069	1.7	16	63.8	5.8	.0062	144,017	.0047	47,773	.0030	.0046	.0063	.0051	.0045
Wilcox	14.4	.0058	-2.4	16	28.0	4.6	.0050	89,802	.0030	45,291	.0027	.0034	.0075	.0041	.0023
Winston	23.7	.0096	8.0	39	99.3	8.9	.0097	182,489	.0059	83,161	.0051	.0064	.0125	.0089	.0056
TOTAL METRO COUNTIES	**2,773.6**	**1.1188**	**8.7**	**176**	**72.2**	**1,037.7**	**1.1242**	**28,089,572**	**.9168**	**15,916,477**	**.9719**	**.9738**	**1.2248**	**1.1164**	**.9496**
TOTAL STATE	**4,165.3**	**1.6801**	**7.0**	**82**	**72.0**	**1,544.7**	**1.6737**	**39,177,005**	**1.2786**	**21,624,911**	**1.3204**	**1.3714**	**1.9126**	**1.6275**	**1.2917**
ALASKA															
ANCHORAGE	**223.0**	**.0900**	**27.8**	**129**	**85.3**	**83.0**	**.0899**	**3,497,606**	**.1141**	**2,111,721**	**.1289**	**.1137**	**.0822**	**.0942**	**.1142**
Anchorage	223.0	.0900	27.8	129	85.3	83.0	.0899	3,497,606	.1141	2,111,721	.1289	.1137	.0822	.0942	.1142
ALL COUNTIES															
Aleutian Islands	6.7	.0027	9.4	1	59.5	1.4	.0015	117,749	.0039	23,447	.0014	.0030	.0015	.0018	.0012
Aleutians East	1.8	.0007	9.6	0	60.2	.4	.0004	27,888	.0009	5,461	.0004	.0007	.0005	.0005	.0004
Anchorage	223.0	.0900	27.8	129	85.3	83.0	.0899	3,497,606	.1141	2,111,721	.1289	.1137	.0822	.0942	.1142
Bethel	13.2	.0053	20.0	0	13.5	3.5	.0038	106,129	.0035	44,488	.0027	.0036	.0050	.0031	.0023
Bristol Bay	1.2	.0005	9.7	2	58.4	.2	.0003	16,268	.0005	8,198	.0005	.0006	.0005	.0003	.0002
Dillingham	6.2	.0025	34.3	0	20.9	2.0	.0021	68,945	.0023	14,942	.0009	.0019	.0019	.0016	.0014
Fairbanks North Star	70.8	.0285	31.2	10	85.4	24.8	.0269	1,125,586	.0367	528,869	.0323	.0338	.0277	.0242	.0309
Haines	1.8	.0008	7.1	1	84.8	.6	.0006	18,592	.0006	11,318	.0007	.0006	.0009	.0006	.0006
Juneau	26.2	.0105	34.2	10	83.4	9.5	.0103	460,924	.0151	198,602	.0121	.0132	.0078	.0090	.0134
Kenai Peninsula	43.7	.0177	72.9	3	90.9	15.3	.0166	587,195	.0191	245,041	.0150	.0177	.0185	.0141	.0165
Ketchikan Gateway	12.7	.0051	12.2	10	82.5	4.8	.0052	201,413	.0066	109,739	.0067	.0062	.0053	.0046	.0060
Kodiak Island	14.3	.0058	43.9	3	69.1	4.6	.0050	220,005	.0072	82,432	.0050	.0062	.0053	.0042	.0049
Matanuska - Susitna	41.0	.0165	130.1	2	94.5	13.7	.0148	403,600	.0131	199,617	.0122	.0136	.0180	.0146	.0124
Nome	7.8	.0031	19.3	0	17.6	2.2	.0024	76,692	.0025	42,442	.0026	.0027	.0039	.0021	.0017
North Slope	5.5	.0023	31.0	0	19.5	1.2	.0013	68,945	.0023	35,485	.0022	.0022	.0020	.0012	.0011
Northwest Arctic	6.3	.0025	30.4	0	12.7	1.7	.0019	56,551	.0018	23,940	.0015	.0018	.0023	.0015	.0013
Prince of Wales - Outer Ketchikan	5.1	.0021	33.4	1	52.1	1.5	.0016	72,044	.0024	21,343	.0013	.0020	.0018	.0012	.0016
Sitka	8.5	.0034	8.9	3	72.0	2.6	.0028	138,665	.0045	56,650	.0034	.0041	.0025	.0026	.0039
Skagway - Yakutat - Angoon	4.3	.0017	23.6	0	53.3	4.3	.0014	47,255	.0016	19,718	.0012	.0014	.0019	.0011	.0012
Southeast Fairbanks	7.0	.0028	23.3	0	77.9	1.9	.0021	65,846	.0021	14,267	.0009	.0019	.0021	.0016	.0013

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

METRO AREA / County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980-88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
ALASKA (continued)															
ALL COUNTIES (continued)															
Valdez - Cordova	9.1	.0037	9.0	0	82.2	3.3	.0035	154,933	.0051	49,628	.0030	.0042	.0035	.0027	.0033
Wade Hampton	5.8	.0023	24.3	0	5.7	1.2	.0013	26,339	.0008	15,490	.0010	.0012	.0021	.0013	.0007
Wrangell - Petersburg	6.6	.0027	7.0	1	76.4	2.1	.0023	75,917	.0025	41,874	.0025	.0025	.0035	.0023	.0021
Yukon - Koyukuk	9.6	.0039	21.9	0	39.0	2.8	.0031	75,917	.0025	18,212	.0011	.0023	.0040	.0019	.0016
TOTAL METRO COUNTIES	**223.0**	**.0900**	**27.8**	**129**	**85.3**	**83.0**	**.0899**	**3,497,606**	**.1141**	**2,111,721**	**.1289**	**.1137**	**.0822**	**.0942**	**.1142**
TOTAL STATE	**538.2**	**.2171**	**33.9**	**1**	**77.7**	**185.6**	**.2011**	**7,711,004**	**.2517**	**3,922,924**	**.2395**	**.2411**	**.2047**	**.1923**	**.2242**
ARIZONA															
PHOENIX	**2,057.6**	**.8299**	**36.3**	**225**	**93.4**	**809.8**	**.8774**	**26,355,271**	**.8601**	**15,473,301**	**.9448**	**.8796**	**.8563**	**.9242**	**.8936**
Maricopa	2,057.6	.8299	36.3	225	93.4	809.8	.8774	26,355,271	.8601	15,473,301	.9448	.8796	.8563	.9242	.8936
TUCSON	**650.0**	**.2621**	**22.3**	**71**	**92.1**	**258.9**	**.2805**	**6,974,772**	**.2276**	**4,272,629**	**.2609**	**.2446**	**.3109**	**.2893**	**.2366**
Pima	650.0	.2621	22.3	71	92.1	258.9	.2805	6,974,772	.2276	4,272,629	.2609	.2446	.3109	.2893	.2366
ALL COUNTIES															
Apache	64.2	.0259	23.2	6	21.9	16.9	.0183	362,075	.0118	146,414	.0090	.0139	.0229	.0157	.0096
Cochise	101.5	.0409	18.5	16	92.9	36.3	.0393	819,318	.0267	426,782	.0260	.0293	.0474	.0401	.0251
Coconino	94.0	.0379	25.3	5	66.8	29.9	.0324	836,779	.0274	631,594	.0386	.0328	.0388	.0365	.0265
Gila	40.8	.0165	10.0	9	84.0	15.4	.0167	388,863	.0126	181,285	.0111	.0130	.0200	.0143	.0113
Graham	25.1	.0101	9.8	5	83.7	7.5	.0081	159,684	.0053	100,824	.0061	.0064	.0115	.0083	.0047
Greenlee	8.9	.0036	22.0	5	97.1	3.0	.0033	85,741	.0028	18,165	.0011	.0024	.0027	.0021	.0027
La Paz	15.0	.0061	19.5	3	81.2	6.1	.0066	110,539	.0036	69,002	.0042	.0043	.0095	.0061	.0026
Maricopa	2,057.6	.8299	36.3	225	93.4	809.8	.8774	26,355,271	.8601	15,473,301	.9448	.8796	.8563	.9242	.8936
Mohave	85.2	.0344	52.5	6	96.3	35.2	.0381	769,368	.0251	542,992	.0332	.0294	.0515	.0401	.0225
Navajo	77.1	.0311	14.0	8	47.7	22.6	.0245	587,221	.0192	316,812	.0193	.0215	.0298	.0230	.0171
Pima	650.0	.2621	22.3	71	92.1	258.9	.2805	6,974,772	.2276	4,272,629	.2609	.2446	.3109	.2893	.2366
Pinal	110.0	.0444	21.0	21	85.2	37.6	.0408	914,875	.0299	492,386	.0301	.0328	.0504	.0411	.0261
Santa Cruz	27.0	.0109	32.0	22	98.7	8.7	.0094	233,594	.0076	198,926	.0121	.0096	.0117	.0112	.0112
Yavapai	99.9	.0403	46.6	12	97.6	42.6	.0461	965,787	.0315	593,591	.0363	.0348	.0608	.0476	.0268
Yuma	94.2	.0380	23.6	17	93.2	33.7	.0366	784,113	.0256	651,976	.0398	.0323	.0469	.0425	.0254
TOTAL METRO COUNTIES	**2,707.6**	**1.0920**	**32.7**	**148**	**93.1**	**1,068.7**	**1.1579**	**33,330,043**	**1.0877**	**19,745,930**	**1.2057**	**1.1242**	**1.1672**	**1.2135**	**1.1302**
TOTAL STATE	**3,550.5**	**1.4321**	**30.7**	**31**	**89.9**	**1,364.2**	**1.4781**	**40,348,000**	**1.3168**	**24,116,679**	**1.4726**	**1.3867**	**1.5711**	**1.5421**	**1.3418**
ARKANSAS															
FAYETTEVILLE - SPRINGDALE	**112.4**	**.0453**	**11.8**	**118**	**96.9**	**42.4**	**.0460**	**1,132,472**	**.0370**	**726,962**	**.0444**	**.0408**	**.0529**	**.0509**	**.0330**
Washington	112.4	.0453	11.8	118	96.9	42.4	.0460	1,132,472	.0370	726,962	.0444	.0408	.0529	.0509	.0330
FORT SMITH	**183.8**	**.0742**	**12.9**	**102**	**90.6**	**68.6**	**.0744**	**1,732,534**	**.0565**	**948,172**	**.0579**	**.0606**	**.0848**	**.0791**	**.0515**
Crawford	44.7	.0181	21.2	75	95.8	15.7	.0170	385,291	.0125	114,206	.0070	.0120	.0171	.0176	.0100
Sebastian	102.5	.0414	7.7	192	91.9	40.3	.0437	1,137,045	.0371	752,150	.0459	.0406	.0478	.0493	.0364
Sequoyah, Okla.	*36.6*	*.0147*	*19.0*	*54*	*80.9*	*12.6*	*.0137*	*210,198*	*.0069*	*81,816*	*.0050*	*.0080*	*.0199*	*.0122*	*.0051*
LITTLE ROCK - NORTH LITTLE ROCK	**521.8**	**.2105**	**10.0**	**179**	**79.1**	**192.3**	**.2082**	**5,916,218**	**.1932**	**3,477,962**	**.2123**	**.2021**	**.2158**	**.2259**	**.1992**
Faulkner	57.5	.0232	24.5	89	90.8	20.3	.0219	588,909	.0193	259,537	.0158	.0189	.0221	.0219	.0183
Lonoke	40.7	.0164	17.9	52	86.3	14.1	.0153	317,064	.0104	140,964	.0086	.0110	.0194	.0150	.0082
Pulaski	362.7	.1463	6.5	473	73.5	137.1	.1485	4,464,140	.1457	2,894,144	.1767	.1550	.1519	.1669	.1570
Saline	60.9	.0246	14.6	84	96.5	20.8	.0225	546,105	.0178	183,317	.0112	.0172	.0224	.0221	.0157
PINE BLUFF	**90.5**	**.0366**	**-.3**	**103**	**56.8**	**31.2**	**.0339**	**771,899**	**.0252**	**490,412**	**.0300**	**.0288**	**.0431**	**.0322**	**.0263**
Jefferson	90.5	.0366	-.3	103	56.8	31.2	.0339	771,899	.0252	490,412	.0300	.0288	.0431	.0322	.0263
TEXARKANA	**122.3**	**.0493**	**8.2**	**81**	**74.7**	**45.2**	**.0489**	**1,129,934**	**.0369**	**820,501**	**.0501**	**.0432**	**.0602**	**.0516**	**.0405**
Miller	39.3	.0158	4.1	63	73.6	14.3	.0155	370,684	.0121	198,550	.0121	.0128	.0203	.0152	.0115
Bowie, Tex.	*83.0*	*.0335*	*10.2*	*93*	*75.3*	*30.9*	*.0334*	*759,250*	*.0248*	*621,951*	*.0380*	*.0304*	*.0399*	*.0364*	*.0290*
ALL COUNTIES															
Arkansas	22.2	.0090	-8.2	22	78.4	8.5	.0092	198,962	.0065	110,133	.0067	.0071	.0123	.0091	.0059
Ashley	26.4	.0106	-.5	28	70.8	9.4	.0101	237,705	.0078	86,396	.0053	.0075	.0117	.0075	.0072
Baxter	32.0	.0129	16.7	59	99.5	13.4	.0146	328,802	.0107	149,665	.0091	.0108	.0156	.0165	.0097
Benton	97.6	.0394	24.9	116	98.2	37.1	.0402	1,072,613	.0350	447,663	.0274	.0335	.0397	.0427	.0303
Boone	29.9	.0120	14.7	51	99.6	11.7	.0126	250,693	.0082	174,320	.0106	.0096	.0176	.0133	.0079
Bradley	13.3	.0054	-3.7	20	68.9	5.0	.0055	104,820	.0034	49,354	.0030	.0038	.0072	.0050	.0029
Calhoun	6.1	.0025	.3	10	69.9	2.2	.0023	52,813	.0017	14,016	.0009	.0015	.0029	.0018	.0015
Carroll	19.0	.0076	17.3	30	99.3	8.0	.0087	166,834	.0055	92,411	.0056	.0059	.0120	.0091	.0040
Chicot	16.4	.0066	-7.8	25	44.2	5.6	.0061	99,466	.0032	55,168	.0034	.0041	.0098	.0047	.0023

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980-88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
ARKANSAS (continued)															
ALL COUNTIES (continued)															
Clark	22.9	.0093	-1.8	26	76.4	8.0	.0086	185,824	.0061	138,462	.0084	.0074	.0119	.0087	.0051
Clay	19.9	.0080	-3.5	31	99.8	7.7	.0084	148,450	.0048	51,933	.0032	.0049	.0116	.0070	.0033
Cleburne	20.6	.0083	21.8	37	99.6	8.0	.0087	175,720	.0058	66,426	.0041	.0058	.0099	.0086	.0041
Cleveland	8.3	.0034	5.5	14	83.5	3.0	.0032	66,268	.0021	6,381	.0003	.0020	.0035	.0025	.0016
Columbia	26.4	.0106	-.9	34	63.0	9.8	.0106	273,692	.0090	116,286	.0072	.0086	.0122	.0098	.0089
Conway	19.8	.0080	1.5	35	83.1	7.1	.0077	173,265	.0056	157,458	.0096	.0074	.0109	.0088	.0056
Craighead	66.3	.0267	4.8	93	94.4	24.2	.0262	617,380	.0202	476,865	.0291	.0240	.0316	.0311	.0220
Crawford	44.7	.0181	21.2	75	95.8	15.7	.0170	385,291	.0125	114,206	.0070	.0120	.0171	.0176	.0100
Crittenden	50.7	.0204	2.4	85	54.6	17.0	.0185	374,482	.0123	430,904	.0263	.0181	.0274	.0203	.0127
Cross	20.0	.0081	-2.1	32	73.3	6.8	.0073	151,713	.0049	87,613	.0053	.0057	.0104	.0076	.0038
Dallas	10.6	.0043	.8	16	60.1	4.0	.0044	101,725	.0033	44,302	.0027	.0034	.0052	.0044	.0026
Desha	19.0	.0076	-3.9	25	54.9	6.5	.0070	140,207	.0046	167,046	.0102	.0069	.0115	.0076	.0041
Drew	18.3	.0074	2.2	22	70.6	6.5	.0071	160,122	.0052	64,843	.0040	.0053	.0081	.0067	.0042
Faulkner	57.5	.0232	24.5	89	90.8	20.3	.0219	588,909	.0193	259,537	.0158	.0189	.0221	.0219	.0183
Franklin	16.0	.0065	8.8	26	97.6	5.8	.0063	136,873	.0044	43,380	.0027	.0043	.0070	.0065	.0031
Fulton	10.7	.0043	7.3	17	99.3	4.4	.0048	67,788	.0022	22,953	.0014	.0024	.0072	.0040	.0015
Garland	78.3	.0315	11.0	119	90.5	32.8	.0355	868,450	.0284	480,826	.0293	.0293	.0422	.0353	.0242
Grant	14.3	.0058	9.9	23	96.1	5.2	.0057	133,583	.0043	37,511	.0023	.0041	.0060	.0050	.0034
Greene	32.8	.0132	6.7	57	99.5	12.4	.0134	297,603	.0098	145,520	.0089	.0101	.0150	.0149	.0087
Hempstead	23.8	.0096	.7	33	67.8	8.5	.0092	189,767	.0062	86,403	.0053	.0066	.0121	.0081	.0056
Hot Spring	28.5	.0115	6.3	46	87.3	10.7	.0116	242,766	.0079	98,022	.0060	.0081	.0134	.0108	.0067
Howard	14.0	.0057	4.0	24	79.4	5.1	.0055	105,697	.0034	74,682	.0045	.0042	.0077	.0060	.0030
Independence	33.1	.0133	9.8	43	97.2	12.0	.0130	275,231	.0090	129,724	.0080	.0095	.0153	.0134	.0080
Izard	11.4	.0046	5.9	20	99.7	4.5	.0049	86,695	.0028	38,305	.0023	.0030	.0071	.0046	.0018
Jackson	20.1	.0081	-7.2	32	85.4	7.6	.0082	160,914	.0053	111,837	.0068	.0064	.0119	.0088	.0050
Jefferson	90.5	.0366	-.3	103	56.8	31.2	.0339	771,899	.0252	490,412	.0300	.0288	.0431	.0322	.0263
Johnson	19.0	.0076	9.1	28	97.3	7.1	.0076	151,266	.0049	65,960	.0040	.0053	.0101	.0078	.0037
Lafayette	9.6	.0039	-6.0	19	56.7	3.5	.0038	79,779	.0026	29,118	.0018	.0026	.0052	.0029	.0024
Lawrence	18.5	.0074	.3	31	98.8	7.1	.0077	135,830	.0045	84,089	.0051	.0052	.0108	.0076	.0035
Lee	14.8	.0060	-4.8	25	42.6	5.1	.0056	88,417	.0028	39,311	.0024	.0035	.0086	.0043	.0020
Lincoln	13.1	.0053	-2.0	23	62.0	3.5	.0037	75,928	.0025	29,302	.0018	.0027	.0053	.0033	.0016
Little River	14.6	.0059	4.6	28	72.7	5.0	.0055	127,825	.0042	43,489	.0026	.0041	.0064	.0046	.0031
Logan	21.6	.0087	7.2	30	97.4	7.7	.0083	169,035	.0055	73,063	.0045	.0058	.0104	.0080	.0042
Lonoke	40.7	.0164	17.9	52	86.3	14.1	.0153	317,064	.0104	140,964	.0086	.0110	.0194	.0150	.0082
Madison	12.4	.0050	9.0	15	99.3	4.7	.0051	88,418	.0028	33,849	.0021	.0031	.0067	.0052	.0022
Marion	13.5	.0055	19.1	23	99.3	5.2	.0056	110,343	.0036	12,703	.0008	.0032	.0071	.0047	.0022
Miller	39.3	.0158	4.1	63	73.6	14.3	.0155	370,684	.0121	198,550	.0121	.0128	.0203	.0152	.0115
Mississippi	57.5	.0232	-3.4	64	70.5	19.7	.0213	465,909	.0152	268,112	.0164	.0171	.0265	.0231	.0132
Monroe	12.2	.0049	-13.2	20	56.6	4.5	.0049	78,560	.0026	61,290	.0037	.0034	.0078	.0042	.0021
Montgomery	8.5	.0035	9.4	11	99.0	3.4	.0037	65,887	.0022	20,448	.0012	.0022	.0046	.0033	.0014
Nevada	10.7	.0043	-3.6	17	67.3	3.8	.0041	74,652	.0024	33,098	.0021	.0027	.0061	.0036	.0020
Newton	8.5	.0034	9.6	10	99.4	3.1	.0034	45,551	.0015	6,026	.0003	.0014	.0051	.0024	.0010
Ouachita	34.2	.0138	12.0	46	61.7	12.9	.0140	294,764	.0096	214,221	.0131	.0116	.0195	.0141	.0098
Perry	8.4	.0034	15.6	15	97.5	2.9	.0031	55,100	.0018	10,899	.0007	.0018	.0041	.0026	.0013
Phillips	31.6	.0127	-9.1	46	44.4	10.7	.0116	203,624	.0066	157,140	.0096	.0087	.0186	.0101	.0064
Pike	10.8	.0044	4.1	18	95.2	4.1	.0044	69,932	.0023	32,511	.0020	.0026	.0068	.0038	.0014
Poinsett	25.9	.0104	-4.2	34	92.1	9.3	.0101	186,088	.0061	86,726	.0053	.0068	.0136	.0100	.0043
Polk	17.7	.0072	4.1	21	99.2	6.5	.0071	135,879	.0044	78,700	.0048	.0050	.0103	.0071	.0033
Pope	45.8	.0185	17.5	56	96.7	17.0	.0184	414,776	.0136	332,501	.0203	.0165	.0242	.0206	.0140
Prairie	9.6	.0038	-5.3	15	84.6	3.6	.0039	70,695	.0023	31,177	.0019	.0026	.0051	.0035	.0017
Pulaski	362.7	.1463	6.5	473	73.5	137.1	.1485	4,464,140	.1457	2,894,144	.1767	.1550	.1519	.1669	.1570
Randolph	17.4	.0070	3.4	27	98.7	6.6	.0072	134,942	.0044	44,388	.0027	.0044	.0094	.0068	.0033
St. Francis	29.9	.0121	-3.1	47	51.3	9.9	.0107	197,135	.0064	134,045	.0082	.0083	.0155	.0100	.0058
Saline	60.9	.0246	14.6	84	96.5	20.8	.0225	546,105	.0178	183,317	.0112	.0172	.0224	.0221	.0157
Scott	10.8	.0043	11.5	12	99.0	4.2	.0046	78,441	.0026	24,531	.0015	.0025	.0061	.0038	.0017
Searcy	9.0	.0036	1.7	13	99.6	3.6	.0039	46,303	.0015	16,642	.0010	.0018	.0065	.0024	.0010
Sebastian	102.5	.0414	7.7	192	91.9	40.3	.0437	1,137,045	.0371	752,150	.0459	.0406	.0478	.0493	.0364
Sevier	14.6	.0059	3.8	26	93.0	5.5	.0059	127,095	.0042	40,683	.0025	.0039	.0062	.0052	.0033
Sharp	16.2	.0065	10.9	27	98.5	6.4	.0069	121,656	.0039	28,908	.0018	.0039	.0090	.0062	.0027
Stone	10.2	.0041	13.1	17	99.3	3.8	.0042	61,074	.0020	31,133	.0019	.0023	.0065	.0031	.0013
Union	49.4	.0200	1.7	47	69.0	18.6	.0201	443,931	.0145	277,680	.0169	.0164	.0266	.0190	.0155
Van Buren	16.0	.0064	19.8	23	99.4	6.3	.0068	110,130	.0036	45,867	.0028	.0040	.0100	.0065	.0025
Washington	112.4	.0453	11.8	118	96.9	42.4	.0460	1,132,472	.0370	726,962	.0444	.0408	.0529	.0509	.0330
White	55.2	.0223	8.6	53	96.3	19.6	.0212	439,749	.0143	257,301	.0157	.0163	.0274	.0215	.0127
Woodruff	10.0	.0040	-10.9	17	66.8	3.6	.0039	61,657	.0020	30,025	.0018	.0023	.0058	.0032	.0014
Yell	18.3	.0074	7.5	20	97.2	7.0	.0076	154,098	.0051	50,132	.0031	.0050	.0087	.0073	.0036

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S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980-88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
ARKANSAS (continued)															
TOTAL METRO COUNTIES	**961.9**	**.3881**	**8.7**	**135**	**79.7**	**353.2**	**.3828**	**10,088,091**	**.3294**	**6,191,146**	**.3780**	**.3552**	**.4244**	**.4114**	**.3291**
TOTAL STATE	**2,435.4**	**.9823**	**6.5**	**47**	**82.7**	**900.2**	**.9753**	**22,525,001**	**.7352**	**12,742,118**	**.7780**	**.7974**	**1.1855**	**.9931**	**.6787**
CALIFORNIA															
ANAHEIM - SANTA ANA	**2,273.7**	**.9171**	**17.6**	**2,849**	**91.5**	**808.2**	**.8757**	**38,034,417**	**1.2413**	**17,860,987**	**1.0906**	**1.1313**	**.6702**	**.8267**	**1.1679**
Orange	2,273.7	.9171	17.6	2,849	91.5	808.2	.8757	38,034,417	1.2413	17,860,987	1.0906	1.1313	.6702	.8267	1.1679
BAKERSFIELD	**519.4**	**.2095**	**28.9**	**64**	**89.9**	**183.4**	**.1987**	**6,386,866**	**.2084**	**3,052,181**	**.1863**	**.2020**	**.1998**	**.1949**	**.1915**
Kern	519.4	.2095	28.9	64	89.9	183.4	.1987	6,386,866	.2084	3,052,181	.1863	.2020	.1998	.1949	.1915
CHICO	**176.0**	**.0710**	**22.3**	**107**	**95.8**	**70.8**	**.0768**	**1,900,362**	**.0620**	**1,078,578**	**.0658**	**.0650**	**.0947**	**.0782**	**.0561**
Butte	176.0	.0710	22.3	107	95.8	70.8	.0768	1,900,362	.0620	1,078,578	.0658	.0650	.0947	.0782	.0561
FRESNO	**613.7**	**.2475**	**19.3**	**103**	**88.8**	**219.6**	**.2379**	**7,724,169**	**.2521**	**3,524,233**	**.2151**	**.2400**	**.2273**	**.2352**	**.2322**
Fresno	613.7	.2475	19.3	103	88.8	219.6	.2379	7,724,169	.2521	3,524,233	.2151	.2400	.2273	.2352	.2322
LOS ANGELES - LONG BEACH	**8,704.7**	**3.5111**	**16.4**	**2,139**	**77.9**	**3,162.1**	**3.4261**	**129,522,222**	**4.2272**	**59,291,182**	**3.6203**	**3.9019**	**2.9506**	**3.2477**	**4.2115**
Los Angeles	8,704.7	3.5111	16.4	2,139	77.9	3,162.1	3.4261	129,522,222	4.2272	59,291,182	3.6203	3.9019	2.9506	3.2477	4.2115
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***13,911.2***	***5.6111***	***21.0***	***409***	***82.9***	***4,999.7***	***5.4171***	***206,989,039***	***6.7555***	***93,823,639***	***5.7288***	***6.2187***	***4.6129***	***5.1209***	***6.5437***
MERCED	**175.0**	**.0706**	**30.1**	**90**	**90.6**	**56.9**	**.0616**	**1,680,475**	**.0549**	**881,697**	**.0539**	**.0577**	**.0656**	**.0670**	**.0442**
Merced	175.0	.0706	30.1	90	90.6	56.9	.0616	1,680,475	.0549	881,697	.0539	.0577	.0656	.0670	.0442
MODESTO	**342.1**	**.1380**	**28.7**	**227**	**95.2**	**120.3**	**.1303**	**3,948,273**	**.1288**	**2,020,713**	**.1234**	**.1290**	**.1326**	**.1319**	**.1328**
Stanislaus	342.1	.1380	28.7	227	95.2	120.3	.1303	3,948,273	.1288	2,020,713	.1234	.1290	.1326	.1319	.1328
OAKLAND	**2,009.1**	**.8104**	**14.0**	**1,370**	**74.5**	**778.1**	**.8430**	**34,406,510**	**1.1229**	**14,699,893**	**.8976**	**.9928**	**.6982**	**.7303**	**1.0423**
Alameda	1,243.7	.5017	12.5	1,690	69.0	488.8	.5296	19,525,780	.6372	9,163,584	.5595	.5869	.4648	.4756	.6026
Contra Costa	765.4	.3087	16.6	1,048	83.4	289.3	.3134	14,880,730	.4857	5,536,309	.3381	.4059	.2334	.2547	.4397
OXNARD - VENTURA	**645.1**	**.2602**	**21.9**	**346**	**92.6**	**213.3**	**.2311**	**9,925,490**	**.3239**	**3,864,453**	**.2360**	**.2848**	**.1751**	**.2060**	**.2824**
Ventura	645.1	.2602	21.9	346	92.6	213.3	.2311	9,925,490	.3239	3,864,453	.2360	.2848	.1751	.2060	.2824
REDDING	**140.4**	**.0566**	**21.4**	**37**	**96.1**	**52.7**	**.0571**	**1,522,654**	**.0497**	**906,430**	**.0554**	**.0527**	**.0637**	**.0602**	**.0476**
Shasta	140.4	.0566	21.4	37	96.1	52.7	.0571	1,522,654	.0497	906,430	.0554	.0527	.0637	.0602	.0476
RIVERSIDE - SAN BERNARDINO	**2,287.7**	**.9227**	**46.8**	**84**	**90.5**	**816.1**	**.8842**	**29,506,910**	**.9631**	**12,807,017**	**.7819**	**.9007**	**.8170**	**.8405**	**.8819**
Riverside	990.0	.3993	49.3	137	91.1	358.3	.3882	12,844,056	.4192	5,834,448	.3562	.3964	.3747	.3849	.3752
San Bernardino	1,297.7	.5234	45.0	65	90.0	457.8	.4960	16,662,854	.5439	6,972,569	.4257	.5043	.4423	.4556	.5067
SACRAMENTO	**1,398.2**	**.5640**	**27.1**	**273**	**87.0**	**543.4**	**.5887**	**20,327,101**	**.6634**	**9,525,096**	**.5816**	**.6190**	**.5205**	**.5676**	**.6418**
El Dorado	121.9	.0492	42.1	71	97.2	45.6	.0494	1,619,176	.0528	599,023	.0366	.0473	.0428	.0470	.0464
Placer	157.2	.0634	34.1	111	96.7	58.7	.0636	2,323,206	.0758	1,189,774	.0727	.0724	.0602	.0623	.0648
Sacramento	986.0	.3977	25.9	1,015	83.5	389.3	.4218	14,662,234	.4785	7,052,255	.4306	.4480	.3629	.4091	.4834
Yolo	133.1	.0537	17.4	131	91.8	49.8	.0539	1,722,485	.0563	684,044	.0417	.0513	.0546	.0492	.0472
SALINAS - SEASIDE - MONTEREY	**352.0**	**.1420**	**21.2**	**107**	**83.4**	**115.3**	**.1250**	**4,451,038**	**.1453**	**2,061,705**	**.1258**	**.1388**	**.1039**	**.1277**	**.1418**
Monterey	352.0	.1420	21.2	107	83.4	115.3	.1250	4,451,038	.1453	2,061,705	.1258	.1388	.1039	.1277	.1418
SAN DIEGO	**2,382.0**	**.9608**	**27.9**	**566**	**86.1**	**867.4**	**.9398**	**36,146,308**	**1.1797**	**16,135,201**	**.9852**	**1.0776**	**.7957**	**.9277**	**1.1010**
San Diego	2,382.0	.9608	27.9	566	86.1	867.4	.9398	36,146,308	1.1797	16,135,201	.9852	1.0776	.7957	.9277	1.1010
SAN FRANCISCO	**1,605.5**	**.6475**	**7.8**	**1,580**	**73.5**	**675.4**	**.7319**	**31,215,734**	**1.0187**	**15,811,806**	**.9655**	**.9286**	**.6095**	**.7042**	**1.0297**
Marin	228.9	.0923	2.8	438	93.7	96.1	.1042	5,345,416	.1744	2,258,897	.1379	.1471	.0791	.0929	.1491
San Francisco	748.6	.3019	10.3	16,274	60.7	333.5	.3614	13,780,653	.4497	7,721,951	.4715	.4267	.3331	.3575	.4896
San Mateo	628.0	.2533	6.9	1,405	81.3	245.8	.2663	12,089,665	.3946	5,830,958	.3561	.3548	.1973	.2538	.3910
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***6,073.9***	***2.4500***	***13.2***	***820***	***79.4***	***2,345.1***	***2.5409***	***106,804,389***	***3.4857***	***48,039,608***	***2.9333***	***3.1130***	***2.0431***	***2.2991***	***3.3489***
SAN JOSE	**1,437.4**	**.5798**	**11.0**	**1,112**	**85.5**	**508.9**	**.5514**	**26,185,653**	**.8546**	**11,385,889**	**.6952**	**.7518**	**.3808**	**.4861**	**.8362**
Santa Clara	1,437.4	.5798	11.0	1,112	85.5	508.9	.5514	26,185,653	.8546	11,385,889	.6952	.7518	.3808	.4861	.8362
SANTA BARBARA - SANTA MARIA - LOMPOC	**347.0**	**.1399**	**16.2**	**126**	**92.6**	**130.9**	**.1418**	**5,269,900**	**.1720**	**3,098,483**	**.1892**	**.1707**	**.1375**	**.1513**	**.1698**
Santa Barbara	347.0	.1399	16.2	126	92.6	130.9	.1418	5,269,900	.1720	3,098,483	.1892	.1707	.1375	.1513	.1698
SANTA CRUZ	**234.4**	**.0946**	**24.6**	**526**	**94.9**	**87.5**	**.0948**	**3,514,362**	**.1147**	**1,394,451**	**.0851**	**.1019**	**.0846**	**.0861**	**.0986**
Santa Cruz	234.4	.0946	24.6	526	94.9	87.5	.0948	3,514,362	.1147	1,394,451	.0851	.1019	.0846	.0861	.0986
SANTA ROSA - PETALUMA	**368.2**	**.1485**	**22.9**	**230**	**95.4**	**146.0**	**.1582**	**5,829,687**	**.1903**	**2,381,218**	**.1454**	**.1685**	**.1323**	**.1431**	**.1723**
Sonoma	368.2	.1485	22.9	230	95.4	146.0	.1582	5,829,687	.1903	2,381,218	.1454	.1685	.1323	.1431	.1723
STOCKTON	**467.2**	**.1885**	**34.5**	**330**	**85.4**	**160.0**	**.1733**	**5,367,725**	**.1752**	**2,537,682**	**.1550**	**.1718**	**.1695**	**.1640**	**.1707**
San Joaquin	467.2	.1885	34.5	330	85.4	160.0	.1733	5,367,725	.1752	2,537,682	.1550	.1718	.1695	.1640	.1707

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
CALIFORNIA (continued)															
VALLEJO - FAIRFIELD - NAPA	**419.3**	**.1692**	**25.4**	**266**	**81.5**	**149.2**	**.1616**	**5,652,443**	**.1845**	**2,366,351**	**.1445**	**.1694**	**.1377**	**.1493**	**.1698**
Napa	106.5	.0430	7.4	143	95.5	41-0	.0444	1,801,704	.0588	587,034	.0359	.0487	.0361	.0371	.0487
Solano	312.8	.1262	33.0	375	76.7	108.2	.1172	3,850,739	.1257	1,779,317	.1086	.1207	.1016	.1122	.1211
VISALIA - TULARE - PORTERVILLE	**301.5**	**.1216**	**22.7**	**63**	**94.6**	**98.4**	**.1066**	**2,680,298**	**.0875**	**1,748,584**	**.1068**	**.1001**	**.1302**	**.1165**	**.0870**
Tulare	301.5	.1216	22.7	63	94.6	98.4	.1066	2,680,298	.0875	1,748,584	.1068	.1001	.1302	.1165	.0870
YUBA CITY	**119.9**	**.0483**	**17.6**	**97**	**89.2**	**43.9**	**.0477**	**1,278,373**	**.0417**	**649,547**	**.0397**	**.0425**	**.0518**	**.0499**	**.0390**
Sutter	62.6	.0252	19.8	104	89.4	22.9	.0249	712,936	.0233	372,241	.0227	.0235	.0255	.0253	.0231
Yuba	57.3	.0231	15.2	90	88.9	21.0	.0228	565,437	.0184	277,306	.0170	.0190	.0263	.0246	.0159
ALL COUNTIES															
Alameda	1,243.7	.5017	12.5	1,690	69.0	488.8	.5296	19,525,780	.6372	9,163,584	.5595	.5869	.4648	.4756	.6026
Alpine	1.4	.0005	27.6	2	84.3	.4	.0004	12,088	.0004	4,716	.0003	.0004	.0003	.0004	.0002
Amador	27.0	.0109	39.8	46	96.6	10.8	.0117	338,887	.0111	192,250	.0118	.0111	.0128	.0122	.0098
Butte	176.0	.0710	22.3	107	95.8	70.8	.0768	1,900,362	.0620	1,078,578	.0658	.0650	.0947	.0782	.0561
Calaveras	32.2	.0130	55.5	32	97.3	12.8	.0138	367,909	.0120	126,179	.0077	.0109	.0143	.0127	.0103
Colusa	15.1	.0061	18.1	13	95.1	5.5	.0060	177,366	.0058	67,539	.0041	.0054	.0062	.0058	.0042
Contra Costa	765.4	.3087	16.6	1,048	83.4	289.3	.3134	14,880,730	.4857	5,536,309	.3381	.4059	.2334	.2547	.4397
Del Norte	19.6	.0079	7.6	19	91.0	7.7	.0084	189,867	.0062	101,548	.0062	.0066	.0107	.0080	.0054
El Dorado	121.9	.0492	42.1	71	97.2	45.6	.0494	1,619,176	.0528	599,023	.0366	.0473	.0428	.0470	.0464
Fresno	613.7	.2475	19.3	103	88.8	219.6	.2379	7,724,169	.2521	3,524,233	.2151	.2400	.2273	.2352	.2322
Glenn	23.7	.0096	11.0	18	96.8	8.6	.0093	271,414	.0089	114,452	.0070	.0084	.0092	.0094	.0080
Humboldt	117.0	.0472	7.8	33	92.3	46.3	.0502	1,379,047	.0450	845,043	.0516	.0475	.0598	.0505	.0454
Imperial	112.2	.0453	21.8	27	93.1	34.1	.0370	969,082	.0316	616,979	.0377	.0361	.0467	.0411	.0331
Inyo	18.8	.0075	5.1	2	89.2	7.7	.0083	229,701	.0075	194,365	.0119	.0089	.0106	.0095	.0082
Kern	519.4	.2095	28.9	64	89.9	183.4	.1987	6,386,866	.2084	3,052,181	.1863	.2020	.1998	.1949	.1915
Kings	91.7	.0370	24.4	66	89.8	27.5	.0298	827,822	.0271	352,871	.0216	.0273	.0294	.0309	.0240
Lake	54.1	.0219	48.8	43	95.7	22.8	.0247	589,534	.0192	233,649	.0143	.0184	.0316	.0229	.0135
Lassen	27.2	.0109	25.6	6	91.9	8.1	.0088	223,816	.0073	128,752	.0078	.0082	.0105	.0098	.0071
Los Angeles	8,704.7	3.5111	16.4	2,139	77.9	3,162.1	3.4261	129,522,222	4.2272	59,291,182	3.6203	3.9019	2.9506	3.2477	4.2115
Madera	81.7	.0330	29.4	38	92.9	27.1	.0293	905,866	.0296	335,422	.0205	.0275	.0297	.0268	.0248
Marin	228.9	.0923	2.8	438	93.7	96.1	.1042	5,345,416	.1744	2,258,897	.1379	.1471	.0791	.0929	.1491
Mariposa	15.0	.0060	35.0	10	94.9	5.8	.0062	178,667	.0059	60,592	.0037	.0052	.0069	.0058	.0042
Mendocino	77.7	.0314	16.4	22	94.5	30.1	.0327	883,741	.0288	510,029	.0311	.0301	.0396	.0333	.0272
Merced	175.0	.0706	30.1	90	90.6	56.9	.0616	1,680,475	.0549	881,697	.0539	.0577	.0656	.0670	.0442
Modoc	9.2	.0037	6.9	2	94.8	3.6	.0039	100,659	.0033	40,670	.0025	.0030	.0042	.0036	.0024
Mono	9.5	.0038	10.8	3	94.7	4.0	.0043	163,418	.0053	91,573	.0056	.0052	.0045	.0047	.0047
Monterey	352.0	.1420	21.2	107	83.4	115.3	.1250	4,451,038	.1453	2,061,705	.1258	.1388	.1039	.1277	.1418
Napa	106.5	.0430	7.4	143	95.5	41.0	.0444	1,801,704	.0588	587,034	.0359	.0487	.0361	.0371	.0487
Nevada	77.9	.0314	50.8	81	98.1	30.5	.0330	1,005,348	.0328	441,207	.0269	.0308	.0317	.0321	.0305
Orange	2,273.7	.9171	17.6	2,849	91.5	808.2	.8757	38,034,417	1.2413	17,860,987	1.0906	1.1313	.6702	.8267	1.1679
Placer	157.2	.0634	34.1	111	96.7	58.7	.0636	2,323,206	.0758	1,189,774	.0727	.0724	.0602	.0623	.0648
Plumas	20.8	.0084	20.0	8	95.3	8.3	.0090	253,571	.0083	101,562	.0062	.0075	.0085	.0090	.0070
Riverside	990.0	.3993	49.3	137	91.1	358.3	.3882	12,844,056	.4192	5,834,448	.3562	.3964	.3747	.3849	.3752
Sacramento	986.0	.3977	25.9	1,015	83.5	389.3	.4218	14,662,234	.4785	7,052,255	.4306	.4480	.3629	.4091	.4834
San Benito	34.6	.0140	38.4	25	96.6	11.5	.0125	420,274	.0137	137,438	.0084	.0122	.0114	.0113	.0116
San Bernardino	1,297.7	.5234	45.0	65	90.0	457.8	.4960	16,662,854	.5439	6,972,569	.4257	.5043	.4423	.4556	.5067
San Diego	2,382.0	.9608	27.9	566	86.1	867.4	.9398	36,146,308	1.1797	16,135,201	.9852	1.0776	.7957	.9277	1.1010
San Francisco	748.6	.3019	10.3	16,274	60.7	333.5	.3614	13,780,653	.4497	7,721,951	.4715	.4267	.3331	.3575	.4896
San Joaquin	467.2	.1885	34.5	330	85.4	160.0	.1733	5,367,725	.1752	2,537,682	.1550	.1718	.1695	.1640	.1707
San Luis Obispo	207.9	.0839	33.8	63	94.2	78.4	.0850	2,605,104	.0850	1,165,148	.0711	.0806	.0850	.0847	.0739
San Mateo	628.0	.2533	6.9	1,405	81.3	245.8	.2663	12,089,665	.3946	5,830,958	.3561	.3548	.1973	.2538	.3910
Santa Barbara	347.0	.1399	16.2	126	92.6	130.9	.1418	5,269,900	.1720	3,098,483	.1892	.1707	.1375	.1513	.1698
Santa Clara	1,437.4	.5798	11.0	1,112	85.5	508.9	.5514	26,185,653	.8546	11,385,889	.6952	.7518	.3808	.4861	.8362
Santa Cruz	234.4	.0946	24.6	526	94.9	87.5	.0948	3,514,362	.1147	1,394,451	.0851	.1019	.0846	.0861	.0986
Shasta	140.4	.0566	21.4	37	96.1	52.7	.0571	1,522,654	.0497	906,430	.0554	.0527	.0637	.0602	.0476
Sierra	3.5	.0014	13.9	4	97.7	1.5	.0016	40,909	.0014	10,321	.0006	.0012	.0016	.0013	.0011
Siskiyou	44.4	.0179	11.7	7	93.5	17.3	.0188	473,640	.0154	233,687	.0143	.0155	.0219	.0188	.0145
Solano	312.8	.1262	33.0	375	76.7	108.2	.1172	3,850,739	.1257	1,779,317	.1086	.1207	.1016	.1122	.1211
Sonoma	368.2	.1485	22.9	230	95.4	146.0	.1582	5,829,687	.1903	2,381,218	.1454	.1685	.1323	.1431	.1723
Stanislaus	342.1	.1380	28.7	227	95.2	120.3	.1303	3,948,273	.1288	2,020,713	.1234	.1290	.1326	.1319	.1328
Sutter	62.6	.0252	19.8	104	89.4	22.9	.0249	712,936	.0233	372,241	.0227	.0235	.0255	.0253	.0231
Tehama	47.4	.0191	21.9	16	97.4	18.4	.0199	470,609	.0153	311,901	.0191	.0172	.0251	.0205	.0145
Trinity	14.0	.0057	18.1	4	94.9	5.5	.0060	154,317	.0051	53,781	.0032	.0047	.0061	.0058	.0040
Tulare	301.5	.1216	22.7	63	94.6	98.4	.1066	2,680,298	.0875	1,748,584	.1068	.1001	.1302	.1165	.0870
Tuolumne	46.2	.0186	36.2	21	96.0	16.7	.0181	464,375	.0151	203,125	.0124	.0150	.0207	.0181	.0129
Ventura	645.1	.2602	21.9	346	92.6	213.3	.2311	9,925,490	.3239	3,864,453	.2360	.2848	.1751	.2060	.2824

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980-88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
CALIFORNIA (continued)															
ALL COUNTIES (continued)															
Yolo	133.1	.0537	17.4	131	91.8	49.8	.0539	1,722,485	.0563	684,044	.0417	.0513	.0546	.0492	.0472
Yuba	57.3	.0231	15.2	90	88.9	21.0	.0228	565,437	.0184	277,306	.0170	.0190	.0263	.0246	.0159
TOTAL METRO COUNTIES	**27,319.5**	**11.0194**	**20.4**	**313**	**83.5**	**10,007.8**	**10.8433**	**412,476,970**	**13.4619**	**189,083,377**	**11.5453**	**12.3986**	**9.3488**	**10.2921**	**12.9481**
TOTAL STATE	**28,549.3**	**11.5155**	**20.6**	**183**	**84.0**	**10,458.8**	**11.3320**	**426,174,001**	**13.9090**	**195,758,176**	**11.9529**	**12.8435**	**9.8878**	**10.7811**	**13.3506**
COLORADO															
BOULDER - LONGMONT	**221.4**	**.0893**	**16.8**	**298**	**96.9**	**86.4**	**.0936**	**2,722,102**	**.0889**	**1,729,250**	**.1056**	**.0940**	**.0945**	**.0998**	**.0919**
Boulder	221.4	.0893	16.8	298	96.9	86.4	.0936	2,722,102	.0889	1,729,250	.1056	.0940	.0945	.0998	.0919
COLORADO SPRINGS	**400.0**	**.1613**	**29.3**	**188**	**90.3**	**149.9**	**.1624**	**4,439,261**	**.1449**	**2,573,497**	**.1572**	**.1520**	**.1547**	**.1807**	**.1493**
El Paso	400.0	.1613	29.3	188	90.3	149.9	.1624	4,439,261	.1449	2,573,497	.1572	.1520	.1547	.1807	.1493
DENVER	**1,684.5**	**.6795**	**17.9**	**449**	**92.3**	**671.6**	**.7277**	**22,765,998**	**.7430**	**11,641,766**	**.7108**	**.7206**	**.6319**	**.7170**	**.7706**
Adams	285.5	.1152	16.1	231	94.7	105.1	.1139	3,216,162	.1050	1,851,219	.1130	.1094	.0957	.1244	.1136
Arapahoe	402.8	.1625	37.3	504	94.4	156.5	.1696	6,004,901	.1960	3,471,010	.2119	.1941	.1285	.1725	.2017
Denver	504.7	.2036	2.4	4,717	84.0	230.1	.2493	6,498,193	.2120	3,310,636	.2021	.2074	.2649	.2457	.2209
Douglas	46.5	.0187	84.9	55	98.7	14.4	.0156	637,831	.0208	173,930	.0107	.0173	.0107	.0119	.0189
Jefferson	445.0	.1795	19.7	576	97.7	165.5	.1793	6,408,911	.2092	2,834,971	.1731	.1924	.1321	.1625	.2155
DENVER - BOULDER CONSOLIDATED AREA	***1,905.9***	***.7688***	***17.8***	***424***	***92.8***	***758.0***	***.8213***	***25,488,100***	***.8319***	***13,371,016***	***.8164***	***.8146***	***.7264***	***.8168***	***.8625***
FORT COLLINS - LOVELAND	**187.6**	**.0756**	**25.8**	**72**	**97.8**	**71.6**	**.0775**	**1,971,522**	**.0644**	**1,197,147**	**.0731**	**.0691**	**.0813**	**.0845**	**.0649**
Larimer	187.6	.0756	25.8	72	97.8	71.6	.0775	1,971,522	.0644	1,197,147	.0731	.0691	.0813	.0845	.0649
GREELEY	**138.8**	**.0560**	**12.4**	**35**	**98.0**	**51.1**	**.0553**	**1,282,909**	**.0419**	**599,845**	**.0366**	**.0431**	**.0395**	**.0563**	**.0376**
Weld	138.8	.0560	12.4	35	98.0	51.1	.0553	1,282,909	.0419	599,845	.0366	.0431	.0395	.0563	.0376
PUEBLO	**128.7**	**.0519**	**2.2**	**54**	**96.8**	**49.8**	**.0540**	**1,161,182**	**.0379**	**715,012**	**.0437**	**.0423**	**.0650**	**.0541**	**.0390**
Pueblo	128.7	.0519	2.2	54	96.8	49.8	.0540	1,161,182	.0379	715,012	.0437	.0423	.0650	.0541	.0390
ALL COUNTIES															
Adams	285.5	.1152	16.1	231	94.7	105.1	.1139	3,216,162	.1050	1,851,219	.1130	.1094	.0957	.1244	.1136
Alamosa	12.6	.0051	6.8	18	98.0	4.6	.0049	104,141	.0034	86,397	.0053	.0043	.0065	.0054	.0031
Arapahoe	402.8	.1625	37.3	504	94.4	156.5	.1696	6,004,901	.1960	3,471,010	.2119	.1941	.1285	.1725	.2017
Archuleta	4.7	.0019	28.3	3	98.6	2.0	.0022	44,176	.0014	33,771	.0021	.0018	.0033	.0023	.0014
Baca	5.2	.0020	-4.1	2	98.6	1.9	.0020	30,019	.0010	21,682	.0013	.0012	.0031	.0017	.0008
Bent	5.6	.0023	-3.8	4	98.5	2.0	.0022	46,757	.0015	13,076	.0008	.0014	.0025	.0021	.0009
Boulder	221.4	.0893	16.8	298	96.9	86.4	.0936	2,722,102	.0889	1,729,250	.1056	.0940	.0945	.0998	.0919
Chaffee	13.5	.0055	2.1	13	98.5	5.2	.0056	119,598	.0039	67,901	.0041	.0044	.0063	.0061	.0034
Cheyenne	2.2	.0008	2.2	1	99.5	.9	.0010	15,816	.0005	4,431	.0003	.0003	.0012	.0008	.0003
Clear Creek	7.0	.0029	-4.2	18	98.9	3.0	.0033	73,689	.0024	23,419	.0014	.0023	.0029	.0041	.0016
Conejos	8.1	.0032	3.9	6	99.0	2.8	.0030	39,564	.0013	12,417	.0008	.0016	.0048	.0022	.0009
Costilla	3.8	.0016	23.7	3	97.8	1.2	.0013	20,948	.0007	1,326	.0001	.0006	.0017	.0009	.0004
Crowley	3.2	.0013	7.1	4	98.6	.9	.0010	16,770	.0005	3,712	.0002	.0006	.0014	.0009	.0005
Custer	2.0	.0008	30.9	3	98.5	.6	.0006	11,460	.0004	3,982	.0002	.0005	.0006	.0007	.0002
Delta	22.4	.0090	5.5	20	98.7	8.8	.0096	192,697	.0063	67,392	.0042	.0061	.0121	.0076	.0052
Denver	504.7	.2036	2.4	4,717	84.0	230.1	.2493	6,498,193	.2120	3,310,636	.2021	.2074	.2649	.2457	.2209
Dolores	1.7	.0007	2.5	2	96.9	.6	.0006	11,844	.0004	3,717	.0002	.0005	.0008	.0005	.0002
Douglas	46.5	.0187	84.9	55	98.7	14.4	.0156	637,831	.0208	173,930	.0107	.0173	.0107	.0119	.0189
Eagle	17.0	.0069	27.6	10	98.9	7.1	.0077	238,199	.0078	213,515	.0130	.0092	.0077	.0097	.0113
Elbert	9.5	.0038	38.7	5	98.9	3.3	.0036	95,594	.0031	11,955	.0007	.0024	.0030	.0027	.0025
El Paso	400.0	.1613	29.3	188	90.3	149.9	.1624	4,439,261	.1449	2,573,497	.1572	.1520	.1547	.1807	.1493
Fremont	32.8	.0133	14.4	21	97.5	12.3	.0133	268,169	.0088	99,985	.0061	.0088	.0167	.0126	.0066
Garfield	27.3	.0110	21.3	9	99.0	10.5	.0114	320,868	.0105	221,391	.0135	.0116	.0121	.0120	.0101
Gilpin	2.8	.0011	14.7	19	98.4	1.3	.0014	34,733	.0011	3,876	.0002	.0007	.0010	.0010	.0009
Grand	9.0	.0036	20.4	5	99.2	3.6	.0039	90,489	.0029	54,344	.0033	.0032	.0043	.0046	.0027
Gunnison	10.8	.0044	1.0	3	98.9	4.1	.0045	124,017	.0041	58,277	.0036	.0040	.0045	.0043	.0032
Hinsdale	.5	.0002	22.5	0	99.2	.2	.0002	5,466	.0002	2,154	.0001	.0001	.0002	.0003	.0001
Huerfano	6.6	.0027	2.5	4	98.2	2.6	.0028	46,334	.0015	18,645	.0012	.0018	.0042	.0024	.0012
Jackson	1.8	.0007	-3.4	1	99.3	.7	.0008	14,520	.0004	5,061	.0003	.0004	.0008	.0009	.0003
Jefferson	445.0	.1795	19.7	576	97.7	165.5	.1793	6,408,911	.2092	2,834,971	.1731	.1924	.1321	.1625	.2155
Kiowa	1.8	.0007	-7.0	1	98.2	.6	.0006	14,483	.0005	2,340	.0001	.0003	.0006	.0005	.0004
Kit Carson	7.6	.0031	.0	4	99.3	2.9	.0032	65,035	.0021	43,302	.0027	.0026	.0040	.0034	.0018
Lake	7.0	.0028	-20.7	18	98.5	2.4	.0026	64,271	.0021	21,329	.0013	.0020	.0022	.0026	.0018
La Plata	31.9	.0129	17.3	19	94.8	11.9	.0129	319,043	.0104	215,712	.0131	.0118	.0163	.0138	.0103
Larimer	187.6	.0756	25.8	72	97.8	71.6	.0775	1,971,522	.0644	1,197,147	.0731	.0691	.0813	.0845	.0649
Las Animas	13.9	.0056	-6.7	3	98.3	5.4	.0059	104,938	.0034	52,554	.0032	.0038	.0080	.0052	.0028

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980-88	Pop Per Sq. Mi (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
COLORADO (continued)															
ALL COUNTIES (continued)															
Lincoln	4.6	.0019	-1.4	2	99.3	1.8	.0019	37,070	.0012	35,743	.0022	.0017	.0025	.0022	.0010
Logan	18.8	.0076	-5.1	10	98.9	7.3	.0079	162,832	.0053	105,038	.0064	.0060	.0087	.0091	.0051
Mesa	89.7	.0362	10.0	27	98.5	33.6	.0365	958,195	.0313	526,722	.0322	.0326	.0345	.0373	.0311
Mineral	.8	.0003	-.5	1	97.0	.3	.0003	6,709	.0002	2,792	.0002	.0002	.0003	.0004	.0001
Moffat	13.4	.0054	2.0	3	99.2	4.9	.0053	153,022	.0050	56,609	.0034	.0047	.0045	.0051	.0047
Montezuma	19.1	.0077	15.7	9	88.2	6.8	.0074	149,652	.0049	106,765	.0065	.0059	.0090	.0076	.0047
Montrose	24.9	.0100	2.3	11	98.8	9.3	.0100	236,297	.0077	137,173	.0084	.0083	.0116	.0118	.0070
Morgan	22.4	.0091	-.5	18	99.0	8.4	.0091	189,732	.0062	89,871	.0055	.0066	.0108	.0097	.0054
Otero	20.9	.0084	-7.4	17	98.4	8.0	.0087	151,584	.0049	76,969	.0047	.0056	.0118	.0083	.0042
Ouray	2.3	.0009	19.5	4	96.9	.7	.0008	16,259	.0006	9,330	.0006	.0006	.0007	.0009	.0007
Park	7.7	.0031	44.4	4	98.7	2.9	.0031	77,145	.0025	10,035	.0006	.0021	.0025	.0027	.0021
Phillips	4.2	.0017	-7.5	6	99.1	1.8	.0020	39,701	.0013	21,263	.0013	.0013	.0024	.0017	.0008
Pitkin	11.3	.0046	9.3	12	98.7	5.0	.0054	160,951	.0052	203,630	.0124	.0073	.0061	.0075	.0100
Prowers	14.1	.0057	7.9	9	99.1	5.5	.0059	115,208	.0038	76,822	.0047	.0045	.0081	.0056	.0040
Pueblo	128.7	.0519	2.2	54	96.8	49.8	.0540	1,161,182	.0379	715,012	.0437	.0423	.0650	.0541	.0390
Rio Blanco	6.2	.0025	-.9	2	98.6	2.1	.0023	69,635	.0023	17,192	.0010	.0020	.0019	.0019	.0019
Rio Grande	11.5	.0046	9.4	13	99.3	3.9	.0042	111,388	.0036	46,487	.0029	.0036	.0048	.0040	.0032
Routt	14.0	.0057	4.4	6	99.1	5.4	.0058	158,601	.0052	120,923	.0073	.0060	.0058	.0073	.0064
Saguache	4.0	.0016	1.7	1	97.9	1.4	.0016	27,073	.0009	12,230	.0008	.0009	.0024	.0013	.0007
San Juan	.9	.0004	8.0	2	94.6	.4	.0004	7,815	.0002	3,059	.0002	.0003	.0004	.0005	.0002
San Miguel	3.6	.0014	12.8	3	95.8	1.5	.0016	31,889	.0011	23,775	.0014	.0013	.0021	.0018	.0010
Sedgwick	2.9	.0012	-11.2	5	98.0	1.4	.0015	29,700	.0009	18,272	.0011	.0010	.0017	.0017	.0008
Summit	11.6	.0047	31.1	19	98.9	4.9	.0053	156,301	.0051	162,664	.0100	.0065	.0056	.0072	.0066
Teller	13.0	.0052	61.8	23	99.2	4.6	.0050	107,256	.0035	44,010	.0027	.0036	.0059	.0053	.0029
Washington	5.2	.0021	-2.0	2	99.7	1.9	.0021	43,186	.0014	9,824	.0006	.0013	.0020	.0020	.0010
Weld	138.8	.0560	12.4	35	98.0	51.1	.0553	1,282,909	.0419	599,845	.0366	.0431	.0595	.0563	.0376
Yuma	9.5	.0038	-1.9	4	99.2	3.8	.0042	86,184	.0028	40,840	.0025	.0029	.0053	.0037	.0023
TOTAL METRO COUNTIES	**2,761.0**	**1.1136**	**18.7**	**177**	**93.3**	**1,080.4**	**1.1705**	**34,342,974**	**1.1210**	**18,456,517**	**1.1270**	**1.1211**	**1.0869**	**1.1924**	**1.1533**
TOTAL STATE	**3,369.9**	**1.3593**	**16.6**	**33**	**94.1**	**1,311.4**	**1.4209**	**40,159,997**	**1.3107**	**21,782,218**	**1.3300**	**1.3262**	**1.3711**	**1.4502**	**1.3361**
CONNECTICUT															
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**830.9**	**.3352**	**2.9**	**1,315**	**89.6**	**300.0**	**.3250**	**16,822,724**	**.5491**	**8,315,406**	**.5077**	**.4938**	**.2680**	**.3138**	**.4917**
Fairfield	830.9	.3352	2.9	1,315	89.6	300.0	.3250	16,822,724	.5491	8,315,406	.5077	.4938	.2680	.3138	.4917
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**1,117.4**	**.4507**	**6.3**	**733**	**91.3**	**416.9**	**.4517**	**17,914,122**	**.5846**	**9,342,838**	**.5705**	**.5538**	**.3648**	**.4354**	**.5848**
Hartford	847.0	.3416	4.9	1,146	89.7	320.8	.3476	13,668,600	.4461	7,586,097	.4632	.4304	.2873	.3443	.4604
Middlesex	142.4	.0575	10.4	382	95.2	53.8	.0583	2,323,946	.0758	1,093,581	.0668	.0696	.0426	.0538	.0705
Tolland	128.0	.0516	11.5	311	97.4	42.3	.0458	1,921,576	.0627	663,160	.0405	.0538	.0349	.0373	.0539
NEW HAVEN - WATERBURY - MERIDEN	**793.6**	**.3201**	**4.2**	**1,301**	**89.4**	**295.8**	**.3205**	**12,327,992**	**.4024**	**6,160,142**	**.3761**	**.3779**	**.2730**	**.2993**	**.3927**
New Haven	793.6	.3201	4.2	1,301	89.4	295.8	.3205	12,327,992	.4024	6,160,142	.3761	.3779	.2730	.2993	.3927
NEW LONDON - NORWICH	**253.8**	**.1024**	**6.5**	**379**	**94.4**	**91.1**	**.0987**	**3,583,066**	**.1169**	**1,975,707**	**.1206**	**.1152**	**.0828**	**.1001**	**.1146**
New London	253.8	.1024	6.5	379	94.4	91.1	.0987	3,583,066	.1169	1,975,707	.1206	.1152	.0828	.1001	.1146
ALL COUNTIES															
Fairfield	830.9	.3352	2.9	1,315	89.6	300.0	.3250	16,822,724	.5491	8,315,406	.5077	.4938	.2680	.3138	.4917
Hartford	847.0	.3416	4.9	1,146	89.7	320.8	.3476	13,668,600	.4461	7,586,097	.4632	.4304	.2873	.3443	.4604
Litchfield	169.7	.0684	8.2	184	98.6	63.2	.0685	2,821,855	.0921	1,093,557	.0668	.0797	.0538	.0608	.0760
Middlesex	142.4	.0575	10.4	382	95.2	53.8	.0583	2,323,946	.0758	1,093,581	.0668	.0696	.0426	.0538	.0705
New Haven	793.6	.3201	4.2	1,301	89.4	295.8	.3205	12,327,992	.4024	6,160,142	.3761	.3779	.2730	.2993	.3927
New London	253.8	.1024	6.5	379	94.4	91.1	.0987	3,583,066	.1169	1,975,707	.1206	.1152	.0828	.1001	.1146
Tolland	128.0	.0516	11.5	311	97.4	42.3	.0458	1,921,576	.0627	663,160	.0405	.0538	.0349	.0373	.0539
Windham	101.2	.0408	9.6	197	98.6	36.8	.0399	1,299,240	.0424	575,335	.0352	.0400	.0347	.0383	.0379
TOTAL METRO COUNTIES	**2,995.7**	**1.2084**	**4.8**	**872**	**90.6**	**1,103.8**	**1.1959**	**50,647,904**	**1.6530**	**25,794,093**	**1.5749**	**1.5407**	**.9886**	**1.1486**	**1.5838**
TOTAL STATE	**3,266.6**	**1.3176**	**5.1**	**670**	**91.2**	**1,203.8**	**1.3043**	**54,768,999**	**1.7875**	**27,462,985**	**1.6769**	**1.6604**	**1.0771**	**1.2477**	**1.6977**
DELAWARE															
WILMINGTON	**564.7**	**.2278**	**7.9**	**517**	**83.4**	**203.9**	**.2208**	**7,839,329**	**.2560**	**4,121,303**	**.2517**	**.2489**	**.1912**	**.2171**	**.2513**
New Castle	426.9	.1722	7.2	1,078	81.9	155.0	.1679	5,922,901	.1934	3,499,428	.2137	.1952	.1528	.1726	.1987

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S	% Change 1980-88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S	1988 EBI ($000)	% Of U.S	1988 Retail Sales ($000)	% Of U.S	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
DELAWARE (continued)															
WILMINGTON (continued)															
Cecil, Md.	*71.0*	*.0287*	*17.5*	*198*	*93.4*	*24.5*	*.0265*	*827,836*	*.0270*	*354,764*	*.0217*	*.0258*	*.0209*	*.0251*	*.0241*
Salem, N. J.	*66.8*	*.0269*	*3.3*	*198*	*82.0*	*24.4*	*.0264*	*1,088,592*	*.0356*	*267,111*	*.0163*	*.0279*	*.0175*	*.0194*	*.0285*
ALL COUNTIES															
Kent	110.9	.0447	12.9	186	78.2	38.4	.0416	1,244,999	.0406	765,437	.0467	.0432	.0412	.0463	.0363
New Castle	426.9	.1722	7.2	1,078	81.9	155.0	.1679	5,922,901	.1934	3,499,428	.2137	.1952	.1528	.1726	.1987
Sussex	116.4	.0470	18.8	124	78.3	43.3	.0469	1,197,100	.0390	811,405	.0495	.0439	.0514	.0539	.0440
TOTAL METRO COUNTIES	**426.9**	**.1722**	**7.2**	**1,078**	**81.9**	**155.0**	**.1679**	**5,922,901**	**.1934**	**3,499,428**	**.2137**	**.1952**	**.1528**	**.1726**	**.1987**
TOTAL STATE	**654.2**	**.2639**	**10.1**	**338**	**80.7**	**236.7**	**.2564**	**8,365,000**	**.2730**	**5,076,270**	**.3099**	**.2823**	**.2454**	**.2728**	**.2790**
DISTRICT OF COLUMBIA															
WASHINGTON	**3,729.8**	**1.5045**	**14.7**	**943**	**69.3**	**1,401.6**	**1.5185**	**67,329,950**	**2.1976**	**31,471,548**	**1.9218**	**1.9756**	**1.1173**	**1.4056**	**2.1266**
District of Columbia	623.8	.2516	-2.3	9,902	26.0	255.2	.2765	9,177,000	.2995	3,659,997	.2235	.2670	.2654	.2588	.2659
Calvert, Md.	*50.6*	*.0204*	*46.1*	*238*	*74.9*	*16.7*	*.0181*	*625,339*	*.0204*	*125,516*	*.0076*	*.0165*	*.0125*	*.0127*	*.0166*
Charles, Md.	*97.5*	*.0393*	*34.0*	*216*	*76.0*	*30.4*	*.0330*	*1,189,656*	*.0388*	*360,352*	*.0220*	*.0339*	*.0233*	*.0252*	*.0347*
Frederick, Md.	*144.0*	*.0581*	*25.4*	*217*	*93.0*	*49.1*	*.0532*	*1,887,819*	*.0616*	*881,729*	*.0538*	*.0585*	*.0424*	*.0510*	*.0589*
Montgomery, Md.	*712.5*	*.2874*	*23.0*	*1,439*	*84.4*	*270.5*	*.2930*	*15,109,607*	*.4932*	*6,883,441*	*.4203*	*.4301*	*.1977*	*.2647*	*.4737*
Prince George's, Md.	*700.6*	*.2826*	*5.3*	*1,439*	*51.2*	*250.1*	*.2710*	*11,187,802*	*.3651*	*5,856,907*	*.3576*	*.3464*	*.1899*	*.2691*	*.3757*
Alexandria city, Va.	*112.3*	*.0453*	*8.8*	*7,487*	*71.8*	*56.1*	*.0608*	*2,745,747*	*.0896*	*1,329,285*	*.0812*	*.0781*	*.0366*	*.0557*	*.0778*
Arlington, Va.	*160.6*	*.0648*	*5.2*	*6,177*	*84.0*	*77.0*	*.0834*	*3,801,260*	*.1241*	*1,544,838*	*.0943*	*.1033*	*.0543*	*.0727*	*.1020*
Fairfax, Va.	*747.1*	*.3014*	*25.4*	*1,901*	*88.5*	*272.0*	*.2947*	*15,856,286*	*.5175*	*6,995,250*	*.4272*	*.4472*	*.1873*	*.2525*	*.5149*
Fairfax city, Va.	*20.0*	*.0081*	*-2.6*	*3,333*	*93.3*	*7.3*	*.0080*	*436,237*	*.0142*	*1,032,134*	*.0630*	*.0276*	*.0110*	*.0223*	*.0319*
Falls Church city, Va.	*9.7*	*.0039*	*1.9*	*4,850*	*93.5*	*4.6*	*.0049*	*256,863*	*.0084*	*353,972*	*.0217*	*.0115*	*.0047*	*.0087*	*.0150*
Loudoun, Va.	*75.6*	*.0305*	*31.6*	*145*	*89.1*	*25.6*	*.0277*	*1,150,329*	*.0376*	*476,190*	*.0291*	*.0336*	*.0248*	*.0234*	*.0350*
Manassas city, Va.	*20.8*	*.0083*	*34.2*	*2,080*	*88.3*	*7.1*	*.0077*	*297,275*	*.0097*	*362,274*	*.0221*	*.0131*	*.0088*	*.0112*	*.0102*
Manassas Park city, Va.	*7.4*	*.0030*	*13.4*	*3,700*	*94.2*	*2.3*	*.0025*	*81,469*	*.0027*	*20,884*	*.0013*	*.0023*	*.0021*	*.0018*	*.0026*
Prince William, Va.	*190.8*	*.0770*	*31.9*	*566*	*88.2*	*60.2*	*.0652*	*2,802,091*	*.0915*	*1,338,096*	*.0817*	*.0856*	*.0412*	*.0595*	*.0933*
Stafford, Va.	*56.5*	*.0228*	*39.6*	*208*	*91.1*	*17.4*	*.0188*	*725,170*	*.0237*	*250,683*	*.0154*	*.0209*	*.0153*	*.0163*	*.0184*
TOTAL METRO COUNTIES	**623.8**	**.2516**	**-2.3**	**9,902**	**26.0**	**255.2**	**.2765**	**9,177,000**	**.2995**	**3,659,997**	**.2235**	**.2670**	**.2654**	**.2588**	**.2659**
TOTAL STATE	**623.8**	**.2516**	**-2.3**	**9,902**	**26.0**	**255.2**	**.2765**	**9,177,000**	**.2995**	**3,659,997**	**.2235**	**.2670**	**.2654**	**.2588**	**.2659**
FLORIDA															
BRADENTON	**187.5**	**.0756**	**26.3**	**251**	**90.0**	**81.3**	**.0881**	**2,389,164**	**.0780**	**1,541,405**	**.0941**	**.0823**	**.0934**	**.0989**	**.0760**
Manatee	187.5	.0756	26.3	251	90.0	81.3	.0881	2,389,164	.0780	1,541,405	.0941	.0823	.0934	.0989	.0760
DAYTONA BEACH	**345.9**	**.1395**	**33.7**	**311**	**87.5**	**147.6**	**.1599**	**4,165,522**	**.1360**	**2,453,047**	**.1497**	**.1408**	**.1771**	**.1706**	**.1340**
Volusia	345.9	.1395	33.7	311	87.5	147.6	.1599	4,165,522	.1360	2,453,047	.1497	.1408	.1771	.1706	.1340
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**1,214.3**	**.4898**	**19.3**	**1,003**	**86.2**	**526.5**	**.5705**	**18,729,983**	**.6113**	**11,186,879**	**.6831**	**.6085**	**.5119**	**.6016**	**.6610**
Broward	1,214.3	.4898	19.3	1,003	86.2	526.5	.5705	18,729,983	.6113	11,186,879	.6831	.6085	.5119	.6016	.6610
FORT MYERS - CAPE CORAL	**307.3**	**.1240**	**49.7**	**383**	**91.0**	**131.6**	**.1426**	**4,158,704**	**.1357**	**2,330,074**	**.1423**	**.1354**	**.1393**	**.1582**	**.1404**
Lee	307.3	.1240	49.7	383	91.0	131.6	.1426	4,158,704	.1357	2,330,074	.1423	.1354	.1393	.1582	.1404
FORT PIERCE	**227.5**	**.0918**	**50.5**	**200**	**83.3**	**93.1**	**.1008**	**2,630,903**	**.0858**	**1,670,494**	**.1020**	**.0921**	**.1134**	**.1084**	**.0901**
Martin	93.7	.0378	46.4	169	91.3	39.6	.0429	1,186,864	.0387	673,235	.0411	.0394	.0449	.0440	.0404
St. Lucie	133.8	.0540	53.5	230	77.8	53.5	.0579	1,444,039	.0471	997,259	.0609	.0527	.0675	.0644	.0497
FORT WALTON BEACH	**154.1**	**.0622**	**40.2**	**165**	**88.3**	**56.3**	**.0610**	**1,719,352**	**.0561**	**1,130,070**	**.0690**	**.0612**	**.0600**	**.0706**	**.0588**
Okaloosa	154.1	.0622	40.2	165	88.3	56.3	.0610	1,719,352	.0561	1,130,070	.0690	.0612	.0600	.0706	.0588
GAINESVILLE	**208.8**	**.0842**	**21.8**	**175**	**77.5**	**79.3**	**.0860**	**2,181,812**	**.0712**	**1,441,752**	**.0879**	**.0788**	**.1071**	**.0862**	**.0685**
Alachua	184.6	.0745	22.0	205	77.6	71.5	.0775	2,001,006	.0653	1,327,628	.0810	.0719	.0953	.0778	.0625
Bradford	24.2	.0097	20.9	83	77.0	7.8	.0085	180,806	.0059	114,124	.0069	.0069	.0118	.0084	.0060
JACKSONVILLE	**918.0**	**.3701**	**27.1**	**349**	**76.2**	**348.8**	**.3779**	**11,084,802**	**.3618**	**5,981,874**	**.3652**	**.3644**	**.3607**	**.3809**	**.3501**
Clay	102.0	.0411	52.1	172	93.0	34.6	.0375	1,198,611	.0392	497,780	.0303	.0369	.0288	.0353	.0396
Duval	688.3	.2776	20.5	887	72.2	266.1	.2883	8,446,834	.2757	4,819,743	.2943	.2816	.2805	.2944	.2698
Nassau	46.0	.0185	39.8	71	84.4	16.1	.0174	421,506	.0137	232,366	.0142	.0148	.0187	.0166	.0134
St. Johns	81.7	.0329	59.2	132	84.7	32.0	.0347	1,017,851	.0332	431,985	.0264	.0311	.0327	.0346	.0273
LAKELAND - WINTER HAVEN	**401.6**	**.1619**	**24.9**	**220**	**83.6**	**151.1**	**.1637**	**4,159,465**	**.1358**	**2,446,337**	**.1494**	**.1451**	**.1859**	**.1750**	**.1245**
Polk	401.6	.1619	24.9	220	83.6	151.1	.1637	4,159,465	.1358	2,446,337	.1494	.1451	.1859	.1750	.1245
MELBOURNE - TITUSVILLE - PALM BAY	**389.1**	**.1570**	**42.5**	**391**	**89.8**	**157.4**	**.1705**	**4,575,045**	**.1493**	**2,551,869**	**.1558**	**.1529**	**.1655**	**.1751**	**.1410**

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980-88	Pop Per Sq. Mi (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
FLORIDA (continued)															
MELBOURNE - TITUSVILLE - PALM BAY (continued)															
Brevard	389.1	.1570	42.5	391	89.8	157.4	.1705	4,575,045	.1493	2,551,869	.1558	.1529	.1655	.1751	.1410
MIAMI - HIALEAH	**1,850.4**	**.7463**	**13.8**	**946**	**77.6**	**710.3**	**.7696**	**22,841,426**	**.7455**	**16,170,088**	**.9873**	**.8181**	**.8184**	**.8207**	**.8597**
Dade	1,850.4	.7463	13.8	946	77.6	710.3	.7696	22,841,426	.7455	16,170,088	.9873	.8181	.8184	.8207	.8597
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***3,064.7***	***1.2361***	***15.9***	***968***	***81.0***	***1,236.8***	***1.3401***	***41,571,409***	***1.3568***	***27,356,967***	***1.6704***	***1.4266***	***1.3303***	***1.4223***	***1.5207***
NAPLES	**133.1**	**.0537**	**54.8**	**67**	**93.5**	**56.3**	**.0610**	**1,752,024**	**.0571**	**1,317,285**	**.0805**	**.0635**	**.0755**	**.0681**	**.0714**
Collier	133.1	.0537	54.8	67	93.5	56.3	.0610	1,752,024	.0571	1,317,285	.0805	.0635	.0755	.0681	.0714
OCALA	**189.7**	**.0765**	**54.9**	**118**	**82.9**	**75.0**	**.0813**	**1,781,398**	**.0581**	**1,409,515**	**.0861**	**.0701**	**.1045**	**.0936**	**.0612**
Marion	189.7	.0765	54.9	118	82.9	75.0	.0813	1,781,398	.0581	1,409,515	.0861	.0701	.1045	.0936	.0612
ORLANDO	**989.7**	**.3991**	**41.4**	**387**	**85.1**	**379.1**	**.4106**	**12,437,865**	**.4058**	**8,130,784**	**.4966**	**.4316**	**.4082**	**.4543**	**.4024**
Orange	627.2	.2529	33.2	689	82.7	242.7	.2629	8,042,110	.2625	5,526,356	.3375	.2829	.2651	.2979	.2527
Osceola	95.3	.0385	93.4	71	92.2	37.3	.0404	900,716	.0293	795,403	.0486	.0370	.0515	.0482	.0295
Seminole	267.2	.1077	48.6	897	88.2	99.1	.1073	3,495,037	.1140	1,809,025	.1105	.1117	.0916	.1082	.1202
PANAMA CITY	**132.6**	**.0535**	**35.7**	**175**	**85.7**	**50.8**	**.0550**	**1,190,547**	**.0389**	**940,567**	**.0575**	**.0473**	**.0647**	**.0620**	**.0416**
Bay	132.6	.0535	35.7	175	85.7	50.8	.0550	1,190,547	.0389	940,567	.0575	.0473	.0647	.0620	.0416
PENSACOLA	**355.1**	**.1432**	**22.5**	**211**	**80.1**	**131.0**	**.1421**	**3,933,961**	**.1284**	**2,119,217**	**.1293**	**.1316**	**.1410**	**.1445**	**.1237**
Escambia	284.4	.1147	21.6	430	76.8	105.7	.1146	3,181,599	.1038	1,819,953	.1111	.1081	.1135	.1185	.1018
Santa Rosa	70.7	.0285	26.3	69	93.4	25.3	.0275	752,362	.0246	299,264	.0182	.0235	.0275	.0260	.0219
SARASOTA	**261.4**	**.1055**	**29.2**	**456**	**94.0**	**118.7**	**.1286**	**3,578,392**	**.1168**	**2,418,696**	**.1477**	**.1238**	**.1338**	**.1446**	**.1327**
Sarasota	261.4	.1055	29.2	456	94.0	118.7	.1286	3,578,392	.1168	2,418,696	.1477	.1238	.1338	.1446	.1327
TALLAHASSEE	**230.1**	**.0928**	**20.9**	**193**	**65.3**	**86.3**	**.0935**	**2,559,176**	**.0835**	**1,506,791**	**.0920**	**.0879**	**.1025**	**.0947**	**.0847**
Gadsden	47.1	.0190	13.0	91	36.9	15.0	.0163	313,207	.0102	127,666	.0078	.0113	.0206	.0150	.0088
Leon	183.0	.0738	23.1	271	72.6	71.3	.0772	2,245,969	.0733	1,379,125	.0842	.0766	.0819	.0797	.0759
TAMPA - ST. PETERSBURG - CLEARWATER	**2,033.1**	**.8201**	**26.0**	**798**	**89.3**	**864.3**	**.9366**	**25,596,483**	**.8354**	**14,783,567**	**.9027**	**.8523**	**.9836**	**.9997**	**.8209**
Hernando	90.0	.0363	102.4	189	92.6	37.7	.0409	923,600	.0302	357,795	.0219	.0288	.0440	.0436	.0258
Hillsborough	830.3	.3349	28.3	789	84.5	325.0	.3522	10,012,172	.3268	6,296,872	.3845	.3457	.3768	.3686	.3403
Pasco	266.1	.1073	37.4	361	97.2	117.0	.1268	2,883,516	.0941	1,495,839	.0913	.0958	.1394	.1437	.0835
Pinellas	846.7	.3416	16.2	3,024	91.1	384.6	.4167	11,777,195	.3843	6,633,061	.4050	.3820	.4234	.4438	.3713
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**835.8**	**.3371**	**44.9**	**419**	**85.0**	**361.1**	**.3913**	**13,674,989**	**.4464**	**7,380,468**	**.4506**	**.4259**	**.3616**	**.3938**	**.4709**
Palm Beach	835.8	.3371	44.9	419	85.0	361.1	.3913	13,674,989	.4464	7,380,468	.4506	.4259	.3616	.3938	.4709
ALL COUNTIES															
Alachua	184.6	.0745	22.0	205	77.6	71.5	.0775	2,001,006	.0653	1,327,628	.0810	.0719	.0953	.0778	.0625
Baker	19.4	.0078	26.9	33	82.8	5.7	.0062	145,802	.0048	37,416	.0023	.0047	.0061	.0061	.0039
Bay	132.6	.0535	35.7	175	85.7	50.8	.0550	1,190,547	.0389	940,567	.0575	.0473	.0647	.0620	.0416
Bradford	24.2	.0097	20.9	83	77.0	7.8	.0085	180,806	.0059	114,124	.0069	.0069	.0118	.0084	.0060
Brevard	389.1	.1570	42.5	391	89.8	157.4	.1705	4,575,045	.1493	2,551,869	.1558	.1529	.1655	.1751	.1410
Broward	1,214.3	.4898	19.3	1,003	86.2	526.5	.5705	18,729,983	.6113	11,186,879	.6831	.6085	.5119	.6016	.6610
Calhoun	10.1	.0040	8.7	18	85.4	3.4	.0037	66,717	.0021	40,958	.0025	.0026	.0052	.0033	.0018
Charlotte	93.9	.0379	60.6	136	97.1	43.0	.0465	1,144,415	.0374	580,061	.0354	.0369	.0510	.0499	.0360
Citrus	91.9	.0371	68.0	146	96.0	40.0	.0434	914,659	.0298	439,307	.0269	.0304	.0526	.0439	.0237
Clay	102.0	.0411	52.1	122	93.0	34.6	.0375	1,198,611	.0392	497,780	.0303	.0369	.0288	.0353	.0396
Collier	133.1	.0537	54.8	67	93.5	56.3	.0610	1,752,024	.0571	1,317,285	.0805	.0635	.0755	.0681	.0714
Columbia	42.5	.0172	20.1	53	78.2	15.4	.0167	393,212	.0129	289,704	.0177	.0152	.0206	.0180	.0135
Dade	1,850.4	.7463	13.8	946	77.6	710.3	.7696	22,841,426	.7455	16,170,088	.9873	.8181	.8184	.8207	.8597
De Soto	23.1	.0093	21.3	36	78.9	8.2	.0088	195,194	.0063	139,361	.0085	.0076	.0119	.0099	.0053
Dixie	9.7	.0040	25.1	14	86.8	3.5	.0038	76,082	.0025	42,350	.0026	.0029	.0054	.0037	.0018
Duval	688.3	.2776	20.5	887	72.2	266.1	.2883	8,446,834	.2757	4,819,743	.2943	.2816	.2805	.2944	.2698
Escambia	284.4	.1147	21.6	430	76.8	105.7	.1146	3,181,599	.1038	1,819,953	.1111	.1081	.1135	.1185	.1018
Flagler	21.0	.0085	92.4	43	86.4	9.3	.0101	243,348	.0080	57,345	.0035	.0068	.0098	.0094	.0063
Franklin	8.5	.0034	11.0	16	83.8	3.1	.0033	64,031	.0021	31,304	.0019	.0022	.0048	.0028	.0014
Gadsden	47.1	.0190	13.0	91	36.9	15.0	.0163	313,207	.0102	127,666	.0078	.0113	.0206	.0150	.0088
Gilchrist	7.3	.0029	26.6	21	92.7	2.5	.0027	55,979	.0018	16,670	.0010	.0019	.0034	.0024	.0015
Glades	7.5	.0031	25.2	10	78.8	2.8	.0030	61,960	.0020	10,436	.0007	.0018	.0033	.0027	.0016
Gulf	12.0	.0048	12.6	21	77.4	4.3	.0047	106,281	.0035	36,049	.0022	.0033	.0055	.0034	.0033
Hamilton	9.5	.0038	8.4	18	59.0	3.1	.0033	70,449	.0023	42,138	.0026	.0026	.0045	.0034	.0019
Hardee	22.1	.0090	8.6	35	90.3	7.5	.0081	138,586	.0045	113,729	.0069	.0062	.0135	.0079	.0039
Hendry	25.0	.0100	34.4	21	76.6	8.4	.0091	218,032	.0071	152,571	.0093	.0084	.0125	.0097	.0061
Hernando	90.0	.0363	102.4	189	92.6	37.7	.0409	923,600	.0302	357,795	.0219	.0288	.0440	.0436	.0258
Highlands	65.4	.0264	37.6	64	83.9	28.0	.0303	690,803	.0225	350,348	.0213	.0231	.0370	.0310	.0199
Hillsborough	830.3	.3349	28.3	789	84.5	325.0	.3522	10,012,172	.3268	6,296,872	.3845	.3457	.3768	.3686	.3403

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980-88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
FLORIDA (continued)															
ALL COUNTIES (continued)															
Holmes	16.5	.0067	12.1	34	96.8	6.2	.0067	136,789	.0045	40,724	.0025	.0043	.0081	.0059	.0034
Indian River	87.2	.0352	45.6	175	85.1	36.4	.0394	1,127,355	.0367	601,755	.0368	.0364	.0431	.0405	.0363
Jackson	44.1	.0177	12.6	47	71.0	15.2	.0165	342,188	.0112	189,206	.0115	.0126	.0206	.0159	.0096
Jefferson	11.9	.0048	11.2	20	49.2	4.1	.0044	92,147	.0030	45,061	.0028	.0033	.0066	.0039	.0023
Lafayette	4.8	.0020	19.0	9	91.8	1.5	.0017	33,065	.0011	8,618	.0005	.0011	.0020	.0014	.0009
Lake	145.6	.0587	38.8	153	85.5	61.6	.0667	1,609,109	.0525	949,015	.0579	.0554	.0757	.0742	.0476
Lee	307.3	.1240	49.7	383	91.0	131.6	.1426	4,158,704	.1357	2,330,074	.1423	.1354	.1393	.1582	.1404
Leon	183.0	.0738	23.1	271	72.6	71.3	.0772	2,245,969	.0733	1,379,125	.0842	.0766	.0819	.0797	.0759
Levy	25.7	.0103	29.3	23	81.8	9.7	.0106	218,174	.0072	86,808	.0053	.0072	.0133	.0106	.0056
Liberty	4.8	.0020	12.7	6	87.6	1.7	.0018	41,952	.0013	9,579	.0006	.0013	.0024	.0016	.0010
Madison	15.9	.0064	6.8	22	54.3	5.3	.0057	117,661	.0039	73,979	.0045	.0046	.0076	.0060	.0033
Manatee	187.5	.0756	26.3	251	90.0	81.3	.0881	2,389,164	.0780	1,541,405	.0941	.0823	.0934	.0989	.0760
Marion	189.7	.0765	54.9	118	82.9	75.0	.0813	1,781,398	.0581	1,409,515	.0861	.0701	.1045	.0936	.0612
Martin	93.7	.0378	46.4	169	91.3	39.6	.0429	1,186,864	.0387	673,235	.0411	.0394	.0449	.0440	.0404
Monroe	76.7	.0310	21.4	74	91.8	34.8	.0377	1,067,125	.0349	596,696	.0364	.0345	.0404	.0416	.0319
Nassau	46.0	.0185	39.8	71	84.4	16.1	.0174	421,506	.0137	232,366	.0142	.0148	.0187	.0166	.0134
Okaloosa	154.1	.0622	40.2	165	88.3	56.3	.0610	1,719,352	.0561	1,130,070	.0690	.0612	.0600	.0706	.0588
Okeechobee	29.2	.0118	44.1	38	89.7	11.0	.0120	252,875	.0083	191,851	.0117	.0101	.0176	.0132	.0080
Orange	627.2	.2529	33.2	689	82.7	242.7	.2629	8,042,110	.2625	5,526,356	.3375	.2829	.2651	.2979	.2527
Osceola	95.3	.0385	93.4	71	92.2	37.3	.0404	900,718	.0293	795,403	.0486	.0370	.0515	.0482	.0295
Palm Beach	835.8	.3371	44.9	419	85.0	361.1	.3913	13,674,989	.4464	7,380,468	.4506	.4259	.3616	.3938	.4709
Pasco	266.1	.1073	37.4	361	97.2	117.0	.1268	2,883,516	.0941	1,495,839	.0913	.0958	.1394	.1437	.0835
Pinellas	846.7	.3416	16.2	3,024	91.1	384.6	.4167	11,777,195	.3843	6,633,061	.4050	.3820	.4234	.4438	.3713
Polk	401.6	.1619	24.9	220	83.6	151.1	.1637	4,159,465	.1358	2,446,337	.1494	.1451	.1859	.1750	.1245
Putnam	63.3	.0256	25.2	86	77.1	24.3	.0263	621,611	.0203	307,804	.0188	.0208	.0315	.0249	.0192
St. Johns	81.7	.0329	59.2	132	84.7	32.0	.0347	1,017,851	.0332	431,985	.0264	.0311	.0327	.0346	.0273
St. Lucie	133.8	.0540	53.5	230	77.8	53.5	.0579	1,444,039	.0471	997,259	.0609	.0527	.0675	.0644	.0497
Santa Rosa	70.7	.0285	26.3	69	93.4	25.3	.0275	752,362	.0246	299,264	.0182	.0235	.0275	.0260	.0219
Sarasota	261.4	.1055	29.2	456	94.0	118.7	.1286	3,578,392	.1168	2,418,696	.1477	.1238	.1338	.1446	.1327
Seminole	267.2	.1077	48.6	897	88.2	99.1	.1073	3,495,037	.1140	1,809,025	.1105	.1117	.0916	.1082	.1202
Sumter	31.1	.0126	28.1	55	78.7	11.8	.0128	253,337	.0083	172,203	.0105	.0099	.0174	.0132	.0065
Suwannee	26.9	.0108	20.7	39	80.3	9.8	.0106	244,452	.0080	141,881	.0087	.0086	.0136	.0109	.0076
Taylor	18.6	.0075	12.5	18	75.7	6.9	.0075	182,445	.0059	86,470	.0052	.0061	.0090	.0061	.0055
Union	11.4	.0046	12.1	46	67.3	2.4	.0026	69,355	.0023	21,377	.0014	.0025	.0030	.0024	.0014
Volusia	345.9	.1395	33.7	311	87.5	147.6	.1599	4,165,522	.1360	2,453,047	.1497	.1408	.1771	.1706	.1340
Wakulla	14.4	.0059	32.3	24	81.4	5.0	.0055	119,364	.0038	23,128	.0014	.0035	.0058	.0047	.0032
Walton	28.1	.0113	31.9	26	87.8	11.2	.0121	253,276	.0083	102,519	.0063	.0083	.0153	.0108	.0071
Washington	16.3	.0066	12.3	28	81.8	6.3	.0068	140,155	.0046	55,114	.0034	.0046	.0087	.0062	.0038
TOTAL METRO COUNTIES	**11,365.1**	**4.5839**	**27.9**	**386**	**84.0**	**4,605.9**	**4.9906**	**145,141,013**	**4.7369**	**88,910,779**	**5.4288**	**4.9136**	**5.1071**	**5.3015**	**4.9136**
TOTAL STATE	**12,506.5**	**5.0446**	**28.3**	**231**	**84.1**	**5,059.3**	**5.4817**	**156,648,998**	**5.1126**	**94,994,314**	**5.8003**	**5.3053**	**5.6959**	**5.8030**	**5.2497**
GEORGIA															
ALBANY	**119.2**	**.0480**	**6.1**	**173**	**56.0**	**40.5**	**.0439**	**1,147,320**	**.0374**	**834,466**	**.0509**	**.0436**	**.0480**	**.0460**	**.0439**
Dougherty	103.0	.0415	2.3	312	53.2	35.2	.0381	972,401	.0317	823,826	.0503	.0393	.0437	.0424	.0393
Lee	16.2	.0065	38.7	45	73.6	5.3	.0058	174,919	.0057	10,640	.0006	.0043	.0043	.0036	.0046
ATHENS	**149.0**	**.0602**	**14.6**	**159**	**79.7**	**55.0**	**.0595**	**1,481,155**	**.0483**	**934,387**	**.0583**	**.0537**	**.0697**	**.0634**	**.0472**
Clarke	81.9	.0331	9.9	671	73.0	31.2	.0338	862,869	.0281	767,958	.0469	.0348	.0425	.0385	.0298
Jackson	29.7	.0120	17.2	87	87.8	10.6	.0114	276,957	.0090	129,472	.0079	.0092	.0125	.0118	.0083
Madison	21.3	.0086	20.0	75	87.7	7.5	.0081	169,425	.0055	19,559	.0012	.0049	.0082	.0082	.0041
Oconee	16.1	.0065	29.6	87	88.5	5.7	.0062	171,904	.0057	37,398	.0023	.0048	.0065	.0049	.0050
ATLANTA	**2,766.4**	**1.1160**	**29.4**	**537**	**75.3**	**1,033.6**	**1.1200**	**37,869,940**	**1.2360**	**22,255,492**	**1.3589**	**1.2487**	**.9822**	**1.1490**	**1.2732**
Barrow	27.6	.0112	29.2	169	83.6	9.8	.0106	243,881	.0080	151,920	.0093	.0091	.0119	.0116	.0072
Butts	16.4	.0066	20.0	88	57.7	4.9	.0054	151,550	.0049	34,206	.0021	.0044	.0053	.0047	.0039
Cherokee	83.5	.0337	61.5	197	97.2	28.4	.0308	891,640	.0291	253,850	.0155	.0260	.0251	.0279	.0252
Clayton	180.4	.0728	20.0	1,219	91.2	64.6	.0700	2,210,021	.0721	1,753,581	.1071	.0826	.0599	.0834	.0800
Cobb	427.0	.1722	43.4	1,245	94.3	164.6	.1783	7,424,046	.2423	3,593,333	.2194	.2213	.1209	.1661	.2359
Coweta	50.1	.0202	27.6	113	70.2	17.8	.0193	543,985	.0178	231,585	.0141	.0172	.0193	.0173	.0163
De Kalb	548.1	.2211	13.5	2,030	66.9	210.2	.2277	7,907,709	.2581	5,803,326	.3543	.2795	.1938	.2618	.2776
Douglas	76.2	.0308	39.6	375	93.8	24.9	.0270	815,941	.0267	381,406	.0233	.0264	.0232	.0255	.0282
Fayette	56.9	.0230	95.9	286	94.6	19.3	.0209	786,571	.0257	173,039	.0106	.0205	.0141	.0138	.0223
Forsyth	42.0	.0170	50.2	186	99.4	15.1	.0164	466,214	.0152	134,742	.0082	.0136	.0131	.0154	.0139
Fulton	648.6	.2616	10.0	1,215	45.0	261.7	.2836	9,005,540	.2940	6,914,321	.4222	.3260	.3163	.3105	.3228

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980-88	Pop. Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
GEORGIA (continued)															
ATLANTA (continued)															
Gwinnett	329.3	.1328	97.4	757	96.4	116.8	.1265	4,525,564	.1477	1,603,327	.0979	.1297	.0813	.1105	.1488
Henry	53.5	.0216	47.3	167	80.1	18.3	.0198	578,127	.0188	140,628	.0086	.0162	.0148	.0169	.0158
Newton	44.2	.0178	27.5	160	72.0	14.9	.0161	412,374	.0134	169,574	.0103	.0133	.0164	.0167	.0134
Paulding	36.1	.0145	38.3	116	94.6	12.7	.0137	335,628	.0109	89,255	.0055	.0100	.0123	.0120	.0091
Rockdale	54.2	.0219	48.2	411	89.5	18.1	.0197	683,396	.0223	330,881	.0202	.0217	.0148	.0185	.0225
Spalding	55.0	.0222	14.8	276	70.1	19.1	.0207	544,344	.0178	373,022	.0228	.0203	.0250	.0234	.0202
Walton	37.3	.0150	19.5	113	76.6	12.4	.0135	343,409	.0112	123,488	.0075	.0109	.0147	.0128	.0101
AUGUSTA	**405.0**	**.1634**	**17.1**	**206**	**66.9**	**145.0**	**.1571**	**4,283,702**	**.1398**	**2,292,124**	**.1399**	**.1445**	**.1604**	**.1612**	**.1461**
Columbia	63.1	.0254	57.3	218	82.5	21.8	.0236	727,677	.0237	146,276	.0089	.0196	.0177	.0199	.0216
McDuffie	20.9	.0085	12.7	82	60.9	7.5	.0081	164,328	.0054	127,912	.0078	.0068	.0111	.0088	.0057
Richmond	199.2	.0803	9.7	611	58.6	69.4	.0752	2,048,489	.0669	1,402,121	.0856	.0751	.0820	.0828	.0759
Aiken, S. C.	*121.8*	*.0492*	*15.3*	*112*	*73.5*	*46.3*	*.0502*	*1,343,208*	*.0438*	*615,815*	*.0376*	*.0430*	*.0496*	*.0497*	*.0429*
COLUMBUS	**256.2**	**.1033**	**7.1**	**232**	**61.2**	**90.0**	**.0976**	**2,481,889**	**.0810**	**1,429,648**	**.0873**	**.0872**	**.1070**	**.1043**	**.0816**
Chattahoochee	21.1	.0085	-2.9	84	61.3	3.6	.0039	244,345	.0079	3,662	.0002	.0057	.0021	.0044	.0026
Muscogee	184.6	.0745	8.5	847	62.4	67.6	.0733	1,840,851	.0601	1,253,672	.0766	.0679	.0781	.0816	.0680
Russell, Ala.	*50.5*	*.0203*	*6.6*	*80*	*56.7*	*18.8*	*.0204*	*396,693*	*.0130*	*172,314*	*.0105*	*.0136*	*.0268*	*.0183*	*.0110*
MACON - WARNER ROBINS	**290.1**	**.1171**	**10.1**	**246**	**63.7**	**104.0**	**.1128**	**3,250,898**	**.1062**	**1,951,010**	**.1191**	**.1123**	**.1138**	**.1132**	**.1116**
Bibb	157.2	.0634	4.6	621	58.2	57.5	.0623	1,714,519	.0559	1,255,485	.0766	.0636	.0677	.0646	.0661
Houston	90.8	.0366	17.0	239	76.6	32.0	.0347	1,080,801	.0353	581,411	.0355	.0357	.0317	.0354	.0337
Jones	20.5	.0083	23.7	52	66.9	6.9	.0075	230,998	.0076	18,043	.0011	.0058	.0055	.0057	.0059
Peach	21.6	.0088	12.8	143	46.2	7.6	.0083	224,580	.0074	96,071	.0059	.0072	.0089	.0075	.0059
SAVANNAH	**247.7**	**.0999**	**12.3**	**267**	**60.9**	**90.8**	**.0984**	**2,749,514**	**.0897**	**1,748,783**	**.1068**	**.0968**	**.1041**	**.1010**	**.1004**
Chatham	223.7	.0902	10.6	504	58.9	82.5	.0894	2,491,574	.0813	1,711,154	.1045	.0900	.0969	.0944	.0932
Effingham	24.0	.0097	31.0	50	79.2	8.3	.0090	257,940	.0084	37,629	.0023	.0068	.0072	.0066	.0072
ALL COUNTIES															
Appling	17.1	.0069	9.9	34	77.7	5.6	.0061	126,916	.0041	79,832	.0048	.0050	.0081	.0064	.0043
Atkinson	6.6	.0026	7.5	19	69.9	2.0	.0022	35,607	.0012	15,015	.0010	.0012	.0032	.0018	.0009
Bacon	9.9	.0040	5.6	35	83.4	3.6	.0039	91,977	.0030	41,192	.0025	.0031	.0047	.0037	.0026
Baker	3.6	.0015	-5.5	10	46.9	1.2	.0013	23,088	.0007	4,331	.0002	.0008	.0017	.0010	.0005
Baldwin	39.3	.0158	13.3	152	59.5	12.1	.0131	411,910	.0135	226,032	.0138	.0140	.0136	.0141	.0124
Banks	10.7	.0043	23.0	46	94.3	3.8	.0041	79,679	.0026	17,335	.0011	.0024	.0043	.0042	.0020
Barrow	27.6	.0112	29.2	169	83.6	9.8	.0106	243,881	.0080	151,920	.0093	.0091	.0119	.0116	.0072
Bartow	52.0	.0209	27.6	114	86.9	18.3	.0198	458,953	.0149	287,805	.0176	.0170	.0218	.0231	.0167
Ben Hill	17.8	.0072	11.3	70	67.1	6.6	.0072	144,201	.0047	86,625	.0052	.0054	.0098	.0068	.0052
Berrien	14.4	.0058	6.5	32	85.9	5.2	.0056	126,074	.0042	54,670	.0034	.0042	.0059	.0060	.0037
Bibb	157.2	.0634	4.6	621	58.2	57.5	.0623	1,714,519	.0559	1,255,485	.0766	.0636	.0677	.0646	.0661
Bleckley	10.6	.0043	-1.6	48	75.4	3.7	.0040	98,614	.0032	37,943	.0024	.0032	.0048	.0036	.0032
Brantley	11.1	.0045	27.6	25	92.5	3.9	.0042	107,540	.0035	10,298	.0006	.0028	.0034	.0036	.0030
Brooks	15.2	.0061	-.4	31	52.3	5.2	.0057	111,814	.0037	55,777	.0034	.0041	.0076	.0050	.0033
Bryan	15.6	.0063	53.3	35	76.1	5.0	.0054	101,471	.0033	32,613	.0020	.0035	.0060	.0056	.0026
Bulloch	38.1	.0154	6.5	56	70.6	12.7	.0138	323,616	.0106	252,702	.0154	.0130	.0179	.0158	.0111
Burke	21.5	.0087	11.1	26	43.3	7.0	.0075	174,596	.0057	79,597	.0049	.0061	.0102	.0069	.0058
Butts	16.4	.0066	20.0	88	57.7	4.9	.0054	151,550	.0049	34,206	.0021	.0044	.0053	.0047	.0039
Calhoun	5.5	.0022	-3.8	19	39.4	1.5	.0016	31,851	.0010	12,110	.0007	.0012	.0023	.0013	.0008
Camden	21.7	.0087	62.3	33	64.8	6.9	.0075	189,338	.0062	114,414	.0070	.0069	.0091	.0076	.0055
Candler	7.6	.0031	1.1	31	65.1	2.7	.0029	56,254	.0019	44,406	.0027	.0023	.0046	.0030	.0017
Carroll	69.6	.0281	23.5	139	80.8	24.4	.0264	686,082	.0224	358,566	.0219	.0234	.0275	.0273	.0207
Catoosa	41.4	.0167	11.9	254	98.8	14.8	.0161	388,950	.0126	276,124	.0169	.0147	.0209	.0177	.0144
Charlton	8.4	.0034	14.4	11	67.9	2.8	.0030	70,690	.0024	26,866	.0016	.0024	.0029	.0032	.0020
Chatham	223.7	.0902	10.6	504	58.9	82.5	.0894	2,491,574	.0813	1,711,154	.1045	.0900	.0969	.0944	.0932
Chattahoochee	21.1	.0085	-2.9	84	61.3	3.6	.0039	244,345	.0079	3,662	.0002	.0057	.0021	.0044	.0026
Chattooga	21.9	.0088	.2	70	90.2	8.0	.0086	184,851	.0061	120,416	.0073	.0070	.0110	.0097	.0059
Cherokee	83.5	.0337	61.5	197	97.2	28.4	.0308	891,640	.0291	253,850	.0155	.0260	.0251	.0279	.0252
Clarke	81.9	.0331	9.9	671	73.0	31.2	.0338	862,869	.0281	767,958	.0469	.0348	.0425	.0385	.0298
Clay	3.3	.0013	-7.1	17	34.8	1.2	.0013	23,928	.0008	7,172	.0005	.0008	.0022	.0009	.0006
Clayton	180.4	.0723	20.0	1,219	91.2	64.6	.0700	2,210,021	.0721	1,753,581	.1071	.0826	.0599	.0834	.0800
Clinch	7.0	.0028	5.1	9	67.7	2.3	.0025	56,788	.0019	14,413	.0008	.0019	.0028	.0022	.0014
Cobb	427.0	.1722	43.4	1,245	94.3	164.6	.1783	7,424,046	.2423	3,593,333	.2194	.2213	.1209	.1661	.2359
Coffee	30.9	.0125	14.9	51	72.1	10.6	.0115	236,137	.0077	165,241	.0101	.0094	.0147	.0124	.0080
Colquitt	37.2	.0150	5.2	67	74.2	13.5	.0147	327,102	.0107	182,240	.0112	.0117	.0177	.0149	.0100
Columbia	63.1	.0254	57.3	218	82.5	21.8	.0236	727,677	.0237	146,276	.0089	.0196	.0177	.0199	.0216
Cook	14.2	.0058	5.3	61	67.0	5.0	.0054	118,545	.0039	49,291	.0030	.0040	.0060	.0039	.0035
Coweta	50.1	.0202	27.6	113	70.2	17.8	.0193	543,985	.0178	231,585	.0141	.0172	.0193	.0175	.0163
Crawford	8.6	.0034	11.9	26	57.3	2.5	.0027	70,688	.0023	6,029	.0004	.0019	.0023	.0020	.0019

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S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980-88	Pop. Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
GEORGIA (continued)															
ALL COUNTIES (continued)															
Crisp	20.3	.0082	4.2	74	57.7	7.2	.0078	153,061	.0050	181,372	.0111	.0074	.0126	.0091	.0055
Dade	12.9	.0052	4.7	73	98.5	4.3	.0047	90,947	.0029	42,891	.0026	.0034	.0063	.0050	.0025
Dawson	7.7	.0031	61.3	37	99.1	2.8	.0030	61,883	.0020	11,889	.0007	.0018	.0031	.0028	.0016
Decatur	26.8	.0108	5.1	46	58.0	9.2	.0100	230,754	.0076	123,745	.0076	.0083	.0117	.0107	.0072
De Kalb	548.1	.2211	13.5	2,030	66.9	210.2	.2277	7,907,709	.2581	5,803,326	.3543	.2795	.1938	.2618	.2776
Dodge	16.9	.0068	-.3	34	71.0	6.0	.0065	137,311	.0044	99,366	.0061	.0054	.0090	.0067	.0040
Dooly	10.3	.0042	-4.9	26	48.1	3.7	.0040	63,093	.0021	60,285	.0037	.0030	.0057	.0042	.0021
Dougherty	103.0	.0415	2.3	312	53.2	35.2	.0381	972,401	.0317	823,826	.0503	.0393	.0437	.0424	.0393
Douglas	76.2	.0308	39.6	375	93.8	24.9	.0270	815,941	.0267	381,406	.0233	.0264	.0232	.0255	.0282
Early	12.8	.0051	-2.7	25	53.8	4.6	.0050	97,068	.0031	47,488	.0029	.0036	.0069	.0041	.0029
Echols	2.5	.0010	8.8	6	79.9	.8	.0009	20,903	.0007	565	.0000	.0005	.0008	.0007	.0005
Effingham	24.0	.0097	31.0	50	79.2	8.3	.0090	257,940	.0084	37,629	.0023	.0068	.0072	.0066	.0072
Elbert	19.1	.0077	1.8	52	66.5	7.1	.0077	156,955	.0052	117,047	.0071	.0062	.0098	.0084	.0048
Emanuel	22.2	.0090	6.8	32	65.6	7.6	.0082	153,199	.0050	109,476	.0067	.0063	.0119	.0083	.0058
Evans	8.3	.0033	-1.5	45	62.3	3.1	.0034	66,568	.0021	51,554	.0032	.0028	.0048	.0038	.0021
Fannin	16.4	.0066	11.2	43	99.6	6.3	.0068	115,956	.0038	60,168	.0036	.0043	.0100	.0063	.0033
Fayette	56.9	.0230	95.9	286	94.6	19.3	.0209	786,571	.0257	173,039	.0106	.0205	.0141	.0138	.0223
Floyd	81.6	.0329	2.3	157	85.4	30.4	.0329	830,493	.0271	452,796	.0277	.0284	.0342	.0349	.0299
Forsyth	42.0	.0170	50.2	186	99.4	15.1	.0164	466,214	.0152	134,742	.0082	.0136	.0131	.0154	.0139
Franklin	17.0	.0068	12.0	64	88.6	6.3	.0068	144,859	.0047	110,229	.0067	.0057	.0084	.0077	.0044
Fulton	648.6	.2616	10.0	1,215	45.0	261.7	.2836	9,005,540	.2940	6,914,321	.4222	.3260	.3163	.3105	.3228
Gilmer	13.3	.0054	19.7	31	99.7	4.8	.0052	95,166	.0031	49,130	.0030	.0035	.0064	.0052	.0026
Glascock	2.4	.0010	.8	17	82.0	.8	.0008	19,145	.0006	3,288	.0002	.0005	.0010	.0007	.0005
Glynn	61.3	.0247	11.5	149	70.8	23.4	.0254	645,606	.0211	406,769	.0248	.0230	.0268	.0265	.0243
Gordon	34.1	.0137	13.4	96	94.9	12.0	.0130	303,776	.0099	194,327	.0119	.0111	.0138	.0157	.0129
Grady	23.0	.0093	15.9	50	65.1	7.7	.0083	152,393	.0049	101,885	.0062	.0063	.0123	.0081	.0046
Greene	12.1	.0049	6.2	31	44.3	4.0	.0044	84,527	.0028	39,310	.0024	.0031	.0058	.0043	.0024
Gwinnett	329.3	.1328	97.4	757	96.4	116.8	.1265	4,525,564	.1477	1,603,327	.0979	.1297	.0813	.1105	.1488
Habersham	28.0	.0113	11.9	101	93.6	10.0	.0109	271,303	.0089	159,359	.0098	.0097	.0119	.0119	.0097
Hall	92.0	.0371	21.6	243	89.6	33.3	.0360	1,088,504	.0355	590,220	.0360	.0359	.0340	.0375	.0353
Hancock	9.7	.0039	2.5	21	19.8	3.0	.0033	55,671	.0018	16,366	.0010	.0020	.0046	.0028	.0012
Haralson	21.0	.0085	14.0	74	91.7	7.8	.0084	179,354	.0058	69,332	.0042	.0060	.0096	.0086	.0051
Harris	18.3	.0074	18.3	39	62.6	6.6	.0072	171,793	.0057	19,300	.0012	.0047	.0072	.0054	.0047
Hart	20.0	.0081	7.6	87	75.6	7.0	.0076	163,991	.0053	64,737	.0040	.0054	.0081	.0080	.0048
Heard	7.6	.0030	16.6	26	80.7	2.5	.0027	69,254	.0023	11,708	.0007	.0020	.0025	.0026	.0021
Henry	53.5	.0216	47.3	167	80.1	18.3	.0198	578,127	.0188	140,628	.0086	.0162	.0148	.0169	.0158
Houston	90.8	.0366	17.0	239	76.6	32.0	.0347	1,080,801	.0353	581,411	.0355	.0357	.0317	.0354	.0337
Irwin	9.3	.0038	3.5	26	66.4	3.3	.0036	69,929	.0023	14,876	.0009	.0022	.0044	.0031	.0017
Jackson	29.7	.0120	17.2	87	87.8	10.6	.0114	276,957	.0090	129,472	.0079	.0092	.0125	.0118	.0083
Jasper	8.5	.0034	12.5	23	56.6	3.1	.0034	86,421	.0029	13,522	.0008	.0024	.0032	.0032	.0020
Jeff Davis	12.4	.0050	8.1	37	82.3	4.4	.0048	87,776	.0028	61,151	.0037	.0036	.0070	.0054	.0032
Jefferson	19.1	.0077	3.8	36	42.3	6.6	.0071	144,678	.0047	75,257	.0046	.0052	.0093	.0065	.0043
Jenkins	8.8	.0035	-.5	25	55.9	2.9	.0032	54,460	.0018	33,898	.0021	.0022	.0055	.0027	.0015
Johnson	8.9	.0036	2.8	29	65.4	3.2	.0034	65,114	.0021	13,740	.0008	.0020	.0044	.0026	.0018
Jones	20.5	.0083	23.7	52	66.9	6.9	.0075	230,998	.0076	18,043	.0011	.0058	.0055	.0057	.0059
Lamar	13.5	.0054	10.5	73	62.6	4.8	.0052	116,945	.0038	37,738	.0023	.0037	.0058	.0050	.0030
Lanier	5.8	.0024	2.6	30	72.8	2.0	.0022	45,045	.0015	11,179	.0007	.0015	.0024	.0019	.0011
Laurens	39.7	.0160	7.3	49	64.2	14.0	.0151	373,653	.0122	295,959	.0181	.0147	.0188	.0169	.0142
Lee	6.2	.0065	38.7	45	73.6	5.3	.0058	174,919	.0057	10,640	.0006	.0043	.0043	.0036	.0046
Liberty	46.4	.0187	23.5	90	58.1	13.0	.0141	404,523	.0132	134,328	.0083	.0127	.0154	.0161	.0096
Lincoln	7.6	.0031	13.2	39	54.6	2.3	.0025	51,117	.0016	13,871	.0008	.0018	.0029	.0023	.0015
Long	5.2	.0021	14.9	13	71.8	1.8	.0019	41,337	.0014	3,000	.0002	.0011	.0020	.0015	.0009
Lowndes	75.6	.0306	11.5	150	66.5	26.4	.0286	661,577	.0216	491,154	.0300	.0260	.0341	.0330	.0239
Lumpkin	12.8	.0051	18.9	45	95.8	4.3	.0047	126,769	.0041	43,515	.0026	.0038	.0045	.0048	.0029
McDuffie	20.9	.0085	12.7	82	60.9	7.5	.0081	164,328	.0054	127,912	.0078	.0068	.0111	.0088	.0057
McIntosh	9.4	.0038	16.8	22	51.7	3.1	.0034	61,926	.0020	28,231	.0018	.0022	.0044	.0029	.0017
Macon	14.4	.0058	2.8	36	40.7	5.0	.0054	122,314	.0040	33,190	.0020	.0038	.0061	.0047	.0030
Madison	21.3	.0086	20.0	75	87.7	7.5	.0081	169,425	.0055	19,559	.0012	.0049	.0082	.0082	.0041
Marion	5.5	.0022	3.8	15	50.7	1.8	.0020	37,975	.0013	16,871	.0010	.0014	.0025	.0020	.0008
Meriwether	21.9	.0088	3.2	43	51.9	7.2	.0078	198,259	.0064	74,531	.0046	.0062	.0079	.0068	.0057
Miller	7.1	.0029	.9	25	69.0	2.7	.0029	46,480	.0016	18,953	.0011	.0018	.0042	.0027	.0013
Mitchell	21.9	.0088	3.7	43	48.9	7.0	.0076	163,692	.0053	81,151	.0050	.0059	.0101	.0068	.0056
Monroe	17.2	.0070	17.7	43	59.1	5.6	.0060	133,413	.0044	49,840	.0030	.0045	.0068	.0059	.0038
Montgomery	7.3	.0029	4.1	30	66.1	2.3	.0025	55,127	.0017	55,267	.0034	.0024	.0033	.0030	.0019
Morgan	12.9	.0052	11.5	37	55.9	4.3	.0047	98,876	.0033	79,817	.0049	.0042	.0064	.0051	.0027
Murray	24.8	.0100	26.0	72	99.4	8.7	.0094	203,254	.0066	89,284	.0054	.0070	.0123	.0105	.0056

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980-88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
GEORGIA (continued)															
ALL COUNTIES (continued)															
Muscogee	184.6	.0745	8.5	847	62.4	67.6	.0733	1,840,851	.0601	1,253,672	.0766	.0679	.0781	.0816	.0680
Newton	44.2	.0178	27.5	160	72.0	14.9	.0161	412,374	.0134	169,574	.0103	.0133	.0164	.0167	.0134
Oconee	16.1	.0065	29.6	87	88.5	5.7	.0062	171,904	.0057	37,398	.0023	.0048	.0065	.0049	.0050
Oglethorpe	9.9	.0040	10.9	22	65.5	3.7	.0040	89,834	.0029	28,566	.0017	.0028	.0041	.0036	.0024
Paulding	36.1	.0145	38.3	116	94.6	12.7	.0137	335,628	.0109	89,255	.0055	.0100	.0123	.0120	.0091
Peach	21.6	.0088	12.8	143	46.2	7.6	.0083	224,580	.0074	96,071	.0059	.0072	.0089	.0075	.0059
Pickens	13.9	.0056	19.3	60	97.2	5.1	.0055	119,621	.0039	62,664	.0038	.0042	.0064	.0057	.0029
Pierce	13.4	.0054	12.6	39	84.4	4.6	.0050	107,959	.0035	39,504	.0024	.0037	.0056	.0047	.0029
Pike	10.1	.0040	13.0	46	71.1	3.3	.0036	92,994	.0030	7,173	.0004	.0024	.0028	.0027	.0025
Polk	34.5	.0140	6.5	111	83.4	12.5	.0135	313,503	.0103	140,379	.0086	.0105	.0158	.0130	.0095
Pulaski	8.7	.0035	-2.8	35	62.9	3.1	.0034	78,486	.0025	39,872	.0024	.0027	.0045	.0029	.0025
Putnam	12.7	.0051	23.4	37	55.4	4.5	.0048	115,457	.0038	38,355	.0024	.0035	.0059	.0040	.0031
Quitman	2.2	.0009	-6.7	15	40.4	.8	.0009	15,260	.0005	4,255	.0002	.0006	.0013	.0007	.0004
Rabun	11.4	.0046	8.9	31	98.8	4.4	.0048	104,684	.0034	63,619	.0039	.0037	.0060	.0049	.0027
Randolph	9.4	.0038	-2.1	22	40.9	3.3	.0035	67,613	.0022	22,662	.0014	.0023	.0050	.0029	.0020
Richmond	199.2	.0803	9.7	611	58.6	69.4	.0752	2,048,489	.0669	1,402,121	.0856	.0751	.0820	.0828	.0759
Rockdale	54.2	.0219	48.2	411	89.5	18.1	.0197	683,396	.0223	330,889	.0202	.0217	.0148	.0185	.0225
Schley	3.6	.0014	4.9	21	60.8	1.1	.0011	22,798	.0007	13,585	.0009	.0009	.0016	.0013	.0005
Screven	15.9	.0064	13.2	24	51.5	5.7	.0062	124,650	.0041	53,308	.0032	.0043	.0085	.0053	.0034
Seminole	9.4	.0038	3.8	42	64.4	3.3	.0036	78,095	.0025	33,101	.0020	.0026	.0046	.0032	.0023
Spalding	55.0	.0222	14.8	276	70.1	19.1	.0207	544,344	.0178	373,022	.0228	.0203	.0250	.0234	.0202
Stephens	22.7	.0092	4.3	128	86.2	8.4	.0091	199,414	.0065	146,244	.0089	.0076	.0116	.0103	.0061
Stewart	5.8	.0023	-1.6	13	32.9	1.9	.0021	33,678	.0011	12,166	.0008	.0014	.0029	.0017	.0009
Sumter	30.2	.0122	2.9	62	52.4	10.3	.0111	276,866	.0091	211,628	.0129	.0107	.0129	.0126	.0097
Talbot	6.7	.0027	2.5	17	32.7	2.2	.0024	51,071	.0016	7,969	.0005	.0016	.0025	.0021	.0013
Taliaferro	2.1	.0008	3.3	11	32.4	.8	.0009	11,544	.0004	1,006	.0001	.0003	.0012	.0006	.0002
Tattnall	18.3	.0074	.9	38	68.2	6.1	.0066	135,411	.0044	62,371	.0038	.0048	.0087	.0062	.0042
Taylor	8.0	.0033	1.2	21	56.8	2.8	.0030	77,640	.0025	19,922	.0012	.0024	.0033	.0025	.0019
Telfair	10.9	.0043	-4.8	25	66.1	4.0	.0043	84,847	.0028	50,091	.0030	.0031	.0064	.0042	.0028
Terrell	12.0	.0049	-.2	36	36.4	4.1	.0045	96,981	.0032	41,960	.0026	.0033	.0058	.0038	.0028
Thomas	38.3	.0154	.5	70	58.5	13.5	.0146	355,385	.0116	220,123	.0134	.0129	.0164	.0159	.0129
Tift	35.1	.0142	6.8	131	71.3	12.2	.0132	334,565	.0109	313,972	.0192	.0141	.0158	.0163	.0120
Toombs	25.0	.0101	10.7	67	72.0	9.1	.0099	210,208	.0069	101,077	.0062	.0072	.0126	.0095	.0067
Towns	6.7	.0027	18.8	41	99.8	2.8	.0030	61,254	.0020	22,882	.0014	.0020	.0040	.0027	.0015
Treutlen	6.1	.0024	.2	30	63.9	2.1	.0023	43,631	.0014	9,684	.0006	.0014	.0030	.0018	.0010
Troup	55.0	.0222	10.0	133	65.8	20.0	.0217	564,981	.0184	368,551	.0225	.0205	.0244	.0220	.0224
Turner	9.7	.0039	2.0	34	60.3	3.2	.0034	53,809	.0018	56,274	.0034	.0026	.0060	.0034	.0019
Twiggs	10.5	.0043	12.3	29	46.1	3.5	.0038	100,696	.0033	8,641	.0005	.0027	.0031	.0028	.0027
Union	11.6	.0047	23.5	36	98.8	4.3	.0047	86,482	.0028	26,781	.0017	.0029	.0057	.0044	.0019
Upson	27.2	.0109	4.6	83	69.9	10.0	.0108	261,651	.0085	129,656	.0079	.0088	.0121	.0112	.0085
Walker	57.1	.0231	1.1	128	95.2	20.7	.0224	537,904	.0176	255,233	.0156	.0180	.0270	.0233	.0170
Walton	37.3	.0150	19.5	113	76.6	12.4	.0135	343,409	.0112	123,488	.0075	.0109	.0147	.0128	.0101
Ware	37.7	.0152	1.4	42	74.9	13.4	.0145	328,677	.0107	299,259	.0183	.0138	.0186	.0163	.0127
Warren	6.4	.0026	-2.8	22	37.4	2.0	.0022	44,079	.0015	15,325	.0009	.0015	.0027	.0020	.0013
Washington	19.5	.0079	3.5	29	45.7	6.5	.0070	167,980	.0054	95,073	.0058	.0062	.0087	.0071	.0049
Wayne	22.1	.0089	6.5	34	78.8	7.4	.0080	192,681	.0063	137,700	.0084	.0074	.0090	.0084	.0084
Webster	2.2	.0009	-6.0	10	46.2	.8	.0009	20,631	.0007	3,619	.0003	.0007	.0009	.0008	.0005
Wheeler	5.5	.0022	6.7	18	67.7	1.9	.0021	39,041	.0013	3,457	.0002	.0010	.0024	.0014	.0009
White	12.6	.0051	24.5	52	95.3	4.7	.0050	100,447	.0033	29,588	.0018	.0032	.0058	.0048	.0024
Whitfield	73.2	.0295	11.3	252	95.2	26.2	.0284	728,081	.0237	545,407	.0333	.0278	.0295	.0341	.0353
Wilcox	7.8	.0031	1.5	20	65.4	2.6	.0028	52,387	.0017	6,642	.0004	.0017	.0033	.0021	.0013
Wilkes	11.2	.0045	2.3	24	51.0	4.0	.0044	92,021	.0030	67,104	.0041	.0036	.0060	.0044	.0028
Wilkinson	11.1	.0045	7.1	25	52.2	3.7	.0040	105,918	.0035	27,078	.0016	.0031	.0040	.0033	.0029
Worth	19.7	.0080	9.1	34	62.8	6.5	.0070	154,119	.0050	54,369	.0034	.0051	.0078	.0067	.0040
TOTAL METRO COUNTIES	**4,172.7**	**1.6834**	**22.6**	**379**	**72.4**	**1,533.6**	**1.6619**	**52,542,318**	**1.7147**	**31,252,029**	**1.9082**	**1.7663**	**1.5630**	**1.7161**	**1.7840**
TOTAL STATE	**6,439.0**	**2.5972**	**17.9**	**111**	**72.0**	**2,325.1**	**2.5192**	**72,391,004**	**2.3626**	**42,199,656**	**2.5767**	**2.4738**	**2.5749**	**2.5948**	**2.4272**
HAWAII															
HONOLULU	**844.3**	**.3406**	**10.7**	**1,414**	**33.7**	**267.8**	**.2902**	**11,479,060**	**.3747**	**5,803,985**	**.3544**	**.3617**	**.2347**	**.2967**	**.3519**
Honolulu	844.3	.3406	10.7	1,414	33.7	267.8	.2902	11,479,060	.3747	5,803,985	.3544	.3617	.2347	.2967	.3519
ALL COUNTIES															
Hawaii	117.1	.0472	27.2	29	34.2	38.3	.0415	1,259,468	.0411	742,454	.0453	.0436	.0461	.0437	.0432
Honolulu	844.3	.3406	10.7	1,414	33.7	267.8	.2902	11,479,060	.3747	5,803,985	.3544	.3617	.2347	.2967	.3519

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S	1988 EBI ($000)	% Of U.S	1988 Retail Sales ($000)	% Of U.S	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
HAWAII (continued)															
ALL COUNTIES (continued)															
Kauai	48.4	.0195	23.8	78	28.9	15.5	.0168	560,337	.0183	394,092	.0240	.0202	.0183	.0196	.0210
Maui	94.7	.0382	33.4	81	34.7	31.2	.0338	1,070,135	.0349	810,465	.0495	.0401	.0359	.0378	.0462
TOTAL METRO COUNTIES	**844.3**	**.3406**	**10.7**	**1,414**	**33.7**	**267.8**	**.2902**	**11,479,060**	**.3747**	**5,803,985**	**.3544**	**.3617**	**.2347**	**.2967**	**.3519**
TOTAL STATE	**1,104.5**	**.4455**	**14.5**	**172**	**33.6**	**352.8**	**.3823**	**14,369,000**	**.4690**	**7,750,996**	**.4732**	**.4656**	**.3350**	**.3978**	**.4623**
IDAHO															
BOISE	**205.9**	**.0830**	**18.9**	**196**	**98.0**	**78.0**	**.0845**	**2,417,132**	**.0789**	**1,270,367**	**.0776**	**.0792**	**.0831**	**.0887**	**.0764**
Ada	205.9	.0830	18.9	196	98.0	78.0	.0845	2,417,132	.0789	1,270,367	.0776	.0792	.0831	.0887	.0764
ALL COUNTIES															
Ada	205.9	.0830	18.9	196	98.0	78.0	.0845	2,417,132	.0789	1,270,367	.0776	.0792	.0831	.0887	.0764
Adams	3.6	.0015	7.6	3	99.4	1.2	.0013	27,710	.0009	6,118	.0004	.0010	.0012	.0014	.0008
Bannock	68.4	.0276	4.6	62	96.1	24.0	.0260	651,056	.0212	388,889	.0237	.0232	.0262	.0283	.0218
Bear Lake	6.7	.0027	-3.3	7	99.2	2.3	.0025	54,474	.0018	17,546	.0011	.0017	.0025	.0023	.0014
Benewah	8.9	.0036	7.3	11	93.7	3.2	.0035	82,197	.0027	30,947	.0019	.0026	.0038	.0033	.0024
Bingham	38.1	.0153	4.4	18	92.8	11.6	.0125	338,104	.0110	116,020	.0071	.0108	.0125	.0122	.0092
Blaine	13.4	.0054	36.2	5	99.3	5.6	.0061	164,840	.0054	102,787	.0062	.0056	.0069	.0072	.0061
Boise	3.7	.0015	23.4	2	99.3	1.6	.0017	36,135	.0012	3,931	.0003	.0010	.0016	.0017	.0008
Bonner	27.8	.0112	15.1	16	99.0	10.1	.0110	198,624	.0065	122,376	.0074	.0077	.0150	.0107	.0063
Bonneville	72.7	.0294	10.2	40	98.2	24.1	.0261	701,352	.0228	504,835	.0309	.0265	.0262	.0308	.0261
Boundary	7.8	.0031	7.0	6	98.1	2.6	.0028	54,015	.0018	28,340	.0017	.0021	.0036	.0029	.0014
Butte	3.2	.0013	-4.3	1	98.8	1.0	.0011	30,329	.0010	7,925	.0005	.0009	.0010	.0010	.0008
Camas	.7	.0003	-14.4	1	98.9	.3	.0003	9,243	.0003	368	.0000	.0001	.0002	.0003	.0002
Canyon	91.0	.0367	8.6	156	98.1	31.4	.0340	766,567	.0250	471,422	.0288	.0286	.0383	.0380	.0230
Caribou	8.1	.0033	-6.9	5	99.4	2.8	.0031	80,590	.0026	17,176	.0010	.0023	.0026	.0026	.0023
Cassia	20.5	.0082	5.5	8	99.0	6.4	.0069	162,365	.0053	110,689	.0068	.0063	.0085	.0078	.0059
Clark	.7	.0003	-12.3	0	96.4	.3	.0003	6,998	.0003	1,052	.0001	.0001	.0002	.0003	.0002
Clearwater	9.3	.0038	-10.5	4	98.1	3.3	.0036	89,956	.0029	32,544	.0020	.0029	.0038	.0034	.0024
Custer	4.6	.0018	35.9	1	99.0	1.9	.0021	41,662	.0014	11,732	.0007	.0013	.0023	.0018	.0011
Elmore	21.6	.0087	.2	7	93.4	7.1	.0077	158,884	.0052	67,683	.0041	.0056	.0088	.0085	.0036
Franklin	9.2	.0037	3.4	14	99.6	2.8	.0030	60,561	.0019	30,264	.0018	.0022	.0031	.0039	.0016
Fremont	10.9	.0044	.8	6	98.5	3.6	.0039	110,461	.0036	22,644	.0014	.0031	.0030	.0034	.0027
Gem	12.0	.0049	.2	22	99.1	4.2	.0045	85,387	.0028	30,597	.0019	.0030	.0060	.0041	.0021
Gooding	12.1	.0049	1.9	17	98.9	4.3	.0047	98,119	.0032	32,158	.0020	.0032	.0054	.0047	.0026
Idaho	13.8	.0055	-6.6	2	98.3	5.1	.0055	109,514	.0036	37,810	.0023	.0036	.0064	.0057	.0028
Jefferson	17.3	.0070	13.0	16	98.9	5.3	.0058	120,461	.0039	27,656	.0017	.0038	.0059	.0056	.0031
Jerome	15.2	.0061	2.4	25	99.0	5.2	.0056	134,347	.0044	43,618	.0026	.0042	.0059	.0061	.0030
Kootenai	72.7	.0294	21.6	59	98.7	26.4	.0286	717,156	.0234	393,769	.0241	.0248	.0317	.0287	.0218
Latah	29.0	.0117	.9	27	97.8	10.8	.0117	310,923	.0102	157,791	.0096	.0103	.0130	.0116	.0095
Lemhi	7.0	.0028	-6.2	2	99.2	2.7	.0029	51,459	.0017	25,411	.0016	.0018	.0037	.0030	.0015
Lewis	3.9	.0015	-5.3	8	93.9	1.4	.0016	39,462	.0012	8,020	.0004	.0012	.0014	.0013	.0009
Lincoln	3.3	.0014	-4.0	3	98.7	1.2	.0013	24,717	.0008	3,462	.0003	.0008	.0015	.0012	.0005
Madison	22.7	.0091	16.5	49	98.7	5.7	.0061	159,613	.0053	96,190	.0058	.0061	.0069	.0075	.0048
Minidoka	20.7	.0084	5.0	27	98.5	6.7	.0073	200,279	.0065	60,077	.0037	.0060	.0056	.0076	.0051
Nez Perce	33.9	.0137	2.0	40	94.8	13.1	.0142	370,127	.0121	265,533	.0162	.0137	.0169	.0142	.0125
Oneida	3.5	.0014	7.4	3	98.9	1.1	.0012	25,639	.0008	10,834	.0007	.0009	.0014	.0013	.0007
Owyhee	8.5	.0034	2.8	1	94.5	2.9	.0031	56,723	.0019	18,161	.0011	.0019	.0045	.0028	.0012
Payette	16.8	.0068	6.2	41	97.9	6.1	.0066	138,165	.0045	33,123	.0020	.0042	.0075	.0062	.0034
Power	7.5	.0030	9.6	5	96.0	2.6	.0028	72,801	.0023	19,449	.0012	.0022	.0027	.0028	.0018
Shoshone	15.9	.0064	-17.3	6	98.5	5.7	.0062	208,915	.0069	62,942	.0038	.0058	.0052	.0045	.0055
Teton	3.3	.0013	13.9	7	99.5	9	.0010	20,961	.0006	12,029	.0008	.0009	.0012	.0012	.0007
Twin Falls	55.0	.0222	3.9	28	98.9	19.5	.0211	538,798	.0176	383,532	.0234	.0202	.0222	.0249	.0196
Valley	6.7	.0027	19.6	2	98.8	2.3	.0025	61,120	.0020	29,957	.0018	.0020	.0027	.0030	.0016
Washington	8.3	.0034	-5.7	6	97.8	3.1	.0034	67,059	.0022	14,074	.0009	.0021	.0040	.0028	.0016
TOTAL METRO COUNTIES	**205.9**	**.0830**	**18.9**	**196**	**98.0**	**78.0**	**.0845**	**2,417,132**	**.0789**	**1,270,367**	**.0776**	**.0792**	**.0831**	**.0887**	**.0764**
TOTAL STATE	**1,025.9**	**.4138**	**8.7**	**12**	**97.7**	**361.5**	**.3917**	**9,855,000**	**.3216**	**5,131,848**	**.3134**	**.3375**	**.4161**	**.4113**	**.3028**
ILLINOIS															
AURORA - ELGIN	**359.3**	**.1449**	**13.8**	**425**	**93.9**	**128.0**	**.1387**	**4,838,938**	**.1579**	**2,099,772**	**.1283**	**.1463**	**.1058**	**.1302**	**.1486**
Kane	318.4	.1284	14.4	608	93.3	113.6	.1231	4,323,311	.1411	1,992,120	.1217	.1327	.0963	.1175	.1335
Kendall	40.9	.0165	9.9	127	98.8	14.4	.0156	515,627	.0168	107,652	.0066	.0136	.0095	.0127	.0151

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S	1988 EBI ($000)	% Of U.S	1988 Retail Sales ($000)	% Of U.S	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
ILLINOIS (continued)															
BLOOMINGTON - NORMAL	**126.3**	**.0510**	**6.0**	**107**	**94.5**	**46.3**	**.0502**	**1,627,876**	**.0531**	**909,773**	**.0555**	**.0535**	**.0453**	**.0514**	**.0533**
McLean	126.3	.0510	6.0	107	94.5	46.3	.0502	1,627,876	.0531	909,773	.0555	.0535	.0453	.0514	.0533
CHAMPAIGN - URBANA - RANTOUL	**173.1**	**.0698**	**2.8**	**173**	**87.5**	**63.0**	**.0683**	**1,981,337**	**.0646**	**1,233,334**	**.0753**	**.0689**	**.0723**	**.0722**	**.0635**
Champaign	173.1	.0698	2.8	173	87.5	63.0	.0683	1,981,337	.0646	1,233,334	.0753	.0689	.0723	.0722	.0635
CHICAGO	**6,203.1**	**2.5020**	**2.4**	**3,261**	**73.0**	**2,303.2**	**2.4954**	**87,161,650**	**2.8448**	**42,741,467**	**2.6098**	**2.7058**	**2.1811**	**2.2904**	**2.9856**
Cook	5,276.0	2.1281	.4	5,507	68.9	1,967.8	2.1321	71,078,243	2.3198	34,571,081	2.1109	2.2188	1.9491	1.9562	2.4628
Du Page	754.5	.3043	14.5	2,239	95.2	274.7	.2976	13,750,639	.4488	7,335,750	.4479	.4196	.1842	.2771	.4537
McHenry	172.6	.0696	16.7	284	99.3	60.7	.0657	2,332,768	.0762	834,636	.0510	.0674	.0478	.0571	.0691
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***8,193.8***	***3.3049***	***3.2***	***1,447***	***76.4***	***2,989.4***	***3.2387***	***113,198,420***	***3.6944***	***55,283,011***	***3.3758***	***3.5206***	***2.7855***	***2.9898***	***3.8201***
DAVENPORT - ROCK ISLAND - MOLINE	**369.4**	**.1490**	**–4.0**	**217**	**94.1**	**141.8**	**.1537**	**4,694,948**	**.1532**	**2,490,821**	**.1521**	**.1521**	**.1386**	**.1509**	**.1518**
Henry	54.3	.0219	–6.3	66	98.4	20.2	.0219	666,447	.0217	234,430	.0143	.0196	.0186	.0191	.0205
Rock Island	157.0	.0633	–5.9	371	92.3	61.0	.0661	2,053,500	.0670	1,203,693	.0735	.0682	.0607	.0659	.0658
Scott, Iowa	*158.1*	*.0638*	*–1.2*	*344*	*94.4*	*60.6*	*.0657*	*1,975,001*	*.0645*	*1,052,698*	*.0643*	*.0643*	*.0593*	*.0659*	*.0655*
DECATUR	**124.7**	**.0503**	**–5.1**	**215**	**87.6**	**48.3**	**.0523**	**1,626,112**	**.0531**	**884,328**	**.0540**	**.0527**	**.0492**	**.0523**	**.0564**
Macon	124.7	.0503	–5.1	215	87.6	48.3	.0523	1,626,112	.0531	884,328	.0540	.0527	.0492	.0523	.0564
JOLIET	**386.9**	**.1560**	**9.0**	**305**	**88.7**	**128.9**	**.1396**	**4,860,891**	**.1586**	**1,905,580**	**.1163**	**.1453**	**.1016**	**.1166**	**.1483**
Grundy	34.1	.0137	11.5	81	99.2	12.7	.0137	466,174	.0152	175,515	.0107	.0135	.0109	.0115	.0129
Will	352.8	.1423	8.7	418	87.7	116.2	.1259	4,394,717	.1434	1,730,065	.1056	.1318	.0907	.1051	.1354
KANKAKEE	**101.3**	**.0408**	**–1.6**	**149**	**82.9**	**36.7**	**.0398**	**1,083,350**	**.0354**	**565,998**	**.0345**	**.0362**	**.0407**	**.0402**	**.0354**
Kankakee	101.3	.0408	–1.6	149	82.9	36.7	.0398	1,083,350	.0354	565,998	.0345	.0362	.0407	.0402	.0354
LAKE COUNTY	**498.3**	**.2009**	**13.2**	**1,098**	**90.7**	**167.0**	**.1809**	**7,992,019**	**.2608**	**3,760,744**	**.2297**	**.2394**	**.1289**	**.1722**	**.2434**
Lake	498.3	.2009	13.2	1,098	90.7	167.0	.1809	7,992,019	.2608	3,760,744	.2297	.2394	.1289	.1722	.2434
PEORIA	**349.2**	**.1408**	**–4.6**	**194**	**92.6**	**132.3**	**.1433**	**4,822,478**	**.1574**	**2,257,448**	**.1380**	**.1483**	**.1185**	**.1359**	**.1538**
Peoria	187.2	.0755	–6.6	302	86.8	72.4	.0784	2,708,502	.0884	1,355,111	.0828	.0841	.0674	.0748	.0882
Tazewell	128.3	.0517	–2.9	197	99.3	48.2	.0522	1,730,238	.0565	775,549	.0474	.0529	.0418	.0490	.0546
Woodford	33.7	.0136	1.1	64	99.3	11.7	.0127	383,738	.0125	126,788	.0078	.0113	.0093	.0121	.0110
ROCKFORD	**284.3**	**.1147**	**1.7**	**357**	**90.6**	**107.6**	**.1165**	**3,607,234**	**.1177**	**1,981,289**	**.1210**	**.1183**	**.1058**	**.1154**	**.1235**
Boone	30.6	.0123	6.9	109	98.9	11.0	.0119	323,799	.0106	150,009	.0092	.0106	.0111	.0121	.0095
Winnebago	253.7	.1024	1.1	493	89.5	96.6	.1046	3,283,435	.1071	1,831,280	.1118	.1077	.0947	.1033	.1140
SPRINGFIELD	**194.8**	**.0785**	**3.7**	**165**	**92.3**	**79.8**	**.0865**	**2,311,315**	**.0755**	**1,414,224**	**.0864**	**.0793**	**.0858**	**.0937**	**.0812**
Menard	12.5	.0050	6.8	40	99.8	4.7	.0051	111,274	.0037	26,675	.0017	.0033	.0050	.0051	.0029
Sangamon	182.3	.0735	3.5	211	91.8	75.1	.0814	2,200,041	.0718	1,387,549	.0847	.0760	.0808	.0886	.0783
ALL COUNTIES															
Adams	68.1	.0274	–4.9	80	96.8	26.7	.0289	654,678	.0214	536,659	.0327	.0260	.0356	.0343	.0241
Alexander	11.7	.0048	–4.6	50	65.3	4.7	.0051	89,941	.0029	46,994	.0029	.0034	.0070	.0041	.0024
Bond	16.6	.0067	2.3	44	96.8	6.2	.0067	168,035	.0055	63,734	.0039	.0051	.0073	.0056	.0046
Boone	30.6	.0123	6.9	109	98.9	11.0	.0119	323,799	.0106	150,009	.0092	.0106	.0111	.0121	.0095
Brown	5.1	.0021	–5.8	17	99.9	2.0	.0022	56,226	.0018	19,076	.0011	.0016	.0025	.0020	.0013
Bureau	37.4	.0150	–4.4	43	99.1	14.3	.0155	467,488	.0153	174,058	.0107	.0138	.0141	.0141	.0141
Calhoun	5.8	.0024	–1.2	23	99.7	2.1	.0023	47,829	.0015	17,657	.0010	.0016	.0025	.0021	.0012
Carroll	17.7	.0071	–5.8	40	99.2	7.0	.0075	207,437	.0068	53,042	.0033	.0058	.0073	.0067	.0052
Cass	14.3	.0058	–5.2	38	99.7	5.4	.0059	146,109	.0048	43,114	.0026	.0043	.0061	.0050	.0040
Champaign	173.1	.0698	2.8	173	87.5	63.0	.0683	1,981,337	.0646	1,233,334	.0753	.0689	.0723	.0722	.0635
Christian	36.0	.0145	–1.2	51	99.5	14.3	.0155	421,703	.0138	183,296	.0112	.0132	.0157	.0150	.0119
Clark	16.6	.0067	–1.9	33	99.8	6.7	.0072	165,367	.0054	57,686	.0035	.0050	.0084	.0068	.0039
Clay	15.0	.0061	–1.9	32	99.7	6.1	.0066	163,589	.0053	54,845	.0034	.0050	.0068	.0064	.0044
Clinton	34.2	.0138	4.9	72	98.5	11.9	.0129	332,268	.0109	147,714	.0090	.0108	.0118	.0135	.0110
Coles	52.1	.0210	–.3	102	97.5	19.3	.0209	576,649	.0188	333,147	.0203	.0197	.0231	.0217	.0177
Cook	5,276.0	2.1281	.4	5,507	68.9	1,967.8	2.1321	71,078,243	2.3198	34,571,081	2.1109	2.2188	1.9491	1.9562	2.4628
Crawford	20.4	.0082	–2.0	46	99.4	8.1	.0088	285,864	.0093	119,224	.0073	.0086	.0075	.0083	.0076
Cumberland	11.1	.0045	.3	32	99.8	4.3	.0046	96,894	.0032	40,014	.0024	.0031	.0052	.0049	.0024
De Kalb	75.0	.0303	.5	118	96.0	26.1	.0283	878,570	.0286	404,435	.0247	.0278	.0267	.0268	.0266
De Witt	18.1	.0073	–.1	46	99.6	7.2	.0078	277,320	.0091	74,427	.0046	.0074	.0058	.0059	.0071
Douglas	20.1	.0081	1.6	48	99.6	7.6	.0083	230,440	.0075	98,915	.0060	.0072	.0079	.0077	.0082
Du Page	754.5	.3043	14.5	2,239	95.2	274.7	.2976	13,750,639	.4488	7,335,750	.4479	.4196	.1842	.2771	.4537
Edgar	20.3	.0082	–6.6	33	99.4	8.3	.0090	225,231	.0073	117,474	.0072	.0074	.0103	.0087	.0064
Edwards	8.4	.0034	5.5	38	99.7	3.6	.0039	113,771	.0038	35,485	.0022	.0033	.0041	.0035	.0032
Effingham	33.3	.0134	7.6	70	99.7	12.2	.0132	339,944	.0110	329,886	.0201	.0142	.0149	.0162	.0148
Fayette	22.1	.0089	–.3	31	98.1	8.2	.0089	212,865	.0070	87,042	.0053	.0069	.0100	.0088	.0052
Ford	14.3	.0058	–6.3	29	99.2	5.8	.0063	148,233	.0048	59,924	.0037	.0046	.0068	.0066	.0038

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

SaMM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
ILLINOIS (continued)															
ALL COUNTIES (continued)															
Franklin	43.3	.0174	.2	105	99.6	17.6	.0190	395,951	.0130	255,140	.0156	.0147	.0174	.0175	.0127
Fulton	39.2	.0159	−10.3	45	99.4	15.3	.0166	377,401	.0123	187,730	.0114	.0127	.0129	.0172	.0120
Gallatin	7.4	.0029	−2.5	23	99.4	2.9	.0032	64,172	.0021	15,545	.0010	.0020	.0037	.0025	.0017
Greene	15.9	.0065	−4.6	29	99.7	6.2	.0067	129,967	.0042	59,520	.0036	.0045	.0090	.0068	.0032
Grundy	34.1	.0137	11.5	81	99.2	12.7	.0137	466,174	.0152	175,515	.0107	.0135	.0109	.0115	.0129
Hamilton	9.2	.0037	.3	21	99.7	3.9	.0043	121,974	.0040	27,917	.0017	.0032	.0038	.0034	.0030
Hancock	23.2	.0094	−2.8	29	99.4	9.2	.0099	258,301	.0084	76,706	.0047	.0075	.0092	.0093	.0066
Hardin	5.7	.0023	5.9	31	99.8	2.2	.0024	35,739	.0012	7,341	.0005	.0013	.0034	.0019	.0007
Henderson	9.2	.0037	.9	25	99.7	3.4	.0037	81,861	.0027	23,365	.0014	.0024	.0037	.0036	.0021
Henry	54.3	.0219	−6.3	66	98.4	20.2	.0219	666,447	.0217	234,430	.0143	.0196	.0186	.0191	.0205
Iroquois	32.1	.0129	−2.7	29	99.0	12.4	.0134	325,932	.0107	134,289	.0082	.0103	.0137	.0138	.0095
Jackson	61.2	.0247	−.7	104	87.5	23.9	.0259	627,557	.0204	441,275	.0270	.0233	.0313	.0254	.0208
Jasper	11.5	.0047	1.6	23	99.8	4.3	.0047	107,951	.0036	70,900	.0043	.0040	.0057	.0048	.0031
Jefferson	37.9	.0153	3.7	66	94.6	15.6	.0169	410,370	.0134	266,524	.0163	.0146	.0194	.0173	.0133
☐ Jersey	21.3	.0085	3.7	57	99.3	7.3	.0079	200,250	.0065	75,442	.0046	.0064	.0072	.0081	.0058
Jo Daviess	23.8	.0096	1.2	39	99.6	9.0	.0097	220,663	.0072	94,411	.0057	.0072	.0099	.0102	.0055
Johnson	10.2	.0042	6.0	29	95.4	3.3	.0036	67,486	.0022	25,993	.0016	.0025	.0048	.0034	.0017
Kane	318.4	.1284	14.4	608	93.3	113.6	.1231	4,323,311	.1411	1,992,120	.1217	.1327	.0963	.1175	.1335
Kankakee	101.3	.0408	−1.6	149	82.9	36.7	.0398	1,083,350	.0354	565,998	.0345	.0362	.0407	.0402	.0354
Kendall	40.9	.0165	9.9	127	98.8	14.4	.0156	515,627	.0168	107,652	.0066	.0136	.0095	.0127	.0151
Knox	57.8	.0234	−6.2	80	95.7	22.7	.0246	578,553	.0189	405,453	.0247	.0217	.0283	.0282	.0206
Lake	498.3	.2009	13.2	1,098	90.7	167.0	.1809	7,992,019	.2608	3,760,744	.2297	.2394	.1289	.1722	.2434
La Salle	107.6	.0434	−4.0	94	98.9	42.0	.0455	1,219,007	.0398	702,446	.0429	.0415	.0457	.0474	.0419
Lawrence	16.9	.0069	−5.1	45	98.8	6.5	.0071	149,669	.0049	88,326	.0054	.0053	.0097	.0071	.0043
Lee	35.2	.0142	−3.1	49	97.4	12.9	.0139	411,465	.0134	122,558	.0074	.0120	.0102	.0127	.0117
Livingston	41.6	.0167	.5	40	94.5	14.7	.0160	436,795	.0143	203,524	.0125	.0141	.0148	.0166	.0137
Logan	30.5	.0123	−4.1	49	96.5	10.4	.0112	316,441	.0103	163,517	.0100	.0106	.0113	.0114	.0096
McDonough	35.4	.0143	−5.5	60	95.8	12.5	.0136	305,346	.0099	204,211	.0124	.0115	.0178	.0143	.0098
McHenry	172.6	.0696	16.7	284	99.3	60.7	.0657	2,332,768	.0762	834,636	.0510	.0674	.0478	.0571	.0691
McLean	126.3	.0510	6.0	107	94.5	46.3	.0502	1,627,876	.0531	909,773	.0555	.0535	.0453	.0514	.0533
Macon	124.7	.0503	−5.1	215	87.6	48.3	.0523	1,626,112	.0531	884,328	.0540	.0527	.0492	.0523	.0564
Macoupin	51.0	.0206	3.3	59	98.8	19.9	.0216	532,865	.0174	201,855	.0124	.0165	.0220	.0194	.0155
☐ Madison	252.4	.1018	1.9	347	92.8	95.7	.1037	2,635,372	.0860	1,625,763	.0992	.0932	.1079	.1092	.0858
Marion	44.8	.0180	2.9	78	95.4	17.2	.0186	447,352	.0146	285,862	.0175	.0161	.0225	.0192	.0140
Marshall	13.4	.0054	−7.5	35	99.7	5.0	.0054	138,837	.0045	33,556	.0020	.0040	.0050	.0050	.0036
Mason	17.9	.0073	−8.2	33	99.6	6.7	.0073	177,227	.0058	69,567	.0043	.0056	.0074	.0074	.0046
Massac	15.2	.0061	1.4	63	92.7	6.2	.0067	126,948	.0041	50,209	.0030	.0042	.0083	.0060	.0032
Menard	12.5	.0050	6.8	40	99.8	4.7	.0051	111,274	.0037	26,675	.0017	.0033	.0050	.0051	.0029
Mercer	19.1	.0077	−1.0	34	99.6	7.0	.0076	194,717	.0063	44,107	.0027	.0055	.0069	.0065	.0053
☐ Monroe	22.2	.0090	10.4	57	99.5	8.1	.0088	234,702	.0077	94,471	.0057	.0073	.0086	.0082	.0064
Montgomery	32.5	.0131	2.6	46	99.5	12.3	.0133	321,263	.0105	163,193	.0100	.0109	.0149	.0128	.0093
Morgan	38.0	.0153	1.3	67	96.1	14.5	.0157	430,500	.0140	252,303	.0154	.0148	.0167	.0171	.0136
Moultrie	14.9	.0060	2.4	46	99.7	5.4	.0059	144,251	.0047	55,715	.0034	.0046	.0057	.0058	.0039
Ogle	45.9	.0186	−1.0	60	99.4	17.3	.0187	578,716	.0189	155,863	.0095	.0159	.0144	.0157	.0156
Peoria	187.2	.0755	−6.6	302	86.8	72.4	.0784	2,708,502	.0884	1,355,111	.0828	.0841	.0674	.0748	.0882
Perry	22.8	.0092	5.0	52	97.5	8.9	.0097	272,142	.0089	113,585	.0069	.0084	.0104	.0086	.0079
Piatt	16.8	.0067	1.3	38	99.7	6.4	.0069	180,463	.0059	56,873	.0035	.0054	.0058	.0072	.0048
Pike	17.9	.0073	−5.3	22	99.7	7.3	.0079	149,532	.0049	69,187	.0042	.0050	.0105	.0075	.0037
Pope	4.7	.0018	6.7	13	94.7	1.9	.0021	39,139	.0012	5,082	.0003	.0012	.0025	.0018	.0009
Pulaski	8.8	.0036	−.5	43	63.3	3.5	.0038	64,272	.0021	12,914	.0008	.0020	.0052	.0029	.0014
Putnam	6.2	.0025	1.9	39	99.8	2.2	.0024	67,212	.0022	15,576	.0009	.0019	.0018	.0021	.0017
Randolph	36.2	.0146	1.5	62	92.4	12.5	.0135	350,125	.0115	180,674	.0111	.0119	.0146	.0136	.0102
Richland	16.8	.0068	−4.5	47	99.4	6.8	.0074	191,262	.0062	121,917	.0074	.0068	.0077	.0081	.0058
Rock Island	157.0	.0633	−5.9	371	92.3	61.0	.0661	2,053,500	.0670	1,203,693	.0735	.0682	.0607	.0659	.0658
☐ St. Clair	270.1	.1089	1.0	402	68.7	97.2	.1053	2,817,169	.0920	1,649,148	.1007	.0979	.1128	.1008	.0978
Saline	28.4	.0115	−.2	74	96.2	12.1	.0131	271,090	.0088	215,498	.0132	.0107	.0186	.0128	.0086
Sangamon	182.3	.0735	3.5	211	91.8	75.1	.0814	2,200,041	.0718	1,387,549	.0847	.0760	.0808	.0886	.0783
Schuyler	8.0	.0033	−4.4	18	99.8	3.1	.0033	87,583	.0029	30,732	.0019	.0027	.0036	.0030	.0027
Scott	6.1	.0024	−.7	24	99.8	2.3	.0025	71,938	.0023	17,155	.0010	.0020	.0021	.0020	.0017
Shelby	24.2	.0098	1.2	32	99.6	9.2	.0100	222,602	.0073	75,629	.0046	.0069	.0109	.0100	.0060
Stark	7.0	.0028	−5.3	24	99.6	2.6	.0028	93,376	.0030	16,090	.0010	.0024	.0020	.0020	.0024
Stephenson	49.7	.0201	.3	88	93.3	19.4	.0210	539,341	.0176	288,032	.0176	.0181	.0211	.0225	.0164
Tazewell	128.3	.0517	−2.9	197	99.3	48.2	.0522	1,730,238	.0565	775,549	.0474	.0529	.0418	.0490	.0546
Union	18.3	.0074	3.0	44	99.3	7.6	.0083	177,008	.0058	78,670	.0048	.0056	.0108	.0082	.0044
Vermilion	90.9	.0367	−4.5	101	91.2	35.4	.0383	987,976	.0322	640,640	.0391	.0353	.0451	.0415	.0340
Wabash	14.0	.0056	2.1	63	99.1	5.5	.0060	145,254	.0048	113,991	.0069	.0055	.0081	.0066	.0042

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
ILLINOIS (continued)															
ALL COUNTIES (continued)															
Warren	20.8	.0084	–5.2	38	97.5	7.9	.0086	207,589	.0068	87,193	.0054	.0067	.0092	.0085	.0056
Washington	15.9	.0064	2.8	28	99.3	6.0	.0065	164,118	.0053	50,993	.0031	.0050	.0059	.0058	.0043
Wayne	17.8	.0072	–1.4	25	99.4	7.4	.0080	166,378	.0054	121,495	.0074	.0063	.0104	.0087	.0048
White	17.7	.0071	–.9	36	99.4	7.3	.0079	220,547	.0072	80,791	.0049	.0065	.0076	.0072	.0059
Whiteside	63.9	.0258	–3.1	94	99.0	24.0	.0260	651,839	.0213	335,178	.0205	.0220	.0242	.0269	.0212
Will	352.8	.1423	8.7	418	87.7	116.2	.1259	4,394,717	.1434	1,730,065	.1056	.1318	.0907	.1051	.1354
Williamson	61.6	.0248	9.0	144	97.8	25.0	.0271	505,845	.0166	356,491	.0218	.0197	.0356	.0284	.0151
Winnebago	253.7	.1024	1.1	493	89.5	96.6	.1046	3,283,435	.1071	1,831,280	.1118	.1077	.0947	.1033	.1140
Woodford	33.7	.0136	1.1	64	99.3	11.7	.0127	383,738	.0125	126,788	.0078	.0113	.0093	.0121	.0110
TOTAL METRO COUNTIES	**9,612.8**	**3.8769**	**2.9**	**618**	**78.8**	**3,542.5**	**3.8381**	**130,852,908**	**4.2707**	**64,784,618**	**3.9558**	**4.0974**	**3.3626**	**3.5953**	**4.3861**
TOTAL STATE	**11,674.3**	**4.7089**	**2.2**	**210**	**82.0**	**4,335.4**	**4.6973**	**152,388,999**	**4.9735**	**75,708,059**	**4.6227**	**4.8154**	**4.2954**	**4.4521**	**5.0360**
INDIANA															
ANDERSON	**131.2**	**.0529**	**–5.8**	**290**	**91.4**	**49.2**	**.0533**	**1,399,458**	**.0457**	**841,633**	**.0513**	**.0488**	**.0557**	**.0563**	**.0486**
Madison	131.2	.0529	–5.8	290	91.4	49.2	.0533	1,399,458	.0457	841,633	.0513	.0488	.0557	.0563	.0486
BLOOMINGTON	**102.7**	**.0415**	**4.0**	**267**	**95.0**	**37.5**	**.0407**	**1,111,605**	**.0363**	**611,096**	**.0374**	**.0376**	**.0445**	**.0408**	**.0348**
Monroe	102.7	.0415	4.0	267	95.0	37.5	.0407	1,111,605	.0363	611,096	.0374	.0376	.0445	.0408	.0348
ELKHART - GOSHEN	**150.3**	**.0606**	**9.4**	**323**	**94.3**	**55.0**	**.0596**	**1,632,503**	**.0532**	**1,114,333**	**.0681**	**.0592**	**.0597**	**.0723**	**.0499**
Elkhart	150.3	.0606	9.4	323	94.3	55.0	.0596	1,632,503	.0532	1,114,333	.0681	.0592	.0597	.0723	.0499
EVANSVILLE	**284.0**	**.1146**	**2.8**	**193**	**93.1**	**109.6**	**.1188**	**3,294,817**	**.1074**	**2,056,344**	**.1256**	**.1142**	**.1214**	**.1234**	**.1247**
Posey	26.4	.0106	–.1	64	98.2	9.4	.0102	267,536	.0087	83,113	.0051	.0080	.0085	.0089	.0082
Vanderburgh	167.0	.0674	–.3	708	91.0	67.2	.0728	2,059,964	.0672	1,462,651	.0893	.0738	.0775	.0785	.0854
Warrick	47.8	.0193	15.3	122	98.7	16.7	.0181	483,521	.0157	152,401	.0093	.0146	.0154	.0161	.0148
Henderson, Ky.	*42.8*	*.0173*	*4.8*	*98*	*91.7*	*16.3*	*.0177*	*483,796*	*.0158*	*358,179*	*.0219*	*.0178*	*.0200*	*.0199*	*.0163*
FORT WAYNE	**364.8**	**.1472**	**3.0**	**268**	**90.5**	**133.5**	**.1447**	**4,226,359**	**.1380**	**2,401,300**	**.1466**	**.1423**	**.1309**	**.1530**	**.1501**
Allen	302.6	.1221	2.8	459	88.7	111.5	.1208	3,589,646	.1172	2,117,005	.1292	.1217	.1084	.1286	.1312
De Kalb	34.7	.0140	3.3	95	99.5	12.2	.0132	366,718	.0120	145,728	.0089	.0115	.0117	.0130	.0110
Whitley	27.5	.0111	4.9	82	99.5	9.8	.0107	269,995	.0088	138,567	.0085	.0091	.0108	.0114	.0079
GARY - HAMMOND	**624.3**	**.2519**	**–2.9**	**679**	**77.4**	**217.8**	**.2359**	**6,518,946**	**.2127**	**4,007,967**	**.2448**	**.2302**	**.2277**	**.2386**	**.2404**
Lake	496.1	.2001	–5.1	990	71.8	173.8	.1883	4,990,573	.1628	3,419,092	.2088	.1841	.1911	.1970	.1920
Porter	128.2	.0518	7.0	306	98.9	44.0	.0476	1,528,373	.0499	588,875	.0360	.0461	.0366	.0416	.0484
INDIANAPOLIS	**1,243.4**	**.5016**	**6.6**	**404**	**84.4**	**466.3**	**.5052**	**15,123,770**	**.4935**	**9,051,225**	**.5527**	**.5128**	**.4495**	**.5330**	**.5207**
Boone	39.6	.0160	8.7	93	99.4	14.3	.0155	461,481	.0151	212,875	.0130	.0146	.0137	.0159	.0141
Hamilton	103.3	.0417	25.9	260	98.7	35.7	.0387	1,458,255	.0476	471,850	.0288	.0408	.0265	.0321	.0432
Hancock	48.0	.0193	9.2	156	99.4	16.5	.0179	537,115	.0175	257,062	.0157	.0174	.0143	.0172	.0165
Hendricks	78.4	.0317	12.3	192	99.0	26.0	.0281	842,504	.0275	284,477	.0174	.0253	.0228	.0258	.0257
Johnson	87.3	.0352	13.0	272	98.1	30.2	.0327	969,021	.0316	547,223	.0334	.0328	.0247	.0347	.0381
Marion	792.0	.3195	3.5	2,000	76.1	310.4	.3363	9,894,728	.3229	6,816,083	.4164	.3503	.3141	.3708	.3506
Morgan	54.9	.0221	5.6	134	99.7	18.9	.0205	571,879	.0186	292,972	.0179	.0191	.0196	.0202	.0204
Shelby	39.9	.0161	.0	97	98.7	14.3	.0155	388,787	.0127	166,683	.0101	.0125	.0138	.0163	.0121
KOKOMO	**102.0**	**.0412**	**–1.7**	**184**	**94.5**	**38.5**	**.0418**	**1,236,706**	**.0404**	**792,776**	**.0483**	**.0430**	**.0402**	**.0435**	**.0427**
Howard	85.5	.0345	–1.6	292	93.5	32.2	.0349	1,059,485	.0346	714,785	.0436	.0373	.0334	.0368	.0377
Tipton	16.5	.0067	–1.9	63	99.6	6.3	.0069	177,221	.0058	77,991	.0047	.0057	.0068	.0067	.0050
LAFAYETTE - WEST LAFAYETTE	**123.7**	**.0499**	**1.6**	**246**	**96.1**	**43.9**	**.0475**	**1,379,221**	**.0450**	**788,653**	**.0482**	**.0470**	**.0456**	**.0510**	**.0413**
Tippecanoe	123.7	.0499	1.6	246	96.1	43.9	.0475	1,379,221	.0450	788,653	.0482	.0470	.0456	.0510	.0413
MUNCIE	**120.9**	**.0488**	**–6.0**	**308**	**92.5**	**43.8**	**.0474**	**1,224,900**	**.0400**	**898,089**	**.0549**	**.0463**	**.0529**	**.0515**	**.0451**
Delaware	120.9	.0488	–6.0	308	92.5	43.8	.0474	1,224,900	.0400	898,089	.0549	.0463	.0529	.0515	.0451
SOUTH BEND - MISHAWAKA	**241.5**	**.0974**	**–.1**	**526**	**88.6**	**90.6**	**.0981**	**2,737,555**	**.0893**	**1,748,668**	**.1068**	**.0963**	**.0965**	**.1049**	**.1035**
St. Joseph	241.5	.0974	–.1	526	88.6	90.6	.0981	2,737,555	.0893	1,748,668	.1068	.0963	.0965	.1049	.1035
TERRE HAUTE	**132.7**	**.0535**	**–3.3**	**173**	**93.9**	**49.6**	**.0536**	**1,416,698**	**.0462**	**1,110,438**	**.0679**	**.0543**	**.0581**	**.0618**	**.0502**
Clay	25.1	.0101	1.0	70	99.4	9.5	.0102	251,788	.0082	128,826	.0079	.0086	.0102	.0104	.0069
Vigo	107.6	.0434	–4.3	266	92.6	40.1	.0434	1,164,910	.0380	981,612	.0600	.0457	.0479	.0514	.0433
ALL COUNTIES															
Adams	31.3	.0126	5.7	92	99.6	10.5	.0114	309,613	.0101	162,280	.0099	.0105	.0109	.0116	.0098
Allen	302.6	.1221	2.8	459	88.7	111.5	.1208	3,589,646	.1172	2,117,005	.1292	.1217	.1084	.1286	.1312
Bartholomew	66.7	.0269	2.5	163	97.4	24.8	.0269	953,399	.0311	343,417	.0210	.0273	.0196	.0239	.0292
Benton	9.4	.0037	–8.0	23	99.8	3.5	.0038	93,732	.0031	37,132	.0023	.0030	.0036	.0040	.0024
Blackford	15.1	.0061	–3.0	91	99.8	5.6	.0060	146,247	.0047	61,305	.0037	.0047	.0063	.0055	.0045
Boone	39.6	.0160	8.7	93	99.4	14.3	.0155	461,481	.0151	212,875	.0130	.0146	.0137	.0159	.0141

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

SaMM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S	% Change 1980-88	Pop Per Sq. Mi (Density)	% White	12/31/88 Households (Thousands)	% Of U.S	1988 EBI ($000)	% Of U.S	1988 Retail Sales ($000)	% Of U.S	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
INDIANA (continued)															
ALL COUNTIES (continued)															
Brown	13.7	.0055	10.7	44	99.5	5.3	.0058	129,357	.0042	21,986	.0013	.0036	.0051	.0053	.0034
Carroll	19.2	.0078	-2.7	52	99.6	7.1	.0077	200,018	.0066	64,787	.0040	.0060	.0062	.0078	.0053
Cass	40.7	.0164	-.6	98	98.7	15.1	.0163	395,166	.0129	206,209	.0126	.0135	.0163	.0177	.0126
☐ Clark	89.3	.0360	.5	238	93.6	32.7	.0355	871,502	.0284	671,585	.0410	.0337	.0356	.0422	.0329
Clay	25.1	.0101	1.0	70	99.4	9.5	.0102	251,788	.0082	128,826	.0079	.0086	.0102	.0104	.0069
Clinton	31.3	.0127	-.8	77	99.7	11.8	.0128	331,493	.0108	160,400	.0098	.0109	.0133	.0131	.0103
Crawford	10.6	.0042	7.9	35	99.2	3.7	.0040	73,534	.0024	25,924	.0015	.0025	.0053	.0036	.0018
Daviess	28.8	.0117	3.5	67	99.3	10.5	.0114	276,089	.0090	146,805	.0090	.0096	.0125	.0117	.0081
☐ Dearborn	39.1	.0157	14.0	127	98.8	13.6	.0148	382,223	.0125	152,190	.0093	.0121	.0139	.0141	.0114
Decatur	23.5	.0095	-1.4	63	99.6	8.4	.0091	220,603	.0072	113,706	.0069	.0075	.0091	.0101	.0066
De Kalb	34.7	.0140	3.3	95	99.5	12.2	.0132	366,718	.0120	145,728	.0089	.0115	.0117	.0130	.0110
Delaware	120.9	.0488	-6.0	308	92.5	43.8	.0474	1,224,900	.0400	898,089	.0549	.0463	.0529	.0515	.0451
Dubois	36.9	.0149	7.8	86	99.8	13.1	.0142	373,466	.0122	281,017	.0171	.0141	.0141	.0167	.0133
Elkhart	150.3	.0606	9.4	323	94.3	55.0	.0596	1,632,503	.0532	1,114,333	.0681	.0592	.0597	.0723	.0499
Fayette	27.2	.0109	-3.8	127	97.7	9.9	.0107	277,963	.0091	157,614	.0096	.0096	.0104	.0125	.0085
☐ Floyd	64.2	.0259	4.9	428	95.5	23.3	.0253	668,496	.0218	279,520	.0171	.0212	.0237	.0251	.0243
Fountain	18.5	.0075	-2.8	46	99.7	6.8	.0074	154,837	.0051	75,174	.0046	.0054	.0081	.0079	.0041
Franklin	20.5	.0083	4.5	53	99.8	6.5	.0070	180,086	.0059	50,867	.0031	.0055	.0070	.0070	.0046
Fulton	19.5	.0078	.9	53	98.5	7.5	.0081	187,719	.0061	93,751	.0057	.0063	.0087	.0086	.0050
Gibson	33.9	.0137	2.2	69	97.5	12.9	.0140	339,449	.0111	225,629	.0138	.0125	.0164	.0144	.0109
Grant	77.5	.0313	-4.3	187	91.7	27.8	.0301	794,942	.0259	556,122	.0339	.0294	.0318	.0337	.0291
Greene	31.3	.0126	2.9	57	99.6	12.3	.0133	297,061	.0097	128,452	.0079	.0097	.0159	.0123	.0086
Hamilton	103.3	.0417	25.9	260	98.7	35.7	.0387	1,458,255	.0476	471,850	.0288	.0408	.0265	.0321	.0432
Hancock	48.0	.0193	9.2	156	99.4	16.5	.0179	537,115	.0175	257,062	.0157	.0174	.0143	.0172	.0165
☐ Harrison	30.3	.0122	11.1	62	99.1	10.4	.0113	269,251	.0088	89,418	.0054	.0084	.0106	.0117	.0077
Hendricks	78.4	.0317	12.3	192	99.0	26.0	.0281	842,504	.0275	284,477	.0174	.0253	.0228	.0258	.0257
Henry	50.5	.0203	-5.3	128	98.6	18.6	.0202	508,314	.0166	289,795	.0177	.0176	.0228	.0214	.0169
Howard	85.5	.0345	-1.6	292	93.5	32.2	.0349	1,059,485	.0346	714,785	.0436	.0373	.0334	.0368	.0377
Huntington	37.4	.0151	5.1	102	99.2	13.7	.0148	384,991	.0125	200,929	.0123	.0130	.0145	.0161	.0118
Jackson	37.2	.0150	1.9	72	99.1	13.8	.0150	349,269	.0114	241,317	.0147	.0131	.0169	.0164	.0120
Jasper	27.5	.0111	5.2	49	99.5	9.0	.0097	261,955	.0086	125,061	.0077	.0088	.0088	.0105	.0077
Jay	22.1	.0089	-4.9	58	99.5	8.2	.0089	178,092	.0058	93,098	.0057	.0064	.0107	.0097	.0052
Jefferson	29.6	.0120	-2.7	82	97.9	10.5	.0114	303,906	.0099	147,230	.0090	.0101	.0116	.0120	.0093
Jennings	24.2	.0097	5.9	64	98.7	7.9	.0086	196,246	.0064	79,104	.0048	.0067	.0094	.0087	.0052
Johnson	87.3	.0352	13.0	272	98.1	30.2	.0327	969,021	.0316	547,223	.0334	.0328	.0247	.0347	.0381
Knox	40.7	.0165	-2.7	78	98.2	15.8	.0171	355,139	.0116	269,084	.0164	.0140	.0217	.0183	.0131
Kosciusko	65.9	.0265	10.7	122	99.0	24.1	.0261	746,518	.0244	341,845	.0209	.0238	.0224	.0280	.0231
La Grange	29.9	.0121	17.0	79	99.6	9.4	.0102	237,438	.0078	119,832	.0073	.0084	.0111	.0115	.0062
Lake	496.1	.2001	-5.1	990	71.8	173.8	.1883	4,990,573	.1628	3,419,092	.2088	.1841	.1911	.1970	.1920
La Porte	107.0	.0432	-1.5	178	90.0	37.5	.0406	1,079,966	.0353	590,120	.0360	.0371	.0391	.0419	.0376
Lawrence	43.7	.0176	2.9	97	99.4	16.6	.0180	418,118	.0136	229,935	.0141	.0145	.0195	.0190	.0130
Madison	131.2	.0529	-5.8	290	91.4	49.2	.0533	1,399,458	.0457	841,633	.0513	.0488	.0557	.0563	.0486
Marion	792.0	.3195	3.5	2,000	76.1	310.4	.3363	9,894,728	.3229	6,818,083	.4164	.3503	.3141	.3708	.3506
Marshall	42.2	.0170	7.8	95	99.6	15.4	.0167	430,869	.0141	200,294	.0122	.0141	.0159	.0171	.0128
Martin	10.9	.0044	-.9	32	99.3	3.9	.0043	104,820	.0034	47,359	.0029	.0036	.0045	.0044	.0033
Miami	39.3	.0158	-1.3	107	95.0	14.1	.0152	345,536	.0113	176,284	.0107	.0119	.0159	.0171	.0107
Monroe	102.7	.0415	4.0	267	95.0	37.5	.0407	1,111,605	.0363	611,096	.0374	.0376	.0445	.0408	.0348
Montgomery	35.5	.0143	.0	70	99.2	13.4	.0145	355,428	.0116	211,434	.0129	.0126	.0152	.0166	.0109
Morgan	54.9	.0221	5.6	134	99.7	18.9	.0205	571,879	.0186	292,972	.0179	.0191	.0196	.0202	.0204
Newton	14.5	.0059	-2.3	36	99.5	5.2	.0056	125,261	.0041	46,061	.0028	.0041	.0056	.0059	.0034
Noble	39.4	.0159	11.2	95	99.7	14.1	.0153	363,656	.0119	155,407	.0095	.0119	.0150	.0166	.0105
Ohio	5.2	.0021	1.7	60	98.6	2.0	.0021	53,674	.0017	15,886	.0009	.0016	.0024	.0017	.0014
Orange	19.2	.0077	2.8	47	98.2	7.1	.0077	149,041	.0049	64,205	.0039	.0052	.0101	.0083	.0037
Owen	18.0	.0073	13.6	47	99.2	6.9	.0075	156,926	.0051	45,604	.0028	.0048	.0080	.0072	.0041
Parke	16.1	.0065	-1.7	36	99.3	5.8	.0063	131,024	.0043	44,270	.0027	.0043	.0071	.0059	.0033
Perry	18.9	.0076	-2.3	50	99.6	6.5	.0070	157,838	.0052	97,141	.0060	.0058	.0086	.0072	.0060
Pike	13.3	.0053	-1.2	39	99.5	5.2	.0057	129,882	.0042	33,869	.0020	.0038	.0061	.0049	.0033
Porter	128.2	.0518	7.0	306	98.9	44.0	.0476	1,528,373	.0499	588,875	.0360	.0461	.0366	.0416	.0484
Posey	26.4	.0106	-.1	64	98.2	9.4	.0102	267,536	.0087	83,113	.0051	.0080	.0085	.0089	.0082
Pulaski	13.5	.0055	1.8	31	99.3	5.1	.0055	139,582	.0046	75,171	.0046	.0047	.0053	.0059	.0036
Putnam	30.6	.0123	4.9	63	97.8	10.0	.0109	285,748	.0093	116,044	.0070	.0094	.0115	.0104	.0086
Randolph	28.8	.0116	-4.0	63	99.4	10.7	.0116	257,686	.0084	127,041	.0078	.0088	.0125	.0126	.0080
Ripley	25.9	.0105	6.2	58	99.6	8.8	.0095	250,708	.0082	106,180	.0065	.0081	.0098	.0097	.0072
Rush	18.5	.0074	-5.6	45	98.7	6.5	.0071	165,623	.0054	88,566	.0054	.0058	.0073	.0077	.0046
St. Joseph	241.5	.0974	-.1	526	88.6	90.6	.0981	2,737,555	.0893	1,748,668	.1068	.0963	.0965	.1049	.1035
Scott	21.2	.0086	3.8	110	99.6	7.5	.0081	185,074	.0061	103,369	.0063	.0066	.0086	.0090	.0050

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S	% Change 1980-88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S	1988 EBI ($000)	% Of U.S	1988 Retail Sales ($000)	% Of U.S	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
INDIANA (continued)															
ALL COUNTIES (continued)															
Shelby	39.9	.0161	.0	97	98.7	14.3	.0155	388,787	.0127	166,683	.0101	.0125	.0138	.0163	.0121
Spencer	20.1	.0081	3.8	50	98.9	6.8	.0074	187,774	.0061	74,660	.0046	.0061	.0080	.0067	.0052
Starke	22.4	.0090	1.8	72	99.4	8.0	.0087	173,448	.0057	109,567	.0067	.0066	.0103	.0094	.0045
Steuben	28.5	.0115	15.4	93	98.9	10.6	.0115	280,622	.0091	169,693	.0104	.0100	.0122	.0130	.0088
Sullivan	20.8	.0084	-1.5	46	99.6	8.1	.0087	160,675	.0053	60,856	.0037	.0054	.0108	.0084	.0044
Switzerland	7.7	.0031	7.6	34	99.4	2.8	.0031	58,326	.0019	15,543	.0009	.0019	.0037	.0028	.0015
Tippecanoe	123.7	.0499	1.6	246	96.1	43.9	.0475	1,379,221	.0450	788,653	.0482	.0470	.0456	.0510	.0413
Tipton	16.5	.0067	-1.9	63	99.6	6.3	.0069	177,221	.0058	77,991	.0047	.0057	.0068	.0067	.0050
Union	6.8	.0027	-.9	42	99.3	2.4	.0026	63,009	.0020	25,686	.0016	.0020	.0028	.0028	.0019
Vanderburgh	167.0	.0674	-.3	708	91.0	67.2	.0728	2,059,964	.0672	1,462,651	.0893	.0738	.0775	.0785	.0854
Vermillion	17.7	.0071	-2.9	68	99.5	7.1	.0077	186,100	.0061	70,611	.0043	.0058	.0078	.0070	.0047
Vigo	107.6	.0434	-4.3	266	92.6	40.1	.0434	1,164,910	.0380	981,612	.0600	.0457	.0479	.0514	.0433
Wabash	35.6	.0144	-2.8	89	98.8	12.6	.0137	353,517	.0116	157,745	.0096	.0115	.0129	.0150	.0100
Warren	8.5	.0034	-5.3	23	99.7	2.9	.0031	94,622	.0031	8,884	.0005	.0024	.0021	.0025	.0024
Warrick	47.8	.0193	15.3	122	98.7	16.7	.0181	483,521	.0157	152,401	.0093	.0146	.0154	.0161	.0148
Washington	23.5	.0095	7.1	46	99.8	8.4	.0091	198,638	.0065	101,974	.0063	.0069	.0102	.0098	.0054
Wayne	71.7	.0289	-5.7	177	93.5	27.1	.0294	722,509	.0236	617,588	.0377	.0289	.0338	.0348	.0248
Wells	25.8	.0104	1.6	70	99.8	9.4	.0101	261,060	.0085	112,148	.0068	.0085	.0090	.0110	.0082
White	24.2	.0097	1.4	48	99.6	9.4	.0102	238,387	.0078	134,096	.0082	.0083	.0109	.0114	.0070
Whitley	27.5	.0111	4.9	82	99.5	9.8	.0107	269,995	.0088	138,567	.0085	.0091	.0108	.0114	.0079
TOTAL METRO COUNTIES	**3,801.6**	**1.5336**	**2.2**	**325**	**87.5**	**1,399.0**	**1.5158**	**43,010,214**	**1.4034**	**26,257,056**	**1.6035**	**1.4896**	**1.4465**	**1.6033**	**1.5120**
TOTAL STATE	**5,597.2**	**2.2576**	**1.9**	**156**	**90.8**	**2,051.0**	**2.2223**	**60,532,003**	**1.9756**	**35,310,219**	**2.1560**	**2.0861**	**2.1795**	**2.3470**	**2.0504**
IOWA															
CEDAR RAPIDS	**169.1**	**.0682**	**-.4**	**234**	**97.4**	**67.0**	**.0726**	**2,157,560**	**.0704**	**1,116,098**	**.0682**	**.0693**	**.0645**	**.0741**	**.0711**
Linn	169.1	.0682	-.4	234	97.4	67.0	.0726	2,157,560	.0704	1,116,098	.0682	.0693	.0645	.0741	.0711
DAVENPORT - ROCK ISLAND - MOLINE	**369.4**	**.1490**	**-4.0**	**217**	**94.1**	**141.8**	**.1537**	**4,694,948**	**.1532**	**2,490,821**	**.1521**	**.1521**	**.1386**	**.1509**	**.1518**
Scott	158.1	.0638	-1.2	344	94.4	60.6	.0657	1,975,001	.0645	1,052,698	.0643	.0643	.0593	.0659	.0655
Henry, Ill.	*54.3*	*.0219*	*-6.3*	*66*	*98.4*	*20.2*	*.0219*	*666,447*	*.0217*	*234,430*	*.0143*	*.0196*	*.0186*	*.0191*	*.0205*
Rock Island, Ill.	*157.0*	*.0633*	*-5.9*	*371*	*92.3*	*61.0*	*.0661*	*2,053,500*	*.0670*	*1,203,693*	*.0735*	*.0682*	*.0607*	*.0659*	*.0658*
DES MOINES	**389.1**	**.1569**	**5.9**	**223**	**94.4**	**157.7**	**.1710**	**4,988,424**	**.1630**	**2,834,303**	**.1730**	**.1647**	**.1706**	**.1779**	**.1716**
Dallas	30.1	.0121	2.0	51	99.4	11.9	.0129	316,623	.0104	125,932	.0077	.0099	.0134	.0131	.0087
Polk	321.6	.1297	6.1	553	93.4	132.4	.1435	4,264,049	.1392	2,608,955	.1593	.1434	.1454	.1522	.1519
Warren	37.4	.0151	7.2	65	99.1	13.4	.0146	407,752	.0134	99,416	.0060	.0114	.0118	.0126	.0110
DUBUQUE	**90.8**	**.0366**	**-3.2**	**150**	**99.3**	**31.5**	**.0342**	**908,894**	**.0297**	**552,905**	**.0338**	**.0324**	**.0356**	**.0365**	**.0322**
Dubuque	90.8	.0366	-3.2	150	99.3	31.5	.0342	908,894	.0297	552,905	.0338	.0324	.0356	.0365	.0322
IOWA CITY	**86.2**	**.0348**	**5.5**	**140**	**96.0**	**33.7**	**.0365**	**1,038,304**	**.0338**	**467,651**	**.0285**	**.0324**	**.0379**	**.0355**	**.0301**
Johnson	86.2	.0348	5.5	140	96.0	33.7	.0365	1,038,304	.0338	467,651	.0285	.0324	.0379	.0355	.0301
SIOUX CITY	**115.6**	**.0467**	**-1.6**	**102**	**97.1**	**44.7**	**.0484**	**1,186,505**	**.0387**	**776,080**	**.0474**	**.0430**	**.0555**	**.0533**	**.0400**
Woodbury	97.8	.0395	-3.1	112	96.9	38.2	.0414	996,247	.0325	704,560	.0430	.0371	.0495	.0463	.0344
Dakota, Neb.	*17.8*	*.0072*	*7.4*	*69*	*98.2*	*6.5*	*.0070*	*190,258*	*.0062*	*71,520*	*.0044*	*.0059*	*.0060*	*.0070*	*.0056*
WATERLOO - CEDAR FALLS	**148.9**	**.0600**	**-8.5**	**147**	**93.2**	**55.6**	**.0603**	**1,878,386**	**.0612**	**884,753**	**.0539**	**.0589**	**.0528**	**.0573**	**.0597**
Black Hawk	125.2	.0505	-9.3	218	92.0	47.0	.0510	1,603,270	.0523	797,112	.0486	.0509	.0443	.0491	.0519
Bremer	23.7	.0095	-4.5	54	99.3	8.6	.0093	275,116	.0089	87,641	.0053	.0080	.0085	.0082	.0078
ALL COUNTIES															
Adair	8.7	.0035	-8.5	15	99.9	3.5	.0037	75,421	.0025	47,747	.0029	.0028	.0054	.0039	.0017
Adams	5.3	.0022	-7.5	12	99.6	2.1	.0023	42,615	.0014	16,188	.0010	.0015	.0029	.0023	.0011
Allamakee	14.8	.0059	-2.0	23	99.7	5.4	.0059	100,736	.0033	87,661	.0053	.0043	.0090	.0068	.0026
Appanoose	14.4	.0059	-7.2	29	98.6	6.0	.0065	114,232	.0037	71,455	.0044	.0044	.0095	.0061	.0031
Audubon	7.4	.0029	-13.6	17	99.8	2.9	.0031	55,133	.0018	35,886	.0022	.0021	.0045	.0032	.0015
Benton	22.8	.0092	-3.6	32	99.7	8.8	.0095	214,492	.0070	84,996	.0052	.0069	.0100	.0099	.0061
Black Hawk	125.2	.0505	-9.3	218	92.0	47.0	.0510	1,603,270	.0523	797,112	.0486	.0509	.0443	.0491	.0519
Boone	25.6	.0104	-2.2	45	99.3	10.1	.0109	277,042	.0091	116,549	.0072	.0087	.0114	.0106	.0084
Bremer	23.7	.0095	-4.5	54	99.3	8.6	.0093	275,116	.0089	87,641	.0053	.0080	.0085	.0082	.0078
Buchanan	21.9	.0089	-4.4	38	99.5	7.9	.0086	193,506	.0064	95,112	.0058	.0067	.0101	.0086	.0051
Buena Vista	20.0	.0080	-3.7	35	99.6	7.7	.0083	183,345	.0059	157,756	.0097	.0075	.0111	.0101	.0061
Butler	16.3	.0066	-7.8	28	99.6	6.2	.0068	136,615	.0045	42,089	.0025	.0042	.0075	.0069	.0033
Calhoun	11.8	.0048	-12.9	21	99.6	4.7	.0050	111,743	.0036	50,369	.0031	.0039	.0062	.0054	.0030
Carroll	22.5	.0090	-2.0	39	99.7	8.3	.0090	194,954	.0064	183,288	.0112	.0083	.0108	.0115	.0062
Cass	15.8	.0064	-6.7	28	99.5	6.5	.0071	160,738	.0052	132,367	.0081	.0063	.0091	.0083	.0054

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

METRO AREA / County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop. Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
IOWA (continued)															
ALL COUNTIES (continued)															
Cedar	18.4	.0074	–1.3	32	99.4	7.3	.0079	167,239	.0055	80,996	.0049	.0056	.0090	.0085	.0043
Cerro Gordo	48.1	.0194	–.7	85	98.9	19.8	.0214	524,046	.0171	402,302	.0246	.0199	.0265	.0246	.0190
Cherokee	14.5	.0059	–10.7	25	99.6	5.9	.0064	140,066	.0046	90,098	.0055	.0050	.0084	.0070	.0041
Chickasaw	14.3	.0057	–7.4	28	99.7	5.3	.0058	116,504	.0038	50,788	.0031	.0040	.0065	.0063	.0032
Clarke	8.8	.0036	2.2	20	99.6	3.4	.0037	70,091	.0023	60,212	.0037	.0031	.0058	.0040	.0016
Clay	18.0	.0073	–8.1	32	99.4	7.4	.0080	182,345	.0059	151,961	.0092	.0072	.0101	.0095	.0066
Clayton	20.9	.0084	–.9	27	99.6	8.1	.0088	174,506	.0057	82,518	.0051	.0060	.0109	.0089	.0042
Clinton	53.1	.0214	–7.1	76	98.2	20.2	.0218	566,720	.0185	340,411	.0208	.0198	.0226	.0241	.0198
Crawford	18.0	.0073	–4.9	25	99.4	6.8	.0074	147,819	.0048	70,806	.0043	.0051	.0091	.0076	.0043
Dallas	30.1	.0121	2.0	51	99.4	11.9	.0129	316,623	.0104	125,932	.0077	.0099	.0134	.0131	.0087
Davis	9.0	.0036	–1.2	18	99.7	3.3	.0036	72,619	.0023	35,076	.0021	.0026	.0045	.0037	.0017
Decatur	8.9	.0036	–9.1	17	98.8	3.3	.0036	70,220	.0023	42,221	.0026	.0026	.0055	.0035	.0017
Delaware	19.0	.0077	.4	33	99.8	6.7	.0072	166,044	.0055	88,200	.0054	.0058	.0083	.0078	.0049
Des Moines	44.5	.0179	–3.7	107	96.9	18.0	.0195	514,869	.0168	316,320	.0193	.0178	.0215	.0205	.0185
Dickinson	15.0	.0061	–4.0	39	99.7	6.2	.0067	164,245	.0053	87,498	.0053	.0055	.0070	.0078	.0050
Dubuque	90.8	.0366	–3.2	150	99.3	31.5	.0342	908,894	.0297	552,905	.0338	.0324	.0356	.0365	.0322
Emmet	11.6	.0047	–13.0	29	99.4	4.7	.0051	103,854	.0034	64,503	.0039	.0038	.0065	.0059	.0031
Fayette	23.2	.0094	–9.0	32	99.5	9.0	.0097	205,643	.0067	108,462	.0067	.0071	.0118	.0101	.0058
Floyd	18.2	.0073	–7.1	36	99.8	7.1	.0077	163,846	.0053	98,304	.0060	.0059	.0094	.0088	.0049
Franklin	12.0	.0048	–8.0	21	99.8	5.0	.0054	120,525	.0040	46,065	.0028	.0039	.0060	.0057	.0031
Fremont	9.3	.0038	–1.1	18	99.5	3.8	.0041	91,955	.0030	50,269	.0030	.0032	.0058	.0043	.0024
Greene	10.8	.0043	–10.9	19	99.4	4.6	.0050	113,049	.0037	67,500	.0042	.0038	.0060	.0051	.0032
Grundy	13.4	.0054	–6.7	27	99.8	5.3	.0058	147,529	.0048	50,912	.0031	.0045	.0055	.0059	.0039
Guthrie	11.6	.0047	–3.2	20	99.8	4.7	.0051	97,633	.0032	28,518	.0017	.0030	.0063	.0046	.0025
Hamilton	16.5	.0067	–7.6	29	99.5	6.7	.0072	168,799	.0055	80,893	.0050	.0057	.0084	.0082	.0049
Hancock	13.4	.0054	–3.1	23	99.7	5.5	.0060	135,001	.0044	33,025	.0020	.0039	.0061	.0060	.0038
Hardin	20.4	.0082	–6.3	36	99.2	8.1	.0087	200,769	.0065	143,225	.0087	.0075	.0109	.0102	.0056
Harrison	15.5	.0063	–5.2	22	99.7	5.9	.0064	124,293	.0041	93,330	.0057	.0050	.0080	.0069	.0033
Henry	19.1	.0077	1.1	44	98.4	7.2	.0078	201,840	.0066	109,858	.0067	.0068	.0083	.0089	.0055
Howard	10.3	.0041	–7.3	22	99.7	4.0	.0044	88,186	.0028	47,612	.0029	.0031	.0060	.0043	.0023
Humboldt	11.4	.0046	–6.9	26	99.7	4.9	.0053	115,836	.0038	54,715	.0034	.0038	.0065	.0057	.0031
Ida	8.7	.0035	–2.3	20	99.9	3.5	.0038	76,656	.0025	50,560	.0031	.0029	.0053	.0039	.0019
Iowa	15.1	.0061	–2.1	26	99.5	6.0	.0065	157,160	.0052	81,919	.0050	.0053	.0071	.0072	.0052
Jackson	22.2	.0090	–1.4	35	99.8	8.2	.0089	188,094	.0061	81,182	.0049	.0064	.0104	.0094	.0051
Jasper	36.3	.0146	–.4	50	99.4	14.3	.0155	381,135	.0124	194,275	.0119	.0127	.0165	.0171	.0116
Jefferson	16.9	.0068	3.6	38	99.0	6.5	.0070	187,437	.0062	92,916	.0057	.0061	.0078	.0075	.0049
Johnson	86.2	.0348	5.5	140	96.0	33.7	.0365	1,038,304	.0338	467,651	.0285	.0324	.0379	.0355	.0301
Jones	20.1	.0081	–1.5	35	99.2	7.2	.0078	175,433	.0058	77,115	.0047	.0060	.0085	.0081	.0047
Keokuk	11.8	.0048	–8.7	20	99.7	4.7	.0051	109,157	.0035	36,658	.0023	.0034	.0054	.0051	.0023
Kossuth	19.9	.0080	–9.1	20	99.6	7.7	.0083	173,676	.0057	102,818	.0062	.0063	.0101	.0093	.0050
Lee	41.9	.0169	–2.8	80	96.3	16.3	.0177	446,645	.0146	208,038	.0127	.0145	.0188	.0182	.0134
Linn	169.1	.0682	–.4	234	97.4	67.0	.0726	2,157,560	.0704	1,116,098	.0682	.0693	.0645	.0741	.0711
Louisa	12.4	.0050	2.9	31	99.6	4.5	.0049	126,494	.0041	39,804	.0024	.0038	.0049	.0047	.0033
Lucas	9.7	.0039	–6.0	22	99.6	4.1	.0044	87,431	.0029	79,341	.0049	.0036	.0066	.0048	.0031
Lyon	12.2	.0049	–5.4	21	99.7	4.4	.0048	84,777	.0027	35,877	.0022	.0031	.0064	.0050	.0024
Madison	12.4	.0050	–1.6	22	99.7	4.6	.0050	100,687	.0033	72,411	.0044	.0039	.0065	.0058	.0028
Mahaska	23.0	.0093	.6	40	98.8	9.1	.0098	198,864	.0065	111,741	.0068	.0072	.0129	.0111	.0064
Marion	30.2	.0122	1.8	54	98.7	11.1	.0121	316,555	.0103	123,623	.0075	.0098	.0117	.0121	.0093
Marshall	39.6	.0160	–4.9	69	98.4	15.8	.0171	479,131	.0157	224,397	.0137	.0152	.0170	.0170	.0142
Mills	13.8	.0055	2.9	31	99.5	4.7	.0051	120,657	.0039	48,124	.0030	.0039	.0053	.0057	.0028
Mitchell	11.2	.0046	–9.2	24	99.9	4.5	.0048	104,582	.0034	52,130	.0032	.0036	.0059	.0047	.0027
Monona	10.8	.0043	–7.6	15	99.8	4.4	.0048	85,087	.0028	65,694	.0040	.0034	.0066	.0053	.0022
Monroe	8.5	.0034	–7.7	20	99.4	3.3	.0036	93,907	.0031	26,284	.0016	.0027	.0035	.0034	.0022
Montgomery	12.6	.0051	–6.1	30	99.6	5.3	.0057	123,860	.0040	89,668	.0055	.0047	.0071	.0065	.0038
Muscatine	41.3	.0167	2.1	93	98.8	15.6	.0169	507,754	.0166	227,324	.0138	.0158	.0170	.0159	.0154
O'Brien	15.7	.0063	–7.5	27	99.9	6.2	.0068	139,540	.0045	100,948	.0062	.0053	.0086	.0077	.0042
Osceola	7.9	.0032	–5.6	20	99.6	3.1	.0033	67,455	.0022	24,718	.0015	.0023	.0041	.0034	.0016
Page	18.0	.0073	–5.6	34	99.3	7.3	.0079	182,286	.0060	113,371	.0069	.0065	.0083	.0089	.0059
Palo Alto	11.0	.0044	–13.5	20	99.8	4.4	.0048	99,360	.0032	56,204	.0035	.0035	.0057	.0050	.0025
Plymouth	24.6	.0099	–.6	28	99.4	9.2	.0100	203,318	.0067	128,662	.0078	.0076	.0134	.0113	.0051
Pocahontas	10.3	.0042	–9.4	18	99.8	4.1	.0044	100,306	.0032	35,142	.0022	.0032	.0049	.0045	.0024
Polk	321.6	.1297	6.1	553	93.4	132.4	.1435	4,264,049	.1392	2,608,955	.1593	.1434	.1454	.1522	.1519
☐ Pottawattamie	87.8	.0354	1.4	92	98.8	33.7	.0365	987,402	.0322	688,403	.0420	.0358	.0367	.0404	.0291
Poweshiek	18.8	.0076	–2.6	32	98.9	7.2	.0078	195,801	.0064	150,693	.0092	.0075	.0094	.0093	.0056
Ringgold	5.6	.0023	–8.4	10	99.4	2.3	.0025	37,617	.0013	25,770	.0016	.0014	.0039	.0021	.0007
Sac	12.6	.0050	–10.8	22	99.8	5.3	.0057	102,688	.0033	55,808	.0034	.0037	.0074	.0061	.0022

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
IOWA (continued)															
ALL COUNTIES (continued)															
Scott	158.1	.0638	-1.2	344	94.4	60.6	.0657	1,975,001	.0645	1,052,698	.0643	.0643	.0593	.0659	.0655
Shelby	14.2	.0057	-5.6	24	99.4	5.5	.0059	131,283	.0043	85,514	.0052	.0048	.0075	.0071	.0034
Sioux	30.9	.0125	.3	40	99.3	10.6	.0115	250,744	.0081	123,551	.0075	.0089	.0124	.0140	.0062
Story	72.9	.0294	.8	127	96.3	25.3	.0274	820,347	.0268	454,180	.0278	.0276	.0301	.0284	.0243
Tama	18.0	.0073	-7.9	25	95.8	6.8	.0074	157,041	.0051	70,518	.0043	.0054	.0086	.0078	.0043
Taylor	7.6	.0030	-9.0	14	99.6	3.1	.0033	61,145	.0020	29,629	.0018	.0021	.0050	.0029	.0016
Union	13.2	.0054	-4.8	31	99.6	5.4	.0059	134,034	.0044	84,247	.0051	.0049	.0074	.0063	.0040
Van Buren	8.0	.0032	-7.3	17	99.4	3.1	.0034	60,454	.0020	20,900	.0013	.0018	.0044	.0030	.0013
Wapello	37.6	.0151	-6.6	87	98.8	15.4	.0166	376,051	.0122	217,210	.0133	.0132	.0212	.0174	.0113
Warren	37.4	.0151	7.2	65	99.1	13.4	.0146	407,752	.0134	99,416	.0060	.0114	.0118	.0126	.0110
Washington	19.9	.0081	-1.2	35	99.4	7.6	.0082	191,508	.0062	95,202	.0058	.0067	.0096	.0084	.0057
Wayne	7.3	.0029	-11.0	14	99.6	3.1	.0034	51,422	.0017	33,902	.0021	.0019	.0054	.0032	.0011
Webster	42.7	.0172	-7.1	59	97.6	16.9	.0183	401,550	.0131	274,631	.0168	.0150	.0215	.0206	.0128
Winnebago	12.6	.0051	-3.2	31	99.4	5.1	.0055	142,879	.0047	68,794	.0042	.0047	.0055	.0061	.0035
Winneshiek	21.4	.0086	-2.2	31	99.0	7.6	.0082	191,947	.0062	126,328	.0077	.0071	.0105	.0084	.0068
Woodbury	97.8	.0395	-3.1	112	96.9	38.2	.0414	996,247	.0325	704,560	.0430	.0371	.0495	.0463	.0344
Worth	8.6	.0035	-5.2	21	99.5	3.4	.0037	84,553	.0028	28,985	.0018	.0025	.0040	.0038	.0021
Wright	15.1	.0060	-7.5	26	99.3	6.1	.0066	192,607	.0063	81,761	.0050	.0059	.0069	.0067	.0051
TOTAL METRO COUNTIES	**1,227.8**	**.4952**	**.4**	**176**	**95.7**	**478.0**	**.5182**	**14,930,218**	**.4873**	**8,301,371**	**.5067**	**.4949**	**.5069**	**.5339**	**.4937**
TOTAL STATE	**2,847.4**	**1.1485**	**-2.3**	**51**	**97.5**	**1,106.2**	**1.1985**	**30,647,996**	**1.0003**	**17,007,999**	**1.0385**	**1.0413**	**1.3086**	**1.2621**	**.9520**
KANSAS															
KANSAS CITY	**1,567.6**	**.6323**	**9.4**	**312**	**86.0**	**598.5**	**.6484**	**21,106,331**	**.6889**	**11,420,454**	**.6973**	**.6798**	**.5761**	**.6444**	**.6686**
Johnson	344.7	.1390	27.5	721	97.5	131.5	.1424	5,986,103	.1954	2,757,863	.1684	.1759	.0958	.1346	.1989
Leavenworth	63.7	.0257	16.2	138	87.2	20.2	.0219	742,576	.0243	230,366	.0141	.0215	.0183	.0188	.0199
Miami	23.5	.0095	8.7	40	96.2	8.6	.0093	239,517	.0078	93,149	.0057	.0075	.0099	.0091	.0067
Wyandotte	173.9	.0702	.9	1,167	72.9	65.5	.0710	1,903,077	.0621	839,510	.0513	.0604	.0737	.0660	.0548
Cass, Mo.	*60.4*	*.0244*	*18.4*	*86*	*98.4*	*21.0*	*.0227*	*673,580*	*.0220*	*254,542*	*.0155*	*.0205*	*.0205*	*.0207*	*.0181*
Clay, Mo.	*150.4*	*.0606*	*10.2*	*373*	*97.9*	*57.0*	*.0618*	*2,138,405*	*.0698*	*1,392,942*	*.0850*	*.0725*	*.0517*	*.0656*	*.0697*
Jackson, Mo.	*641.1*	*.2586*	*1.9*	*1,049*	*77.0*	*254.8*	*.2761*	*8,259,065*	*.2696*	*5,487,870*	*.3351*	*.2870*	*.2679*	*.2908*	*.2682*
Lafayette, Mo.	*31.9*	*.0129*	*6.6*	*50*	*96.4*	*11.9*	*.0129*	*313,402*	*.0102*	*118,527*	*.0072*	*.0099*	*.0134*	*.0119*	*.0085*
Platte, Mo.	*54.2*	*.0218*	*17.0*	*129*	*97.4*	*19.6*	*.0212*	*630,394*	*.0205*	*178,113*	*.0109*	*.0179*	*.0164*	*.0185*	*.0177*
Ray, Mo.	*23.8*	*.0096*	*11.3*	*42*	*97.8*	*8.4*	*.0091*	*220,212*	*.0072*	*67,572*	*.0041*	*.0067*	*.0085*	*.0084*	*.0061*
LAWRENCE	**75.0**	**.0303**	**10.9**	**163**	**90.1**	**27.0**	**.0293**	**826,999**	**.0270**	**400,223**	**.0244**	**.0268**	**.0323**	**.0279**	**.0238**
Douglas	75.0	.0303	10.9	163	90.1	27.0	.0293	826,999	.0270	400,223	.0244	.0268	.0323	.0279	.0238
TOPEKA	**163.6**	**.0660**	**5.6**	**298**	**90.0**	**64.9**	**.0703**	**2,206,765**	**.0720**	**1,105,224**	**.0675**	**.0694**	**.0654**	**.0716**	**.0650**
Shawnee	163.6	.0660	5.6	298	90.0	64.9	.0703	2,206,765	.0720	1,105,224	.0675	.0694	.0654	.0716	.0650
WICHITA	**448.8**	**.1810**	**9.0**	**183**	**89.2**	**174.3**	**.1888**	**6,285,415**	**.2051**	**2,878,522**	**.1757**	**.1916**	**.1586**	**.1857**	**.1896**
Butler	49.4	.0199	10.3	34	98.4	18.1	.0196	496,706	.0162	198,669	.0121	.0158	.0193	.0199	.0143
Sedgwick	399.4	.1611	8.8	397	88.0	156.2	.1692	5,788,709	.1889	2,679,853	.1636	.1758	.1393	.1658	.1753
ALL COUNTIES															
Allen	15.4	.0063	-1.6	30	97.4	6.1	.0066	153,277	.0050	67,292	.0041	.0051	.0078	.0067	.0042
Anderson	8.6	.0034	-1.7	15	99.2	3.2	.0035	81,257	.0026	23,322	.0014	.0024	.0039	.0033	.0019
Atchison	18.0	.0073	-2.2	42	92.4	6.5	.0070	168,550	.0055	67,324	.0041	.0054	.0079	.0068	.0047
Barber	6.5	.0026	-.7	6	99.2	2.7	.0029	67,543	.0022	42,196	.0026	.0024	.0035	.0032	.0017
Barton	31.6	.0128	.8	35	98.0	12.2	.0133	363,880	.0119	255,876	.0156	.0132	.0147	.0154	.0132
Bourbon	15.6	.0062	-2.3	24	96.4	6.6	.0071	157,865	.0052	86,091	.0053	.0054	.0089	.0069	.0043
Brown	11.7	.0048	-2.1	20	92.9	4.7	.0051	106,811	.0035	46,064	.0028	.0035	.0061	.0050	.0023
Butler	49.4	.0199	10.3	34	98.4	18.1	.0196	496,706	.0162	198,669	.0121	.0158	.0193	.0199	.0143
Chase	3.1	.0012	-6.3	4	98.7	1.3	.0014	29,798	.0009	7,330	.0005	.0008	.0018	.0012	.0006
Chautauqua	4.8	.0020	-4.3	7	97.2	2.2	.0024	58,377	.0019	13,923	.0008	.0016	.0025	.0021	.0013
Cherokee	22.7	.0091	1.8	38	96.7	9.0	.0098	200,644	.0066	80,698	.0049	.0065	.0123	.0089	.0050
Cheyenne	3.4	.0014	-7.6	3	99.5	1.5	.0016	40,557	.0013	22,974	.0014	.0014	.0019	.0017	.0011
Clark	2.5	.0010	-3.8	3	99.2	1.0	.0011	24,270	.0008	13,003	.0008	.0009	.0015	.0011	.0007
Clay	9.5	.0038	-3.1	15	99.5	3.8	.0041	84,730	.0028	50,504	.0031	.0031	.0056	.0044	.0026
Cloud	11.6	.0047	-7.2	16	99.6	4.5	.0049	100,522	.0033	53,428	.0033	.0035	.0062	.0050	.0031
Coffey	9.6	.0039	2.5	16	99.3	3.6	.0039	133,528	.0043	35,090	.0021	.0036	.0032	.0032	.0030
Comanche	2.5	.0010	-2.1	3	99.9	1.0	.0011	21,883	.0007	9,136	.0006	.0008	.0012	.0013	.0005
Cowley	37.3	.0151	1.3	33	95.3	14.3	.0154	444,608	.0145	184,045	.0112	.0136	.0154	.0151	.0128
Crawford	37.4	.0150	-1.4	63	97.7	15.5	.0168	341,101	.0112	173,406	.0106	.0117	.0223	.0152	.0092
Decatur	4.1	.0017	-9.1	5	99.6	1.7	.0019	35,851	.0011	26,805	.0016	.0015	.0026	.0019	.0010
Dickinson	20.3	.0082	.6	24	99.1	8.2	.0089	217,088	.0071	91,162	.0056	.0068	.0097	.0087	.0055

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

SMM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S	% Change 1980–88	Pop Per Sq. Mi (Density)	% White	12/31/88 Households (Thousands)	% Of U.S	1988 EBI ($000)	% Of U.S	1988 Retail Sales ($000)	% Of U.S	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
KANSAS (continued)															
ALL COUNTIES (continued)															
Doniphan	9.5	.0038	2.5	24	95.8	3.4	.0036	72,076	.0024	27,308	.0017	.0025	.0044	.0036	.0016
Douglas	75.0	.0303	10.9	163	90.1	27.0	.0293	826,999	.0270	400,223	.0244	.0268	.0323	.0279	.0238
Edwards	4.0	.0016	-6.4	6	99.5	1.7	.0018	32,325	.0010	11,748	.0007	.0011	.0025	.0019	.0007
Elk	3.6	.0014	-8.1	6	99.2	1.6	.0018	35,621	.0012	9,236	.0006	.0010	.0020	.0014	.0008
Ellis	27.1	.0110	3.8	30	98.9	10.2	.0110	316,668	.0103	287,044	.0175	.0127	.0135	.0133	.0128
Ellsworth	6.7	.0027	.9	9	99.6	2.9	.0032	64,793	.0021	27,749	.0017	.0021	.0037	.0032	.0014
Finney	30.2	.0121	26.8	23	98.0	10.6	.0115	330,345	.0108	257,183	.0157	.0125	.0127	.0143	.0128
Ford	27.0	.0109	11.0	25	97.6	10.0	.0108	292,509	.0096	250,590	.0153	.0116	.0121	.0131	.0114
Franklin	22.2	.0090	.6	38	97.5	8.5	.0092	257,224	.0084	87,717	.0054	.0076	.0092	.0087	.0065
Geary	30.4	.0122	1.8	81	74.4	10.7	.0116	274,697	.0089	213,473	.0130	.0108	.0153	.0140	.0084
Gove	3.5	.0015	-6.1	3	99.7	1.4	.0015	29,639	.0010	12,829	.0008	.0009	.0019	.0015	.0007
Graham	3.6	.0014	-9.9	4	95.8	1.4	.0015	38,980	.0013	24,765	.0015	.0015	.0020	.0017	.0009
Grant	7.4	.0030	6.1	13	99.0	2.7	.0030	81,042	.0026	44,338	.0027	.0027	.0026	.0036	.0023
Gray	5.5	.0022	7.0	6	99.7	1.9	.0020	57,736	.0019	11,939	.0007	.0015	.0019	.0019	.0014
Greeley	1.8	.0007	-2.4	2	99.2	.7	.0008	14,529	.0005	7,017	.0005	.0007	.0008	.0010	.0003
Greenwood	8.0	.0033	-8.7	7	99.3	3.3	.0035	72,257	.0023	36,515	.0022	.0024	.0049	.0033	.0019
Hamilton	2.3	.0009	-8.5	2	99.6	1.1	.0012	29,688	.0010	8,685	.0005	.0008	.0010	.0009	.0008
Harper	7.3	.0029	-6.2	9	99.3	3.1	.0034	66,867	.0022	48,188	.0030	.0026	.0043	.0037	.0020
Harvey	31.6	.0128	3.5	58	97.3	11.5	.0125	341,066	.0111	142,752	.0087	.0107	.0121	.0127	.0099
Haskell	4.0	.0016	4.9	7	99.1	1.4	.0015	38,588	.0013	9,594	.0006	.0012	.0015	.0016	.0009
Hodgeman	2.2	.0009	-3.1	3	98.7	.9	.0010	18,635	.0006	3,472	.0002	.0004	.0011	.0009	.0004
Jackson	12.1	.0049	3.9	18	94.5	4.5	.0048	114,124	.0037	28,776	.0017	.0034	.0048	.0041	.0029
Jefferson	17.0	.0068	11.8	32	98.7	5.8	.0063	162,706	.0053	27,877	.0018	.0047	.0057	.0053	.0042
Jewell	4.6	.0019	-12.2	5	99.5	1.9	.0021	36,934	.0012	10,987	.0006	.0012	.0028	.0018	.0009
Johnson	344.7	.1390	27.5	721	97.5	131.5	.1424	5,986,103	.1954	2,757,863	.1684	.1759	.0958	.1346	.1989
Kearny	3.8	.0016	10.6	4	99.2	1.2	.0013	35,133	.0011	8,503	.0005	.0010	.0013	.0013	.0010
Kingman	8.9	.0035	-.7	10	99.5	3.4	.0037	83,447	.0028	30,988	.0019	.0027	.0041	.0037	.0022
Kiowa	3.8	.0016	-6.1	5	99.5	1.5	.0017	39,504	.0012	19,472	.0012	.0013	.0020	.0018	.0010
Labette	25.2	.0101	-1.9	39	93.5	9.7	.0105	263,004	.0086	135,990	.0083	.0087	.0110	.0102	.0075
Lane	2.5	.0010	1.1	3	98.7	1.0	.0010	24,332	.0008	4,601	.0003	.0007	.0012	.0011	.0006
Leavenworth	63.7	.0257	16.2	138	87.2	20.2	.0219	742,576	.0243	230,366	.0141	.0215	.0183	.0188	.0199
Lincoln	3.7	.0015	-10.7	5	99.4	1.6	.0018	30,736	.0010	10,274	.0006	.0010	.0022	.0016	.0007
Linn	8.6	.0035	4.4	14	99.0	3.4	.0037	77,257	.0025	26,973	.0016	.0025	.0048	.0033	.0017
Logan	3.2	.0013	-8.0	3	98.9	1.4	.0015	33,192	.0011	45,980	.0028	.0016	.0022	.0022	.0010
Lyon	35.6	.0144	1.4	42	96.3	13.6	.0147	410,082	.0133	256,481	.0157	.0143	.0164	.0154	.0133
McPherson	27.7	.0111	3.1	31	98.4	10.6	.0115	325,738	.0107	132,477	.0081	.0099	.0105	.0118	.0090
Marion	13.1	.0053	-3.1	14	99.0	5.1	.0055	118,848	.0039	52,519	.0032	.0041	.0062	.0057	.0032
Marshall	12.9	.0052	.9	15	99.8	5.3	.0058	124,463	.0040	72,100	.0044	.0043	.0075	.0058	.0038
Meade	4.5	.0018	-6.0	5	99.6	1.8	.0019	40,235	.0013	22,991	.0014	.0015	.0023	.0021	.0010
Miami	23.5	.0095	8.7	40	96.2	8.6	.0093	239,517	.0078	93,149	.0057	.0075	.0099	.0091	.0067
Mitchell	7.8	.0032	-3.9	11	99.1	3.2	.0035	68,569	.0023	58,465	.0036	.0028	.0049	.0040	.0021
Montgomery	42.1	.0169	-.4	65	91.1	16.5	.0179	441,798	.0144	240,138	.0146	.0150	.0194	.0182	.0134
Morris	6.3	.0026	-1.9	9	99.1	2.6	.0028	59,568	.0019	25,042	.0016	.0019	.0033	.0028	.0014
Morton	3.3	.0013	-4.5	5	99.1	1.2	.0013	36,016	.0012	20,464	.0012	.0013	.0015	.0013	.0011
Nemaha	10.9	.0044	-2.8	15	99.3	4.2	.0045	95,823	.0032	61,256	.0037	.0035	.0062	.0046	.0025
Neosho	18.2	.0073	-4.1	32	97.9	6.9	.0075	173,749	.0056	97,707	.0060	.0061	.0083	.0078	.0057
Ness	4.1	.0017	-8.9	4	99.5	1.6	.0017	40,890	.0014	25,127	.0015	.0015	.0023	.0018	.0011
Norton	6.3	.0025	-5.8	7	99.5	2.7	.0030	64,694	.0021	43,877	.0027	.0024	.0039	.0030	.0020
Osage	16.2	.0066	5.8	23	99.3	6.0	.0065	164,979	.0054	54,141	.0033	.0050	.0063	.0060	.0045
Osborne	5.6	.0022	-6.0	6	99.5	2.3	.0025	46,415	.0015	33,007	.0020	.0017	.0038	.0026	.0015
Ottawa	5.8	.0024	-2.9	8	99.6	2.3	.0025	57,618	.0018	25,815	.0016	.0020	.0027	.0027	.0013
Pawnee	7.4	.0030	-8.3	10	95.7	3.0	.0032	82,627	.0027	40,035	.0025	.0026	.0037	.0034	.0023
Phillips	7.0	.0028	-5.5	8	99.5	2.9	.0032	64,984	.0022	39,163	.0024	.0024	.0039	.0032	.0027
Pottawatomie	15.9	.0064	7.6	19	99.0	5.9	.0063	159,208	.0052	48,392	.0029	.0047	.0060	.0062	.0039
Pratt	10.2	.0041	-.7	14	97.6	4.2	.0046	107,967	.0035	96,381	.0059	.0044	.0052	.0055	.0036
Rawlins	3.7	.0015	-9.9	3	99.8	1.4	.0015	31,934	.0010	10,975	.0007	.0011	.0019	.0014	.0007
Reno	66.5	.0268	2.3	53	96.7	25.7	.0279	718,138	.0235	381,473	.0233	.0239	.0290	.0303	.0247
Republic	6.8	.0028	-10.2	9	99.7	2.8	.0030	61,709	.0020	34,563	.0021	.0023	.0042	.0030	.0018
Rice	11.5	.0046	-3.4	16	98.0	4.6	.0050	126,911	.0041	43,014	.0026	.0038	.0052	.0048	.0033
Riley	63.0	.0254	-.8	106	84.7	20.3	.0220	593,566	.0194	314,084	.0192	.0204	.0280	.0228	.0145
Rooks	6.2	.0025	-11.5	7	99.2	2.4	.0026	53,404	.0017	41,890	.0025	.0022	.0036	.0030	.0016
Rush	4.1	.0017	-9.2	6	99.7	1.6	.0017	34,424	.0012	10,857	.0007	.0011	.0021	.0018	.0007
Russell	8.3	.0033	-6.4	10	99.2	3.3	.0036	95,510	.0031	58,592	.0036	.0033	.0042	.0038	.0027
Saline	51.3	.0207	4.9	71	95.4	20.3	.0220	586,686	.0191	410,911	.0251	.0212	.0230	.0254	.0228
Scott	5.9	.0024	2.0	8	99.1	2.2	.0024	59,698	.0020	45,624	.0028	.0023	.0030	.0029	.0018
Sedgwick	399.4	.1611	8.8	397	88.0	156.2	.1692	5,788,709	.1889	2,679,853	.1636	.1758	.1393	.1658	.1753

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
KANSAS (continued)															
ALL COUNTIES (continued)															
Seward	18.4	.0074	7.8	29	93.5	6.9	.0075	199,815	.0065	201,395	.0123	.0084	.0086	.0100	.0093
Shawnee	163.6	.0660	5.6	298	90.0	64.9	.0703	2,206,765	.0720	1,105,224	.0675	.0694	.0654	.0716	.0650
Sheridan	3.2	.0013	-9.7	4	99.7	1.3	.0014	27,950	.0010	13,195	.0008	.0011	.0020	.0015	.0007
Sherman	7.2	.0029	-7.2	7	99.4	2.9	.0031	66,298	.0021	70,462	.0043	.0029	.0037	.0041	.0022
Smith	5.5	.0022	-7.5	6	99.7	2.3	.0025	38,583	.0013	28,888	.0017	.0016	.0040	.0022	.0010
Stafford	5.5	.0022	-3.4	7	99.2	2.3	.0025	60,628	.0020	26,184	.0016	.0019	.0027	.0026	.0016
Stanton	2.2	.0009	-6.0	3	98.2	.8	.0009	19,544	.0006	6,630	.0004	.0006	.0012	.0009	.0004
Stevens	5.3	.0022	11.9	7	98.1	1.7	.0018	49,946	.0016	18,843	.0012	.0016	.0019	.0018	.0014
Sumner	26.2	.0105	5.1	22	98.4	10.0	.0109	270,914	.0089	101,106	.0062	.0083	.0124	.0104	.0074
Thomas	8.7	.0035	2.9	8	99.4	3.0	.0032	78,518	.0025	67,848	.0041	.0033	.0041	.0039	.0026
Trego	4.5	.0018	8.0	5	99.6	1.7	.0019	40,519	.0014	24,101	.0015	.0015	.0024	.0021	.0012
Wabaunsee	7.0	.0029	1.9	9	98.7	2.5	.0027	59,962	.0019	17,594	.0011	.0019	.0027	.0025	.0013
Wallace	1.9	.0007	-7.1	2	98.7	.7	.0007	10,981	.0004	6,808	.0004	.0003	.0011	.0008	.0003
Washington	7.4	.0030	-13.4	8	99.7	3.0	.0033	49,526	.0016	27,447	.0016	.0019	.0051	.0027	.0012
Wichita	2.8	.0012	-7.9	4	99.7	1.0	.0011	25,318	.0008	12,860	.0008	.0011	.0013	.0011	.0006
Wilson	12.2	.0049	.6	21	99.0	4.8	.0052	109,611	.0036	30,693	.0019	.0031	.0058	.0048	.0026
Woodson	4.4	.0017	-4.4	9	98.4	1.8	.0019	36,391	.0012	11,479	.0007	.0013	.0026	.0017	.0009
Wyandotte	173.9	.0702	.9	1,167	72.9	65.5	.0710	1,903,077	.0621	839,510	.0513	.0604	.0737	.0660	.0548
TOTAL METRO COUNTIES	**1,293.2**	**.5217**	**12.1**	**252**	**89.4**	**492.0**	**.5330**	**18,190,452**	**.5937**	**8,304,857**	**.5071**	**.5531**	**.4540**	**.5137**	**.5587**
TOTAL STATE	**2,511.3**	**1.0130**	**6.2**	**31**	**92.7**	**959.2**	**1.0393**	**30,579,001**	**.9980**	**14,990,183**	**.9153**	**.9762**	**1.0347**	**1.0397**	**.9277**
KENTUCKY															
CLARKSVILLE - HOPKINSVILLE	**159.2**	**.0642**	**6.0**	**126**	**75.8**	**53.9**	**.0583**	**1,497,318**	**.0489**	**851,391**	**.0519**	**.0530**	**.0629**	**.0655**	**.0417**
Christian	64.5	.0260	-3.6	89	70.7	20.2	.0218	578,855	.0189	361,004	.0220	.0213	.0266	.0243	.0156
Montgomery, Tenn.	*94.7*	*.0382*	*13.6*	*176*	*79.3*	*33.7*	*.0365*	*918,463*	*.0300*	*490,387*	*.0299*	*.0317*	*.0363*	*.0412*	*.0261*
HUNTINGTON - ASHLAND	**330.5**	**.1333**	**-1.8**	**153**	**97.3**	**124.3**	**.1347**	**2,950,997**	**.0963**	**2,039,041**	**.1244**	**.1124**	**.1634**	**.1393**	**.1056**
Boyd	52.9	.0213	-4.7	329	97.6	20.0	.0216	520,758	.0170	429,832	.0263	.0206	.0266	.0232	.0194
Carter	25.7	.0104	2.6	63	99.9	8.8	.0096	168,479	.0055	101,550	.0062	.0067	.0137	.0092	.0059
Greenup	39.0	.0157	-.3	112	99.4	13.4	.0145	336,170	.0110	92,462	.0057	.0104	.0151	.0143	.0094
Lawrence, Ohio	*63.8*	*.0258*	*-.1*	*140*	*97.1*	*23.5*	*.0255*	*597,094*	*.0194*	*171,395*	*.0104*	*.0182*	*.0265*	*.0218*	*.0191*
Cabell, W. Va.	*103.2*	*.0416*	*-3.4*	*366*	*94.8*	*41.8*	*.0453*	*929,935*	*.0304*	*1,097,063*	*.0669*	*.0436*	*.0614*	*.0542*	*.0401*
Wayne, W. Va.	*45.9*	*.0185*	*-.3*	*90*	*99.7*	*16.8*	*.0182*	*398,561*	*.0130*	*146,739*	*.0089*	*.0129*	*.0201*	*.0166*	*.0117*
LEXINGTON-FAYETTE	**344.1**	**.1387**	**8.4**	**232**	**87.5**	**131.8**	**.1429**	**3,967,202**	**.1295**	**2,725,383**	**.1663**	**.1424**	**.1500**	**.1568**	**.1393**
Bourbon	19.4	.0079	.0	66	89.0	7.3	.0079	165,012	.0054	92,357	.0056	.0060	.0104	.0075	.0047
Clark	29.8	.0120	5.2	117	93.0	11.0	.0120	316,899	.0103	164,252	.0100	.0106	.0126	.0115	.0095
Fayette	220.6	.0890	8.0	774	84.7	87.7	.0950	2,695,014	.0880	2,134,972	.1303	.1008	.0996	.1098	.1037
Jessamine	31.2	.0125	19.7	178	95.1	10.6	.0115	327,783	.0107	150,718	.0092	.0105	.0108	.0122	.0086
Scott	23.6	.0095	8.2	83	92.1	8.3	.0090	231,627	.0076	81,782	.0050	.0072	.0094	.0086	.0062
Woodford	19.5	.0078	9.7	102	91.4	6.9	.0075	230,867	.0075	101,302	.0062	.0073	.0072	.0072	.0066
LOUISVILLE	**968.3**	**.3905**	**1.2**	**426**	**86.0**	**362.8**	**.3930**	**10,983,005**	**.3583**	**7,105,104**	**.4338**	**.3873**	**.3956**	**.4218**	**.3876**
Bullitt	48.8	.0196	12.6	163	99.2	15.4	.0166	446,362	.0145	128,767	.0079	.0135	.0148	.0166	.0128
Jefferson	676.9	.2731	-1.1	1,754	82.1	262.0	.2838	8,082,811	.2638	5,718,862	.3492	.2914	.2928	.3083	.2922
Oldham	33.9	.0136	22.0	178	94.2	10.2	.0110	387,802	.0126	104,533	.0064	.0109	.0083	.0092	.0103
Shelby	24.9	.0101	6.7	65	87.7	8.8	.0095	256,781	.0084	112,419	.0068	.0082	.0098	.0087	.0074
Clark, Ind.	*89.3*	*.0360*	*.5*	*238*	*93.6*	*32.7*	*.0355*	*871,502*	*.0284*	*671,585*	*.0410*	*.0337*	*.0356*	*.0422*	*.0329*
Floyd, Ind.	*64.2*	*.0259*	*4.9*	*428*	*95.5*	*23.3*	*.0253*	*668,496*	*.0218*	*279,520*	*.0171*	*.0212*	*.0237*	*.0251*	*.0243*
Harrison, Ind.	*30.3*	*.0122*	*11.1*	*62*	*99.1*	*10.4*	*.0113*	*269,251*	*.0088*	*89,418*	*.0054*	*.0084*	*.0106*	*.0117*	*.0077*
OWENSBORO	**87.9**	**.0355**	**2.3**	**190**	**95.3**	**33.1**	**.0359**	**864,975**	**.0282**	**736,980**	**.0450**	**.0347**	**.0420**	**.0414**	**.0323**
Daviess	87.9	.0355	2.3	190	95.3	33.1	.0359	864,975	.0282	736,980	.0450	.0347	.0420	.0414	.0323
ALL COUNTIES															
Adair	16.1	.0065	5.7	40	96.1	5.8	.0063	111,029	.0036	41,015	.0025	.0039	.0085	.0054	.0029
Allen	15.1	.0061	6.9	45	98.6	5.8	.0063	134,166	.0044	67,818	.0041	.0046	.0079	.0057	.0036
Anderson	14.5	.0058	15.4	71	95.7	5.2	.0056	154,265	.0050	52,410	.0032	.0047	.0051	.0058	.0042
Ballard	8.2	.0033	-6.8	32	95.9	3.2	.0035	79,200	.0026	33,996	.0021	.0026	.0040	.0029	.0021
Barren	33.9	.0137	-.3	70	94.4	12.9	.0139	320,263	.0105	204,225	.0125	.0116	.0172	.0142	.0104
Bath	9.9	.0040	-1.3	36	96.4	3.6	.0039	73,982	.0024	16,998	.0010	.0024	.0049	.0033	.0019
Bell	33.4	.0135	-2.7	93	97.0	11.9	.0129	235,402	.0077	192,855	.0118	.0101	.0192	.0125	.0080
☐ Boone	53.7	.0216	17.1	218	99.1	18.4	.0200	577,384	.0188	642,686	.0392	.0255	.0198	.0274	.0229
Bourbon	19.4	.0079	.0	66	89.0	7.3	.0079	165,012	.0054	92,357	.0056	.0060	.0104	.0075	.0047
Boyd	52.9	.0213	-4.7	329	97.6	20.0	.0216	520,758	.0170	429,832	.0263	.0206	.0266	.0232	.0194
Boyle	25.8	.0104	2.9	142	89.7	9.7	.0106	269,695	.0088	212,230	.0130	.0103	.0122	.0120	.0086

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S	% Change 1980–88	Pop Per Sq. Mi (Density)	% White	12/31/88 Households (Thousands)	% Of U.S	1988 EBI ($000)	% Of U.S	1988 Retail Sales ($000)	% Of U.S	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
KENTUCKY (continued)															
ALL COUNTIES (continued)															
Bracken	7.7	.0031	-.5	38	99.1	2.7	.0029	66,208	.0021	14,506	.0008	.0021	.0032	.0027	.0015
Breathitt	17.0	.0069	.0	34	99.5	5.5	.0059	94,185	.0031	66,400	.0041	.0040	.0090	.0050	.0029
Breckinridge	17.1	.0069	1.4	30	95.9	6.3	.0069	129,626	.0043	63,049	.0038	.0047	.0104	.0062	.0033
Bullitt	48.8	.0196	12.6	163	99.2	15.4	.0166	446,362	.0145	128,767	.0079	.0135	.0148	.0166	.0128
Butler	11.8	.0048	6.7	27	99.3	4.0	.0044	74,720	.0025	22,912	.0014	.0026	.0060	.0039	.0016
Caldwell	12.7	.0051	-5.7	37	93.1	5.0	.0054	112,772	.0036	72,533	.0044	.0043	.0068	.0052	.0041
Calloway	31.7	.0128	5.6	82	96.4	11.9	.0129	288,349	.0094	333,759	.0204	.0134	.0165	.0160	.0109
Campbell	82.0	.0331	-1.6	539	98.6	29.8	.0323	941,307	.0308	420,580	.0257	.0296	.0306	.0305	.0303
Carlisle	5.2	.0021	-5.2	27	98.9	2.0	.0021	49,384	.0016	16,256	.0010	.0015	.0024	.0020	.0011
Carroll	9.5	.0038	2.5	73	97.9	3.5	.0038	87,120	.0028	62,022	.0038	.0034	.0054	.0039	.0025
Carter	25.7	.0104	2.6	63	99.9	8.8	.0096	168,479	.0055	101,550	.0062	.0067	.0137	.0092	.0059
Casey	15.1	.0061	1.9	34	99.7	5.8	.0063	88,056	.0029	42,500	.0026	.0034	.0095	.0051	.0022
Christian	64.5	.0260	-3.6	89	70.7	20.2	.0218	578,855	.0189	361,004	.0220	.0213	.0266	.0243	.0156
Clark	29.8	.0120	5.2	117	93.0	11.0	.0120	316,699	.0103	164,252	.0100	.0106	.0126	.0115	.0095
Clay	24.2	.0098	6.4	51	98.2	7.8	.0084	157,988	.0052	74,991	.0046	.0057	.0120	.0072	.0044
Clinton	9.6	.0038	3.0	49	99.8	3.6	.0039	58,862	.0019	37,757	.0023	.0025	.0064	.0036	.0014
Crittenden	9.0	.0037	-2.3	25	98.9	3.2	.0035	76,205	.0025	32,285	.0020	.0025	.0045	.0030	.0022
Cumberland	7.0	.0028	-4.0	23	94.2	2.8	.0030	54,119	.0018	15,928	.0010	.0018	.0042	.0024	.0013
Daviess	87.9	.0353	2.3	190	95.3	33.1	.0359	864,975	.0282	736,980	.0450	.0347	.0420	.0414	.0323
Edmonson	10.5	.0042	5.4	35	98.0	3.5	.0038	71,402	.0023	15,049	.0009	.0023	.0047	.0033	.0018
Elliott	7.0	.0028	1.3	30	100.0	2.5	.0027	33,410	.0011	9,994	.0006	.0014	.0041	.0020	.0006
Estill	14.6	.0059	.7	57	99.8	5.3	.0057	109,964	.0036	55,287	.0034	.0040	.0073	.0051	.0029
Fayette	220.6	.0890	8.0	774	84.7	87.7	.0950	2,695,014	.0880	2,134,972	.1303	.1008	.0996	.1098	.1037
Fleming	12.4	.0050	.6	35	97.9	4.7	.0051	95,620	.0031	65,775	.0040	.0038	.0067	.0054	.0028
Floyd	52.6	.0212	7.9	134	99.4	18.3	.0199	368,307	.0120	222,896	.0137	.0143	.0251	.0202	.0107
Franklin	44.4	.0179	6.1	209	90.7	17.6	.0190	537,742	.0176	259,709	.0158	.0171	.0176	.0197	.0162
Fulton	7.8	.0032	-13.1	37	81.8	3.1	.0034	64,513	.0021	50,118	.0031	.0026	.0050	.0032	.0019
Gallatin	5.0	.0020	3.3	51	97.1	1.9	.0021	34,829	.0011	30,287	.0018	.0015	.0033	.0022	.0009
Garrard	11.1	.0044	2.3	48	94.1	4.2	.0045	87,850	.0029	22,315	.0014	.0027	.0053	.0040	.0023
Grant	14.8	.0060	11.2	57	99.6	5.0	.0054	121,682	.0039	65,967	.0040	.0044	.0062	.0057	.0034
Graves	33.7	.0136	-1.0	61	94.9	13.4	.0145	355,915	.0116	172,807	.0106	.0117	.0158	.0140	.0104
Grayson	22.6	.0091	8.4	46	99.4	8.3	.0090	171,472	.0056	98,191	.0060	.0065	.0117	.0090	.0048
Green	10.5	.0043	-4.9	36	96.2	3.9	.0043	78,742	.0026	32,317	.0019	.0027	.0057	.0041	.0019
Greenup	39.0	.0157	-.3	112	99.4	13.4	.0145	336,170	.0110	92,462	.0057	.0104	.0151	.0143	.0094
Hancock	7.9	.0032	2.0	42	98.3	2.9	.0031	87,148	.0028	16,625	.0010	.0023	.0031	.0025	.0023
Hardin	94.7	.0382	6.5	151	85.9	29.1	.0315	929,056	.0304	526,668	.0322	.0324	.0336	.0377	.0253
Harlan	40.8	.0164	-2.6	87	94.6	14.2	.0154	305,797	.0099	171,284	.0104	.0115	.0213	.0135	.0093
Harrison	15.8	.0064	4.2	51	96.5	5.7	.0062	129,007	.0042	81,869	.0050	.0049	.0080	.0063	.0042
Hart	15.9	.0064	3.2	39	91.3	5.9	.0064	123,886	.0041	43,698	.0027	.0041	.0088	.0055	.0029
Henderson	42.8	.0173	4.8	98	91.7	16.3	.0177	483,796	.0158	358,179	.0219	.0178	.0200	.0199	.0163
Henry	13.1	.0053	2.8	45	94.2	4.7	.0051	123,237	.0040	40,446	.0024	.0039	.0053	.0049	.0030
Hickman	5.3	.0021	-12.6	22	88.7	1.9	.0020	39,561	.0013	8,513	.0005	.0011	.0025	.0016	.0011
Hopkins	47.3	.0191	2.4	86	92.3	17.8	.0193	486,669	.0159	328,999	.0201	.0179	.0232	.0193	.0178
Jackson	12.5	.0050	4.2	36	99.9	4.4	.0048	67,456	.0022	18,787	.0012	.0024	.0073	.0033	.0012
Jefferson	676.9	.2731	-1.1	1,754	82.1	262.0	.2838	8,082,811	.2638	5,718,862	.3492	.2914	.2928	.3083	.2922
Jessamine	31.2	.0125	19.7	178	95.1	10.6	.0115	327,783	.0107	150,718	.0092	.0105	.0108	.0122	.0086
Johnson	26.1	.0106	6.8	99	99.7	8.9	.0097	195,948	.0064	132,617	.0081	.0077	.0125	.0090	.0071
Kenton	140.0	.0564	2.1	859	96.5	51.7	.0560	1,596,664	.0521	862,093	.0526	.0532	.0572	.0553	.0490
Knott	18.7	.0076	4.2	53	99.2	6.1	.0066	154,159	.0050	66,724	.0041	.0053	.0081	.0058	.0043
Knox	31.5	.0127	4.2	81	98.6	10.9	.0118	197,472	.0065	147,456	.0090	.0084	.0181	.0102	.0058
Larue	11.8	.0047	-1.0	45	94.9	4.4	.0048	88,921	.0029	39,057	.0024	.0032	.0063	.0046	.0024
Laurel	44.5	.0180	14.2	103	98.9	15.4	.0167	344,693	.0112	266,873	.0163	.0141	.0212	.0188	.0120
Lawrence	14.8	.0060	4.8	35	99.5	5.0	.0054	113,842	.0037	43,427	.0026	.0039	.0078	.0040	.0030
Lee	7.6	.0030	-2.0	36	99.5	2.9	.0031	48,025	.0016	24,587	.0015	.0017	.0052	.0025	.0010
Leslie	14.9	.0060	.1	37	99.8	4.9	.0053	112,366	.0037	26,578	.0016	.0036	.0065	.0041	.0030
Letcher	30.1	.0122	-1.9	89	98.7	10.4	.0113	248,675	.0081	96,496	.0059	.0082	.0137	.0099	.0071
Lewis	14.2	.0057	-2.4	29	99.7	5.0	.0054	90,971	.0029	22,665	.0014	.0030	.0074	.0046	.0020
Lincoln	19.3	.0078	1.3	57	95.5	7.0	.0076	124,702	.0041	39,694	.0024	.0044	.0101	.0064	.0030
Livingston	9.2	.0037	-.2	29	99.6	3.7	.0040	84,959	.0028	22,841	.0014	.0024	.0049	.0035	.0021
Logan	26.3	.0106	9.0	47	89.9	9.7	.0105	219,450	.0071	105,243	.0065	.0078	.0134	.0107	.0062
Lyon	6.5	.0026	.2	31	94.2	2.3	.0025	58,060	.0019	21,495	.0013	.0019	.0031	.0023	.0014
McCracken	60.2	.0243	-1.8	240	88.8	24.4	.0264	672,121	.0220	550,854	.0336	.0257	.0313	.0286	.0270
McCreary	16.7	.0068	6.8	39	98.2	5.7	.0062	90,077	.0029	51,426	.0031	.0039	.0109	.0050	.0024
McLean	9.9	.0039	-1.9	39	97.1	3.5	.0038	85,407	.0028	23,237	.0015	.0026	.0044	.0030	.0022
Madison	56.7	.0229	6.3	128	92.9	19.2	.0208	523,739	.0171	377,745	.0230	.0200	.0250	.0233	.0148
Magoffin	14.6	.0059	8.0	47	99.8	4.9	.0053	88,689	.0029	41,373	.0026	.0034	.0082	.0040	.0023

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
KENTUCKY (continued)															
ALL COUNTIES (continued)															
Marion	17.4	.0070	−2.9	50	91.3	5.8	.0063	131,413	.0043	69,417	.0042	.0048	.0082	.0066	.0046
Marshall	27.1	.0110	5.7	89	99.8	10.6	.0115	274,379	.0089	133,804	.0082	.0091	.0119	.0110	.0082
Martin	14.7	.0059	5.6	64	99.8	4.5	.0049	117,176	.0039	71,204	.0043	.0044	.0063	.0042	.0033
Mason	16.6	.0067	−6.5	69	91.6	6.2	.0067	153,568	.0050	127,672	.0078	.0063	.0082	.0076	.0061
Meade	24.1	.0097	5.5	79	91.2	7.9	.0085	181,349	.0059	43,368	.0027	.0056	.0081	.0094	.0044
Menifee	5.3	.0021	3.6	26	98.7	1.6	.0018	27,278	.0009	10,935	.0006	.0010	.0023	.0016	.0007
Mercer	20.0	.0081	5.2	80	95.1	7.4	.0080	184,148	.0060	80,195	.0049	.0061	.0094	.0074	.0057
Metcalfe	9.8	.0040	3.3	34	96.7	3.6	.0039	59,886	.0019	35,873	.0022	.0025	.0066	.0033	.0012
Monroe	12.2	.0049	−1.2	37	96.7	4.7	.0051	83,246	.0028	45,425	.0028	.0032	.0079	.0045	.0024
Montgomery	21.1	.0085	5.3	106	94.1	7.7	.0083	161,915	.0052	136,333	.0083	.0068	.0113	.0095	.0058
Morgan	11.7	.0047	−3.3	31	99.7	4.1	.0045	70,136	.0023	47,217	.0029	.0031	.0067	.0036	.0022
Muhlenberg	32.0	.0129	−.7	67	94.3	11.4	.0123	306,305	.0100	170,856	.0104	.0106	.0152	.0114	.0097
Nelson	30.1	.0122	9.1	71	92.9	10.2	.0111	263,391	.0086	154,321	.0094	.0096	.0133	.0119	.0079
Nicholas	7.3	.0029	2.0	37	98.0	2.7	.0029	61,986	.0021	18,863	.0012	.0020	.0034	.0028	.0014
Ohio	21.7	.0088	−.3	36	98.6	8.0	.0087	190,910	.0062	109,707	.0067	.0068	.0109	.0084	.0055
Oldham	33.9	.0136	22.0	178	94.2	10.2	.0110	387,802	.0126	104,533	.0064	.0109	.0083	.0092	.0103
Owen	9.3	.0038	4.2	26	97.3	3.4	.0037	71,541	.0024	26,005	.0016	.0025	.0046	.0032	.0018
Owsley	5.6	.0022	−1.9	28	99.8	1.8	.0020	26,121	.0008	10,903	.0006	.0010	.0032	.0015	.0006
Pendleton	11.2	.0046	1.9	40	99.5	4.1	.0044	92,079	.0030	25,285	.0016	.0029	.0049	.0043	.0025
Perry	35.6	.0143	5.4	104	97.8	12.0	.0130	317,041	.0104	181,623	.0111	.0114	.0155	.0125	.0102
Pike	82.3	.0332	1.5	105	99.4	28.4	.0308	619,242	.0202	418,218	.0255	.0244	.0410	.0324	.0199
Powell	12.4	.0050	11.7	69	98.8	4.0	.0043	82,392	.0027	28,067	.0017	.0028	.0055	.0040	.0020
Pulaski	50.4	.0203	10.0	76	98.4	19.0	.0206	393,041	.0128	396,513	.0242	.0178	.0310	.0220	.0153
Robertson	2.1	.0009	−7.5	21	99.6	.8	.0009	14,619	.0005	2,934	.0002	.0005	.0011	.0009	.0004
Rockcastle	14.8	.0060	5.9	47	99.7	5.3	.0057	91,875	.0030	37,180	.0023	.0033	.0085	.0049	.0019
Rowan	19.1	.0077	.3	68	98.1	6.4	.0069	140,790	.0046	98,092	.0060	.0056	.0097	.0070	.0039
Russell	14.5	.0058	5.8	58	99.0	5.6	.0061	112,180	.0036	50,632	.0031	.0040	.0086	.0054	.0030
Scott	23.6	.0095	8.2	83	92.1	8.3	.0090	231,627	.0076	81,782	.0050	.0072	.0094	.0086	.0062
Shelby	24.9	.0101	6.7	65	87.7	8.8	.0095	256,781	.0084	112,419	.0068	.0082	.0098	.0087	.0074
Simpson	14.7	.0059	.2	62	86.6	5.4	.0059	156,226	.0051	107,726	.0066	.0057	.0070	.0065	.0042
Spencer	6.4	.0026	7.9	33	97.0	2.2	.0024	57,862	.0019	14,508	.0009	.0018	.0026	.0021	.0015
Taylor	22.3	.0090	5.3	83	94.0	8.6	.0093	222,902	.0072	138,751	.0085	.0079	.0107	.0096	.0073
Todd	11.4	.0046	−4.0	30	86.6	4.3	.0046	104,898	.0035	20,863	.0012	.0030	.0055	.0040	.0025
Trigg	9.3	.0037	−.9	22	86.3	3.6	.0039	81,702	.0026	31,758	.0020	.0028	.0047	.0039	.0022
Trimble	6.4	.0026	2.4	43	99.9	2.2	.0024	56,964	.0019	6,511	.0004	.0015	.0022	.0021	.0013
Union	17.7	.0072	−.7	52	79.8	5.8	.0063	147,097	.0048	79,106	.0048	.0052	.0080	.0061	.0043
Warren	84.1	.0339	17.1	154	90.6	30.7	.0333	783,903	.0256	716,758	.0438	.0328	.0405	.0396	.0282
Washington	10.1	.0040	−6.2	34	88.9	3.4	.0037	77,655	.0025	17,421	.0010	.0024	.0042	.0032	.0019
Wayne	18.1	.0074	6.3	41	97.4	6.6	.0071	104,779	.0034	66,427	.0041	.0044	.0113	.0068	.0028
Webster	14.6	.0058	−1.6	43	93.4	5.5	.0060	133,824	.0044	75,841	.0046	.0047	.0076	.0053	.0034
Whitley	37.0	.0150	10.8	84	99.1	13.3	.0144	274,788	.0090	286,933	.0175	.0127	.0212	.0151	.0094
Wolfe	7.2	.0029	7.5	32	99.8	2.5	.0027	42,885	.0014	19,646	.0012	.0016	.0041	.0023	.0010
Woodford	19.5	.0078	9.7	102	91.4	6.9	.0075	230,867	.0075	101,302	.0062	.0073	.0072	.0072	.0066
TOTAL METRO COUNTIES	**1,717.1**	**.6924**	**2.4**	**294**	**88.1**	**639.9**	**.6932**	**19,209,346**	**.6269**	**12,795,330**	**.7812**	**.6862**	**.7273**	**.7451**	**.6631**
TOTAL STATE	**3,773.2**	**1.5219**	**3.1**	**95**	**92.0**	**1,376.0**	**1.4909**	**36,363,995**	**1.1868**	**23,022,655**	**1.4057**	**1.3196**	**1.7452**	**1.5338**	**1.1816**
LOUISIANA															
ALEXANDRIA	**139.1**	**.0561**	**2.8**	**104**	**70.3**	**49.1**	**.0532**	**1,143,081**	**.0373**	**783,020**	**.0478**	**.0443**	**.0714**	**.0542**	**.0425**
Rapides	139.1	.0561	2.8	104	70.3	49.1	.0532	1,143,081	.0373	783,020	.0478	.0443	.0714	.0542	.0425
BATON ROUGE	**543.2**	**.2191**	**9.9**	**338**	**69.9**	**188.7**	**.2045**	**5,308,831**	**.1734**	**3,406,026**	**.2080**	**.1924**	**.2373**	**.2026**	**.1913**
Ascension	59.7	.0241	19.2	202	75.3	19.5	.0212	525,752	.0172	263,085	.0160	.0181	.0235	.0179	.0171
East Baton Rouge	388.6	.1567	6.1	848	65.5	138.3	.1499	3,964,031	.1294	2,900,307	.1771	.1490	.1796	.1557	.1509
Livingston	74.0	.0298	25.8	112	92.3	24.4	.0264	635,304	.0208	175,544	.0108	.0194	.0261	.0230	.0187
West Baton Rouge	20.9	.0085	9.5	108	57.3	6.5	.0070	183,744	.0060	67,090	.0041	.0059	.0081	.0060	.0046
HOUMA - THIBODAUX	**184.2**	**.0743**	**4.1**	**73**	**82.5**	**61.0**	**.0661**	**1,712,803**	**.0559**	**1,126,221**	**.0688**	**.0637**	**.0739**	**.0713**	**.0592**
Lafourche	86.5	.0349	4.9	76	86.4	28.5	.0309	760,869	.0248	391,058	.0239	.0267	.0344	.0323	.0244
Terrebonne	97.7	.0394	3.5	71	79.1	32.5	.0352	951,934	.0311	735,163	.0449	.0370	.0395	.0390	.0348
LAFAYETTE	**213.1**	**.0860**	**12.0**	**209**	**74.6**	**74.9**	**.0811**	**2,133,069**	**.0696**	**1,690,677**	**.1033**	**.0829**	**.0958**	**.0911**	**.0819**
Lafayette	167.0	.0674	11.3	619	77.3	60.2	.0652	1,788,685	.0584	1,576,407	.0963	.0715	.0775	.0765	.0727
St. Martin	46.1	.0186	14.6	62	64.5	14.7	.0159	344,384	.0112	114,270	.0070	.0114	.0183	.0146	.0092
LAKE CHARLES	**172.8**	**.0697**	**3.3**	**160**	**76.1**	**61.2**	**.0663**	**1,650,903**	**.0539**	**1,083,122**	**.0661**	**.0607**	**.0785**	**.0684**	**.0599**
Calcasieu	172.8	.0697	3.3	160	76.1	61.2	.0663	1,650,903	.0539	1,083,122	.0661	.0607	.0785	.0684	.0599

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980-88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
LOUISIANA (continued)															
MONROE	**145.1**	**.0585**	**4.2**	**231**	**68.3**	**51.6**	**.0559**	**1,190,110**	**.0388**	**822,451**	**.0502**	**.0463**	**.0754**	**.0542**	**.0466**
Ouachita	145.1	.0585	4.2	231	68.3	51.6	.0559	1,190,110	.0388	822,451	.0502	.0463	.0754	.0542	.0466
NEW ORLEANS	**1,324.4**	**.5341**	**5.4**	**551**	**64.6**	**489.9**	**.5307**	**13,095,215**	**.4275**	**8,983,276**	**.5485**	**.4850**	**.6609**	**.5425**	**.4934**
Jefferson	470.7	.1898	3.5	1,356	82.5	174.0	.1885	5,114,448	.1670	4,116,992	.2514	.1968	.2134	.2229	.2158
Orleans	546.5	.2204	-2.1	2,746	39.2	211.4	.2290	4,885,530	.1595	3,606,418	.2202	.1899	.3283	.2164	.1805
St. Bernard	68.9	.0278	7.5	142	94.8	23.8	.0258	604,549	.0197	314,123	.0192	.0212	.0310	.0283	.0213
St. Charles	44.6	.0180	19.7	156	72.1	14.9	.0161	416,957	.0136	89,412	.0055	.0121	.0146	.0133	.0122
St. John the Baptist	41.8	.0169	30.9	196	59.1	13.0	.0141	404,864	.0133	164,929	.0100	.0129	.0158	.0119	.0120
St. Tammany	151.9	.0612	37.0	174	85.7	52.8	.0572	1,668,867	.0544	691,402	.0422	.0521	.0578	.0497	.0516
SHREVEPORT	**362.7**	**.1463**	**8.9**	**209**	**64.2**	**134.3**	**.1455**	**3,530,398**	**.1153**	**2,212,811**	**.1351**	**.1274**	**.1720**	**.1530**	**.1202**
Bossier	91.5	.0369	13.4	108	78.6	32.2	.0349	739,067	.0242	504,830	.0308	.0286	.0425	.0405	.0232
Caddo	271.2	.1094	7.4	303	59.3	102.1	.1106	2,791,331	.0911	1,707,981	.1043	.0988	.1295	.1125	.0970
ALL COUNTIES															
Acadia	59.2	.0239	4.9	90	80.8	20.0	.0216	462,629	.0151	230,102	.0141	.0165	.0274	.0199	.0140
Allen	21.6	.0087	9	28	76.5	7.2	.0078	135,091	.0044	82,240	.0050	.0055	.0109	.0073	.0041
Ascension	59.7	.0241	19.2	202	75.3	19.5	.0212	525,752	.0172	263,085	.0160	.0181	.0235	.0179	.0171
Assumption	22.5	.0091	1.9	66	65.9	6.9	.0074	168,548	.0055	56,601	.0035	.0057	.0087	.0061	.0046
Avoyelles	42.8	.0172	3.4	51	72.4	14.7	.0160	239,803	.0078	128,694	.0079	.0097	.0248	.0133	.0061
Beauregard	33.6	.0136	13.2	29	82.2	11.3	.0122	267,176	.0087	153,954	.0094	.0099	.0159	.0117	.0087
Bienville	17.0	.0069	3.7	21	54.8	6.2	.0067	117,554	.0038	59,544	.0036	.0044	.0096	.0055	.0032
Bossier	91.5	.0369	13.4	108	78.6	32.2	.0349	739,067	.0242	504,830	.0308	.0286	.0425	.0405	.0232
Caddo	271.2	.1094	7.4	303	59.3	102.1	.1106	2,791,331	.0911	1,707,981	.1043	.0988	.1295	.1125	.0970
Calcasieu	172.8	.0697	3.3	160	76.1	61.2	.0663	1,650,903	.0539	1,083,122	.0661	.0607	.0785	.0684	.0599
Caldwell	12.2	.0049	13.4	23	80.0	4.7	.0051	86,722	.0028	25,461	.0016	.0028	.0070	.0038	.0019
Cameron	9.6	.0038	2.8	7	93.7	3.4	.0037	93,238	.0030	28,859	.0018	.0029	.0049	.0031	.0024
Catahoula	12.8	.0052	4.2	17	72.0	4.5	.0049	75,928	.0025	35,069	.0021	.0029	.0070	.0038	.0019
Claiborne	18.1	.0073	5.9	24	50.6	6.3	.0068	135,870	.0044	56,471	.0035	.0046	.0091	.0052	.0038
Concordia	22.9	.0092	-.4	32	62.4	8.0	.0087	163,886	.0054	96,758	.0059	.0064	.0130	.0070	.0052
De Soto	28.6	.0116	11.2	33	52.4	10.2	.0110	206,168	.0067	107,600	.0065	.0077	.0158	.0097	.0056
East Baton Rouge	388.6	.1567	6.1	848	65.5	138.3	.1499	3,964,031	.1294	2,900,307	.1771	.1490	.1796	.1557	.1509
East Carroll	11.1	.0045	-5.7	26	36.1	3.7	.0040	50,899	.0016	25,909	.0016	.0023	.0070	.0023	.0014
East Feliciana	21.3	.0086	12.0	47	48.5	5.9	.0064	140,097	.0046	28,872	.0018	.0046	.0071	.0053	.0036
Evangeline	35.3	.0142	5.9	53	73.8	12.2	.0132	224,986	.0074	111,901	.0068	.0085	.0193	.0109	.0066
Franklin	23.8	.0096	-1.4	37	65.5	8.5	.0092	127,436	.0041	145,264	.0089	.0066	.0193	.0082	.0033
Grant	18.6	.0075	11.4	28	81.2	6.7	.0073	138,031	.0045	21,476	.0013	.0042	.0087	.0052	.0034
Iberia	67.4	.0272	5.7	114	69.9	22.1	.0239	592,037	.0194	404,748	.0247	.0225	.0290	.0265	.0224
Iberville	33.1	.0134	2.9	52	49.3	10.3	.0112	278,438	.0090	170,710	.0104	.0104	.0152	.0101	.0079
Jackson	18.1	.0073	4.5	31	65.6	6.9	.0075	135,121	.0044	48,957	.0030	.0046	.0095	.0060	.0040
Jefferson	470.7	.1898	3.5	1,356	82.5	174.0	.1885	5,114,448	.1670	4,116,992	.2514	.1968	.2134	.2229	.2158
Jefferson Davis	32.7	.0132	1.7	50	79.1	11.0	.0119	228,165	.0074	144,898	.0088	.0090	.0157	.0118	.0069
Lafayette	167.0	.0674	11.3	619	77.3	60.2	.0652	1,788,685	.0584	1,576,407	.0963	.0715	.0775	.0765	.0727
Lafourche	86.5	.0349	4.9	76	86.4	28.5	.0309	760,869	.0248	391,058	.0239	.0267	.0344	.0323	.0244
La Salle	16.7	.0067	-1.8	26	88.7	6.1	.0066	137,881	.0045	51,067	.0031	.0044	.0080	.0056	.0036
Lincoln	43.0	.0174	8.1	91	60.2	14.0	.0152	364,980	.0119	172,942	.0105	.0127	.0183	.0132	.0110
Livingston	74.0	.0298	25.8	112	92.3	24.4	.0264	635,304	.0208	175,544	.0108	.0194	.0261	.0230	.0187
Madison	15.4	.0062	-1.8	24	38.7	5.8	.0063	80,387	.0026	31,929	.0019	.0032	.0103	.0037	.0019
Morehouse	37.5	.0151	7.7	46	57.2	13.1	.0142	223,019	.0073	148,429	.0091	.0094	.0218	.0113	.0062
Natchitoches	40.5	.0164	1.6	32	60.7	14.2	.0154	258,569	.0084	166,780	.0102	.0105	.0233	.0139	.0076
Orleans	546.5	.2204	-2.1	2,746	39.2	211.4	.2290	4,885,530	.1595	3,606,418	.2202	.1899	.3283	.2164	.1805
Ouachita	145.1	.0585	4.2	231	68.3	51.6	.0559	1,190,110	.0388	822,451	.0502	.0463	.0754	.0542	.0466
Plaquemines	26.2	.0106	.6	25	75.2	8.2	.0089	210,459	.0069	119,350	.0073	.0077	.0111	.0087	.0061
Pointe Coupee	24.2	.0098	.6	43	55.8	8.3	.0090	203,601	.0066	95,026	.0058	.0069	.0121	.0074	.0060
Rapides	139.1	.0561	2.8	104	70.3	49.1	.0532	1,143,081	.0373	783,020	.0478	.0443	.0714	.0542	.0425
Red River	10.7	.0043	2.6	27	61.1	3.8	.0041	76,145	.0025	32,912	.0020	.0026	.0058	.0035	.0020
Richland	22.7	.0091	2.3	40	62.1	7.9	.0086	126,571	.0041	143,559	.0088	.0066	.0137	.0084	.0040
Sabine	28.1	.0114	11.2	33	76.5	10.4	.0113	210,243	.0069	93,104	.0056	.0074	.0156	.0102	.0055
St. Bernard	68.9	.0278	7.5	142	94.8	23.8	.0258	604,549	.0197	314,123	.0192	.0212	.0310	.0283	.0213
St. Charles	44.6	.0180	19.7	156	72.1	14.9	.0161	416,957	.0136	89,412	.0055	.0121	.0146	.0133	.0122
St. Helena	9.8	.0039	-.3	24	45.9	3.1	.0034	65,492	.0022	7,731	.0005	.0019	.0041	.0025	.0014
St. James	22.3	.0090	3.7	90	50.1	6.7	.0072	201,152	.0065	54,190	.0033	.0061	.0079	.0048	.0065
St. John the Baptist	41.8	.0169	30.9	196	59.1	13.0	.0141	404,864	.0133	164,929	.0100	.0129	.0158	.0119	.0120
St. Landry	87.6	.0353	4.1	94	59.3	30.0	.0325	579,168	.0189	391,134	.0239	.0238	.0471	.0301	.0194
St. Martin	46.1	.0186	14.6	62	64.5	14.7	.0159	344,384	.0112	114,270	.0070	.0114	.0183	.0146	.0092
St. Mary	61.7	.0249	-4.0	101	67.5	20.1	.0218	523,257	.0171	391,837	.0239	.0207	.0286	.0241	.0179
St. Tammany	151.9	.0612	37.0	174	85.7	52.8	.0572	1,668,867	.0544	691,402	.0422	.0521	.0578	.0497	.0516

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

SaMM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
LOUISIANA (continued)															
ALL COUNTIES (continued)															
Tangipahoa	91.9	.0371	13.9	117	67.4	31.2	.0338	704,608	.0230	545,734	.0334	.0290	.0493	.0330	.0213
Tensas	8.4	.0034	-1.5	13	42.7	2.9	.0032	41,292	.0014	26,508	.0016	.0017	.0058	.0020	.0011
Terrebonne	97.7	.0394	3.5	71	79.1	32.5	.0352	951,934	.0311	735,163	.0449	.0370	.0395	.0390	.0348
Union	22.9	.0093	8.2	26	68.6	8.0	.0087	168,007	.0054	57,606	.0035	.0056	.0105	.0074	.0043
Vermilion	53.1	.0214	9.6	44	85.0	18.7	.0202	429,190	.0140	220,640	.0135	.0154	.0278	.0182	.0123
Vernon	60.9	.0245	13.9	46	77.7	18.1	.0196	397,333	.0130	179,984	.0109	.0147	.0274	.0195	.0081
Washington	48.0	.0194	8.6	71	67.4	16.9	.0183	316,646	.0103	155,109	.0095	.0118	.0262	.0154	.0102
Webster	45.7	.0184	4.7	76	65.6	17.2	.0187	401,333	.0131	242,699	.0148	.0147	.0262	.0178	.0125
West Baton Rouge	20.9	.0085	9.5	108	57.3	6.5	.0070	183,744	.0060	67,090	.0041	.0059	.0081	.0060	.0046
West Carroll	13.0	.0052	.6	36	82.1	4.7	.0051	68,299	.0023	50,809	.0031	.0031	.0087	.0039	.0019
West Feliciana	13.5	.0054	10.8	33	39.3	2.6	.0028	83,681	.0027	21,149	.0013	.0028	.0034	.0021	.0016
Winn	17.2	.0070	-.3	18	69.4	6.2	.0067	105,452	.0034	74,616	.0046	.0045	.0099	.0060	.0028
TOTAL METRO COUNTIES	**3,084.6**	**1.2441**	**6.6**	**250**	**68.3**	**1,110.7**	**1.2033**	**29,764,410**	**.9717**	**20,107,604**	**1.2278**	**1.1027**	**1.4652**	**1.2373**	**1.0950**
TOTAL STATE	**4,467.9**	**1.8022**	**6.2**	**100**	**67.9**	**1,579.6**	**1.7114**	**39,808,998**	**1.2992**	**25,746,536**	**1.5721**	**1.4816**	**2.1730**	**1.6927**	**1.3912**
MAINE															
BANGOR	**139.3**	**.0562**	**1.7**	**41**	**98.5**	**49.6**	**.0537**	**1,487,493**	**.0486**	**1,122,884**	**.0685**	**.0561**	**.0580**	**.0619**	**.0495**
Penobscot	139.3	.0562	1.7	41	98.5	49.6	.0537	1,487,493	.0486	1,122,884	.0685	.0561	.0580	.0619	.0495
LEWISTON - AUBURN	**102.0**	**.0411**	**2.5**	**214**	**99.3**	**38.5**	**.0418**	**1,136,629**	**.0371**	**746,257**	**.0455**	**.0405**	**.0461**	**.0476**	**.0343**
Androscoggin	102.0	.0411	2.5	214	99.3	38.5	.0418	1,136,629	.0371	746,257	.0455	.0405	.0461	.0476	.0343
PORTLAND	**234.3**	**.0945**	**8.6**	**267**	**98.8**	**91.8**	**.0995**	**3,265,596**	**.1066**	**2,904,887**	**.1773**	**.1254**	**.1067**	**.1240**	**.1047**
Cumberland	234.3	.0945	8.6	267	98.8	91.8	.0995	3,265,596	.1066	2,904,887	.1773	.1254	.1067	.1240	.1047
ALL COUNTIES															
Androscoggin	102.0	.0411	2.5	214	99.3	38.5	.0418	1,136,629	.0371	746,257	.0455	.0405	.0461	.0476	.0343
Aroostook	86.1	.0348	-5.8	13	97.5	29.8	.0322	826,564	.0271	506,633	.0310	.0297	.0353	.0383	.0244
Cumberland	234.3	.0945	8.6	267	98.8	91.8	.0995	3,265,596	.1066	2,904,887	.1773	.1254	.1067	.1240	.1047
Franklin	29.5	.0119	7.5	17	99.6	11.0	.0119	351,775	.0114	149,011	.0091	.0109	.0101	.0124	.0097
Hancock	45.9	.0185	9.9	30	99.4	18.2	.0197	516,976	.0169	340,219	.0208	.0184	.0224	.0225	.0146
Kennebec	116.4	.0469	5.9	133	99.3	43.8	.0475	1,383,426	.0452	944,972	.0577	.0492	.0460	.0545	.0415
Knox	35.3	.0143	7.2	95	99.4	14.0	.0152	362,515	.0118	254,090	.0155	.0134	.0169	.0178	.0110
Lincoln	29.5	.0119	14.8	64	99.7	11.4	.0123	357,287	.0117	199,265	.0122	.0119	.0114	.0131	.0105
Oxford	51.5	.0207	5.0	25	99.6	19.7	.0214	553,381	.0180	298,846	.0183	.0187	.0218	.0243	.0152
Penobscot	139.3	.0562	1.7	41	98.5	49.6	.0537	1,487,493	.0486	1,122,884	.0685	.0561	.0580	.0619	.0495
Piscataquis	18.3	.0074	3.8	5	99.3	6.7	.0073	174,822	.0057	113,769	.0070	.0063	.0080	.0084	.0046
Sagadahoc	33.7	.0136	17.0	131	98.7	12.5	.0135	355,256	.0116	181,580	.0110	.0119	.0141	.0149	.0096
Somerset	47.2	.0190	4.8	12	99.6	17.0	.0184	397,494	.0129	280,856	.0172	.0154	.0242	.0213	.0124
Waldo	31.8	.0129	11.9	44	99.6	11.8	.0128	302,847	.0099	111,172	.0068	.0096	.0127	.0139	.0084
Washington	35.5	.0143	1.5	14	96.3	13.4	.0145	338,036	.0111	151,276	.0092	.0111	.0178	.0145	.0090
York	168.2	.0678	20.4	167	99.2	63.9	.0693	2,099,903	.0685	999,941	.0611	.0661	.0596	.0719	.0624
TOTAL METRO COUNTIES	**475.6**	**.1918**	**5.1**	**99**	**98.8**	**179.9**	**.1950**	**5,889,718**	**.1923**	**4,774,028**	**.2913**	**.2220**	**.2108**	**.2335**	**.1885**
TOTAL STATE	**1,204.5**	**.4858**	**7.1**	**39**	**98.9**	**453.1**	**.4910**	**13,912,000**	**.4541**	**9,305,658**	**.5682**	**.4946**	**.5111**	**.5613**	**.4219**
MARYLAND															
BALTIMORE	**2,367.4**	**.9549**	**7.6**	**904**	**72.5**	**866.5**	**.9389**	**31,205,367**	**1.0184**	**15,959,646**	**.9745**	**.9923**	**.7958**	**.9032**	**1.0538**
Anne Arundel	432.9	.1747	16.8	1,033	85.4	148.0	.1603	6,104,131	.1992	2,857,044	.1745	.1868	.1083	.1509	.1959
Baltimore	686.0	.2767	4.6	1,147	89.0	265.6	.2878	10,369,301	.3384	6,373,720	.3892	.3414	.2273	.3017	.3807
Baltimore city	756.2	.3050	-3.9	9,453	39.5	282.6	.3062	7,879,107	.2571	4,154,826	.2537	.2657	.3334	.2892	.2686
Carroll	122.1	.0492	26.7	270	96.0	41.0	.0444	1,419,879	.0464	558,329	.0340	.0431	.0345	.0409	.0428
Harford	170.7	.0688	17.0	382	89.3	57.8	.0627	2,182,535	.0712	1,030,768	.0629	.0683	.0485	.0608	.0692
Howard	167.0	.0674	40.8	665	84.3	60.2	.0652	2,886,431	.0942	858,343	.0524	.0762	.0324	.0487	.0868
Queen Anne's	32.5	.0131	27.4	87	81.9	11.3	.0123	363,983	.0119	126,616	.0078	.0108	.0114	.0110	.0098
CUMBERLAND	**103.1**	**.0416**	**-4.4**	**137**	**97.5**	**39.2**	**.0424**	**1,000,204**	**.0327**	**594,662**	**.0363**	**.0358**	**.0456**	**.0448**	**.0343**
Allegany	75.4	.0304	-6.4	179	97.8	28.8	.0312	780,091	.0255	526,611	.0321	.0286	.0332	.0331	.0284
Mineral, W. Va.	*27.7*	*.0112*	*1.7*	*84*	*96.4*	*10.4*	*.0112*	*220,113*	*.0072*	*68,051*	*.0042*	*.0072*	*.0124*	*.0117*	*.0059*
HAGERSTOWN	**115.8**	**.0467**	**2.4**	**255**	**94.6**	**42.1**	**.0456**	**1,222,827**	**.0399**	**759,547**	**.0464**	**.0433**	**.0436**	**.0485**	**.0429**
Washington	115.8	.0467	2.4	255	94.6	42.1	.0456	1,222,827	.0399	759,547	.0464	.0433	.0436	.0485	.0429
ALL COUNTIES															
Allegany	75.4	.0304	-6.4	179	97.8	28.8	.0312	780,091	.0255	526,611	.0321	.0286	.0332	.0331	.0284

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

SMM ESTIMATES

METRO AREA / County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980-88	Pop Per Sq. Mi (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
MARYLAND (continued)															
ALL COUNTIES (continued)															
Anne Arundel	432.9	.1747	16.8	1,033	85.4	148.0	.1603	6,104,131	.1992	2,857,044	.1745	.1868	.1083	.1509	.1959
Baltimore	686.0	.2767	4.6	1,147	89.0	265.6	.2878	10,369,301	.3384	6,373,720	.3892	.3414	.2273	.3017	.3807
Baltimore city	756.2	.3050	-3.9	9,453	39.5	282.6	.3062	7,879,107	.2571	4,154,826	.2537	.2657	.3334	.2892	.2686
Calvert	50.6	.0204	46.4	238	74.9	16.7	.0181	625,339	.0204	125,516	.0076	.0165	.0125	.0127	.0166
Caroline	25.3	.0102	9.3	79	80.8	9.2	.0100	224,116	.0073	61,181	.0038	.0069	.0107	.0091	.0060
Carroll	122.1	.0492	26.7	270	96.0	41.0	.0444	1,419,879	.0464	558,329	.0340	.0431	.0345	.0409	.0428
Cecil	71.0	.0287	17.5	198	93.4	24.5	.0265	827,836	.0270	354,764	.0217	.0258	.0209	.0251	.0241
Charles	97.5	.0393	34.0	216	76.0	30.4	.0330	1,189,656	.0388	360,352	.0220	.0339	.0233	.0252	.0347
Dorchester	30.9	.0124	.9	52	67.1	11.6	.0125	301,711	.0099	200,470	.0123	.0111	.0133	.0138	.0090
Frederick	144.0	.0581	25.4	217	93.0	49.1	.0532	1,887,819	.0616	881,729	.0538	.0585	.0424	.0510	.0589
Garrett	28.1	.0114	6.1	43	99.4	9.7	.0105	283,284	.0092	150,235	.0092	.0097	.0098	.0113	.0083
Harford	170.7	.0688	17.0	382	89.3	57.8	.0627	2,182,535	.0712	1,030,768	.0629	.0683	.0485	.0608	.0692
Howard	167.0	.0674	40.8	665	84.3	60.2	.0652	2,886,431	.0942	858,343	.0524	.0762	.0324	.0487	.0868
Kent	17.2	.0069	3.0	62	75.0	6.6	.0072	186,107	.0061	104,904	.0064	.0064	.0084	.0079	.0052
Montgomery	712.5	.2874	23.0	1,439	84.4	270.5	.2930	15,109,607	.4932	6,883,441	.4203	.4301	.1977	.2647	.4737
Prince George's	700.6	.2826	5.3	1,439	51.2	250.1	.2710	11,187,802	.3651	5,856,907	.3576	.3464	.1899	.2691	.3757
Queen Anne's	32.5	.0131	27.4	87	81.9	11.3	.0123	363,983	.0119	126,616	.0078	.0108	.0114	.0110	.0098
St. Mary's	71.2	.0287	18.9	191	80.8	24.0	.0260	902,078	.0294	262,427	.0160	.0254	.0192	.0221	.0262
Somerset	19.8	.0080	3.2	58	61.9	7.0	.0075	186,845	.0061	69,162	.0042	.0059	.0090	.0075	.0048
Talbot	28.0	.0113	9.4	108	76.1	11.5	.0125	405,346	.0132	266,367	.0163	.0137	.0120	.0139	.0149
Washington	115.8	.0467	2.4	255	94.6	42.1	.0456	1,222,827	.0399	759,547	.0464	.0433	.0436	.0485	.0429
Wicomico	72.9	.0294	13.0	192	75.1	27.2	.0295	813,242	.0266	645,435	.0394	.0309	.0292	.0346	.0326
Worcester	37.8	.0153	22.4	80	70.7	15.0	.0162	372,926	.0122	385,990	.0235	.0162	.0205	.0201	.0160
TOTAL METRO COUNTIES	**4,334.8**	**1.7485**	**10.6**	**703**	**73.2**	**1,578.7**	**1.7105**	**64,036,344**	**2.0899**	**31,708,513**	**1.9360**	**1.9754**	**1.3593**	**1.6326**	**2.1088**
TOTAL STATE	**4,666.0**	**1.8821**	**10.6**	**474**	**73.4**	**1,700.5**	**1.8424**	**67,711,999**	**2.2099**	**33,854,884**	**2.0671**	**2.1016**	**1.4914**	**1.7729**	**2.2318**
MASSACHUSETTS															
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**3,725.5**	**1.5027**	**1.7**	**1,534**	**92.4**	**1,406.0**	**1.5232**	**62,490,620**	**2.0395**	**32,195,958**	**1.9660**	**1.9099**	**1.2959**	**1.4462**	**1.9398**
Essex	653.8	.2637	3.2	1,321	97.8	250.0	.2708	10,379,628	.3388	6,011,640	.3671	.3321	.2357	.2673	.3249
Middlesex	1,367.8	.5517	.1	1,664	95.8	507.1	.5494	24,861,547	.8114	11,442,142	.6987	.7256	.4255	.4966	.7481
Norfolk	609.8	.2460	.5	1,525	97.3	224.7	.2434	11,163,974	.3644	6,102,103	.3726	.3431	.2005	.2355	.3570
Plymouth	439.3	.1772	8.4	671	96.3	152.7	.1655	6,287,994	.2052	3,146,445	.1922	.1957	.1333	.1584	.1971
Suffolk	654.8	.2641	-.7	11,488	72.9	271.5	.2941	9,797,477	.3197	5,493,628	.3354	.3134	.3009	.2884	.3127
NEW BEDFORD - FALL RIVER - ATTLEBORO	**500.3**	**.2018**	**5.4**	**898**	**97.3**	**185.0**	**.2004**	**6,132,913**	**.2002**	**4,050,153**	**.2473**	**.2147**	**.2319**	**.2111**	**.2142**
Bristol	500.3	.2018	5.4	898	97.3	185.0	.2004	6,132,913	.2002	4,050,153	.2473	.2147	.2319	.2111	.2142
PITTSFIELD	**142.6**	**.0575**	**-1.7**	**153**	**97.7**	**55.4**	**.0600**	**1,886,304**	**.0615**	**1,208,486**	**.0737**	**.0644**	**.0644**	**.0645**	**.0609**
Berkshire	142.6	.0575	-1.7	153	97.7	55.4	.0600	1,886,304	.0615	1,208,486	.0737	.0644	.0644	.0645	.0609
SPRINGFIELD	**590.9**	**.2384**	**1.6**	**516**	**93.0**	**218.7**	**.2370**	**7,634,924**	**.2491**	**4,467,247**	**.2727**	**.2541**	**.2369**	**.2418**	**.2565**
Hampden	448.2	.1808	1.2	725	91.7	170.2	.1844	5,856,702	.1911	3,770,838	.2302	.2009	.1886	.1931	.2086
Hampshire	142.7	.0576	2.8	270	96.9	48.5	.0526	1,778,222	.0580	696,409	.0425	.0532	.0483	.0487	.0479
WORCESTER - FITCHBURG - LEOMINSTER	**677.6**	**.2733**	**4.8**	**448**	**97.5**	**250.2**	**.2711**	**9,632,068**	**.3144**	**4,451,060**	**.2718**	**.2934**	**.2278**	**.2530**	**.2919**
Worcester	677.6	.2733	4.8	448	97.5	250.2	.2711	9,632,068	.3144	4,451,060	.2718	.2934	.2278	.2530	.2919
ALL COUNTIES															
Barnstable	184.4	.0744	24.7	461	96.9	76.9	.0834	2,765,041	.0903	1,965,868	.1201	.0960	.0821	.0963	.0960
Berkshire	142.6	.0575	-1.7	153	97.7	55.4	.0600	1,886,304	.0615	1,208,486	.0737	.0644	.0644	.0645	.0609
Bristol	500.3	.2018	5.4	898	97.3	185.0	.2004	6,132,913	.2002	4,050,153	.2473	.2147	.2319	.2111	.2142
Dukes	11.7	.0047	30.8	115	93.2	5.4	.0059	169,694	.0055	153,194	.0094	.0065	.0082	.0076	.0056
Essex	653.8	.2637	3.2	1,321	97.8	250.0	.2708	10,379,628	.3388	6,011,640	.3671	.3321	.2357	.2673	.3249
Franklin	69.0	.0278	7.3	98	98.8	27.4	.0297	851,460	.0278	412,867	.0252	.0271	.0301	.0294	.0236
Hampden	448.2	.1808	1.2	725	91.7	170.2	.1844	5,856,702	.1911	3,770,838	.2302	.2009	.1886	.1931	.2086
Hampshire	142.7	.0576	2.8	270	96.9	48.5	.0526	1,778,222	.0580	696,409	.0425	.0532	.0483	.0487	.0479
Middlesex	1,367.8	.5517	.1	1,664	95.8	507.1	.5494	24,861,547	.8114	11,442,142	.6987	.7256	.4255	.4966	.7481
Nantucket	6.0	.0024	17.9	128	96.6	2.7	.0030	114,976	.0038	133,475	.0081	.0049	.0041	.0041	.0049
Norfolk	609.8	.2460	.5	1,525	97.3	224.7	.2434	11,163,974	.3644	6,102,103	.3726	.3431	.2005	.2355	.3570
Plymouth	439.3	.1772	8.4	671	96.3	152.7	.1655	6,287,994	.2052	3,146,445	.1922	.1957	.1333	.1584	.1971
Suffolk	654.8	.2641	.7	11,488	72.9	271.5	.2941	9,797,477	.3197	5,493,628	.3354	.3134	.3009	.2884	.3127
Worcester	677.6	.2733	4.8	448	97.5	250.2	.2711	9,632,068	.3144	4,451,060	.2718	.2934	.2278	.2530	.2919

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

SsMM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S	% Change 1980–88	Pop Per Sq. Mi (Density)	% White	12/31/88 Households (Thousands)	% Of U.S	1988 EBI ($000)	% Of U.S	1988 Retail Sales ($000)	% Of U.S	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
MASSACHUSETTS (continued)															
TOTAL METRO COUNTIES	**5,636.9**	**2.2737**	**2.3**	**857**	**93.7**	**2,115.3**	**2.2917**	**87,776,829**	**2.8647**	**46,372,904**	**2.8315**	**2.7365**	**2.0569**	**2.2166**	**2.7633**
TOTAL STATE	**5,908.0**	**2.3830**	**3.0**	**755**	**93.8**	**2,227.7**	**2.4137**	**91,678,000**	**2.9921**	**49,038,308**	**2.9943**	**2.8710**	**2.1814**	**2.3540**	**2.8934**
MICHIGAN															
ANN ARBOR	**273.8**	**.1104**	**3.4**	**386**	**84.5**	**101.3**	**.1098**	**3,534,175**	**.1153**	**2,043,421**	**.1248**	**.1171**	**.0962**	**.1131**	**.1194**
Washtenaw	273.8	.1104	3.4	386	84.5	101.3	.1098	3,534,175	.1153	2,043,421	.1248	.1171	.0962	.1131	.1194
BATTLE CREEK	**139.5**	**.0563**	**–1.5**	**196**	**87.9**	**53.2**	**.0577**	**1,747,790**	**.0571**	**856,445**	**.0523**	**.0554**	**.0531**	**.0541**	**.0527**
Calhoun	139.5	.0563	–1.5	196	87.9	53.2	.0577	1,747,790	.0571	856,445	.0523	.0554	.0531	.0541	.0527
BENTON HARBOR	**167.9**	**.0677**	**–2.0**	**291**	**82.1**	**63.0**	**.0683**	**1,785,076**	**.0583**	**914,541**	**.0559**	**.0594**	**.0687**	**.0665**	**.0543**
Berrien	167.9	.0677	–2.0	291	82.1	63.0	.0683	1,785,076	.0583	914,541	.0559	.0594	.0687	.0665	.0543
DETROIT	**4,396.4**	**1.7732**	**–2.1**	**978**	**77.4**	**1,625.7**	**1.7613**	**56,788,300**	**1.8536**	**30,775,120**	**1.8793**	**1.8451**	**1.6182**	**1.6709**	**1.9778**
Lapeer	74.7	.0301	6.7	114	99.0	23.9	.0259	803,402	.0263	251,878	.0154	.0237	.0199	.0221	.0231
Livingston	114.5	.0462	14.2	199	98.6	37.3	.0404	1,438,229	.0470	413,541	.0253	.0401	.0253	.0315	.0401
Macomb	714.6	.2882	2.9	1,480	97.1	256.3	.2777	8,023,766	.2619	5,682,006	.3469	.2926	.2459	.3148	.3126
Monroe	137.3	.0554	2.0	246	97.5	46.9	.0508	2,039,276	.0665	605,063	.0370	.0555	.0361	.0385	.0535
Oakland	1,053.3	.4248	4.1	1,204	92.4	397.7	.4309	17,936,947	.5854	10,279,207	.6277	.5661	.3400	.4235	.6527
St. Clair	146.1	.0589	5.3	199	96.8	52.0	.0563	1,619,803	.0529	685,569	.0419	.0508	.0548	.0518	.0516
Wayne	2,155.9	.8696	–7.8	3,506	59.0	811.6	.8793	24,926,877	.8136	12,857,856	.7851	.8163	.8962	.7887	.8442
DETROIT - ANN ARBOR CONSOLIDATED AREA	***4,670.2***	***1.8836***	***–1.7***	***897***	***77.8***	***1,727.0***	***1.8711***	***60,322,475***	***1.9689***	***32,818,541***	***2.0041***	***1.9622***	***1.7144***	***1.7840***	***2.0972***
FLINT	**440.4**	**.1776**	**–2.2**	**686**	**78.6**	**161.7**	**.1752**	**4,709,579**	**.1537**	**3,222,975**	**.1968**	**.1713**	**.1681**	**.1862**	**.1680**
Genesee	440.4	.1776	–2.2	686	78.6	161.7	.1752	4,709,579	.1537	3,222,975	.1968	.1713	.1681	.1862	.1680
GRAND RAPIDS	**665.7**	**.2685**	**10.6**	**466**	**92.6**	**242.7**	**.2630**	**8,340,942**	**.2722**	**4,700,521**	**.2871**	**.2758**	**.2207**	**.2660**	**.3004**
Kent	487.4	.1966	9.6	565	90.4	182.5	.1977	6,103,048	.1992	3,789,268	.2314	.2083	.1748	.2064	.2307
Ottawa	178.3	.0719	13.4	314	98.6	60.2	.0653	2,237,894	.0730	911,253	.0557	.0675	.0459	.0596	.0697
JACKSON	**150.0**	**.0605**	**–1.0**	**213**	**90.7**	**52.8**	**.0572**	**1,664,118**	**.0543**	**805,048**	**.0491**	**.0540**	**.0490**	**.0559**	**.0530**
Jackson	150.0	.0605	–1.0	213	90.7	52.8	.0572	1,664,118	.0543	805,048	.0491	.0540	.0490	.0559	.0530
KALAMAZOO	**222.1**	**.0896**	**4.6**	**395**	**89.9**	**83.5**	**.0905**	**2,969,789**	**.0969**	**1,648,620**	**.1007**	**.0966**	**.0746**	**.0903**	**.1063**
Kalamazoo	222.1	.0896	4.6	395	89.9	83.5	.0905	2,969,789	.0969	1,648,620	.1007	.0966	.0746	.0903	.1063
LANSING - EAST LANSING	**437.7**	**.1765**	**4.3**	**256**	**91.9**	**157.4**	**.1705**	**5,139,001**	**.1677**	**3,010,323**	**.1839**	**.1743**	**.1614**	**.1787**	**.1758**
Clinton	58.0	.0234	3.8	101	98.9	19.3	.0209	614,851	.0200	242,670	.0148	.0192	.0177	.0201	.0179
Eaton	96.0	.0387	8.7	166	96.4	34.9	.0378	1,111,552	.0363	646,388	.0395	.0377	.0323	.0400	.0379
Ingham	283.7	.1144	3.0	507	88.9	103.2	.1118	3,412,598	.1114	2,121,265	.1296	.1174	.1114	.1186	.1200
MUSKEGON	**159.9**	**.0645**	**1.5**	**315**	**84.6**	**58.3**	**.0631**	**1,690,761**	**.0551**	**841,368**	**.0514**	**.0559**	**.0614**	**.0628**	**.0536**
Muskegon	159.9	.0645	1.5	315	84.6	58.3	.0631	1,690,761	.0551	841,368	.0514	.0559	.0614	.0628	.0536
SAGINAW - BAY CITY - MIDLAND	**408.5**	**.1648**	**–3.1**	**229**	**88.8**	**146.0**	**.1583**	**4,472,953**	**.1459**	**2,905,590**	**.1774**	**.1592**	**.1547**	**.1625**	**.1659**
Bay	114.6	.0462	–4.4	256	98.0	41.9	.0454	1,224,369	.0400	648,108	.0396	.0412	.0467	.0424	.0428
Midland	76.0	.0307	3.3	145	97.8	27.1	.0294	1,098,381	.0358	383,041	.0234	.0310	.0226	.0234	.0317
Saginaw	217.9	.0879	–4.5	267	80.8	77.0	.0835	2,150,203	.0701	1,874,441	.1144	.0870	.0854	.0967	.0914
ALL COUNTIES															
Alcona	10.7	.0043	9.9	16	99.2	4.3	.0047	102,132	.0033	23,599	.0014	.0029	.0048	.0043	.0022
Alger	8.8	.0036	–4.6	10	96.7	3.1	.0033	83,257	.0028	30,656	.0019	.0026	.0038	.0028	.0024
Allegan	91.0	.0367	11.6	109	96.9	31.9	.0346	1,073,271	.0350	277,307	.0169	.0299	.0272	.0301	.0277
Alpena	31.4	.0126	–2.8	55	99.5	11.6	.0126	308,328	.0100	178,233	.0109	.0109	.0139	.0128	.0109
Antrim	17.7	.0072	9.3	37	98.9	6.6	.0071	135,319	.0045	44,641	.0027	.0044	.0091	.0070	.0030
Arenac	15.7	.0063	6.8	43	99.1	5.8	.0063	118,251	.0038	82,241	.0050	.0048	.0083	.0065	.0032
Baraga	8.2	.0033	–3.4	9	88.6	3.0	.0033	66,006	.0022	33,436	.0021	.0022	.0045	.0029	.0016
Barry	49.5	.0200	8.1	88	99.1	17.5	.0189	507,022	.0165	125,073	.0076	.0146	.0161	.0170	.0140
Bay	114.6	.0462	–4.4	256	98.0	41.9	.0454	1,224,369	.0400	648,108	.0396	.0412	.0467	.0424	.0428
Benzie	12.3	.0050	9.8	38	97.9	4.6	.0050	123,977	.0040	51,271	.0031	.0039	.0052	.0050	.0032
Berrien	167.9	.0677	–2.0	291	82.1	63.0	.0683	1,785,076	.0583	914,541	.0559	.0594	.0687	.0665	.0543
Branch	41.7	.0168	3.8	82	99.3	15.1	.0163	399,812	.0130	174,636	.0106	.0132	.0156	.0170	.0115
Calhoun	139.5	.0563	–1.5	196	87.9	53.2	.0577	1,747,790	.0571	856,445	.0523	.0554	.0531	.0541	.0527
Cass	50.1	.0202	1.2	101	89.2	18.5	.0200	548,154	.0179	115,519	.0071	.0151	.0162	.0175	.0143
Charlevoix	21.5	.0087	8.0	51	97.7	8.4	.0091	188,632	.0061	112,235	.0068	.0068	.0112	.0093	.0059
Cheboygan	21.5	.0086	4.1	30	98.3	8.3	.0090	180,739	.0059	136,999	.0084	.0072	.0124	.0100	.0057
Chippewa	29.0	.0117	–.1	18	88.6	10.2	.0111	216,251	.0071	158,757	.0097	.0089	.0143	.0119	.0070
Clare	26.6	.0108	11.7	47	99.1	10.4	.0112	222,853	.0073	128,129	.0078	.0080	.0159	.0104	.0060
Clinton	58.0	.0234	3.8	101	98.9	19.3	.0209	614,851	.0200	242,670	.0148	.0192	.0177	.0201	.0179
Crawford	10.9	.0044	15.2	19	98.5	3.8	.0041	101,497	.0033	47,116	.0029	.0034	.0048	.0041	.0024

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S	% Change 1980-88	Pop Per Sq. Mi (Density)	% White	12/31/88 Households (Thousands)	% Of U.S	1988 EBI ($000)	% Of U.S	1988 Retail Sales ($000)	% Of U.S	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
MICHIGAN (continued)															
ALL COUNTIES (continued)															
Delta	38.0	.0153	-2.4	32	98.4	13.8	.0150	386,982	.0127	216,151	.0132	.0133	.0158	.0144	.0127
Dickinson	26.8	.0108	5.3	35	99.6	10.5	.0114	221,257	.0072	165,565	.0101	.0088	.0147	.0126	.0089
Eaton	96.0	.0387	8.7	166	96.4	34.9	.0378	1,111,552	.0363	646,388	.0395	.0377	.0323	.0400	.0379
Emmet	25.2	.0102	9.6	54	96.1	9.4	.0102	233,312	.0076	188,726	.0115	.0094	.0124	.0115	.0110
Genesee	440.4	.1776	-2.2	686	78.6	161.7	.1752	4,709,579	.1537	3,222,975	.1968	.1713	.1681	.1862	.1680
Gladwin	23.2	.0094	16.2	46	99.2	8.9	.0096	225,033	.0073	78,389	.0048	.0071	.0115	.0082	.0060
Gogebic	18.3	.0074	-7.1	17	97.5	7.4	.0080	135,180	.0044	111,720	.0068	.0057	.0118	.0085	.0046
Grand Traverse	62.5	.0252	13.8	134	98.5	23.3	.0253	628,643	.0206	598,056	.0365	.0263	.0290	.0330	.0250
Gratiot	39.5	.0159	-2.4	69	99.3	14.0	.0152	475,380	.0155	237,127	.0145	.0152	.0150	.0149	.0129
Hillsdale	44.1	.0178	4.8	73	99.2	15.4	.0166	386,429	.0126	172,142	.0105	.0130	.0182	.0170	.0110
Houghton	37.8	.0152	-.2	37	98.6	13.5	.0147	304,796	.0099	159,878	.0098	.0110	.0193	.0144	.0088
Huron	36.5	.0148	.1	44	99.4	13.6	.0147	329,392	.0108	210,798	.0128	.0122	.0177	.0157	.0101
Ingham	283.7	.1144	3.0	507	88.9	103.2	.1118	3,412,598	.1114	2,121,265	.1296	.1174	.1114	.1186	.1200
Ionia	55.6	.0224	7.3	96	95.5	17.6	.0191	570,272	.0186	221,952	.0135	.0179	.0161	.0178	.0164
Iosco	30.6	.0124	7.9	56	95.9	11.8	.0128	262,960	.0086	160,736	.0098	.0097	.0166	.0131	.0067
Iron	13.7	.0055	-.5	12	99.2	5.7	.0061	114,992	.0037	54,154	.0033	.0040	.0086	.0054	.0033
Isabella	55.8	.0225	3.1	97	97.0	17.6	.0191	593,810	.0194	254,317	.0156	.0188	.0172	.0200	.0175
Jackson	150.0	.0605	-1.0	213	90.7	52.8	.0572	1,664,118	.0543	805,048	.0491	.0540	.0490	.0559	.0530
Kalamazoo	222.1	.0896	4.6	395	89.9	83.5	.0905	2,969,789	.0969	1,648,620	.1007	.0966	.0746	.0903	.1063
Kalkaska	13.5	.0054	23.3	24	99.3	4.9	.0053	104,698	.0034	57,570	.0035	.0039	.0065	.0055	.0025
Kent	487.4	.1966	9.6	565	90.4	182.5	.1977	6,105,048	.1992	3,789,268	.2314	.2083	.1748	.2064	.2307
Keweenaw	1.9	.0008	-3.2	3	99.3	.7	.0008	14,011	.0005	5,931	.0003	.0005	.0010	.0007	.0002
Lake	9.0	.0036	16.7	16	79.8	3.8	.0041	56,650	.0018	19,432	.0012	.0020	.0066	.0030	.0011
Lapeer	74.7	.0301	6.7	114	99.0	23.9	.0259	803,402	.0263	251,878	.0154	.0237	.0199	.0221	.0231
Leelanau	16.2	.0066	15.7	48	98.1	6.2	.0067	171,373	.0055	49,240	.0030	.0050	.0071	.0064	.0042
Lenawee	91.5	.0369	1.7	122	98.3	32.0	.0347	964,665	.0315	424,635	.0259	.0310	.0303	.0354	.0289
Livingston	114.5	.0462	14.2	199	98.6	37.3	.0404	1,438,229	.0470	413,541	.0253	.0401	.0253	.0315	.0401
Luce	6.5	.0026	-2.4	7	95.3	2.2	.0024	52,515	.0017	35,257	.0021	.0022	.0032	.0028	.0013
Mackinac	10.4	.0042	2.2	10	89.4	3.9	.0042	77,330	.0025	72,509	.0045	.0034	.0064	.0050	.0021
Macomb	714.6	.2882	2.9	1,480	97.1	256.3	.2777	8,023,766	.2619	5,682,006	.3469	.2926	.2459	.3148	.3126
Manistee	22.8	.0092	-1.0	42	98.4	9.3	.0101	210,129	.0068	102,719	.0063	.0072	.0125	.0100	.0064
Marquette	72.7	.0293	-1.9	40	96.4	25.4	.0275	682,137	.0223	317,555	.0194	.0228	.0295	.0266	.0219
Mason	26.8	.0109	1.6	54	98.0	10.3	.0112	250,472	.0082	115,243	.0070	.0083	.0126	.0114	.0075
Mecosta	40.4	.0163	9.3	72	96.5	12.6	.0136	292,780	.0095	198,564	.0121	.0117	.0188	.0148	.0089
Menominee	26.0	.0104	-.8	25	98.4	9.7	.0105	198,196	.0065	70,321	.0043	.0067	.0119	.0113	.0048
Midland	76.0	.0307	3.3	145	97.8	27.1	.0294	1,098,381	.0358	383,041	.0234	.0310	.0226	.0234	.0317
Missaukee	11.7	.0047	16.9	21	99.3	3.9	.0042	77,619	.0026	34,714	.0021	.0028	.0054	.0045	.0016
Monroe	137.3	.0554	2.0	246	97.5	46.9	.0508	2,039,276	.0665	605,063	.0370	.0555	.0361	.0385	.0535
Montcalm	52.2	.0211	9.8	73	99.0	18.8	.0204	512,817	.0168	275,883	.0168	.0176	.0213	.0212	.0151
Montmorency	8.3	.0033	10.8	15	99.6	3.2	.0035	67,045	.0022	28,253	.0017	.0023	.0047	.0033	.0015
Muskegon	159.9	.0645	1.5	315	84.6	58.3	.0631	1,690,761	.0551	841,368	.0514	.0559	.0614	.0628	.0536
Newaygo	39.6	.0160	13.4	47	97.4	14.7	.0160	341,585	.0112	114,649	.0070	.0108	.0177	.0147	.0090
Oakland	1,053.3	.4248	4.1	1,204	92.4	397.7	.4309	17,936,947	.5854	10,279,207	.6277	.5661	.3400	.4235	.6527
Oceana	23.6	.0095	7.3	44	98.4	8.4	.0091	237,878	.0078	66,144	.0040	.0069	.0094	.0084	.0059
Ogemaw	18.6	.0075	13.2	33	99.4	7.0	.0076	135,068	.0044	114,243	.0070	.0058	.0118	.0075	.0036
Ontonagon	9.2	.0038	-6.7	7	99.0	3.5	.0038	67,414	.0022	43,608	.0026	.0026	.0052	.0041	.0016
Osceola	20.8	.0083	9.9	37	99.2	7.6	.0082	204,868	.0067	107,645	.0066	.0071	.0096	.0091	.0051
Oscoda	7.4	.0030	7.9	13	99.4	3.0	.0032	47,443	.0015	44,603	.0027	.0022	.0055	.0034	.0011
Otsego	17.0	.0069	13.4	33	99.3	6.0	.0065	176,038	.0058	107,953	.0066	.0062	.0066	.0078	.0056
Ottawa	178.3	.0719	13.4	314	98.6	60.2	.0653	2,237,894	.0730	911,253	.0557	.0675	.0459	.0596	.0697
Presque Isle	14.4	.0058	.9	22	99.3	5.4	.0058	105,518	.0034	53,723	.0032	.0040	.0083	.0055	.0026
Roscommon	20.2	.0082	23.4	38	99.5	8.5	.0092	181,391	.0060	116,513	.0072	.0066	.0128	.0095	.0045
Saginaw	217.0	.0879	-4.5	267	80.8	77.0	.0835	2,150,203	.0701	1,874,441	.1144	.0870	.0854	.0967	.0914
St. Clair	146.1	.0589	5.3	199	96.8	52.0	.0563	1,619,803	.0529	685,569	.0419	.0508	.0548	.0518	.0516
St. Joseph	60.7	.0245	8.2	121	96.4	22.5	.0244	719,502	.0235	295,031	.0180	.0221	.0221	.0249	.0209
Sanilac	42.3	.0170	3.7	44	99.5	15.4	.0167	364,456	.0119	144,966	.0088	.0120	.0195	.0171	.0096
Schoolcraft	8.2	.0033	-4.4	7	94.9	2.9	.0031	76,571	.0025	33,367	.0021	.0026	.0032	.0031	.0024
Shiawassee	71.3	.0288	.2	132	99.1	24.5	.0265	771,593	.0252	287,427	.0175	.0235	.0226	.0239	.0234
Tuscola	57.2	.0231	.4	70	98.7	19.1	.0207	557,065	.0181	308,744	.0128	.0176	.0195	.0197	.0156
Van Buren	71.0	.0286	6.3	116	90.0	26.0	.0282	626,511	.0205	269,517	.0164	.0209	.0324	.0277	.0163
Washtenaw	273.8	.1104	3.4	386	84.5	101.3	.1098	3,534,175	.1153	2,043,421	.1248	.1171	.0962	.1131	.1194
Wayne	2,155.9	.8696	-7.8	3,506	59.0	811.6	.8793	24,926,877	.8136	12,857,856	.7851	.8163	.8962	.7887	.8442
Wexford	27.8	.0113	10.7	49	99.3	10.5	.0114	235,234	.0076	161,429	.0098	.0090	.0144	.0127	.0075
TOTAL METRO COUNTIES	**7,461.9**	**3.0096**	**-.3**	**539**	**81.7**	**2,745.6**	**2.9749**	**92,842,484**	**3.0301**	**51,723,972**	**3.1587**	**3.0641**	**2.7261**	**2.9070**	**3.2272**
TOTAL STATE	**9,335.3**	**3.7655**	**.8**	**164**	**84.8**	**3,423.1**	**3.7089**	**110,666,995**	**3.6118**	**60,250,919**	**3.6788**	**3.6626**	**3.5317**	**3.6431**	**3.7458**

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

SaMM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
MINNESOTA															
DULUTH	**245.8**	**.0991**	**–7.8**	**33**	**97.6**	**94.3**	**.1022**	**2,762,294**	**.0901**	**1,652,575**	**.1009**	**.0953**	**.1086**	**.0978**	**.0905**
St. Louis	203.9	.0822	–8.3	33	97.5	77.9	.0844	2,304,760	.0752	1,406,881	.0859	.0800	.0903	.0806	.0764
Douglas, Wisc.	*41.9*	*.0169*	*–5.7*	*32*	*97.9*	*16.4*	*.0178*	*457,534*	*.0149*	*245,694*	*.0150*	*.0153*	*.0183*	*.0172*	*.0141*
FARGO - MOORHEAD	**150.8**	**.0608**	**9.6**	**54**	**98.6**	**56.5**	**.0613**	**1,669,044**	**.0545**	**1,106,004**	**.0676**	**.0597**	**.0598**	**.0675**	**.0535**
Clay	48.9	.0197	– 9	47	98.6	17.1	.0186	489,978	.0160	271,608	.0166	.0170	.0200	.0200	.0162
Cass, N. D.	*101.9*	*.0411*	*15.5*	*58*	*98.6*	*39.4*	*.0427*	*1,179,066*	*.0385*	*834,396*	*.0510*	*.0427*	*.0398*	*.0475*	*.0373*
MINNEAPOLIS - ST. PAUL	**2,377.2**	**.9591**	**11.2**	**471**	**95.0**	**907.0**	**.9827**	**35,180,256**	**1.1483**	**19,092,209**	**1.1659**	**1.1151**	**.8005**	**.9659**	**1.0927**
Anoka	232.5	.0938	18.6	541	98.1	77.4	.0838	2,907,469	.0949	1,264,959	.0773	.0894	.0498	.0748	.0917
Carver	44.5	.0179	20.1	127	99.3	15.3	.0166	608,127	.0199	153,950	.0094	.0162	.0111	.0135	.0154
Chisago	29.6	.0120	15.1	71	99.2	9.8	.0106	285,439	.0093	132,096	.0081	.0095	.0101	.0101	.0081
Dakota	247.9	.1000	27.6	431	98.0	87.4	.0947	3,669,147	.1198	1,619,804	.0989	.1095	.0619	.0846	.1128
Hennepin	1,010.1	.4074	7.3	1,867	92.8	417.9	.4528	16,270,315	.5310	9,739,271	.5947	.5253	.3939	.4632	.5141
Isanti	26.7	.0108	13.1	61	99.0	9.1	.0099	253,576	.0083	72,873	.0044	.0075	.0085	.0095	.0071
Ramsey	477.2	.1925	3.8	3,099	93.3	188.8	.2046	6,927,553	.2261	4,637,405	.2832	.2364	.1811	.2195	.2316
Scott	56.1	.0227	28.1	157	98.8	18.1	.0196	627,865	.0205	262,713	.0161	.0195	.0146	.0184	.0180
Washington	135.3	.0546	19.1	347	98.0	44.8	.0485	2,371,418	.0774	668,296	.0408	.0619	.0338	.0329	.0594
Wright	67.9	.0274	15.7	101	99.3	21.3	.0231	666,214	.0217	302,257	.0184	.0219	.0211	.0231	.0183
St. Croix, Wisc.	*49.4*	*.0200*	*14.2*	*68*	*99.5*	*17.1*	*.0185*	*593,133*	*.0194*	*238,585*	*.0146*	*.0180*	*.0146*	*.0163*	*.0162*
ROCHESTER	**98.9**	**.0399**	**7.5**	**151**	**98.0**	**37.3**	**.0404**	**1,389,385**	**.0453**	**931,685**	**.0569**	**.0477**	**.0350**	**.0442**	**.0479**
Olmsted	98.9	.0399	7.5	151	98.0	37.3	.0404	1,389,385	.0453	931,685	.0569	.0477	.0350	.0442	.0479
ST. CLOUD	**184.1**	**.0741**	**12.8**	**84**	**98.9**	**59.0**	**.0640**	**1,780,953**	**.0580**	**1,625,835**	**.0993**	**.0737**	**.0641**	**.0801**	**.0569**
Benton	28.6	.0115	13.6	70	99.2	10.0	.0109	287,150	.0093	95,624	.0059	.0087	.0100	.0103	.0079
Sherburne	37.3	.0150	24.7	86	98.3	11.7	.0127	395,711	.0129	120,149	.0073	.0117	.0095	.0111	.0105
Stearns	118.2	.0476	9.3	88	99.0	37.3	.0404	1,098,092	.0358	1,410,062	.0861	.0533	.0446	.0587	.0385
ALL COUNTIES															
Aitkin	14.2	.0057	5.9	8	98.6	5.4	.0059	89,570	.0030	64,971	.0040	.0038	.0089	.0059	.0021
Anoka	232.5	.0938	18.6	541	98.1	77.4	.0838	2,907,469	.0949	1,264,959	.0773	.0894	.0498	.0748	.0917
Becker	31.1	.0125	6.0	24	92.9	11.2	.0122	233,046	.0076	140,799	.0086	.0089	.0158	.0126	.0078
Beltrami	34.4	.0139	11.0	14	84.9	11.8	.0127	290,619	.0095	263,213	.0160	.0123	.0169	.0148	.0109
Benton	28.6	.0115	13.6	70	99.2	10.0	.0109	287,150	.0093	95,624	.0059	.0087	.0100	.0103	.0079
Big Stone	7.4	.0030	–4.1	15	99.2	2.8	.0030	66,662	.0022	34,258	.0021	.0024	.0034	.0033	.0017
Blue Earth	51.7	.0209	–1.2	69	98.5	18.7	.0203	530,530	.0173	440,610	.0269	.0209	.0234	.0242	.0207
Brown	27.7	.0111	–3.3	45	99.5	10.2	.0110	261,712	.0086	189,538	.0115	.0099	.0133	.0130	.0093
Carlton	30.4	.0123	1.5	35	96.5	10.7	.0116	321,497	.0104	153,271	.0094	.0106	.0123	.0109	.0092
Carver	44.5	.0179	20.1	127	99.3	15.3	.0166	608,127	.0199	153,950	.0094	.0162	.0111	.0135	.0154
Cass	21.9	.0089	4.0	11	89.2	8.1	.0088	166,799	.0054	103,810	.0063	.0064	.0121	.0090	.0042
Chippewa	14.0	.0056	–6.3	24	99.2	5.5	.0059	140,282	.0046	83,480	.0051	.0050	.0066	.0064	.0045
Chisago	29.6	.0120	15.1	71	99.2	9.8	.0106	285,439	.0093	132,096	.0081	.0095	.0101	.0101	.0081
Clay	48.9	.0197	– .9	47	98.6	17.1	.0186	489,978	.0160	271,608	.0166	.0170	.0200	.0200	.0162
Clearwater	8.8	.0035	.4	9	91.5	3.1	.0033	52,639	.0017	33,919	.0020	.0021	.0050	.0031	.0013
Cook	4.1	.0017	.2	3	91.4	1.8	.0020	39,476	.0013	29,306	.0018	.0015	.0026	.0021	.0010
Cottonwood	13.7	.0055	–7.8	21	99.6	5.2	.0056	116,602	.0038	93,612	.0057	.0047	.0072	.0066	.0036
Crow Wing	47.3	.0191	13.4	47	98.9	18.0	.0195	422,735	.0138	347,215	.0213	.0171	.0247	.0216	.0140
Dakota	247.9	.1000	27.6	431	98.0	87.4	.0947	3,669,147	.1198	1,619,804	.0989	.1095	.0619	.0846	.1128
Dodge	15.6	.0063	5.6	36	99.4	5.3	.0058	144,564	.0047	34,536	.0021	.0043	.0052	.0054	.0037
Douglas	30.1	.0121	8.1	47	99.3	11.4	.0123	259,087	.0085	189,281	.0115	.0101	.0161	.0135	.0101
Faribault	18.0	.0073	–8.7	25	99.5	7.2	.0078	160,544	.0052	105,462	.0065	.0060	.0093	.0085	.0045
Fillmore	20.9	.0084	–4.7	24	99.5	7.7	.0084	160,326	.0052	141,757	.0086	.0070	.0120	.0094	.0045
Freeborn	34.4	.0139	–5.3	49	99.6	13.4	.0145	325,883	.0107	268,631	.0164	.0129	.0170	.0171	.0118
Goodhue	40.4	.0163	4.3	53	98.8	14.8	.0160	460,220	.0150	282,261	.0173	.0160	.0178	.0166	.0156
Grant	7.0	.0028	–2.4	13	99.6	2.6	.0028	70,377	.0023	22,862	.0013	.0021	.0027	.0026	.0016
Hennepin	1,010.1	.4074	7.3	1,867	92.8	417.9	.4528	16,270,315	.5310	9,739,271	.5947	.5253	.3939	.4632	.5141
Houston	19.2	.0078	4.5	34	99.5	6.4	.0069	164,391	.0054	62,264	.0038	.0054	.0081	.0071	.0040
Hubbard	15.9	.0064	12.8	17	97.4	5.8	.0063	129,892	.0042	61,515	.0038	.0047	.0075	.0063	.0033
Isanti	26.7	.0108	13.1	61	99.0	9.1	.0099	253,576	.0083	72,873	.0044	.0075	.0085	.0095	.0071
Itasca	44.1	.0177	2.4	17	96.7	16.3	.0177	395,256	.0129	203,997	.0125	.0137	.0195	.0175	.0116
Jackson	12.5	.0051	–8.7	18	99.6	4.7	.0050	111,795	.0036	56,766	.0035	.0040	.0053	.0052	.0030
Kanabec	12.8	.0051	5.3	24	99.2	4.7	.0051	116,147	.0038	58,005	.0035	.0039	.0062	.0052	.0029
Kandiyohi	39.1	.0158	6.4	50	99.2	14.4	.0156	383,162	.0125	276,903	.0169	.0145	.0171	.0186	.0143
Kittson	6.3	.0026	–5.6	6	99.4	2.4	.0026	55,661	.0018	28,049	.0017	.0019	.0032	.0025	.0014
Koochiching	15.6	.0063	–11.2	5	97.2	5.7	.0062	144,633	.0048	91,616	.0056	.0054	.0070	.0062	.0044
Lac qui Parle	9.7	.0039	–8.4	13	99.4	3.7	.0040	75,444	.0024	41,964	.0026	.0027	.0051	.0041	.0021
Lake	11.6	.0046	–11.1	6	99.0	4.2	.0046	109,530	.0036	64,489	.0039	.0040	.0041	.0058	.0027

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S	% Change 1980–88	Pop Per Sq. Mi (Density)	% White	12/31/88 Households (Thousands)	% Of U.S	1988 EBI ($000)	% Of U.S	1988 Retail Sales ($000)	% Of U.S	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
MINNESOTA (continued)															
ALL COUNTIES (continued)															
Lake of the Woods	4.0	.0017	6.3	3	99.3	1.5	.0016	26,044	.0008	22,473	.0014	.0011	.0025	.0018	.0005
Le Sueur	23.8	.0096	1.6	53	99.5	8.7	.0094	207,158	.0068	97,708	.0059	.0071	.0100	.0099	.0060
Lincoln	7.6	.0030	–7.4	14	99.6	2.8	.0031	53,901	.0018	15,477	.0010	.0017	.0039	.0025	.0012
Lyon	25.2	.0102	.0	35	98.9	9.0	.0097	234,624	.0076	159,937	.0098	.0089	.0115	.0109	.0077
McLeod	31.5	.0127	6.2	64	99.3	11.5	.0125	303,926	.0099	224,118	.0136	.0116	.0131	.0147	.0107
Mahnomen	5.3	.0021	–4.3	9	79.0	1.7	.0018	33,805	.0011	18,857	.0012	.0012	.0027	.0018	.0007
Marshall	12.3	.0050	–5.6	7	99.7	4.5	.0049	96,425	.0032	24,383	.0015	.0031	.0053	.0046	.0023
Martin	24.0	.0097	–2.8	34	99.4	9.5	.0103	276,229	.0090	145,301	.0089	.0091	.0101	.0111	.0093
Meeker	21.4	.0086	3.9	34	99.6	7.8	.0084	205,213	.0067	106,281	.0064	.0071	.0089	.0087	.0058
Mille Lacs	19.1	.0077	3.6	33	96.4	7.0	.0076	163,056	.0053	99,009	.0061	.0059	.0103	.0076	.0052
Morrison	30.9	.0125	5.4	27	99.5	10.4	.0113	236,648	.0078	161,228	.0098	.0093	.0148	.0120	.0071
Mower	37.9	.0153	–6.2	53	99.4	14.8	.0160	400,345	.0130	257,616	.0158	.0144	.0175	.0164	.0136
Murray	10.4	.0042	–9.6	15	99.6	3.9	.0042	83,516	.0027	52,547	.0032	.0031	.0049	.0048	.0023
Nicollet	30.0	.0121	11.4	68	99.0	10.1	.0110	340,355	.0112	108,609	.0066	.0099	.0090	.0101	.0087
Nobles	20.2	.0081	–7.5	28	99.0	7.6	.0082	163,398	.0053	182,000	.0111	.0077	.0116	.0103	.0086
Norman	8.6	.0035	–8.3	10	99.0	3.2	.0035	82,102	.0027	24,498	.0015	.0025	.0037	.0033	.0019
Olmsted	98.9	.0399	7.5	151	98.0	37.3	.0404	1,389,385	.0453	931,685	.0569	.0477	.0350	.0442	.0479
Otter Tail	53.5	.0215	3.0	27	99.3	19.8	.0215	440,766	.0144	274,102	.0167	.0165	.0268	.0223	.0138
Pennington	14.6	.0059	–4.3	24	99.1	5.6	.0060	106,846	.0035	93,231	.0057	.0046	.0085	.0071	.0039
Pine	21.2	.0086	6.7	15	96.9	7.5	.0082	145,735	.0047	103,248	.0063	.0060	.0102	.0087	.0033
Pipestone	10.7	.0043	–8.5	23	98.8	4.3	.0046	88,299	.0029	67,472	.0042	.0036	.0065	.0049	.0028
Polk	33.7	.0136	–3.3	17	98.6	12.5	.0136	286,091	.0094	186,559	.0113	.0107	.0173	.0143	.0086
Pope	11.6	.0047	–.5	17	99.7	4.6	.0049	87,589	.0028	50,774	.0031	.0035	.0068	.0050	.0019
Ramsey	477.2	.1925	3.8	3,099	93.3	188.8	.2046	6,927,553	.2261	4,637,405	.2832	.2364	.1811	.2195	.2316
Red Lake	5.1	.0020	–6.8	12	99.7	1.8	.0020	31,162	.0010	13,504	.0008	.0012	.0025	.0018	.0008
Redwood	17.8	.0072	–8.0	20	98.8	6.5	.0070	149,438	.0049	85,055	.0052	.0054	.0084	.0073	.0049
Renville	19.1	.0077	–6.4	19	99.5	7.2	.0078	179,538	.0059	91,555	.0056	.0061	.0084	.0083	.0047
Rice	48.8	.0197	5.9	97	98.9	16.3	.0177	480,236	.0156	271,564	.0166	.0168	.0187	.0188	.0155
Rock	10.3	.0041	–3.8	21	99.5	3.8	.0041	80,443	.0027	74,145	.0045	.0034	.0056	.0048	.0027
Roseau	14.0	.0057	11.3	8	99.0	4.9	.0053	111,183	.0036	65,470	.0040	.0041	.0065	.0057	.0037
St. Louis	203.9	.0822	–8.3	33	97.5	77.9	.0844	2,304,760	.0752	1,406,881	.0859	.0800	.0903	.0806	.0764
Scott	56.1	.0227	28.1	157	98.8	18.1	.0196	627,865	.0205	262,713	.0161	.0195	.0146	.0184	.0180
Sherburne	37.3	.0150	24.7	86	98.3	11.7	.0127	395,711	.0129	120,149	.0073	.0117	.0095	.0111	.0105
Sibley	14.8	.0060	–4.2	25	99.6	5.4	.0058	146,875	.0048	50,303	.0031	.0045	.0060	.0056	.0039
Stearns	118.2	.0476	9.3	88	99.0	37.3	.0404	1,098,092	.0358	1,410,062	.0861	.0533	.0446	.0587	.0385
Steele	31.2	.0126	2.9	72	99.4	11.3	.0123	311,950	.0102	217,680	.0133	.0116	.0121	.0144	.0116
Stevens	10.5	.0043	–7.3	19	98.6	3.6	.0039	85,570	.0028	77,020	.0047	.0037	.0053	.0046	.0030
Swift	12.1	.0048	–6.4	16	99.5	4.6	.0050	103,917	.0034	63,285	.0038	.0038	.0063	.0052	.0024
Todd	26.2	.0106	4.8	28	99.5	9.4	.0102	186,887	.0061	88,134	.0054	.0067	.0132	.0100	.0046
Traverse	5.1	.0021	–8.0	9	97.9	1.7	.0018	41,165	.0014	25,085	.0015	.0016	.0022	.0019	.0011
Wabasha	20.0	.0080	3.4	37	99.6	7.5	.0081	203,300	.0066	86,904	.0053	.0065	.0080	.0080	.0057
Wadena	13.9	.0056	–2.1	26	99.1	5.0	.0054	108,970	.0035	74,145	.0046	.0042	.0076	.0055	.0033
Waseca	18.5	.0075	.3	44	99.5	6.7	.0073	204,321	.0067	73,831	.0045	.0062	.0071	.0069	.0055
Washington	135.3	.0546	19.1	347	98.0	44.8	.0485	2,371,418	.0774	668,296	.0408	.0619	.0338	.0329	.0594
Watonwan	11.6	.0047	–6.2	27	99.6	4.7	.0051	102,717	.0034	54,325	.0033	.0036	.0058	.0056	.0028
Wilkin	8.1	.0032	–4.2	11	99.1	2.8	.0031	84,145	.0027	42,851	.0026	.0028	.0030	.0031	.0025
Winona	46.4	.0187	.3	74	99.0	16.2	.0175	477,491	.0156	282,261	.0173	.0167	.0195	.0188	.0146
Wright	67.9	.0274	15.7	101	99.3	21.3	.0231	666,214	.0217	302,257	.0184	.0219	.0211	.0231	.0183
Yellow Medicine	12.3	.0050	–9.9	16	98.9	4.5	.0049	117,341	.0039	49,683	.0030	.0038	.0051	.0051	.0037
TOTAL METRO COUNTIES	**2,863.6**	**1.1550**	**9.3**	**200**	**95.5**	**1,081.2**	**1.1716**	**40,552,199**	**1.3234**	**23,089,633**	**1.4100**	**1.3155**	**.9953**	**1.1745**	**1.2739**
TOTAL STATE	**4,326.8**	**1.7452**	**6.2**	**54**	**96.4**	**1,616.6**	**1.7516**	**53,820,000**	**1.7566**	**31,320,221**	**1.9124**	**1.8010**	**1.6779**	**1.7938**	**1.6886**
MISSISSIPPI															
BILOXI - GULFPORT	**205.0**	**.0826**	**12.5**	**194**	**78.8**	**74.1**	**.0803**	**2,012,237**	**.0657**	**1,189,055**	**.0726**	**.0711**	**.0892**	**.0863**	**.0592**
Hancock	32.8	.0132	33.9	69	88.0	11.9	.0129	297,790	.0098	127,419	.0077	.0098	.0156	.0124	.0081
Harrison	172.2	.0694	9.2	296	77.1	62.2	.0674	1,714,447	.0559	1,061,636	.0649	.0613	.0736	.0739	.0511
JACKSON	**402.5**	**.1625**	**11.2**	**170**	**55.2**	**142.2**	**.1541**	**4,109,816**	**.1341**	**2,425,995**	**.1481**	**.1440**	**.1620**	**.1548**	**.1316**
Hinds	262.1	.1058	4.4	300	50.6	95.3	.1033	2,759,625	.0901	2,027,266	.1237	.1033	.1133	.1116	.0926
Madison	54.4	.0220	30.7	76	40.1	17.7	.0192	436,411	.0142	160,578	.0098	.0145	.0226	.0161	.0118
Rankin	86.0	.0347	23.9	110	78.7	29.2	.0316	913,780	.0298	238,151	.0146	.0262	.0261	.0271	.0272
PASCAGOULA	**129.9**	**.0524**	**10.1**	**178**	**77.9**	**44.8**	**.0486**	**1,354,722**	**.0442**	**629,063**	**.0384**	**.0441**	**.0454**	**.0497**	**.0431**
Jackson	129.9	.0524	10.1	178	77.9	44.8	.0486	1,354,722	.0442	629,063	.0384	.0441	.0454	.0497	.0431

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S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop. Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
MISSISSIPPI (continued)															
ALL COUNTIES															
Adams	37.8	.0152	–.7	83	47.5	13.6	.0147	295,452	.0096	309,737	.0190	.0136	.0204	.0153	.0122
Alcorn	33.7	.0136	2.0	84	87.7	13.1	.0142	293,206	.0096	201,300	.0122	.0111	.0185	.0147	.0089
Amite	13.4	.0054	.2	18	48.4	4.7	.0051	116,288	.0038	30,672	.0019	.0036	.0061	.0042	.0026
Attala	19.7	.0080	–.8	27	56.9	7.1	.0077	130,788	.0042	73,487	.0045	.0051	.0106	.0068	.0047
Benton	8.4	.0034	3.0	21	58.3	2.7	.0029	59,382	.0020	8,621	.0005	.0018	.0033	.0027	.0014
Bolivar	44.7	.0180	–2.8	50	33.8	14.4	.0156	285,968	.0093	179,495	.0110	.0115	.0228	.0134	.0094
Calhoun	15.4	.0062	–1.7	27	71.3	5.7	.0062	100,476	.0033	40,433	.0025	.0036	.0086	.0055	.0029
Carroll	10.0	.0040	2.3	16	50.8	3.4	.0037	62,536	.0020	13,851	.0008	.0021	.0047	.0027	.0015
Chickasaw	18.4	.0075	3.1	37	60.2	6.3	.0068	119,189	.0039	84,374	.0052	.0050	.0092	.0073	.0054
Choctaw	9.2	.0037	2.3	22	68.6	3.1	.0034	54,974	.0018	17,784	.0010	.0020	.0046	.0031	.0012
Claiborne	12.4	.0050	1.0	25	22.4	3.7	.0040	75,776	.0025	21,963	.0014	.0026	.0055	.0029	.0018
Clarke	17.3	.0070	2.1	25	61.3	6.3	.0068	131,998	.0043	60,966	.0037	.0047	.0089	.0067	.0038
Clay	21.9	.0088	3.9	53	45.9	7.5	.0081	170,430	.0056	75,154	.0046	.0059	.0097	.0081	.0050
Coahoma	35.7	.0144	–3.3	64	32.1	12.3	.0133	223,805	.0073	198,829	.0121	.0102	.0213	.0118	.0080
Copiah	27.8	.0112	4.9	36	47.6	9.5	.0103	195,661	.0064	79,496	.0049	.0068	.0136	.0085	.0048
Covington	17.0	.0069	6.7	41	61.8	6.0	.0065	124,183	.0040	43,597	.0027	.0043	.0084	.0052	.0033
☐ De Soto	67.4	.0271	25.0	140	79.6	22.3	.0242	621,638	.0203	221,403	.0135	.0196	.0242	.0215	.0194
Forrest	68.9	.0278	4.4	147	69.5	25.9	.0281	597,724	.0195	597,728	.0365	.0263	.0392	.0308	.0234
Franklin	8.6	.0035	4.8	15	59.0	3.2	.0034	68,630	.0022	12,215	.0007	.0020	.0040	.0024	.0018
George	16.9	.0068	10.5	35	88.9	5.6	.0061	146,136	.0048	53,681	.0033	.0048	.0066	.0054	.0040
Greene	10.2	.0041	3.8	14	77.2	3.3	.0036	70,019	.0023	11,681	.0007	.0021	.0038	.0029	.0019
Grenada	19.4	.0079	–8.1	46	54.2	6.9	.0074	160,678	.0052	171,134	.0105	.0074	.0096	.0089	.0057
Hancock	32.8	.0132	33.9	69	88.0	11.9	.0129	297,790	.0098	127,419	.0077	.0098	.0156	.0124	.0081
Harrison	172.2	.0694	9.2	296	77.1	62.2	.0674	1,714,447	.0559	1,061,636	.0649	.0613	.0736	.0739	.0511
Hinds	262.1	.1058	4.4	300	50.6	95.3	.1033	2,759,625	.0901	2,027,266	.1237	.1033	.1133	.1116	.0926
Holmes	22.6	.0091	–1.8	30	25.6	7.5	.0081	104,344	.0034	87,596	.0054	.0052	.0160	.0059	.0025
Humphreys	13.7	.0055	–1.7	32	30.5	4.5	.0049	61,921	.0020	52,931	.0032	.0031	.0091	.0034	.0021
Issaquena	2.5	.0010	–.5	6	40.3	.8	.0009	14,427	.0005	838	.0001	.0004	.0012	.0006	.0002
Itawamba	21.3	.0086	3.8	39	92.7	7.9	.0085	160,507	.0052	55,801	.0034	.0054	.0099	.0086	.0041
Jackson	129.9	.0524	10.1	178	77.9	44.8	.0486	1,354,722	.0442	629,063	.0384	.0441	.0454	.0497	.0431
Jasper	17.0	.0069	–1.5	25	46.9	6.0	.0065	105,286	.0035	41,258	.0025	.0038	.0090	.0060	.0023
Jefferson	9.1	.0036	–.9	17	15.7	3.0	.0032	54,108	.0017	11,081	.0007	.0019	.0045	.0020	.0013
Jefferson Davis	14.3	.0058	3.3	35	42.4	4.7	.0051	94,892	.0031	30,452	.0018	.0031	.0066	.0039	.0024
Jones	62.7	.0253	1.3	90	73.6	23.2	.0251	510,511	.0167	383,908	.0235	.0205	.0311	.0276	.0200
Kemper	10.2	.0041	.5	13	41.1	3.5	.0038	61,408	.0020	19,159	.0012	.0021	.0054	.0029	.0014
Lafayette	30.6	.0123	–1.4	46	69.8	11.4	.0124	280,454	.0091	124,765	.0076	.0094	.0149	.0111	.0077
Lamar	28.4	.0115	19.2	57	87.3	9.9	.0107	238,451	.0078	55,257	.0033	.0072	.0114	.0095	.0059
Lauderdale	79.3	.0320	2.6	112	64.5	29.6	.0321	762,073	.0249	518,988	.0317	.0284	.0381	.0328	.0245
Lawrence	13.0	.0052	3.9	30	65.6	4.6	.0050	111,222	.0036	36,843	.0023	.0035	.0057	.0041	.0030
Leake	19.0	.0077	1.1	33	57.2	6.8	.0073	115,341	.0038	68,450	.0042	.0045	.0107	.0066	.0031
Lee	64.9	.0262	13.7	144	76.7	24.5	.0266	609,199	.0199	616,630	.0376	.0266	.0320	.0335	.0237
Leflore	41.1	.0166	–1.0	68	36.7	13.9	.0150	279,077	.0091	215,897	.0132	.0118	.0224	.0135	.0100
Lincoln	31.9	.0128	5.7	54	66.5	11.4	.0124	231,718	.0076	181,782	.0111	.0097	.0162	.0125	.0079
Lowndes	61.0	.0246	6.4	118	61.6	21.7	.0235	513,042	.0167	419,486	.0256	.0210	.0311	.0265	.0202
Madison	54.4	.0220	30.7	76	40.1	17.7	.0192	436,411	.0142	160,578	.0098	.0145	.0226	.0161	.0118
Marion	26.5	.0107	3.1	48	66.6	9.2	.0099	200,444	.0066	112,956	.0069	.0074	.0140	.0091	.0064
Marshall	34.0	.0137	16.1	48	42.8	10.7	.0116	203,802	.0066	69,952	.0043	.0074	.0150	.0101	.0051
Monroe	36.4	.0147	.0	47	66.9	12.9	.0140	269,953	.0088	127,841	.0078	.0096	.0172	.0134	.0080
Montgomery	12.6	.0050	–5.7	31	55.2	4.4	.0048	73,773	.0024	42,402	.0026	.0030	.0072	.0044	.0020
Neshoba	24.9	.0101	4.7	44	68.6	9.2	.0100	198,701	.0065	108,873	.0066	.0073	.0133	.0097	.0057
Newton	20.4	.0082	2.2	35	66.9	7.6	.0082	150,901	.0050	71,471	.0044	.0054	.0112	.0075	.0039
Noxubee	12.5	.0050	–5.4	18	31.8	4.1	.0044	67,023	.0021	30,464	.0019	.0027	.0069	.0035	.0018
Oktibbeha	37.6	.0152	4.4	82	61.1	12.2	.0133	286,229	.0094	155,863	.0095	.0105	.0175	.0116	.0092
Panola	29.7	.0120	5.5	43	47.0	10.1	.0109	192,231	.0063	114,302	.0069	.0076	.0155	.0099	.0056
Pearl River	39.9	.0161	18.1	49	82.7	14.0	.0152	320,336	.0104	143,308	.0088	.0112	.0181	.0137	.0094
Perry	10.3	.0041	4.4	16	75.4	3.5	.0038	91,083	.0030	27,668	.0017	.0027	.0048	.0032	.0024
Pike	38.3	.0155	5.9	93	52.7	13.7	.0148	307,690	.0100	211,386	.0129	.0120	.0190	.0146	.0115
Pontotoc	23.1	.0093	10.4	46	82.1	8.4	.0091	165,912	.0054	60,630	.0037	.0057	.0122	.0082	.0045
Prentiss	25.5	.0103	6.1	61	87.4	9.3	.0101	187,281	.0062	71,397	.0044	.0065	.0126	.0096	.0048
Quitman	11.5	.0046	–9.0	28	40.0	3.9	.0042	50,073	.0016	44,077	.0026	.0025	.0079	.0032	.0014
Rankin	86.0	.0347	23.9	110	78.7	29.2	.0316	913,780	.0298	238,151	.0146	.0262	.0261	.0271	.0272
Scott	26.5	.0107	7.9	43	61.0	9.5	.0103	194,116	.0064	112,639	.0069	.0074	.0138	.0101	.0053
Sharkey	7.6	.0031	–4.6	17	30.5	2.2	.0024	37,259	.0012	23,012	.0014	.0016	.0043	.0018	.0008
Simpson	25.3	.0102	7.9	43	65.7	8.8	.0096	204,192	.0066	83,166	.0050	.0069	.0111	.0085	.0059
Smith	15.8	.0064	4.8	25	76.0	5.5	.0059	117,275	.0039	33,569	.0021	.0038	.0075	.0050	.0027

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop. Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
MISSISSIPPI (continued)															
ALL COUNTIES (continued)															
Stone	10.7	.0043	10.1	24	74.1	3.6	.0039	90,400	.0029	38,111	.0023	.0031	.0039	.0038	.0026
Sunflower	36.7	.0148	5.3	52	34.0	10.8	.0117	195,409	.0064	112,055	.0069	.0081	.0179	.0095	.0051
Tallahatchie	16.1	.0065	–6.2	25	38.6	5.4	.0059	77,763	.0025	37,081	.0022	.0033	.0099	.0037	.0019
Tate	22.0	.0088	9.3	54	57.6	7.2	.0078	140,208	.0046	126,291	.0077	.0064	.0117	.0088	.0040
Tippah	19.7	.0080	5.1	43	81.8	7.0	.0075	133,346	.0044	81,336	.0050	.0053	.0104	.0083	.0036
Tishomingo	18.6	.0075	.9	43	95.3	7.1	.0077	119,180	.0038	58,749	.0036	.0045	.0110	.0080	.0032
Tunica	8.9	.0036	–7.8	19	23.7	3.0	.0033	38,066	.0013	36,984	.0023	.0019	.0059	.0020	.0010
Union	23.3	.0094	7.2	56	84.1	8.8	.0095	176,953	.0058	83,814	.0051	.0064	.0116	.0093	.0054
Walthall	14.0	.0056	1.7	35	55.0	4.8	.0052	105,685	.0034	30,352	.0018	.0034	.0063	.0041	.0025
Warren	52.7	.0213	2.1	88	58.2	19.1	.0207	512,641	.0167	274,045	.0168	.0176	.0231	.0190	.0162
Washington	71.3	.0287	–1.5	97	40.1	23.9	.0259	498,698	.0163	395,676	.0241	.0212	.0360	.0253	.0178
Wayne	20.8	.0084	8.7	26	62.9	6.9	.0075	158,613	.0052	64,643	.0040	.0054	.0093	.0067	.0050
Webster	10.2	.0041	–1.0	24	77.8	3.7	.0040	67,706	.0022	26,993	.0016	.0025	.0052	.0038	.0017
Wilkinson	10.0	.0041	–.2	15	29.6	3.4	.0037	63,685	.0021	22,388	.0014	.0022	.0050	.0034	.0016
Winston	19.5	.0078	.1	32	56.1	6.9	.0075	151,044	.0049	59,571	.0036	.0052	.0089	.0070	.0043
Yalobusha	13.3	.0054	.9	28	58.0	5.0	.0054	96,784	.0032	67,295	.0041	.0038	.0096	.0055	.0024
Yazoo	27.0	.0109	–1.3	29	44.6	9.5	.0103	178,849	.0058	106,567	.0065	.0071	.0157	.0085	.0059
TOTAL METRO COUNTIES	**804.8**	**.3246**	**12.4**	**173**	**66.9**	**283.4**	**.3072**	**8,098,413**	**.2643**	**4,465,516**	**.2726**	**.2788**	**.3208**	**.3123**	**.2533**
TOTAL STATE	**2,667.4**	**1.0759**	**5.8**	**56**	**61.7**	**937.9**	**1.0162**	**22,012,997**	**.7184**	**12,939,763**	**.7901**	**.8115**	**1.2660**	**.9864**	**.6899**
MISSOURI															
COLUMBIA	**111.1**	**.0448**	**10.7**	**162**	**91.4**	**40.8**	**.0442**	**1,396,888**	**.0456**	**594,333**	**.0363**	**.0427**	**.0417**	**.0428**	**.0394**
Boone	111.1	.0448	10.7	162	91.4	40.8	.0442	1,396,888	.0456	594,333	.0363	.0427	.0417	.0428	.0394
JOPLIN	**136.5**	**.0550**	**7.0**	**108**	**97.6**	**52.2**	**.0565**	**1,322,324**	**.0431**	**862,656**	**.0527**	**.0483**	**.0664**	**.0620**	**.0402**
Jasper	90.8	.0366	4.4	142	97.4	35.4	.0383	917,094	.0299	651,278	.0398	.0342	.0449	.0424	.0294
Newton	45.7	.0184	12.7	73	98.2	16.8	.0182	405,230	.0132	211,378	.0129	.0141	.0215	.0196	.0108
KANSAS CITY	**1,567.6**	**.6323**	**9.4**	**312**	**86.0**	**598.5**	**.6484**	**21,106,331**	**.6889**	**11,420,454**	**.6973**	**.6798**	**.5761**	**.6444**	**.6686**
Cass	60.4	.0244	18.4	86	98.4	21.0	.0227	673,580	.0220	254,542	.0155	.0205	.0205	.0207	.0181
Clay	150.4	.0606	10.2	373	97.9	57.0	.0618	2,138,405	.0698	1,392,942	.0850	.0725	.0517	.0656	.0697
Jackson	641.1	.2586	1.9	1,049	77.0	254.8	.2761	8,259,065	.2696	5,487,870	.3351	.2870	.2679	.2908	.2682
Lafayette	31.9	.0129	6.6	50	96.4	11.9	.0129	313,402	.0102	118,527	.0072	.0099	.0134	.0119	.0085
Platte	54.2	.0218	17.0	129	97.4	19.6	.0212	630,394	.0205	178,113	.0109	.0179	.0164	.0185	.0177
Ray	23.8	.0096	11.3	42	97.8	8.4	.0091	220,212	.0072	67,572	.0041	.0067	.0085	.0084	.0061
Johnson, Kans.	*344.7*	*.1390*	*27.5*	*721*	*97.5*	*131.5*	*.1424*	*5,986,103*	*.1954*	*2,757,863*	*.1684*	*.1759*	*.0958*	*.1346*	*.1989*
Leavenworth, Kans.	*63.7*	*.0257*	*16.2*	*138*	*87.2*	*20.2*	*.0219*	*742,576*	*.0243*	*230,366*	*.0141*	*.0215*	*.0183*	*.0188*	*.0199*
Miami, Kans.	*23.5*	*.0095*	*8.7*	*40*	*96.2*	*8.6*	*.0093*	*239,517*	*.0078*	*93,149*	*.0057*	*.0075*	*.0099*	*.0091*	*.0067*
Wyandotte, Kans.	*173.9*	*.0702*	*.9*	*1,167*	*72.9*	*65.5*	*.0710*	*1,903,077*	*.0621*	*839,510*	*.0513*	*.0604*	*.0737*	*.0660*	*.0548*
ST. JOSEPH	**85.1**	**.0347**	**–2.0**	**211**	**96.2**	**32.7**	**.0355**	**962,781**	**.0314**	**606,632**	**.0370**	**.0338**	**.0396**	**.0372**	**.0300**
Buchanan	86.1	.0347	–2.0	211	96.2	32.7	.0355	962,781	.0314	606,632	.0370	.0338	.0396	.0372	.0300
ST. LOUIS	**2,482.1**	**1.0011**	**4.4**	**465**	**81.5**	**913.1**	**.9893**	**32,128,071**	**1.0487**	**17,027,328**	**1.0395**	**1.0363**	**.8920**	**.9663**	**1.0368**
Franklin	81.5	.0329	14.4	88	98.5	27.3	.0296	738,446	.0241	451,333	.0275	.0269	.0313	.0322	.0227
Jefferson	171.9	.0694	17.6	260	98.9	56.3	.0610	1,831,048	.0598	588,607	.0359	.0545	.0457	.0556	.0541
St. Charles	195.6	.0788	35.7	351	97.9	65.4	.0708	2,764,969	.0903	900,089	.0550	.0774	.0403	.0562	.0813
St. Louis	1,007.8	.4065	3.5	1,996	86.3	372.3	.4034	15,991,529	.5219	8,708,183	.5317	.5017	.3066	.4010	.5345
St. Louis city	425.1	.1715	–6.1	6,969	50.5	171.6	.1859	4,582,318	.1495	2,786,578	.1702	.1602	.2198	.1815	.1374
Clinton, Ill.	*34.2*	*.0138*	*4.9*	*72*	*98.5*	*11.9*	*.0129*	*332,268*	*.0109*	*147,714*	*.0090*	*.0108*	*.0118*	*.0135*	*.0110*
Jersey, Ill.	*21.3*	*.0085*	*3.7*	*57*	*99.3*	*7.3*	*.0079*	*200,250*	*.0065*	*75,442*	*.0046*	*.0064*	*.0072*	*.0081*	*.0058*
Madison, Ill.	*252.4*	*.1018*	*1.9*	*347*	*92.8*	*95.7*	*.1037*	*2,635,372*	*.0860*	*1,625,763*	*.0992*	*.0932*	*.1079*	*.1092*	*.0858*
Monroe, Ill.	*22.2*	*.0090*	*10.4*	*57*	*99.5*	*8.1*	*.0088*	*234,702*	*.0077*	*94,471*	*.0057*	*.0073*	*.0086*	*.0082*	*.0064*
St. Clair, Ill.	*270.1*	*.1089*	*1.0*	*402*	*68.7*	*97.2*	*.1053*	*2,817,169*	*.0920*	*1,649,148*	*.1007*	*.0979*	*.1128*	*.1008*	*.0978*
SPRINGFIELD	**234.8**	**.0947**	**13.0**	**189**	**97.4**	**89.8**	**.0974**	**2,570,142**	**.0838**	**1,613,378**	**.0985**	**.0906**	**.1043**	**.1051**	**.0817**
Christian	30.8	.0124	37.5	55	99.2	11.0	.0120	282,230	.0092	119,608	.0073	.0093	.0131	.0124	.0081
Greene	204.0	.0823	10.1	301	97.1	78.8	.0854	2,287,912	.0746	1,493,770	.0912	.0813	.0912	.0927	.0736
ALL COUNTIES															
Adair	24.2	.0098	–2.7	43	97.4	9.0	.0097	220,138	.0072	162,886	.0100	.0084	.0134	.0097	.0066
Andrew	15.5	.0062	10.9	36	99.6	5.3	.0058	150,835	.0049	44,195	.0027	.0046	.0051	.0057	.0038
Atchison	8.0	.0032	–7.0	15	99.3	3.1	.0033	72,770	.0024	44,941	.0027	.0027	.0044	.0036	.0017
Audrain	25.6	.0104	–3.3	37	93.5	9.6	.0104	236,161	.0077	127,530	.0078	.0082	.0116	.0112	.0080
Barry	28.0	.0113	14.7	36	99.1	10.5	.0114	233,363	.0076	124,536	.0076	.0084	.0145	.0115	.0058
Barton	12.0	.0048	6.3	20	99.4	4.7	.0051	94,481	.0031	42,688	.0026	.0033	.0063	.0051	.0020
Bates	16.6	.0067	4.6	20	98.7	6.3	.0068	151,382	.0049	52,919	.0033	.0047	.0081	.0058	.0039

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980-88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
MISSOURI (continued)															
ALL COUNTIES (continued)															
Benton	13.8	.0056	13.3	19	99.2	5.4	.0059	91,531	.0030	51,806	.0031	.0036	.0090	.0051	.0019
Bollinger	11.2	.0045	8.7	18	99.8	4.2	.0045	72,394	.0024	23,966	.0015	.0024	.0062	.0041	.0016
Boone	111.1	.0448	10.7	162	91.4	40.8	.0442	1,396,888	.0456	594,333	.0363	.0427	.0417	.0428	.0394
Buchanan	86.1	.0347	-2.0	211	96.2	32.7	.0355	962,781	.0314	606,632	.0370	.0338	.0396	.0372	.0300
Butler	39.4	.0159	4.5	56	93.9	14.9	.0161	333,359	.0109	322,534	.0197	.0145	.0233	.0175	.0124
Caldwell	8.5	.0034	-1.9	20	99.7	3.2	.0035	68,364	.0022	27,128	.0017	.0023	.0043	.0030	.0015
Calloway	33.4	.0135	3.6	40	93.6	11.2	.0121	355,566	.0116	127,244	.0077	.0109	.0105	.0110	.0101
Camden	26.1	.0105	30.4	41	99.3	10.5	.0114	300,517	.0098	185,145	.0113	.0104	.0127	.0130	.0087
Cape Girardeau	63.2	.0255	7.4	110	95.3	23.0	.0249	650,568	.0213	444,747	.0272	.0238	.0294	.0264	.0226
Carroll	11.4	.0046	-6.0	16	97.3	4.6	.0050	93,859	.0030	39,282	.0024	.0032	.0065	.0046	.0025
Carter	6.1	.0025	12.4	12	99.5	2.0	.0022	39,438	.0013	13,201	.0008	.0014	.0028	.0019	.0009
Cass	60.4	.0244	18.4	86	98.4	21.0	.0227	673,580	.0220	254,542	.0155	.0205	.0205	.0207	.0181
Cedar	12.8	.0051	7.6	27	99.2	5.0	.0054	96,727	.0031	54,402	.0034	.0036	.0078	.0049	.0021
Chariton	10.0	.0041	-4.7	13	94.4	3.9	.0042	71,426	.0024	31,887	.0019	.0025	.0061	.0036	.0018
Christian	30.8	.0124	37.5	55	99.2	11.0	.0120	282,230	.0092	119,608	.0073	.0093	.0131	.0124	.0081
Clark	8.4	.0034	-1.1	17	99.8	3.0	.0032	68,184	.0022	30,893	.0019	.0025	.0036	.0032	.0016
Clay	150.4	.0606	10.2	373	97.9	57.0	.0618	2,138,405	.0698	1,392,942	.0850	.0725	.0517	.0656	.0697
Clinton	17.4	.0070	9.3	41	97.1	6.2	.0067	153,026	.0050	54,763	.0034	.0049	.0072	.0059	.0042
Cole	65.5	.0265	15.6	167	91.3	22.9	.0248	832,305	.0272	555,244	.0339	.0290	.0217	.0272	.0271
Cooper	15.3	.0061	4.5	27	92.8	5.7	.0062	130,052	.0042	75,635	.0046	.0047	.0075	.0066	.0036
Crawford	20.6	.0083	12.6	28	99.6	7.4	.0080	183,112	.0060	89,556	.0055	.0063	.0093	.0078	.0046
Dade	7.6	.0031	2.9	15	99.2	3.1	.0034	54,843	.0018	16,225	.0010	.0018	.0047	.0029	.0011
Dallas	14.1	.0057	16.6	26	99.1	5.1	.0055	101,064	.0033	54,062	.0033	.0039	.0089	.0050	.0027
Daviess	8.8	.0035	-1.2	15	99.7	3.4	.0037	74,862	.0024	15,778	.0009	.0022	.0044	.0032	.0015
De Kalb	8.5	.0035	3.4	20	99.7	3.1	.0033	72,935	.0024	18,715	.0012	.0022	.0037	.0027	.0017
Dent	15.0	.0060	3.3	20	99.7	5.5	.0060	115,594	.0038	54,280	.0033	.0041	.0076	.0057	.0033
Douglas	12.6	.0051	8.7	15	99.3	4.6	.0050	93,714	.0030	26,673	.0016	.0030	.0060	.0042	.0021
Dunklin	34.9	.0141	-3.9	64	92.9	12.8	.0138	278,336	.0091	178,041	.0109	.0106	.0187	.0133	.0083
Franklin	81.5	.0329	14.4	88	98.5	27.3	.0296	738,446	.0241	451,333	.0275	.0269	.0313	.0322	.0227
Gasconade	14.1	.0056	7.0	27	99.6	5.3	.0058	128,531	.0042	59,269	.0037	.0043	.0065	.0056	.0034
Gentry	7.8	.0032	-1.1	16	99.7	3.0	.0032	62,904	.0021	32,869	.0020	.0022	.0043	.0032	.0017
Greene	204.0	.0823	10.1	301	97.1	78.8	.0854	2,287,912	.0746	1,493,770	.0912	.0813	.0912	.0927	.0736
Grundy	11.8	.0047	-1.3	27	99.6	4.7	.0051	114,680	.0038	66,205	.0040	.0039	.0064	.0054	.0033
Harrison	9.3	.0038	-6.0	13	99.6	4.0	.0043	87,199	.0028	84,619	.0052	.0038	.0064	.0047	.0021
Henry	20.6	.0083	4.7	28	98.3	8.2	.0089	168,932	.0055	98,797	.0060	.0062	.0123	.0079	.0052
Hickory	7.5	.0030	17.8	20	99.5	3.2	.0035	51,977	.0017	10,575	.0007	.0017	.0049	.0025	.0009
Holt	6.5	.0026	-5.6	14	99.2	2.7	.0029	65,782	.0022	26,617	.0016	.0020	.0030	.0029	.0017
Howard	10.0	.0041	-.1	22	90.5	3.6	.0039	85,169	.0028	34,344	.0021	.0028	.0049	.0035	.0019
Howell	31.5	.0127	9.3	34	99.0	11.8	.0128	244,576	.0079	184,173	.0112	.0099	.0186	.0138	.0072
Iron	11.5	.0046	3.8	21	99.1	3.9	.0042	115,558	.0038	37,078	.0023	.0036	.0043	.0036	.0029
Jackson	641.1	.2586	1.9	1,049	77.0	254.8	.2761	8,259,065	.2696	5,487,870	.3351	.2870	.2679	.2908	.2682
Jasper	90.8	.0366	4.4	142	97.4	35.4	.0383	917,094	.0299	651,278	.0398	.0342	.0449	.0424	.0294
Jefferson	171.9	.0694	17.6	260	98.9	56.3	.0610	1,831,048	.0598	588,607	.0359	.0545	.0457	.0556	.0541
Johnson	40.4	.0163	3.4	48	93.0	13.1	.0142	357,609	.0116	147,732	.0090	.0118	.0158	.0141	.0085
Knox	5.4	.0021	-2.0	11	99.6	2.1	.0023	36,022	.0012	17,440	.0011	.0014	.0034	.0021	.0008
Laclede	27.5	.0111	13.1	36	99.0	10.3	.0112	240,775	.0079	154,225	.0094	.0090	.0141	.0116	.0067
Lafayette	31.9	.0129	6.6	50	96.4	11.9	.0129	313,402	.0102	118,527	.0072	.0099	.0134	.0119	.0085
Lawrence	32.0	.0129	10.4	52	99.3	11.9	.0128	266,671	.0087	111,472	.0068	.0088	.0154	.0123	.0066
Lewis	10.5	.0043	-3.7	21	96.2	3.7	.0041	97,444	.0032	49,830	.0031	.0034	.0041	.0041	.0025
Lincoln	27.4	.0110	23.5	44	97.0	9.5	.0103	261,490	.0085	103,381	.0063	.0084	.0106	.0095	.0067
Linn	15.0	.0061	-3.2	24	98.6	6.1	.0066	151,260	.0049	76,907	.0047	.0051	.0080	.0064	.0040
Livingston	15.4	.0062	-2.2	29	98.1	5.9	.0064	130,353	.0043	117,316	.0072	.0056	.0092	.0074	.0047
McDonald	17.1	.0069	14.6	32	98.4	6.3	.0068	127,236	.0041	75,069	.0045	.0047	.0095	.0069	.0029
Macon	16.8	.0067	3.0	21	97.7	6.4	.0069	111,067	.0037	65,593	.0040	.0044	.0103	.0067	.0027
Madison	12.1	.0049	12.8	24	99.5	4.7	.0051	99,961	.0032	39,111	.0024	.0034	.0064	.0043	.0025
Maries	8.4	.0034	11.2	16	99.5	3.1	.0034	64,335	.0021	16,977	.0011	.0020	.0039	.0032	.0014
Marion	28.4	.0115	-.8	65	94.4	10.7	.0116	312,075	.0102	193,175	.0118	.0109	.0131	.0118	.0093
Mercer	4.2	.0017	-10.4	9	99.7	1.6	.0017	32,523	.0011	13,494	.0008	.0012	.0024	.0015	.0009
Miller	22.2	.0089	19.7	37	99.4	8.1	.0088	203,144	.0066	125,836	.0077	.0074	.0100	.0095	.0056
Mississippi	15.2	.0061	-3.4	37	79.7	5.4	.0058	112,341	.0037	58,492	.0035	.0040	.0080	.0050	.0026
Moniteau	13.1	.0053	8.6	31	97.8	4.4	.0048	90,982	.0029	43,240	.0027	.0033	.0060	.0047	.0024
Monroe	9.7	.0039	-.2	14	95.9	3.5	.0038	77,126	.0026	32,553	.0020	.0027	.0047	.0038	.0020
Montgomery	11.8	.0048	2.3	22	96.3	4.2	.0045	93,689	.0030	54,339	.0033	.0035	.0059	.0048	.0022
Morgan	16.3	.0066	18.1	27	98.7	6.1	.0066	125,475	.0041	66,143	.0040	.0046	.0092	.0063	.0031
New Madrid	21.9	.0088	-4.6	33	82.7	7.6	.0083	184,046	.0060	113,265	.0069	.0069	.0103	.0079	.0062
Newton	45.7	.0184	12.7	73	98.2	16.8	.0182	405,230	.0132	211,378	.0129	.0141	.0215	.0196	.0108

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
MISSOURI (continued)															
ALL COUNTIES (continued)															
Nodaway	21.4	.0087	−2.7	24	98.9	7.6	.0082	223,465	.0073	95,719	.0059	.0071	.0092	.0079	.0059
Oregon	10.7	.0043	4.5	14	99.7	3.9	.0042	54,198	.0018	47,839	.0029	.0026	.0075	.0035	.0013
Osage	12.7	.0051	5.7	21	99.8	4.2	.0046	102,372	.0034	56,105	.0034	.0038	.0047	.0046	.0025
Ozark	9.2	.0037	15.6	13	99.3	3.5	.0038	60,797	.0019	23,802	.0015	.0022	.0056	.0033	.0011
Pemiscot	23.8	.0096	−4.8	46	71.6	8.5	.0092	177,291	.0058	64,248	.0039	.0059	.0125	.0077	.0044
Perry	17.8	.0072	6.1	38	99.5	6.1	.0066	122,144	.0040	74,332	.0046	.0049	.0082	.0072	.0028
Pettis	36.9	.0149	1.4	54	95.3	14.1	.0153	382,685	.0125	221,758	.0135	.0132	.0170	.0160	.0111
Phelps	35.0	.0141	4.1	52	97.5	12.2	.0132	318,167	.0104	217,217	.0133	.0120	.0159	.0135	.0096
Pike	17.0	.0069	−3.2	25	90.3	6.0	.0065	134,162	.0044	72,676	.0044	.0049	.0084	.0063	.0036
Platte	54.2	.0218	17.0	129	97.4	19.6	.0212	630,394	.0205	178,113	.0109	.0179	.0164	.0185	.0177
Polk	21.4	.0087	13.7	34	99.2	7.7	.0084	177,055	.0058	98,112	.0060	.0064	.0106	.0083	.0043
Pulaski	44.4	.0179	5.7	81	84.7	11.8	.0128	353,706	.0116	145,916	.0089	.0120	.0148	.0150	.0061
Putnam	5.6	.0022	−8.1	11	99.7	2.1	.0022	55,085	.0018	15,577	.0009	.0017	.0028	.0020	.0013
Ralls	9.3	.0038	3.5	19	97.8	3.4	.0037	85,048	.0027	15,051	.0009	.0024	.0035	.0033	.0022
Randolph	27.0	.0109	6.0	57	92.6	9.5	.0103	227,946	.0075	164,909	.0101	.0089	.0129	.0104	.0070
Ray	23.8	.0096	11.3	42	97.8	8.4	.0091	220,212	.0072	67,572	.0041	.0067	.0085	.0084	.0061
Reynolds	7.0	.0028	−3.2	9	99.7	2.7	.0029	56,874	.0018	23,744	.0015	.0021	.0041	.0025	.0014
Ripley	13.8	.0056	10.8	22	99.5	5.1	.0056	92,867	.0030	51,370	.0031	.0035	.0085	.0052	.0021
St. Charles	195.6	.0788	35.7	351	97.9	65.4	.0708	2,764,969	.0903	900,089	.0550	.0774	.0403	.0562	.0813
St. Clair	8.9	.0036	3.2	13	98.9	3.5	.0038	68,784	.0022	34,660	.0021	.0024	.0052	.0032	.0014
Ste. Genevieve	16.9	.0069	11.3	34	99.4	5.8	.0063	160,926	.0053	49,198	.0030	.0049	.0055	.0060	.0043
St. Francois	45.8	.0184	7.5	102	99.4	16.1	.0174	425,362	.0139	220,492	.0135	.0147	.0188	.0177	.0123
St. Louis	1,007.8	.4065	3.5	1,996	86.3	372.3	.4034	15,991,529	.5219	8,708,183	.5317	.5017	.3066	.4010	.5345
St. Louis city	425.1	.1715	−6.1	6,969	50.5	171.6	.1859	4,582,318	.1495	2,786,578	.1702	.1602	.2198	.1815	.1374
Saline	24.7	.0100	−.9	33	94.2	9.4	.0102	205,751	.0067	124,432	.0076	.0077	.0123	.0105	.0057
Schuyler	4.7	.0019	−5.6	15	99.8	2.0	.0022	30,028	.0010	15,947	.0010	.0012	.0034	.0019	.0007
Scotland	5.2	.0021	−4.0	12	99.8	2.1	.0023	37,647	.0012	22,368	.0013	.0014	.0033	.0019	.0011
Scott	41.8	.0168	5.4	99	91.0	14.9	.0161	378,715	.0124	223,387	.0137	.0137	.0188	.0159	.0112
Shannon	8.0	.0033	1.5	8	99.7	3.0	.0032	58,387	.0019	10,527	.0006	.0018	.0043	.0026	.0012
Shelby	7.6	.0030	−2.9	15	98.8	3.0	.0033	57,473	.0018	19,225	.0012	.0019	.0043	.0028	.0015
Stoddard	29.9	.0121	3.1	37	97.3	11.2	.0121	250,781	.0082	131,824	.0080	.0089	.0147	.0119	.0061
Stone	18.7	.0075	20.0	41	99.1	7.6	.0083	251,892	.0083	47,164	.0029	.0065	.0065	.0074	.0059
Sullivan	6.8	.0028	−8.5	10	99.5	2.8	.0030	37,515	.0012	12,568	.0008	.0013	.0052	.0021	.0008
Taney	26.5	.0107	29.5	44	99.1	10.7	.0116	239,149	.0078	159,106	.0097	.0090	.0146	.0125	.0062
Texas	22.1	.0089	4.9	19	99.6	8.3	.0090	161,899	.0053	100,584	.0061	.0063	.0126	.0089	.0038
Vernon	21.0	.0085	6.0	25	98.7	7.7	.0083	185,726	.0060	61,744	.0038	.0059	.0091	.0071	.0051
Warren	19.7	.0079	32.2	46	96.2	6.8	.0074	199,545	.0065	47,511	.0029	.0056	.0070	.0061	.0050
Washington	20.0	.0081	11.2	26	99.0	6.7	.0073	132,847	.0044	53,848	.0033	.0049	.0092	.0073	.0030
Wayne	12.6	.0051	11.7	17	99.5	4.9	.0053	82,461	.0027	29,302	.0018	.0028	.0082	.0038	.0018
Webster	23.3	.0094	14.1	39	99.2	8.1	.0087	179,127	.0058	62,690	.0038	.0060	.0107	.0084	.0042
Worth	2.6	.0010	−13.6	10	99.9	1.1	.0012	20,267	.0007	7,260	.0004	.0007	.0017	.0011	.0005
Wright	17.1	.0069	5.6	25	99.1	6.2	.0068	116,517	.0038	35,646	.0022	.0038	.0093	.0057	.0026
TOTAL METRO COUNTIES	**3,412.2**	**1.3762**	**5.8**	**354**	**84.4**	**1,281.1**	**1.3881**	**44,395,503**	**1.4488**	**24,611,355**	**1.5026**	**1.4506**	**1.2741**	**1.3895**	**1.4096**
TOTAL STATE	**5,205.0**	**2.0995**	**5.9**	**73**	**88.4**	**1,935.7**	**2.0973**	**60,092,002**	**1.9612**	**32,870,251**	**2.0071**	**2.0026**	**2.1422**	**2.0834**	**1.8350**
MONTANA															
BILLINGS	**117.9**	**.0476**	**9.1**	**45**	**96.9**	**46.5**	**.0504**	**1,292,791**	**.0422**	**925,670**	**.0566**	**.0475**	**.0560**	**.0564**	**.0460**
Yellowstone	117.9	.0476	9.1	45	96.9	46.5	.0504	1,292,791	.0422	925,670	.0566	.0475	.0560	.0564	.0460
GREAT FALLS	**78.6**	**.0317**	**−2.6**	**29**	**94.1**	**30.6**	**.0332**	**832,519**	**.0271**	**525,152**	**.0321**	**.0295**	**.0355**	**.0366**	**.0277**
Cascade	78.6	.0317	−2.6	29	94.1	30.6	.0332	832,519	.0271	525,152	.0321	.0295	.0355	.0366	.0277
ALL COUNTIES															
Beaverhead	8.4	.0034	2.6	2	98.3	3.2	.0034	75,136	.0025	34,480	.0021	.0025	.0043	.0033	.0022
Big Horn	10.9	.0043	−1.8	2	50.3	3.3	.0036	77,291	.0025	35,994	.0022	.0029	.0044	.0036	.0021
Blaine	7.1	.0029	−1.4	2	65.5	2.5	.0027	42,255	.0014	20,461	.0012	.0015	.0040	.0026	.0011
Broadwater	3.8	.0015	16.3	3	98.7	1.6	.0018	31,420	.0010	8,880	.0006	.0011	.0021	.0017	.0006
Carbon	8.3	.0034	2.5	4	99.2	3.6	.0039	71,889	.0024	20,034	.0012	.0021	.0047	.0036	.0017
Carter	1.7	.0007	−5.5	1	99.6	.6	.0006	9,325	.0003	2,277	.0001	.0004	.0010	.0006	.0002
Cascade	78.6	.0317	−2.6	29	94.1	30.6	.0332	832,519	.0271	525,152	.0321	.0295	.0355	.0366	.0277
Chouteau	5.7	.0023	−6.4	1	96.2	2.2	.0024	50,172	.0017	14,287	.0009	.0016	.0027	.0025	.0013
Custer	12.5	.0050	−4.7	3	98.1	5.2	.0056	113,149	.0037	78,098	.0047	.0042	.0085	.0054	.0037
Daniels	2.7	.0011	−4.8	2	99.0	1.0	.0011	24,215	.0008	5,578	.0004	.0007	.0010	.0009	.0005
Dawson	10.5	.0042	−11.1	4	99.0	4.1	.0044	108,556	.0035	48,492	.0029	.0035	.0045	.0046	.0034

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

SaMM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
MONTANA (continued)															
ALL COUNTIES (continued)															
Deer Lodge	10.6	.0043	–15.3	14	97.1	4.1	.0045	100,252	.0033	39,976	.0025	.0032	.0049	.0044	.0029
Fallon	3.5	.0014	–7.0	2	99.5	1.4	.0015	41,757	.0013	10,688	.0006	.0012	.0015	.0013	.0011
Fergus	12.5	.0051	–4.4	3	98.7	4.9	.0053	95,935	.0032	48,850	.0030	.0035	.0070	.0049	.0030
Flathead	59.5	.0240	14.5	12	98.4	23.4	.0253	610,580	.0199	390,207	.0238	.0219	.0284	.0273	.0204
Gallatin	49.0	.0197	14.3	20	98.1	18.6	.0202	521,700	.0170	357,232	.0218	.0190	.0219	.0224	.0170
Garfield	1.6	.0007	–3.4	0	99.6	.6	.0006	13,361	.0005	4,472	.0003	.0005	.0010	.0007	.0004
Glacier	11.3	.0045	6.3	4	50.8	3.8	.0042	96,429	.0031	47,622	.0029	.0033	.0047	.0036	.0032
Golden Valley	1.0	.0004	–2.5	1	99.1	.4	.0004	6,737	.0002	1,027	.0001	.0003	.0006	.0004	.0001
Granite	3.0	.0013	11.1	2	98.7	1.1	.0012	25,431	.0008	6,539	.0004	.0007	.0013	.0009	.0007
Hill	18.0	.0072	.1	6	85.2	6.9	.0075	197,662	.0065	90,963	.0055	.0064	.0079	.0071	.0064
Jefferson	8.7	.0035	23.8	5	97.7	3.1	.0033	68,187	.0022	15,051	.0010	.0021	.0036	.0037	.0014
Judith Basin	2.5	.0010	–5.5	1	99.3	1.0	.0011	24,535	.0008	2,570	.0001	.0006	.0011	.0011	.0007
Lake	22.3	.0090	17.0	15	81.4	8.2	.0089	164,623	.0054	84,075	.0052	.0060	.0120	.0087	.0041
Lewis and Clark	48.3	.0195	12.2	14	97.3	19.6	.0212	529,572	.0173	304,054	.0185	.0181	.0229	.0228	.0169
Liberty	2.3	.0009	–1.3	2	99.1	1.0	.0011	26,640	.0009	6,369	.0004	.0007	.0012	.0009	.0007
Lincoln	18.5	.0075	4.2	5	98.1	6.8	.0074	150,623	.0049	71,531	.0044	.0052	.0086	.0084	.0044
McCone	2.4	.0010	–11.2	1	99.5	.9	.0009	16,211	.0005	5,914	.0003	.0007	.0014	.0010	.0003
Madison	5.6	.0022	2.8	2	99.1	2.2	.0024	46,635	.0015	14,173	.0009	.0015	.0028	.0019	.0011
Meagher	2.0	.0008	–7.2	1	99.4	.8	.0009	15,055	.0005	5,157	.0003	.0004	.0013	.0007	.0004
Mineral	4.0	.0016	8.8	3	98.1	1.6	.0017	30,097	.0010	11,982	.0008	.0011	.0020	.0020	.0007
Missoula	78.6	.0318	3.4	30	96.8	32.0	.0347	859,040	.0280	583,283	.0356	.0310	.0382	.0386	.0289
Musselshell	4.5	.0018	1.6	2	99.6	1.8	.0020	34,106	.0011	12,841	.0007	.0012	.0027	.0016	.0008
Park	11.9	.0048	–8.0	4	96.9	5.0	.0054	118,569	.0039	61,794	.0038	.0040	.0066	.0054	.0035
Petroleum	.6	.0002	–8.4	0	98.3	.2	.0002	4,495	.0002	450	.0000	.0002	.0003	.0002	.0001
Phillips	5.4	.0022	.6	1	92.1	2.1	.0023	42,698	.0014	19,678	.0013	.0014	.0027	.0023	.0011
Pondera	6.7	.0027	–.5	4	89.0	2.5	.0027	64,743	.0021	25,088	.0015	.0021	.0028	.0026	.0020
Powder River	2.3	.0009	–8.7	1	98.3	.9	.0009	16,508	.0005	2,981	.0002	.0005	.0012	.0009	.0003
Powell	7.1	.0029	2.0	3	96.7	2.4	.0026	48,006	.0016	23,225	.0014	.0018	.0033	.0029	.0010
Prairie	1.7	.0007	–7.4	1	98.2	.7	.0008	10,679	.0003	1,407	.0001	.0004	.0010	.0006	.0003
Ravalli	26.9	.0108	19.6	11	98.4	10.1	.0109	208,267	.0068	74,914	.0045	.0069	.0138	.0102	.0057
Richland	12.3	.0050	.5	6	98.7	4.5	.0049	157,141	.0051	51,944	.0032	.0044	.0034	.0043	.0048
Roosevelt	11.1	.0045	6.0	5	59.8	3.7	.0040	97,115	.0032	49,951	.0031	.0034	.0045	.0045	.0025
Rosebud	12.1	.0048	22.2	2	72.6	4.1	.0045	109,492	.0036	35,513	.0021	.0035	.0047	.0036	.0032
Sanders	9.1	.0037	4.9	3	94.5	3.8	.0041	72,197	.0023	19,576	.0012	.0023	.0055	.0038	.0016
Sheridan	5.2	.0021	–4.0	3	98.7	2.1	.0023	59,301	.0020	22,627	.0014	.0017	.0022	.0023	.0018
Silver Bow	34.6	.0140	–9.2	48	97.8	14.3	.0155	345,357	.0113	210,171	.0128	.0123	.0180	.0145	.0119
Stillwater	6.6	.0026	17.9	4	99.4	2.6	.0028	55,210	.0018	27,328	.0017	.0020	.0033	.0028	.0015
Sweet Grass	3.1	.0013	–3.6	2	99.3	1.2	.0013	20,841	.0006	13,575	.0008	.0008	.0018	.0012	.0004
Teton	6.4	.0026	–1.4	3	98.5	2.5	.0027	61,090	.0020	14,758	.0009	.0017	.0027	.0025	.0016
Toole	5.3	.0021	–4.7	3	98.2	2.2	.0024	55,458	.0018	18,155	.0012	.0018	.0028	.0022	.0015
Treasure	1.0	.0004	1.9	1	97.3	.4	.0004	7,577	.0003	766	.0000	.0001	.0005	.0005	.0002
Valley	9.2	.0037	–10.3	2	89.8	3.7	.0040	85,105	.0028	37,827	.0023	.0029	.0047	.0039	.0024
Wheatland	2.2	.0009	–6.8	2	99.4	.9	.0010	19,059	.0006	4,805	.0003	.0006	.0011	.0009	.0005
Wibaux	1.3	.0005	–11.9	1	99.3	.5	.0005	10,204	.0003	616	.0000	.0003	.0006	.0004	.0002
Yellowstone	117.9	.0476	9.1	45	96.9	46.5	.0504	1,292,791	.0422	925,670	.0566	.0475	.0560	.0564	.0460
TOTAL METRO COUNTIES	**196.5**	**.0793**	**4.1**	**37**	**95.8**	**77.1**	**.0836**	**2,125,310**	**.0693**	**1,450,822**	**.0887**	**.0770**	**.0915**	**.0930**	**.0737**
TOTAL STATE	**819.9**	**.3307**	**4.2**	**6**	**94.0**	**319.0**	**.3456**	**8,072,998**	**.2635**	**4,551,128**	**.2779**	**.2812**	**.3932**	**.3587**	**.2542**
NEBRASKA															
LINCOLN	**210.7**	**.0850**	**9.2**	**251**	**96.4**	**82.9**	**.0899**	**2,950,337**	**.0963**	**1,274,967**	**.0779**	**.0885**	**.0765**	**.0870**	**.0878**
Lancaster	210.7	.0850	9.2	251	96.4	82.9	.0899	2,950,337	.0963	1,274,967	.0779	.0885	.0765	.0870	.0878
OMAHA	**622.8**	**.2512**	**6.4**	**326**	**90.6**	**232.2**	**.2516**	**8,302,897**	**.2710**	**4,402,049**	**.2686**	**.2664**	**.2253**	**.2551**	**.2832**
Douglas	419.7	.1693	5.7	1,260	87.9	160.0	.1733	5,900,671	.1926	3,311,816	.2022	.1908	.1629	.1745	.2162
Sarpy	99.2	.0400	15.3	417	93.2	32.5	.0353	1,218,860	.0398	348,133	.0212	.0343	.0206	.0347	.0327
Washington	16.1	.0065	3.8	42	99.1	6.0	.0065	195,964	.0064	53,697	.0032	.0055	.0051	.0055	.0052
Pottawattamie, Iowa	*87.8*	*.0354*	*1.4*	*92*	*98.8*	*33.7*	*.0365*	*987,402*	*.0322*	*688,403*	*.0420*	*.0358*	*.0367*	*.0404*	*.0291*
ALL COUNTIES															
Adams	29.6	.0119	–3.5	52	99.0	12.0	.0130	318,602	.0104	205,247	.0125	.0114	.0139	.0143	.0098
Antelope	8.3	.0034	–4.3	10	99.7	3.1	.0034	55,672	.0018	43,121	.0026	.0023	.0045	.0032	.0012
Arthur	.5	.0002	–2.5	1	100.0	.2	.0002	4,830	.0002	1,551	.0001	.0002	.0003	.0001	.0001
Banner	.8	.0003	–12.9	1	99.0	.3	.0003	8,749	.0002	112	.0000	.0001	.0005	.0003	.0002
Blaine	.9	.0003	3.8	1	99.4	.3	.0003	4,387	.0001	2,251	.0002	.0003	.0004	.0004	.0000

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
NEBRASKA (continued)															
ALL COUNTIES (continued)															
Boone	6.8	.0028	–8.0	10	99.8	2.5	.0027	47,724	.0016	45,399	.0027	.0022	.0044	.0025	.0012
Box Butte	14.5	.0058	5.9	13	97.4	5.3	.0058	138,557	.0045	63,256	.0039	.0044	.0063	.0060	.0040
Boyd	3.1	.0013	–6.9	6	99.6	1.3	.0014	16,761	.0006	7,560	.0005	.0008	.0025	.0010	.0002
Brown	3.8	.0015	–13.2	3	99.6	1.6	.0017	27,681	.0009	22,563	.0013	.0011	.0028	.0015	.0007
Buffalo	37.4	.0151	7.5	40	99.2	13.8	.0150	387,766	.0126	275,171	.0168	.0144	.0170	.0171	.0133
Burt	8.4	.0034	–4.7	17	99.0	3.4	.0037	75,149	.0025	43,322	.0027	.0027	.0048	.0038	.0023
Butler	8.9	.0036	–4.6	15	99.8	3.3	.0035	67,389	.0022	20,645	.0012	.0022	.0043	.0034	.0014
Cass	23.0	.0093	13.3	41	99.3	8.4	.0091	249,427	.0081	57,260	.0035	.0071	.0075	.0083	.0063
Cedar	10.7	.0043	–5.9	14	99.8	3.9	.0043	80,513	.0027	30,219	.0019	.0026	.0056	.0038	.0017
Chase	4.8	.0019	.9	5	99.5	1.9	.0020	39,890	.0013	29,773	.0018	.0016	.0030	.0023	.0010
Cherry	6.7	.0027	–.9	1	99.3	2.6	.0028	46,953	.0015	51,670	.0032	.0022	.0049	.0029	.0016
Cheyenne	10.1	.0041	.4	8	98.7	4.2	.0046	118,258	.0038	142,894	.0087	.0054	.0052	.0057	.0035
Clay	7.7	.0031	–5.0	13	99.1	2.9	.0031	69,805	.0023	31,417	.0019	.0024	.0036	.0031	.0018
Colfax	9.2	.0037	–7.0	22	99.8	3.5	.0038	84,630	.0028	35,202	.0022	.0026	.0043	.0035	.0020
Cuming	11.2	.0045	–4.0	19	99.8	4.0	.0044	82,627	.0027	66,729	.0040	.0036	.0061	.0051	.0021
Custer	12.6	.0051	–9.2	5	99.7	5.0	.0054	105,060	.0034	88,042	.0054	.0043	.0074	.0061	.0030
Dakota	17.8	.0072	7.4	69	98.2	6.5	.0070	190,258	.0062	71,520	.0044	.0059	.0060	.0070	.0056
Dawes	9.3	.0037	–3.2	7	97.1	3.5	.0038	86,234	.0028	53,186	.0032	.0031	.0050	.0036	.0022
Dawson	21.3	.0086	–4.5	22	99.4	8.1	.0088	218,493	.0072	164,834	.0101	.0083	.0093	.0108	.0067
Deuel	2.3	.0010	–6.6	5	99.1	1.0	.0011	25,665	.0008	30,610	.0018	.0011	.0010	.0015	.0007
Dixon	6.7	.0027	–6.1	14	99.4	2.6	.0028	52,169	.0017	11,458	.0007	.0018	.0034	.0023	.0011
Dodge	35.7	.0144	–.4	67	99.3	14.0	.0152	359,046	.0117	238,110	.0146	.0130	.0179	.0163	.0105
Douglas	419.7	.1693	5.7	1,260	87.9	160.0	.1733	5,900,671	.1926	3,311,816	.2022	.1908	.1629	.1745	.2162
Dundy	2.7	.0010	–5.6	3	99.3	1.2	.0013	27,597	.0009	13,216	.0008	.0009	.0014	.0012	.0007
Fillmore	7.3	.0030	–7.8	13	99.6	2.9	.0032	61,021	.0020	43,386	.0027	.0023	.0041	.0037	.0019
Franklin	4.0	.0016	–8.6	7	99.7	1.5	.0016	30,768	.0010	16,397	.0010	.0012	.0020	.0016	.0007
Frontier	3.4	.0014	–6.8	3	99.6	1.4	.0015	37,245	.0012	12,560	.0007	.0011	.0016	.0015	.0008
Furnas	6.1	.0024	–6.0	8	99.8	2.5	.0027	50,054	.0017	30,238	.0019	.0019	.0037	.0027	.0013
Gage	23.3	.0094	–4.7	27	99.5	8.9	.0097	235,183	.0076	141,968	.0086	.0083	.0104	.0104	.0071
Garden	2.7	.0011	–3.7	2	99.7	1.0	.0010	22,216	.0008	6,705	.0005	.0007	.0013	.0011	.0004
Garfield	2.2	.0009	–6.9	4	99.7	.9	.0010	12,482	.0004	20,770	.0012	.0008	.0019	.0010	.0004
Gosper	2.0	.0008	–6.6	4	99.3	.8	.0009	21,151	.0006	4,249	.0003	.0005	.0008	.0008	.0005
Grant	.9	.0004	2.6	1	99.6	.3	.0003	6,046	.0002	4,184	.0002	.0003	.0004	.0004	.0002
Greeley	3.2	.0013	–7.6	6	99.8	1.2	.0013	21,288	.0007	14,333	.0009	.0009	.0020	.0010	.0005
Hall	48.7	.0196	2.1	91	99.2	18.7	.0203	510,826	.0167	412,016	.0252	.0198	.0200	.0244	.0205
Hamilton	9.2	.0037	–1.1	17	99.8	3.4	.0037	85,851	.0028	35,412	.0021	.0027	.0037	.0041	.0024
Harlan	4.0	.0016	–6.8	7	99.9	1.7	.0018	37,519	.0012	23,077	.0014	.0014	.0022	.0018	.0010
Hayes	1.4	.0006	3.2	2	99.9	.5	.0005	14,465	.0005	5,149	.0004	.0005	.0007	.0006	.0004
Hitchcock	3.8	.0015	–6.8	5	99.4	1.5	.0017	34,120	.0011	8,080	.0004	.0010	.0019	.0015	.0007
Holt	13.5	.0055	–.4	6	99.8	5.0	.0054	86,174	.0029	84,642	.0052	.0041	.0082	.0059	.0025
Hooker	1.0	.0004	1.0	1	98.3	.4	.0004	5,595	.0002	3,382	.0002	.0002	.0007	.0004	.0000
Howard	6.6	.0026	–2.6	12	99.5	2.4	.0026	41,225	.0013	25,667	.0016	.0017	.0040	.0025	.0013
Jefferson	9.1	.0037	–7.3	16	99.6	3.6	.0039	86,155	.0028	53,638	.0033	.0030	.0046	.0041	.0027
Johnson	4.9	.0020	–7.3	13	99.8	2.0	.0022	45,794	.0015	19,414	.0012	.0016	.0024	.0022	.0011
Kearney	6.8	.0027	–3.6	13	99.8	2.6	.0028	73,790	.0024	28,001	.0017	.0023	.0023	.0029	.0022
Keith	9.3	.0038	–.7	9	99.1	3.7	.0040	104,072	.0034	119,244	.0072	.0046	.0043	.0055	.0035
Keya Paha	1.2	.0005	–7.8	2	100.0	.5	.0005	9,749	.0004	3,228	.0002	.0003	.0007	.0005	.0002
Kimball	4.5	.0018	–7.8	5	99.4	1.8	.0020	50,490	.0016	28,973	.0018	.0018	.0023	.0020	.0015
Knox	10.7	.0043	–6.6	10	95.5	4.0	.0043	82,347	.0027	33,209	.0020	.0027	.0056	.0038	.0019
Lancaster	210.7	.0850	9.2	251	96.4	82.9	.0899	2,950,337	.0963	1,274,967	.0779	.0885	.0765	.0870	.0878
Lincoln	33.7	.0136	–7.6	13	99.0	12.6	.0136	366,807	.0120	240,483	.0147	.0132	.0130	.0157	.0122
Logan	.9	.0003	–8.5	2	100.0	.4	.0004	5,718	.0001	1,042	.0000	.0001	.0007	.0002	.0002
Loup	.8	.0004	–6.9	1	99.9	.3	.0004	6,111	.0002	657	.0001	.0002	.0003	.0001	.0001
McPherson	.6	.0002	1.2	1	99.8	.2	.0002	3,526	.0002	2,008	.0001	.0001	.0005	.0003	.0000
Madison	33.0	.0133	5.2	57	99.0	12.5	.0135	337,894	.0110	241,973	.0148	.0127	.0158	.0155	.0142
Merrick	8.5	.0034	–5.0	18	99.6	3.1	.0034	64,525	.0021	43,638	.0026	.0025	.0044	.0040	.0015
Morrill	5.8	.0024	–4.7	4	99.2	2.4	.0026	36,889	.0012	16,191	.0010	.0014	.0040	.0021	.0007
Nance	4.3	.0017	–9.3	10	99.5	1.7	.0018	35,461	.0012	10,244	.0006	.0010	.0024	.0015	.0008
Nemaha	8.3	.0034	–.8	20	98.6	3.2	.0035	97,948	.0031	31,226	.0020	.0029	.0031	.0034	.0023
Nuckolls	6.5	.0026	–3.4	11	99.7	2.6	.0028	49,470	.0017	27,266	.0016	.0018	.0038	.0032	.0012
Otoe	14.8	.0060	–2.5	24	99.6	5.9	.0064	147,866	.0048	97,971	.0060	.0054	.0081	.0069	.0042
Pawnee	3.6	.0014	–8.6	8	99.8	1.5	.0016	29,189	.0009	14,508	.0009	.0011	.0022	.0015	.0007
Perkins	3.8	.0015	4.5	4	99.1	1.5	.0017	41,841	.0014	12,305	.0007	.0012	.0014	.0015	.0010
Phelps	10.0	.0041	2.4	19	99.7	3.7	.0040	106,829	.0035	84,586	.0052	.0041	.0047	.0046	.0036
Pierce	8.4	.0034	–1.0	15	99.8	3.1	.0033	58,276	.0019	33,946	.0021	.0023	.0045	.0035	.0011
Platte	29.3	.0118	1.6	44	99.6	10.7	.0116	290,182	.0095	169,241	.0103	.0101	.0120	.0128	.0103

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

SMM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S	1988 EBI ($000)	% Of U.S	1988 Retail Sales ($000)	% Of U.S	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
NEBRASKA (continued)															
ALL COUNTIES (continued)															
Polk	5.9	.0024	–6.7	14	99.7	2.3	.0025	44,791	.0014	22,695	.0014	.0017	.0032	.0025	.0012
Red Willow	12.4	.0050	–1.7	17	99.2	4.9	.0053	126,546	.0042	106,961	.0065	.0049	.0063	.0062	.0048
Richardson	10.2	.0041	–9.9	18	98.3	4.2	.0046	74,240	.0024	52,689	.0032	.0030	.0070	.0044	.0023
Rock	2.3	.0009	–3.5	2	99.7	.9	.0009	20,257	.0006	10,614	.0007	.0008	.0011	.0010	.0005
Saline	12.9	.0052	–1.8	22	99.0	4.9	.0053	128,137	.0042	66,903	.0041	.0044	.0062	.0052	.0042
Sarpy	99.2	.0400	15.3	417	93.2	32.5	.0353	1,218,860	.0398	348,133	.0212	.0343	.0206	.0347	.0327
Saunders	19.1	.0077	2.1	25	99.5	7.0	.0075	182,350	.0060	67,582	.0042	.0056	.0082	.0075	.0052
Scotts Bluff	37.9	.0153	–1.2	52	97.9	14.3	.0155	360,862	.0117	268,703	.0164	.0140	.0199	.0185	.0121
Seward	16.2	.0065	2.6	28	99.0	5.9	.0064	195,032	.0064	67,973	.0041	.0057	.0053	.0063	.0052
Sheridan	7.3	.0030	–3.2	3	93.7	2.8	.0031	53,721	.0018	46,451	.0029	.0024	.0049	.0030	.0019
Sherman	3.8	.0015	–10.1	7	99.9	1.5	.0016	21,863	.0007	10,346	.0006	.0008	.0024	.0015	.0004
Sioux	1.8	.0008	–2.4	1	99.4	.7	.0008	16,374	.0005	3,485	.0002	.0004	.0008	.0006	.0004
Stanton	6.9	.0027	5.4	16	99.6	2.5	.0027	52,384	.0017	7,430	.0005	.0017	.0028	.0027	.0011
Thayer	6.9	.0028	–9.0	12	99.6	2.6	.0028	58,093	.0019	45,401	.0027	.0022	.0039	.0032	.0013
Thomas	.9	.0004	–7.5	1	99.8	.4	.0004	8,351	.0003	3,763	.0003	.0003	.0005	.0006	.0001
Thurston	7.2	.0029	.2	18	64.2	2.4	.0026	56,248	.0018	37,601	.0022	.0022	.0034	.0027	.0014
Valley	5.6	.0022	–.6	10	99.8	2.2	.0024	44,304	.0015	29,813	.0019	.0017	.0034	.0025	.0009
Washington	16.1	.0065	3.8	42	99.1	6.0	.0065	195,964	.0064	53,697	.0032	.0055	.0051	.0055	.0052
Wayne	9.8	.0040	–.6	22	99.2	3.3	.0036	93,977	.0030	45,205	.0028	.0031	.0040	.0034	.0023
Webster	4.7	.0019	–3.3	8	99.7	2.0	.0021	36,651	.0012	15,335	.0009	.0013	.0027	.0020	.0010
Wheeler	1.0	.0004	–5.7	2	99.1	.4	.0005	10,571	.0004	1,008	.0001	.0003	.0005	.0004	.0002
York	14.7	.0059	–.7	26	99.2	5.7	.0061	158,364	.0051	96,665	.0059	.0056	.0067	.0070	.0045
TOTAL METRO COUNTIES	**763.5**	**.3080**	**7.8**	**372**	**91.4**	**287.9**	**.3120**	**10,456,090**	**.3413**	**5,060,133**	**.3089**	**.3250**	**.2711**	**.3087**	**.3475**
TOTAL STATE	**1,610.1**	**.6494**	**2.6**	**21**	**95.3**	**611.3**	**.6623**	**18,442,998**	**.6019**	**10,046,783**	**.6134**	**.6150**	**.6843**	**.6833**	**.5876**
NEVADA															
LAS VEGAS	**642.0**	**.2590**	**38.6**	**81**	**85.1**	**261.7**	**.2836**	**8,316,975**	**.2715**	**4,784,603**	**.2922**	**.2751**	**.2694**	**.2932**	**.2868**
Clark	642.0	.2590	38.6	81	85.1	261.7	.2836	8,316,975	.2715	4,784,603	.2922	.2751	.2694	.2932	.2868
RENO	**243.4**	**.0982**	**25.7**	**39**	**93.3**	**104.4**	**.1132**	**3,490,618**	**.1139**	**2,127,787**	**.1299**	**.1157**	**.0998**	**.1214**	**.1150**
Washoe	243.4	.0982	25.7	39	93.3	104.4	.1132	3,490,618	.1139	2,127,787	.1299	.1157	.0998	.1214	.1150
ALL COUNTIES															
Carson City	39.4	.0159	23.0	270	91.9	16.3	.0177	514,507	.0168	383,962	.0234	.0186	.0184	.0194	.0179
Churchill	17.3	.0070	24.3	3	91.0	6.7	.0073	165,657	.0054	94,013	.0057	.0058	.0083	.0077	.0047
Clark	642.0	.2590	38.6	81	85.1	261.7	.2836	8,316,975	.2715	4,784,603	.2922	.2751	.2694	.2932	.2868
Douglas	26.0	.0104	33.9	37	96.9	10.5	.0113	416,237	.0136	113,305	.0069	.0109	.0077	.0096	.0116
Elko	24.0	.0097	39.0	1	88.8	9.7	.0105	308,755	.0100	136,052	.0083	.0095	.0095	.0101	.0089
Esmeralda	1.2	.0005	54.4	0	95.9	.3	.0004	12,183	.0004	2,978	.0002	.0004	.0001	.0003	.0003
Eureka	1.4	.0006	16.9	0	95.6	.5	.0005	15,002	.0005	2,750	.0002	.0004	.0006	.0004	.0004
Humboldt	12.0	.0048	27.0	1	90.9	4.5	.0049	114,910	.0038	73,504	.0045	.0042	.0057	.0051	.0035
Lander	4.7	.0019	15.3	1	95.6	1.9	.0020	62,926	.0020	12,612	.0007	.0016	.0017	.0015	.0016
Lincoln	3.8	.0015	1.8	0	96.8	1.4	.0016	32,284	.0011	6,668	.0004	.0009	.0015	.0013	.0009
Lyon	18.7	.0076	37.6	9	94.6	7.5	.0081	190,631	.0062	60,205	.0037	.0058	.0086	.0073	.0050
Mineral	6.1	.0024	–1.9	2	79.9	2.6	.0028	82,075	.0027	26,874	.0017	.0022	.0027	.0024	.0024
Nye	15.9	.0065	75.7	1	93.9	6.5	.0070	173,060	.0056	49,330	.0030	.0051	.0069	.0057	.0047
Pershing	4.1	.0016	20.3	1	92.7	1.7	.0019	57,890	.0019	22,079	.0013	.0017	.0017	.0016	.0014
Storey	2.0	.0008	33.1	8	95.4	.6	.0006	17,809	.0006	5,674	.0004	.0005	.0003	.0006	.0005
Washoe	243.4	.0982	25.7	39	93.3	104.4	.1132	3,490,618	.1139	2,127,787	.1299	.1157	.0998	.1214	.1150
White Pine	7.7	.0031	–5.7	1	95.7	3.0	.0032	103,479	.0034	45,501	.0028	.0031	.0023	.0030	.0032
TOTAL METRO COUNTIES	**885.4**	**.3572**	**34.8**	**62**	**87.3**	**366.1**	**.3968**	**11,807,593**	**.3854**	**6,912,390**	**.4221**	**.3908**	**.3692**	**.4146**	**.4018**
TOTAL STATE	**1,069.7**	**.4315**	**33.6**	**10**	**88.2**	**439.8**	**.4766**	**14,074,998**	**.4594**	**7,947,897**	**.4853**	**.4615**	**.4452**	**.4906**	**.4688**
NEW HAMPSHIRE															
MANCHESTER - NASHUA	**333.1**	**.1343**	**20.4**	**380**	**98.8**	**123.5**	**.1338**	**5,532,958**	**.1806**	**3,478,783**	**.2124**	**.1809**	**.1123**	**.1382**	**.1839**
Hillsborough	333.1	.1343	20.4	380	98.8	123.5	.1338	5,532,958	.1806	3,478,783	.2124	.1809	.1123	.1382	.1839
PORTSMOUTH - DOVER - ROCHESTER	**336.9**	**.1359**	**22.2**	**315**	**98.6**	**134.0**	**.1343**	**5,091,978**	**.1662**	**3,176,212**	**.1940**	**.1684**	**.1216**	**.1398**	**.1575**
Rockingham	239.0	.0964	25.6	342	98.4	88.3	.0957	3,729,767	.1218	2,479,131	.1514	.1254	.0855	.1025	.1163
Strafford	97.9	.0395	14.6	265	99.0	35.7	.0386	1,362,211	.0444	697,081	.0426	.0430	.0361	.0373	.0412

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

METRO AREA / County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop. Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
NEW HAMPSHIRE (continued)															
ALL COUNTIES															
Belknap	50.4	.0203	17.5	125	99.2	19.3	.0209	620,499	.0203	635,647	.0388	.0258	.0254	.0282	.0223
Carroll	34.9	.0141	25.0	37	99.7	14.7	.0159	461,305	.0150	361,450	.0221	.0169	.0173	.0197	.0179
Cheshire	69.7	.0281	12.2	98	99.3	25.8	.0280	909,185	.0297	551,140	.0336	.0306	.0242	.0300	.0274
Coos	34.7	.0140	–1.3	19	99.6	13.5	.0146	383,468	.0125	305,237	.0187	.0147	.0167	.0168	.0126
Grafton	72.3	.0292	9.9	42	98.5	26.9	.0291	909,507	.0297	795,670	.0486	.0352	.0387	.0373	.0326
Hillsborough	333.1	.1343	20.4	380	98.8	123.5	.1338	5,532,958	.1806	3,478,783	.2124	.1809	.1123	.1382	.1839
Merrimack	120.3	.0485	22.4	129	99.3	45.0	.0488	1,712,005	.0558	960,880	.0586	.0553	.0463	.0514	.0490
Rockingham	259.0	.0964	25.6	342	98.4	88.3	.0957	3,729,767	.1218	2,479,131	.1514	.1254	.0855	.1025	.1163
Strafford	97.9	.0395	14.6	265	99.0	35.7	.0386	1,362,211	.0444	697,081	.0426	.0430	.0361	.0373	.0412
Sullivan	39.2	.0158	8.7	73	99.5	15.5	.0168	481,094	.0157	262,978	.0160	.0158	.0161	.0175	.0148
TOTAL METRO COUNTIES	**670.0**	**.2702**	**21.3**	**344**	**98.7**	**247.5**	**.2681**	**10,624,936**	**.3468**	**6,654,995**	**.4064**	**.3493**	**.2339**	**.2780**	**.3414**
TOTAL STATE	**1,091.5**	**.4402**	**18.6**	**121**	**98.9**	**408.2**	**.4422**	**16,101,999**	**.5255**	**10,527,997**	**.6428**	**.5436**	**.4186**	**.4789**	**.5180**
NEW JERSEY															
ATLANTIC CITY	**312.4**	**.1260**	**13.0**	**376**	**83.1**	**123.9**	**.1342**	**3,967,927**	**.1295**	**2,811,388**	**.1717**	**.1415**	**.1517**	**.1496**	**.1343**
Atlantic	213.6	.0862	10.0	376	79.0	82.7	.0896	2,699,930	.0881	1,893,346	.1156	.0960	.0957	.0978	.0961
Cape May	98.8	.0398	20.1	376	92.0	41.2	.0446	1,267,997	.0414	918,042	.0561	.0455	.0560	.0518	.0382
BERGEN - PASSAIC	**1,295.7**	**.5226**	**.2**	**3,056**	**89.2**	**484.2**	**.5247**	**24,484,959**	**.7991**	**12,316,648**	**.7521**	**.7297**	**.4527**	**.4981**	**.8250**
Bergen	832.7	.3359	–1.5	3,514	92.6	316.0	.3424	17,664,169	.5765	8,746,343	.5341	.5156	.2949	.3242	.5912
Passaic	463.0	.1867	3.4	2,476	83.0	168.2	.1823	6,820,790	.2226	3,570,305	.2180	.2141	.1578	.1739	.2338
JERSEY CITY	**546.5**	**.2204**	**–1.9**	**11,880**	**81.0**	**213.0**	**.2307**	**6,781,070**	**.2213**	**3,144,366**	**.1920**	**.2122**	**.2546**	**.2121**	**.2386**
Hudson	546.5	.2204	–1.9	11,880	81.0	213.0	.2307	6,781,070	.2213	3,144,366	.1920	.2122	.2546	.2121	.2386
MIDDLESEX - SOMERSET - HUNTERDON	**978.6**	**.3948**	**10.4**	**934**	**91.4**	**348.5**	**.3777**	**17,952,458**	**.5859**	**8,093,664**	**.4942**	**.5202**	**.2989**	**.3303**	**.6022**
Hunterdon	101.7	.0410	16.4	238	97.7	35.1	.0381	1,918,560	.0626	736,622	.0450	.0530	.0273	.0318	.0593
Middlesex	651.0	.2626	9.2	2,060	90.1	232.4	.2518	11,269,280	.3678	5,101,817	.3115	.3298	.2011	.2189	.4021
Somerset	225.9	.0912	11.2	741	92.4	81.0	.0878	4,764,618	.1555	2,255,225	.1377	.1374	.0705	.0796	.1408
MONMOUTH - OCEAN	**987.0**	**.3982**	**16.2**	**887**	**91.8**	**375.9**	**.4072**	**16,906,740**	**.5518**	**7,548,537**	**.4609**	**.4939**	**.3512**	**.3821**	**.4848**
Monmouth	566.0	.2283	12.5	1,199	88.7	206.4	.2236	10,193,574	.3327	4,323,549	.2640	.2912	.1907	.2000	.2860
Ocean	421.0	.1699	21.7	657	96.0	169.5	.1836	6,713,166	.2191	3,224,988	.1969	.2027	.1605	.1821	.1988
NEWARK	**1,902.7**	**.7673**	**1.3**	**1,552**	**74.0**	**694.9**	**.7529**	**32,388,933**	**1.0570**	**13,135,365**	**.8021**	**.9224**	**.6567**	**.6516**	**.9965**
Essex	843.7	.3403	–.9	6,643	56.2	312.5	.3386	12,832,492	.4188	5,635,092	.3441	.3806	.3435	.3049	.4196
Morris	428.6	.1728	5.1	910	95.1	149.6	.1621	8,946,108	.2919	3,580,754	.2187	.2461	.1218	.1348	.2578
Sussex	130.7	.0527	12.6	249	98.6	44.9	.0486	2,235,269	.0729	628,750	.0384	.0585	.0323	.0354	.0565
Union	499.7	.2015	–.9	4,851	79.6	187.9	.2036	8,375,064	.2734	3,290,769	.2009	.2372	.1591	.1765	.2626
TRENTON	**327.9**	**.1323**	**6.5**	**1,444**	**77.8**	**119.6**	**.1296**	**5,917,883**	**.1932**	**2,614,177**	**.1596**	**.1710**	**.1128**	**.1174**	**.1770**
Mercer	327.9	.1323	6.5	1,444	77.8	119.6	.1296	5,917,883	.1932	2,614,177	.1596	.1710	.1128	.1174	.1770
VINELAND - MILLVILLE - BRIDGETON	**139.8**	**.0564**	**5.2**	**281**	**81.1**	**48.9**	**.0530**	**1,647,659**	**.0538**	**872,736**	**.0532**	**.0542**	**.0555**	**.0549**	**.0512**
Cumberland	139.8	.0564	5.2	281	81.1	48.9	.0530	1,647,659	.0538	872,736	.0532	.0542	.0555	.0549	.0512
ALL COUNTIES															
Atlantic	213.6	.0862	10.0	376	79.0	82.7	.0896	2,699,930	.0881	1,893,346	.1156	.0960	.0957	.0978	.0961
Bergen	832.7	.3359	–1.5	3,514	92.6	316.0	.3424	17,664,169	.5765	8,746,343	.5341	.5156	.2949	.3242	.5912
☐ Burlington	399.9	.1613	10.3	495	83.8	136.3	.1477	6,337,716	.2069	2,569,206	.1569	.1828	.0994	.1336	.1823
☐ Camden	497.5	.2007	5.5	2,231	82.0	182.7	.1980	7,151,601	.2334	3,610,275	.2204	.2229	.1744	.1926	.2405
Cape May	98.8	.0398	20.1	376	92.0	41.2	.0446	1,267,997	.0414	918,042	.0561	.0455	.0560	.0518	.0382
Cumberland	139.8	.0564	5.2	281	81.1	48.9	.0530	1,647,659	.0538	872,736	.0532	.0542	.0555	.0549	.0512
Essex	843.7	.3403	–.9	6,643	56.2	312.5	.3386	12,832,492	.4188	5,635,092	.3441	.3806	.3435	.3049	.4196
☐ Gloucester	219.8	.0887	9.9	672	89.3	76.4	.0828	2,911,962	.0950	1,538,208	.0939	.0936	.0742	.0806	.0908
Hudson	546.5	.2204	–1.9	11,880	81.0	213.0	.2307	6,781,070	.2213	3,144,366	.1920	.2122	.2546	.2121	.2386
Hunterdon	101.7	.0410	16.4	238	97.7	35.1	.0381	1,918,560	.0626	736,622	.0450	.0530	.0273	.0318	.0593
Mercer	327.9	.1323	6.5	1,444	77.8	119.6	.1296	5,917,883	.1932	2,614,177	.1596	.1710	.1128	.1174	.1770
Middlesex	651.0	.2626	9.2	2,060	90.1	232.4	.2518	11,269,280	.3678	5,101,817	.3115	.3298	.2011	.2189	.4021
Monmouth	566.0	.2283	12.5	1,199	88.7	206.4	.2236	10,193,574	.3327	4,323,549	.2640	.2912	.1907	.2000	.2860
Morris	428.6	.1728	5.1	910	95.1	149.6	.1621	8,946,108	.2919	3,580,754	.2187	.2461	.1218	.1348	.2578
Ocean	421.0	.1699	21.7	657	96.0	169.5	.1836	6,713,166	.2191	3,224,988	.1969	.2027	.1605	.1821	.1988
Passaic	463.0	.1867	3.4	2,476	83.0	168.2	.1823	6,820,790	.2226	3,570,305	.2180	.2141	.1578	.1739	.2338
☐ Salem	66.8	.0269	3.3	198	82.0	24.4	.0264	1,088,592	.0356	267,111	.0163	.0279	.0175	.0194	.0285
Somerset	225.9	.0912	11.2	741	92.4	81.0	.0878	4,764,618	.1555	2,255,225	.1377	.1374	.0705	.0796	.1408
Sussex	130.7	.0527	12.6	249	98.6	44.9	.0486	2,235,269	.0729	628,750	.0384	.0585	.0323	.0354	.0565
Union	499.7	.2015	–.9	4,851	79.6	187.9	.2036	8,375,064	.2734	3,290,769	.2009	.2372	.1591	.1765	.2626

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

SMM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
NEW JERSEY (continued)															
ALL COUNTIES (continued)															
Warren	89.6	.0362	6.1	250	98.1	33.0	.0358	1,268,499	.0414	628,871	.0384	.0395	.0317	.0346	.0368
TOTAL METRO COUNTIES	**7,764.2**	**3.1318**	**5.4**	**1,040**	**83.9**	**2,861.7**	**3.1007**	**128,805,999**	**4.2039**	**59,150,552**	**3.6117**	**3.8118**	**2.7313**	**2.8569**	**4.0885**
TOTAL STATE	**7,764.2**	**3.1318**	**5.4**	**1,040**	**83.9**	**2,861.7**	**3.1007**	**128,805,999**	**4.2039**	**59,150,552**	**3.6117**	**3.8118**	**2.7313**	**2.8569**	**4.0885**
NEW MEXICO															
ALBUQUERQUE	**497.0**	**.2004**	**18.3**	**425**	**93.0**	**191.6**	**.2076**	**5,287,951**	**.1725**	**3,551,958**	**.2169**	**.1914**	**.2179**	**.2256**	**.1871**
Bernalillo	497.0	.2004	18.3	425	93.0	191.6	.2076	5,287,951	.1725	3,551,958	.2169	.1914	.2179	.2256	.1871
LAS CRUCES	**130.5**	**.0527**	**35.5**	**34**	**96.6**	**44.9**	**.0486**	**1,044,403**	**.0341**	**539,540**	**.0330**	**.0376**	**.0600**	**.0459**	**.0307**
Dona Ana	130.5	.0527	35.5	34	96.6	44.9	.0486	1,044,403	.0341	539,540	.0330	.0376	.0600	.0459	.0307
SANTA FE	**112.4**	**.0454**	**20.7**	**56**	**96.3**	**43.2**	**.0468**	**1,434,497**	**.0469**	**753,824**	**.0461**	**.0464**	**.0424**	**.0459**	**.0471**
Los Alamos	19.6	.0080	11.4	180	97.7	7.5	.0082	365,190	.0120	71,129	.0044	.0089	.0051	.0047	.0096
Santa Fe	92.8	.0374	22.9	49	96.0	35.7	.0386	1,069,307	.0349	682,695	.0417	.0375	.0373	.0412	.0375
ALL COUNTIES															
Bernalillo	497.0	.2004	18.3	425	93.0	191.6	.2076	5,287,951	.1725	3,551,958	.2169	.1914	.2179	.2256	.1871
Catron	2.9	.0012	6.6	0	97.9	.9	.0009	15,804	.0006	2,360	.0002	.0006	.0012	.0007	.0003
Chaves	57.1	.0231	11.7	9	96.5	21.4	.0232	534,667	.0174	269,574	.0164	.0183	.0279	.0230	.0148
Cibola	22.1	.0089	-27.2	5	80.5	7.1	.0077	183,310	.0060	75,831	.0046	.0062	.0071	.0079	.0052
Colfax	13.8	.0055	1.0	4	98.8	5.1	.0055	104,493	.0034	70,850	.0044	.0041	.0072	.0055	.0031
Curry	44.2	.0179	5.2	31	91.1	16.3	.0177	386,381	.0126	268,712	.0164	.0148	.0225	.0196	.0122
De Baca	2.4	.0009	-2.2	1	99.8	1.1	.0012	19,331	.0006	7,143	.0004	.0005	.0017	.0009	.0004
Dona Ana	130.5	.0527	35.5	34	96.6	44.9	.0486	1,044,403	.0341	539,540	.0330	.0376	.0600	.0459	.0307
Eddy	52.8	.0213	10.3	13	97.4	18.8	.0204	468,427	.0153	245,157	.0149	.0163	.0219	.0217	.0147
Grant	27.7	.0111	5.7	7	98.7	9.6	.0104	267,849	.0088	137,554	.0084	.0092	.0118	.0095	.0087
Guadalupe	4.3	.0018	-4.4	1	99.1	1.5	.0016	22,786	.0007	26,102	.0016	.0012	.0025	.0017	.0004
Harding	9	.0003	-17.4	0	93.6	.4	.0005	6,825	.0002	2,560	.0002	.0002	.0006	.0003	.0002
Hidalgo	6.1	.0025	.8	2	98.9	2.0	.0021	37,688	.0013	25,947	.0016	.0016	.0030	.0022	.0010
Lea	61.3	.0247	9.5	14	94.1	21.7	.0235	632,384	.0206	268,244	.0163	.0201	.0235	.0223	.0200
Lincoln	14.7	.0059	33.7	3	98.7	5.9	.0064	142,028	.0046	85,327	.0052	.0051	.0078	.0065	.0046
Los Alamos	19.6	.0080	11.4	180	97.7	7.5	.0082	365,190	.0120	71,129	.0044	.0089	.0051	.0047	.0096
Luna	17.8	.0071	14.2	6	97.5	6.5	.0070	109,743	.0035	83,902	.0051	.0047	.0114	.0062	.0029
McKinley	71.7	.0290	26.8	13	32.0	20.2	.0219	336,208	.0110	330,075	.0202	.0174	.0334	.0223	.0115
Mora	4.7	.0019	11.8	2	99.6	1.5	.0016	21,811	.0007	2,538	.0001	.0007	.0022	.0010	.0005
Otero	51.9	.0209	18.2	8	88.4	17.9	.0194	466,849	.0153	232,578	.0142	.0161	.0207	.0222	.0141
Quay	11.4	.0046	7.8	4	97.8	4.5	.0049	102,613	.0033	54,578	.0034	.0036	.0059	.0051	.0027
Rio Arriba	34.1	.0137	16.5	6	87.7	11.1	.0120	179,560	.0059	103,983	.0063	.0075	.0179	.0115	.0044
Roosevelt	16.5	.0067	5.1	7	97.0	6.3	.0068	124,019	.0040	78,684	.0048	.0049	.0105	.0056	.0035
Sandoval	56.4	.0227	64.0	15	70.4	17.9	.0194	532,591	.0174	87,343	.0053	.0147	.0152	.0178	.0137
San Juan	95.5	.0386	17.3	17	65.0	31.2	.0338	806,381	.0263	494,073	.0302	.0300	.0379	.0339	.0272
San Miguel	25.4	.0102	11.6	5	98.9	8.7	.0095	149,356	.0049	88,016	.0054	.0061	.0148	.0079	.0040
Santa Fe	92.8	.0374	22.9	49	96.0	35.7	.0386	1,069,307	.0349	682,695	.0417	.0375	.0373	.0412	.0375
Sierra	9.9	.0040	17.1	2	99.1	4.4	.0048	72,987	.0024	40,218	.0024	.0027	.0072	.0041	.0017
Socorro	14.2	.0058	13.0	2	88.3	4.7	.0051	83,777	.0027	41,928	.0026	.0033	.0073	.0046	.0019
Taos	20.8	.0083	6.9	9	92.8	7.3	.0079	143,894	.0047	128,472	.0078	.0063	.0123	.0081	.0048
Torrance	9.8	.0040	30.8	3	98.8	3.5	.0038	61,847	.0020	33,706	.0021	.0025	.0053	.0037	.0012
Union	4.8	.0019	1.6	1	99.5	1.8	.0020	41,347	.0014	14,659	.0009	.0013	.0024	.0016	.0009
Valencia	42.8	.0173	39.1	36	88.0	15.1	.0163	360,193	.0117	195,049	.0119	.0129	.0212	.0174	.0096
TOTAL METRO COUNTIES	**739.9**	**.2985**	**21.4**	**106**	**94.1**	**279.7**	**.3030**	**7,766,851**	**.2535**	**4,845,322**	**.2960**	**.2754**	**.3203**	**.3174**	**.2649**
TOTAL STATE	**1,537.9**	**.6203**	**18.0**	**13**	**88.4**	**554.1**	**.6003**	**14,182,000**	**.4628**	**8,340,485**	**.5093**	**.5083**	**.6846**	**.6122**	**.4551**
NEW YORK															
ALBANY - SCHENECTADY - TROY	**857.7**	**.3460**	**2.6**	**264**	**94.8**	**325.0**	**.3522**	**11,190,924**	**.3653**	**6,254,323**	**.3818**	**.3664**	**.3555**	**.3661**	**.3809**
Albany	287.3	.1159	.5	548	91.0	112.6	.1220	4,150,157	.1355	3,060,444	.1869	.1470	.1214	.1406	.1728
Greene	43.4	.0175	6.2	67	96.0	16.7	.0181	470,611	.0153	254,062	.0155	.0158	.0217	.0187	.0127
Montgomery	52.7	.0213	-1.4	130	98.9	20.2	.0219	574,589	.0188	282,225	.0172	.0186	.0231	.0228	.0170
Rensselaer	155.0	.0625	2.0	237	95.9	56.2	.0609	1,897,098	.0619	715,450	.0437	.0566	.0625	.0557	.0503
Saratoga	169.3	.0683	10.1	209	98.3	60.4	.0655	2,206,263	.0721	839,710	.0512	.0650	.0559	.0615	.0639
Schenectady	150.0	.0605	.0	728	95.3	58.9	.0638	1,892,206	.0617	1,102,432	.0673	.0632	.0709	.0668	.0642
BINGHAMTON	**265.8**	**.1072**	**.9**	**216**	**97.5**	**98.9**	**.1072**	**3,290,787**	**.1074**	**1,632,078**	**.0997**	**.1049**	**.1053**	**.1098**	**.1055**
Broome	212.8	.0858	-.4	299	97.2	80.2	.0869	2,622,703	.0856	1,465,655	.0895	.0867	.0882	.0922	.0891

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
NEW YORK (continued)															
BINGHAMTON (continued)															
Tioga	53.0	.0214	6.4	102	98.7	18.7	.0203	668,084	.0218	166,423	.0102	.0182	.0171	.0176	.0164
BUFFALO	**966.1**	**.3897**	**-4.9**	**924**	**86.7**	**360.0**	**.3901**	**11,281,980**	**.3682**	**6,110,235**	**.3731**	**.3739**	**.4237**	**.3803**	**.3903**
Erie	966.1	.3897	-4.9	924	86.7	360.0	.3901	11,281,980	.3682	6,110,235	.3731	.3739	.4237	.3803	.3903
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***1,183.8***	***.4775***	***-4.8***	***753***	***87.8***	***440.9***	***.4777***	***13,669,735***	***.4461***	***7,217,490***	***.4407***	***.4506***	***.5137***	***.4674***	***.4677***
ELMIRA	**93.8**	**.0379**	**-4.0**	**228**	**94.4**	**34.4**	**.0373**	**973,947**	**.0318**	**632,743**	**.0387**	**.0351**	**.0399**	**.0421**	**.0327**
Chemung	93.8	.0379	-4.0	228	94.4	34.4	.0373	973,947	.0318	632,743	.0387	.0351	.0399	.0421	.0327
GLENS FALLS	**114.8**	**.0463**	**4.7**	**67**	**98.3**	**40.5**	**.0438**	**1,205,735**	**.0394**	**826,078**	**.0505**	**.0441**	**.0511**	**.0509**	**.0390**
Warren	56.6	.0228	3.2	64	99.0	20.8	.0225	648,158	.0212	597,225	.0365	.0262	.0287	.0292	.0243
Washington	58.2	.0235	6.2	70	97.6	19.7	.0213	557,577	.0182	228,853	.0140	.0179	.0224	.0217	.0147
JAMESTOWN - DUNKIRK	**144.5**	**.0582**	**-1.7**	**136**	**97.8**	**54.0**	**.0585**	**1,486,041**	**.0485**	**735,358**	**.0449**	**.0493**	**.0654**	**.0599**	**.0436**
Chautauqua	144.5	.0582	-1.7	136	97.8	54.0	.0585	1,486,041	.0485	735,358	.0449	.0493	.0654	.0599	.0436
NASSAU - SUFFOLK	**2,669.2**	**1.0766**	**2.4**	**2,226**	**91.0**	**877.4**	**.9506**	**46,281,458**	**1.5105**	**24,431,910**	**1.4917**	**1.4180**	**.7991**	**.9196**	**1.5639**
Nassau	1,329.8	.5364	.6	4,633	90.0	447.9	.4853	25,965,135	.8474	14,484,980	.8844	.7962	.4087	.4851	.9144
Suffolk	1,339.4	.5402	4.3	1,469	92.0	429.5	.4653	20,316,323	.6631	9,946,930	.6073	.6218	.3904	.4345	.6495
NEW YORK	**8,576.9**	**3.4595**	**3.6**	**7,491**	**68.3**	**3,458.7**	**3.7475**	**120,894,397**	**3.9457**	**52,563,406**	**3.2095**	**3.6279**	**3.8141**	**3.4039**	**4.1068**
Bronx	1,214.1	.4897	3.9	28,907	59.5	465.2	.5040	11,108,440	.3626	3,091,409	.1887	.3360	.6073	.4111	.3239
Kings	2,312.2	.9326	3.6	33,031	58.7	901.0	.9763	24,502,536	.7997	8,714,683	.5321	.7461	1.1061	.8508	.7778
New York (Manhattan)	1,497.7	.6041	4.9	68,077	67.3	770.9	.8353	31,548,924	1.0297	20,498,676	1.2517	1.0113	.8482	.8700	1.4144
Putnam	84.9	.0343	10.0	368	98.7	28.7	.0311	1,373,174	.0448	391,731	.0239	.0365	.0200	.0233	.0346
Queens	1,947.7	.7856	3.0	18,034	71.2	753.4	.8163	25,408,232	.8293	8,197,550	.5005	.7218	.7278	.7233	.7551
Richmond	384.7	.1552	9.3	6,520	88.9	130.7	.1416	5,360,560	.1749	1,702,888	.1040	.1497	.1117	.1125	.1654
Rockland	268.9	.1084	3.6	1,537	89.5	85.7	.0928	4,745,161	.1549	1,673,957	.1022	.1298	.0659	.0742	.1260
Westchester	866.7	.3496	.0	1,979	83.1	323.1	.3501	16,847,370	.5498	8,292,512	.5064	.4967	.3271	.3387	.5096
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***18,078.2***	***7.2919***	***3.8***	***2,360***	***78.0***	***6,849.8***	***7.4216***	***286,084,038***	***9.3370***	***131,581,665***	***8.0343***	***8.5369***	***7.0045***	***6.8198***	***9.4316***
NIAGARA FALLS	**217.7**	**.0878**	**-4.3**	**414**	**92.8**	**80.9**	**.0876**	**2,387,755**	**.0779**	**1,107,255**	**.0676**	**.0767**	**.0900**	**.0871**	**.0774**
Niagara	217.7	.0878	-4.3	414	92.8	80.9	.0876	2,387,755	.0779	1,107,255	.0676	.0767	.0900	.0871	.0774
ORANGE COUNTY	**290.7**	**.1173**	**12.0**	**352**	**91.7**	**97.2**	**.1053**	**3,571,299**	**.1166**	**2,032,363**	**.1241**	**.1188**	**.1092**	**.1083**	**.1221**
Orange	290.7	.1173	12.0	352	91.7	97.2	.1053	3,571,299	.1166	2,032,363	.1241	.1188	.1092	.1083	.1221
POUGHKEEPSIE	**262.2**	**.1058**	**7.0**	**326**	**90.0**	**90.1**	**.0976**	**3,644,221**	**.1189**	**1,712,281**	**.1045**	**.1121**	**.0902**	**.0923**	**.1151**
Dutchess	262.2	.1058	7.0	326	90.0	90.1	.0976	3,644,221	.1189	1,712,281	.1045	.1121	.0902	.0923	.1151
ROCHESTER	**993.3**	**.4006**	**2.3**	**338**	**89.6**	**368.9**	**.3997**	**13,377,273**	**.4365**	**6,705,230**	**.4094**	**.4215**	**.3778**	**.3868**	**.4333**
Livingston	60.7	.0245	6.5	96	98.0	20.1	.0218	627,120	.0204	258,036	.0158	.0199	.0213	.0222	.0170
Monroe	706.9	.2851	.7	1,066	86.8	269.3	.2917	9,997,494	.3263	5,375,137	.3282	.3187	.2830	.2830	.3350
Ontario	94.2	.0380	6.0	146	97.5	33.5	.0363	1,113,860	.0363	656,581	.0401	.0378	.0342	.0392	.0381
Orleans	40.9	.0165	6.2	105	93.1	14.2	.0154	475,217	.0155	132,533	.0081	.0136	.0137	.0133	.0130
Wayne	90.6	.0365	7.1	150	95.7	31.8	.0345	1,163,582	.0380	282,943	.0172	.0315	.0256	.0291	.0302
SYRACUSE	**651.4**	**.2627**	**1.3**	**272**	**93.0**	**236.8**	**.2566**	**8,038,384**	**.2624**	**4,305,309**	**.2629**	**.2626**	**.2606**	**.2597**	**.2753**
Madison	67.9	.0274	4.2	104	98.5	22.4	.0243	694,863	.0227	278,166	.0170	.0219	.0235	.0240	.0189
Onondaga	461.4	.1861	-.6	588	90.7	172.7	.1871	5,857,042	.1912	3,468,488	.2118	.1964	.1966	.1939	.2171
Oswego	122.1	.0492	7.2	128	98.8	41.7	.0452	1,486,479	.0485	558,655	.0341	.0443	.0405	.0418	.0393
UTICA - ROME	**321.4**	**.1296**	**.4**	**122**	**96.5**	**116.1**	**.1259**	**3,380,704**	**.1104**	**1,887,180**	**.1152**	**.1157**	**.1359**	**.1355**	**.1190**
Herkimer	67.9	.0274	1.8	48	99.4	24.6	.0267	692,800	.0227	311,244	.0190	.0225	.0277	.0280	.0210
Oneida	253.5	.1022	.0	208	95.7	91.5	.0992	2,687,904	.0877	1,575,936	.0962	.0932	.1082	.1075	.0980
ALL COUNTIES															
Albany	287.3	.1159	.5	548	91.0	112.6	.1220	4,150,157	.1355	3,060,444	.1869	.1470	.1214	.1406	.1728
Allegany	52.3	.0211	1.1	51	99.0	17.5	.0190	399,574	.0130	194,772	.0119	.0142	.0247	.0206	.0099
Bronx	1,214.1	.4897	3.9	28,907	59.5	465.2	.5040	11,108,440	.3626	3,091,409	.1887	.3360	.6073	.4111	.3239
Broome	212.8	.0858	-.4	299	97.2	80.2	.0869	2,622,703	.0856	1,465,655	.0895	.0867	.0882	.0922	.0891
Cattaraugus	87.0	.0351	1.5	67	96.6	30.8	.0334	853,645	.0278	456,713	.0279	.0293	.0367	.0349	.0276
Cayuga	83.4	.0337	4.4	120	96.5	29.1	.0315	778,505	.0254	393,680	.0240	.0267	.0342	.0330	.0237
Chautauqua	144.5	.0582	-1.7	136	97.8	54.0	.0585	1,486,041	.0485	735,358	.0449	.0493	.0654	.0599	.0436
Chemung	93.8	.0379	-4.0	228	94.4	34.4	.0373	973,947	.0318	632,743	.0387	.0351	.0399	.0421	.0327
Chenango	52.9	.0213	7.2	59	98.9	18.9	.0205	542,260	.0177	251,988	.0154	.0178	.0219	.0223	.0149
Clinton	83.9	.0339	3.9	80	95.6	27.0	.0292	755,081	.0247	481,517	.0294	.0278	.0327	.0339	.0254
Columbia	62.7	.0253	5.4	98	95.5	23.5	.0255	709,903	.0231	309,420	.0188	.0223	.0272	.0255	.0189
Cortland	48.8	.0196	-.1	98	98.6	17.0	.0184	461,821	.0151	256,453	.0157	.0161	.0204	.0199	.0142
Delaware	49.8	.0201	6.4	35	98.7	17.9	.0194	487,204	.0159	305,969	.0187	.0176	.0240	.0225	.0132
Dutchess	262.2	.1058	7.0	326	90.0	90.1	.0976	3,644,221	.1189	1,712,281	.1045	.1121	.0902	.0923	.1151
Erie	966.1	.3897	-4.9	924	86.7	360.0	.3901	11,281,980	.3682	6,110,235	.3731	.3739	.4237	.3803	.3903

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

METRO AREA County	12/31/88 Population (Thousands)	% Of US	% Change 1980-88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of US	1988 EBI ($000)	% Of US	1988 Retail Sales ($000)	% Of US	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
NEW YORK (continued)															
ALL COUNTIES (continued)															
Essex	38.1	.0153	5.3	21	99.2	14.3	.0155	380,978	.0125	183,692	.0112	.0127	.0183	.0160	.0101
Franklin	45.9	.0185	2.2	28	94.1	16.0	.0173	410,004	.0134	246,643	.0151	.0149	.0223	.0183	.0113
Fulton	56.2	.0227	1.9	113	98.5	21.2	.0230	561,578	.0183	271,111	.0166	.0186	.0249	.0248	.0172
Genesee	61.4	.0248	3.4	124	96.3	21.6	.0234	587,304	.0192	282,675	.0172	.0198	.0245	.0252	.0199
Greene	43.4	.0175	6.2	67	96.0	16.7	.0181	470,611	.0153	254,062	.0155	.0158	.0217	.0187	.0127
Hamilton	5.6	.0022	11.2	3	99.6	1.9	.0020	43,865	.0014	15,876	.0010	.0014	.0024	.0022	.0010
Herkimer	67.9	.0274	1.8	48	99.4	24.6	.0267	692,800	.0227	311,244	.0190	.0225	.0277	.0280	.0210
Jefferson	98.1	.0396	11.3	77	99.0	35.2	.0381	896,643	.0292	640,028	.0391	.0343	.0463	.0433	.0315
Kings	2,312.2	.9326	3.6	33,031	58.7	901.0	.9763	24,502,536	.7997	8,714,683	.5321	.7461	1.1061	.8508	.7778
Lewis	26.5	.0107	5.9	21	99.6	9.1	.0098	241,129	.0079	79,214	.0048	.0074	.0101	.0102	.0062
Livingston	60.7	.0245	6.5	96	98.0	20.1	.0218	627,120	.0204	258,036	.0158	.0199	.0213	.0222	.0170
Madison	67.9	.0274	4.2	104	98.5	22.4	.0243	694,863	.0227	278,166	.0170	.0219	.0235	.0240	.0189
Monroe	706.9	.2851	.7	1,066	86.8	269.3	.2917	9,997,494	.3263	5,375,137	.3282	.3187	.2830	.2830	.3350
Montgomery	52.7	.0213	-1.4	130	98.9	20.2	.0219	574,589	.0188	282,225	.0172	.0188	.0231	.0228	.0170
Nassau	1,329.8	.5364	.6	4,633	90.0	447.9	.4853	25,965,135	.8474	14,484,980	.8844	.7962	.4087	.4851	.9144
New York (Manhattan)	1,497.7	.6041	4.9	68,077	67.3	770.9	.8353	31,548,924	1.0297	20,498,676	1.2517	1.0113	.8482	.8700	1.4144
Niagara	217.7	.0878	-4.3	414	92.8	80.9	.0876	2,387,755	.0779	1,107,255	.0676	.0767	.0900	.0871	.0774
Oneida	253.5	.1022	.0	208	95.7	91.5	.0992	2,687,904	.0877	1,575,936	.0962	.0932	.1082	.1075	.0980
Onondaga	461.4	.1861	-.6	588	90.7	172.7	.1871	5,857,042	.1912	3,468,488	.2118	.1964	.1966	.1939	.2171
Ontario	94.2	.0380	6.0	146	97.5	33.5	.0363	1,113,860	.0363	656,581	.0401	.0378	.0342	.0392	.0381
Orange	290.7	.1173	12.0	352	91.7	97.2	.1053	3,571,299	.1166	2,032,363	.1241	.1188	.1092	.1083	.1221
Orleans	40.9	.0165	6.2	105	93.1	14.2	.0154	475,217	.0155	132,533	.0081	.0136	.0137	.0133	.0130
Oswego	122.1	.0492	7.2	128	98.8	41.7	.0452	1,486,479	.0485	558,655	.0341	.0443	.0405	.0418	.0393
Otsego	60.9	.0246	3.1	61	98.7	21.8	.0236	664,757	.0217	322,270	.0197	.0217	.0247	.0253	.0166
Putnam	84.9	.0343	10.0	368	98.7	28.7	.0311	1,373,174	.0448	391,731	.0239	.0365	.0200	.0233	.0346
Queens	1,947.7	.7856	3.0	18,034	71.2	753.4	.8163	25,408,232	.8293	8,197,550	.5005	.7218	.7278	.7233	.7551
Rensselaer	155.0	.0625	2.0	237	95.9	56.2	.0609	1,897,098	.0619	715,450	.0437	.0566	.0625	.0557	.0503
Richmond	384.7	.1552	9.3	6,520	88.9	130.7	.1416	5,360,560	.1749	1,702,888	.1040	.1497	.1117	.1125	.1654
Rockland	268.9	.1084	3.6	1,537	89.5	85.7	.0928	4,745,161	.1549	1,673,957	.1022	.1298	.0659	.0742	.1260
St. Lawrence	114.9	.0464	.5	42	98.9	38.0	.0412	1,031,165	.0336	528,310	.0323	.0358	.0475	.0414	.0299
Saratoga	169.3	.0683	10.1	209	98.3	60.4	.0655	2,206,263	.0721	839,710	.0512	.0650	.0559	.0615	.0639
Schenectady	150.0	.0605	.0	728	95.3	58.9	.0638	1,892,206	.0617	1,102,432	.0673	.0632	.0709	.0668	.0642
Schoharie	32.3	.0130	8.7	52	98.5	11.0	.0119	290,243	.0095	137,939	.0085	.0098	.0142	.0126	.0078
Schuyler	18.3	.0074	3.5	56	99.1	6.4	.0069	199,569	.0065	47,848	.0029	.0057	.0053	.0068	.0050
Seneca	34.0	.0137	.8	104	98.1	11.9	.0129	408,775	.0133	143,600	.0088	.0121	.0115	.0126	.0107
Steuben	98.7	.0398	-.5	71	98.3	36.3	.0394	1,034,896	.0338	468,423	.0286	.0334	.0414	.0413	.0301
Suffolk	1,339.4	.5402	4.3	1,469	92.0	429.5	.4653	20,316,323	.6631	9,946,930	.6073	.6218	.3904	.4345	.6495
Sullivan	68.9	.0278	5.7	71	90.9	25.3	.0274	789,899	.0258	447,130	.0273	.0266	.0325	.0290	.0197
Tioga	53.0	.0214	6.4	102	98.7	18.7	.0203	668,084	.0218	166,423	.0102	.0182	.0171	.0176	.0164
Tompkins	90.9	.0367	4.4	191	93.4	31.8	.0344	1,139,768	.0372	529,404	.0323	.0356	.0350	.0359	.0328
Ulster	168.1	.0678	6.3	149	94.1	62.4	.0677	2,129,205	.0694	1,015,719	.0620	.0669	.0688	.0680	.0595
Warren	56.6	.0228	3.2	64	99.0	20.8	.0225	648,158	.0212	597,225	.0365	.0262	.0287	.0292	.0243
Washington	58.2	.0235	6.2	70	97.6	19.7	.0213	557,577	.0182	228,853	.0140	.0179	.0224	.0217	.0147
Wayne	90.6	.0365	7.1	150	95.7	31.8	.0345	1,163,582	.0380	282,943	.0172	.0315	.0256	.0291	.0302
Westchester	866.7	.3496	.0	1,979	83.1	323.1	.3501	16,847,370	.5498	8,292,512	.5064	.4967	.3271	.3387	.5096
Wyoming	42.1	.0170	5.5	71	96.3	13.8	.0149	427,194	.0140	180,061	.0110	.0137	.0139	.0156	.0124
Yates	22.2	.0090	3.5	65	99.0	8.6	.0093	203,124	.0066	74,764	.0045	.0065	.0106	.0095	.0047
TOTAL METRO COUNTIES	**16,425.5**	**6.6252**	**2.6**	**775**	**79.5**	**6,238.9**	**6.7599**	**231,004,905**	**7.5395**	**110,935,749**	**6.7736**	**7.1270**	**6.7178**	**6.4023**	**7.8049**
TOTAL STATE	**18,029.4**	**7.2723**	**2.7**	**381**	**81.0**	**6,807.2**	**7.3755**	**247,432,994**	**8.0755**	**119,200,968**	**7.2783**	**7.6757**	**7.3938**	**7.0329**	**8.2791**
NORTH CAROLINA															
ASHEVILLE	**173.2**	**.0698**	**7.6**	**263**	**89.9**	**69.9**	**.0757**	**1,875,851**	**.0612**	**1,448,851**	**.0884**	**.0711**	**.0876**	**.0886**	**.0699**
Buncombe	173.2	.0698	7.6	263	89.9	69.9	.0757	1,875,851	.0612	1,448,851	.0884	.0711	.0876	.0886	.0699
BURLINGTON	**104.5**	**.0421**	**5.2**	**241**	**78.7**	**40.7**	**.0441**	**1,146,096**	**.0374**	**955,595**	**.0584**	**.0446**	**.0487**	**.0522**	**.0515**
Alamance	104.5	.0421	5.2	241	78.7	40.7	.0441	1,146,096	.0374	955,595	.0584	.0446	.0487	.0522	.0515
CHARLOTTE - GASTONIA - ROCK HILL	**1,113.1**	**.4489**	**14.6**	**328**	**77.4**	**421.1**	**.4562**	**13,357,970**	**.4361**	**8,136,005**	**.4969**	**.4567**	**.4541**	**.5006**	**.4834**
Cabarrus	95.1	.0383	10.7	261	84.0	35.4	.0383	1,057,485	.0345	646,062	.0395	.0367	.0390	.0412	.0390
Gaston	173.7	.0701	6.8	487	86.1	63.8	.0692	1,915,563	.0625	1,122,144	.0685	.0658	.0698	.0768	.0583
Lincoln	49.2	.0198	16.1	165	89.7	18.2	.0197	570,454	.0187	197,612	.0121	.0170	.0161	.0204	.0165
Mecklenburg	478.1	.1928	18.3	905	70.8	188.7	.2044	6,436,621	.2101	4,267,996	.2606	.2217	.1896	.2275	.2534
Rowan	105.8	.0427	6.7	204	82.3	40.9	.0443	1,136,062	.0371	743,450	.0454	.0407	.0573	.0511	.0412

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

SaMM ESTIMATES

METRO AREA / County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980-88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
NORTH CAROLINA (continued)															
CHARLOTTE - GASTONIA - ROCK HILL (continued)															
Union	84.0	.0339	19.3	131	81.1	28.9	.0313	900,170	.0294	425,437	.0260	.0292	.0304	.0320	.0294
York, S. C.	*127.2*	*.0513*	*19.2*	*186*	*74.3*	*45.2*	*.0490*	*1,341,615*	*.0438*	*733,304*	*.0448*	*.0456*	*.0519*	*.0516*	*.0456*
FAYETTEVILLE	**268.0**	**.1081**	**8.4**	**408**	**63.4**	**87.9**	**.0953**	**2,595,799**	**.0847**	**1,609,140**	**.0982**	**.0934**	**.1047**	**.1142**	**.0872**
Cumberland	268.0	.1081	8.4	408	63.4	87.9	.0953	2,595,799	.0847	1,609,140	.0982	.0934	.1047	.1142	.0872
GREENSBORO - WINSTON-SALEM - HIGH POINT	**932.7**	**.3762**	**9.5**	**270**	**78.8**	**361.5**	**.3917**	**11,317,954**	**.3693**	**6,723,213**	**.4108**	**.3828**	**.3829**	**.4231**	**.4119**
Davidson	125.2	.0505	10.6	228	88.6	47.1	.0510	1,333,556	.0435	577,901	.0353	.0424	.0487	.0539	.0439
Davie	29.2	.0118	18.7	109	88.3	10.9	.0118	333,361	.0109	87,485	.0054	.0093	.0101	.0106	.0115
Forsyth	269.1	.1085	10.4	653	73.0	107.7	.1167	3,510,420	.1145	2,356,473	.1439	.1222	.1168	.1265	.1282
Guilford	338.3	.1364	6.7	520	72.0	131.4	.1424	4,293,393	.1401	3,029,795	.1850	.1529	.1437	.1627	.1708
Randolph	102.7	.0415	12.5	130	92.6	39.3	.0426	1,110,820	.0363	462,187	.0283	.0348	.0384	.0460	.0361
Stokes	37.7	.0152	13.9	83	91.8	13.6	.0147	433,885	.0141	86,461	.0053	.0116	.0112	.0118	.0128
Yadkin	30.5	.0123	7.2	91	94.6	11.5	.0125	302,519	.0099	122,911	.0076	.0096	.0140	.0116	.0086
HICKORY	**224.4**	**.0906**	**10.7**	**193**	**90.5**	**84.5**	**.0916**	**2,534,483**	**.0827**	**1,433,966**	**.0876**	**.0859**	**.0892**	**.1044**	**.0889**
Alexander	28.2	.0114	12.8	109	92.3	10.3	.0112	264,529	.0086	79,906	.0049	.0081	.0106	.0118	.0075
Burke	78.0	.0315	7.6	154	91.7	29.3	.0318	807,602	.0264	312,588	.0191	.0252	.0318	.0350	.0240
Catawba	118.2	.0477	12.3	298	89.4	44.9	.0486	1,462,352	.0477	1,041,472	.0636	.0526	.0468	.0576	.0574
JACKSONVILLE	**129.1**	**.0521**	**14.5**	**169**	**76.1**	**38.9**	**.0422**	**1,070,383**	**.0349**	**642,986**	**.0392**	**.0396**	**.0538**	**.0500**	**.0276**
Onslow	129.1	.0521	14.5	169	76.1	38.9	.0422	1,070,383	.0349	642,986	.0392	.0396	.0538	.0500	.0276
RALEIGH - DURHAM	**688.0**	**.2776**	**22.7**	**336**	**71.0**	**266.1**	**.2881**	**9,287,452**	**.3033**	**4,795,120**	**.2928**	**.2948**	**.2604**	**.2919**	**.3175**
Durham	174.4	.0704	14.6	585	60.3	68.8	.0745	2,379,122	.0777	1,284,963	.0785	.0764	.0699	.0762	.0800
Franklin	35.9	.0145	19.4	73	56.1	12.8	.0138	332,256	.0109	88,780	.0054	.0099	.0146	.0125	.0085
Orange	89.0	.0359	15.5	223	79.8	34.3	.0371	1,074,736	.0351	524,077	.0320	.0343	.0423	.0374	.0313
Wake	388.7	.1568	29.0	455	75.2	150.2	.1627	5,501,338	.1796	2,897,300	.1769	.1742	.1336	.1658	.1977
WILMINGTON	**118.9**	**.0479**	**14.9**	**643**	**75.9**	**46.5**	**.0504**	**1,256,873**	**.0410**	**1,060,263**	**.0647**	**.0495**	**.0598**	**.0573**	**.0436**
New Hanover	118.9	.0479	14.9	643	75.9	46.5	.0504	1,256,873	.0410	1,060,263	.0647	.0495	.0598	.0573	.0436
ALL COUNTIES															
Alamance	104.5	.0421	5.2	241	78.7	40.7	.0441	1,146,096	.0374	955,595	.0584	.0446	.0487	.0522	.0515
Alexander	28.2	.0114	12.8	109	92.3	10.3	.0112	264,529	.0086	79,906	.0049	.0081	.0106	.0118	.0075
Alleghany	10.1	.0041	5.4	43	97.5	3.9	.0042	76,797	.0025	36,233	.0022	.0027	.0056	.0045	.0017
Anson	26.5	.0106	3.3	50	50.4	9.1	.0099	195,349	.0064	83,106	.0050	.0069	.0119	.0101	.0057
Ashe	23.6	.0096	5.7	55	98.9	9.3	.0101	198,475	.0065	106,557	.0065	.0070	.0125	.0103	.0051
Avery	15.3	.0061	6.2	62	98.6	5.5	.0059	121,597	.0040	78,229	.0048	.0047	.0082	.0067	.0030
Beaufort	44.3	.0179	9.8	54	65.8	16.7	.0181	390,203	.0127	223,484	.0137	.0139	.0224	.0185	.0118
Bertie	21.1	.0085	.4	30	38.1	7.5	.0081	165,896	.0054	56,866	.0034	.0056	.0102	.0072	.0041
Bladen	31.6	.0128	3.6	36	57.5	11.4	.0124	238,083	.0078	98,912	.0061	.0082	.0161	.0121	.0063
Brunswick	52.3	.0211	46.2	61	74.3	19.2	.0208	469,012	.0153	222,774	.0136	.0160	.0258	.0199	.0131
Buncombe	173.2	.0698	7.6	263	89.9	69.9	.0757	1,875,851	.0612	1,448,851	.0884	.0711	.0876	.0886	.0699
Burke	78.0	.0315	7.6	154	91.7	29.3	.0318	807,602	.0264	312,588	.0191	.0252	.0318	.0350	.0240
Cabarrus	95.1	.0383	10.7	261	84.0	35.4	.0383	1,057,485	.0345	646,062	.0395	.0367	.0390	.0412	.0390
Caldwell	73.1	.0295	7.9	155	93.5	26.9	.0292	740,994	.0242	399,330	.0244	.0253	.0300	.0333	.0275
Camden	6.0	.0024	2.9	25	65.2	2.1	.0022	52,854	.0017	17,590	.0010	.0017	.0026	.0021	.0015
Carteret	51.9	.0210	26.3	99	88.9	20.8	.0226	511,800	.0167	335,775	.0205	.0187	.0248	.0252	.0168
Caswell	22.3	.0090	7.7	52	53.6	7.3	.0079	149,561	.0049	28,699	.0018	.0048	.0091	.0073	.0037
Catawba	118.2	.0477	12.3	298	89.4	44.9	.0486	1,462,352	.0477	1,041,472	.0636	.0526	.0468	.0576	.0574
Chatham	37.3	.0150	11.6	53	70.7	14.5	.0157	381,524	.0125	139,965	.0085	.0117	.0158	.0162	.0110
Cherokee	21.2	.0085	12.0	47	96.2	8.2	.0089	195,121	.0063	118,289	.0073	.0071	.0117	.0098	.0070
Chowan	14.0	.0057	11.5	77	55.5	5.3	.0058	131,798	.0043	67,906	.0041	.0044	.0073	.0058	.0038
Clay	7.5	.0030	13.3	35	99.2	2.8	.0030	63,178	.0021	25,838	.0016	.0021	.0034	.0033	.0014
Cleveland	88.7	.0358	6.3	190	77.1	32.3	.0350	970,573	.0317	433,080	.0264	.0310	.0348	.0352	.0305
Columbus	53.5	.0216	4.8	57	65.0	19.3	.0209	435,348	.0142	258,249	.0158	.0162	.0265	.0209	.0140
Craven	83.1	.0335	17.0	116	69.5	30.1	.0326	825,241	.0269	508,757	.0311	.0295	.0393	.0359	.0228
Cumberland	268.0	.1081	8.4	408	63.4	87.9	.0953	2,595,799	.0847	1,609,140	.0982	.0934	.1047	.1142	.0872
Currituck	14.2	.0057	28.1	55	82.1	5.5	.0059	137,465	.0045	33,775	.0021	.0040	.0065	.0056	.0036
Dare	21.2	.0086	58.5	54	92.6	8.8	.0096	236,355	.0077	189,607	.0115	.0091	.0126	.0116	.0078
Davidson	125.2	.0505	10.6	228	88.6	47.1	.0510	1,333,556	.0435	577,901	.0353	.0424	.0487	.0539	.0439
Davie	29.2	.0118	18.7	109	88.3	10.9	.0118	333,361	.0109	87,485	.0054	.0093	.0101	.0106	.0115
Duplin	42.3	.0170	3.3	52	63.1	15.5	.0168	340,333	.0111	165,837	.0101	.0121	.0219	.0170	.0105
Durham	174.4	.0704	14.6	585	60.3	68.8	.0745	2,379,122	.0777	1,284,963	.0785	.0764	.0699	.0762	.0800
Edgecombe	59.6	.0240	6.5	116	46.3	20.7	.0225	529,353	.0173	238,529	.0145	.0178	.0252	.0218	.0166
Forsyth	269.1	.1085	10.4	653	73.0	107.7	.1167	3,510,420	.1145	2,356,473	.1439	.1222	.1168	.1265	.1282
Franklin	35.9	.0145	19.4	73	56.1	12.8	.0138	332,256	.0109	88,780	.0054	.0099	.0146	.0125	.0085
Gaston	173.7	.0701	6.8	487	86.1	63.8	.0692	1,915,563	.0625	1,122,144	.0685	.0658	.0698	.0768	.0583

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980-88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
NORTH CAROLINA (continued)															
ALL COUNTIES (continued)															
Gates	9.9	.0040	11.5	29	44.5	3.4	.0036	74,562	.0024	20,981	.0013	.0024	.0043	.0035	.0016
Graham	7.4	.0030	2.5	26	94.1	2.5	.0028	47,199	.0016	15,676	.0010	.0017	.0036	.0028	.0012
Granville	38.4	.0155	12.8	72	53.0	13.0	.0140	317,830	.0103	133,061	.0081	.0107	.0165	.0143	.0096
Greene	16.2	.0065	.5	61	51.9	5.4	.0059	142,904	.0047	25,475	.0016	.0041	.0058	.0052	.0037
Guilford	338.3	.1364	6.7	520	72.0	131.4	.1424	4,293,393	.1401	3,029,795	.1850	.1529	.1437	.1627	.1708
Halifax	56.2	.0227	2.0	78	47.6	20.0	.0216	449,221	.0147	363,994	.0222	.0185	.0300	.0224	.0181
Harnett	66.8	.0270	12.1	111	73.5	23.9	.0259	586,695	.0191	278,652	.0170	.0201	.0299	.0269	.0168
Haywood	49.1	.0198	5.6	88	97.8	19.2	.0208	524,646	.0172	348,929	.0213	.0189	.0230	.0230	.0169
Henderson	70.6	.0284	20.5	188	95.7	29.1	.0316	819,021	.0267	551,512	.0337	.0292	.0332	.0358	.0318
Hertford	23.9	.0097	2.3	67	41.6	8.3	.0089	194,512	.0063	117,460	.0072	.0072	.0119	.0091	.0060
Hoke	24.4	.0098	19.7	62	40.9	7.6	.0083	183,318	.0060	36,049	.0022	.0057	.0089	.0076	.0046
Hyde	5.6	.0023	-4.7	9	61.9	2.0	.0021	36,327	.0012	13,571	.0008	.0012	.0031	.0019	.0008
Iredell	91.8	.0370	11.2	160	80.8	34.5	.0374	972,888	.0318	530,755	.0324	.0330	.0396	.0411	.0323
Jackson	27.7	.0112	7.3	57	87.3	9.8	.0106	236,713	.0077	143,536	.0088	.0088	.0141	.0115	.0068
Johnston	81.2	.0327	15.0	102	78.2	30.7	.0333	731,497	.0239	498,846	.0304	.0275	.0396	.0367	.0278
Jones	9.6	.0039	-1.1	20	53.6	3.2	.0035	68,044	.0022	23,336	.0014	.0024	.0039	.0034	.0016
Lee	42.7	.0172	16.3	165	75.7	15.7	.0170	428,750	.0140	304,972	.0187	.0159	.0213	.0189	.0147
Lenoir	60.6	.0245	1.3	151	59.0	22.4	.0243	523,013	.0170	370,788	.0226	.0203	.0313	.0261	.0192
Lincoln	49.2	.0198	16.1	165	89.7	18.2	.0197	570,454	.0187	197,612	.0121	.0170	.0161	.0204	.0165
McDowell	36.6	.0148	4.2	84	94.7	13.6	.0147	361,482	.0118	183,060	.0111	.0122	.0154	.0158	.0112
Macon	23.3	.0094	15.5	45	97.6	9.6	.0104	210,915	.0068	143,036	.0088	.0078	.0138	.0118	.0065
Madison	17.6	.0071	4.6	39	98.8	6.5	.0071	136,851	.0045	35,904	.0022	.0045	.0086	.0064	.0032
Martin	27.5	.0111	6.0	60	52.6	9.5	.0103	205,214	.0067	111,993	.0068	.0075	.0131	.0106	.0065
Mecklenburg	478.1	.1928	18.3	905	70.8	188.7	.2044	6,436,621	.2101	4,267,996	.2606	.2217	.1896	.2275	.2534
Mitchell	14.7	.0059	1.9	66	99.5	5.5	.0060	113,119	.0037	57,094	.0035	.0042	.0072	.0062	.0043
Montgomery	24.5	.0099	9.0	50	73.0	8.9	.0096	224,612	.0073	86,382	.0053	.0071	.0099	.0096	.0066
Moore	59.9	.0242	18.6	85	76.2	23.8	.0258	688,619	.0225	290,723	.0177	.0215	.0262	.0261	.0200
Nash	73.8	.0298	9.9	137	64.3	27.7	.0300	781,495	.0255	573,782	.0351	.0292	.0342	.0329	.0293
New Hanover	118.9	.0479	14.9	643	75.9	46.5	.0504	1,256,873	.0410	1,060,263	.0647	.0495	.0598	.0573	.0436
Northampton	22.4	.0090	.9	42	36.5	7.7	.0083	174,328	.0057	47,016	.0029	.0056	.0104	.0073	.0037
Onslow	129.1	.0521	14.5	169	76.1	38.9	.0422	1,070,383	.0349	642,986	.0392	.0396	.0538	.0500	.0276
Orange	89.0	.0359	15.5	223	79.8	34.3	.0371	1,074,736	.0351	524,077	.0320	.0343	.0423	.0374	.0313
Pamlico	11.5	.0047	10.6	34	66.0	4.1	.0045	85,725	.0028	50,242	.0031	.0033	.0059	.0046	.0019
Pasquotank	30.6	.0123	7.5	134	60.3	11.2	.0121	235,411	.0077	252,815	.0154	.0109	.0160	.0146	.0093
Pender	27.3	.0110	22.6	31	58.4	9.9	.0107	198,054	.0064	69,328	.0043	.0068	.0150	.0095	.0048
Perquimans	11.0	.0044	16.0	45	59.5	4.2	.0046	69,296	.0023	23,354	.0014	.0024	.0060	.0037	.0017
Person	31.1	.0126	6.6	78	65.5	11.3	.0122	274,732	.0090	140,441	.0086	.0096	.0141	.0128	.0093
Pitt	101.5	.0409	12.6	155	62.6	39.3	.0426	948,506	.0309	655,548	.0400	.0357	.0520	.0440	.0383
Polk	14.4	.0058	10.9	61	89.6	5.8	.0063	174,897	.0057	43,400	.0026	.0047	.0059	.0053	.0043
Randolph	102.7	.0415	12.5	130	92.6	39.3	.0426	1,110,820	.0363	462,187	.0283	.0348	.0384	.0460	.0361
Richmond	47.8	.0192	5.1	100	70.0	17.8	.0193	421,501	.0137	249,885	.0152	.0154	.0233	.0202	.0141
Robeson	108.9	.0440	7.2	115	37.0	35.7	.0387	870,519	.0285	509,078	.0311	.0323	.0453	.0418	.0303
Rockingham	87.7	.0353	5.1	154	77.4	33.3	.0360	997,705	.0325	482,642	.0295	.0322	.0384	.0367	.0362
Rowan	105.8	.0427	6.7	204	82.3	40.9	.0443	1,136,062	.0371	743,450	.0454	.0407	.0573	.0511	.0412
Rutherford	57.1	.0231	6.2	101	86.4	21.9	.0238	577,949	.0189	361,893	.0221	.0207	.0268	.0264	.0189
Sampson	51.6	.0208	3.9	54	61.9	18.8	.0203	390,716	.0127	193,180	.0118	.0141	.0260	.0206	.0121
Scotland	35.2	.0142	9.1	110	55.6	12.0	.0130	328,970	.0107	195,955	.0119	.0117	.0156	.0132	.0102
Stanly	52.2	.0210	7.6	132	86.9	19.8	.0215	530,332	.0174	245,917	.0150	.0175	.0218	.0233	.0169
Stokes	37.7	.0152	13.9	83	91.8	13.6	.0147	433,885	.0141	86,461	.0053	.0116	.0112	.0118	.0128
Surry	64.0	.0258	7.7	119	94.3	24.4	.0265	632,921	.0207	474,014	.0290	.0242	.0302	.0308	.0241
Swain	10.9	.0044	6.0	21	72.4	4.1	.0044	65,020	.0021	58,202	.0035	.0030	.0075	.0046	.0016
Transylvania	26.8	.0108	14.4	71	93.7	10.2	.0111	301,100	.0098	108,833	.0067	.0091	.0107	.0101	.0088
Tyrrell	4.2	.0017	5.7	10	58.3	1.4	.0015	27,763	.0009	5,666	.0003	.0009	.0018	.0014	.0007
Union	84.0	.0339	19.3	131	81.1	28.9	.0313	900,170	.0294	425,437	.0260	.0292	.0304	.0320	.0294
Vance	40.1	.0162	9.1	161	53.7	14.2	.0154	344,232	.0112	242,132	.0148	.0133	.0185	.0169	.0120
Wake	388.7	.1568	29.0	455	75.2	150.2	.1627	5,501,338	.1796	2,697,300	.1769	.1742	.1336	.1658	.1977
Warren	17.0	.0068	4.7	40	33.9	5.8	.0063	118,857	.0039	51,847	.0031	.0042	.0088	.0059	.0033
Washington	15.1	.0061	2.0	45	53.8	5.2	.0056	133,290	.0043	45,648	.0028	.0043	.0062	.0050	.0041
Watauga	35.1	.0142	10.8	112	98.1	12.7	.0138	315,362	.0103	280,815	.0172	.0132	.0191	.0153	.0135
Wayne	100.5	.0405	3.6	181	64.3	36.4	.0394	859,227	.0281	578,853	.0353	.0327	.0478	.0440	.0268
Wilkes	62.9	.0254	7.2	84	94.5	23.5	.0255	602,767	.0196	310,228	.0190	.0205	.0273	.0290	.0173
Wilson	65.8	.0265	4.2	176	60.8	24.3	.0263	630,961	.0206	451,751	.0275	.0239	.0303	.0288	.0218
Yadkin	30.5	.0123	7.2	91	94.6	11.5	.0125	302,519	.0099	122,911	.0076	.0096	.0140	.0116	.0086
Yancey	16.0	.0065	7.1	51	98.3	5.9	.0064	126,260	.0041	47,441	.0028	.0043	.0076	.0068	.0030

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980-88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
NORTH CAROLINA (continued)															
TOTAL METRO COUNTIES	**3,624.7**	**1.4620**	**13.2**	**300**	**77.0**	**1,371.9**	**1.4863**	**43,101,246**	**1.4068**	**26,071,835**	**1.5922**	**1.4728**	**1.4893**	**1.6307**	**1.5359**
TOTAL STATE	**6,554.1**	**2.6436**	**11.5**	**134**	**74.4**	**2,451.3**	**2.6560**	**70,154,004**	**2.2896**	**41,374,913**	**2.5263**	**2.4314**	**2.8602**	**2.8632**	**2.4159**
NORTH DAKOTA															
BISMARCK	**89.9**	**.0363**	**12.4**	**25**	**97.8**	**32.6**	**.0353**	**946,429**	**.0310**	**645,615**	**.0394**	**.0345**	**.0364**	**.0390**	**.0314**
Burleigh	63.0	.0254	14.9	39	97.4	23.1	.0250	736,422	.0241	520,680	.0318	.0266	.0246	.0277	.0260
Morton	26.9	.0109	6.8	14	98.8	9.5	.0103	210,007	.0069	124,935	.0076	.0079	.0118	.0113	.0054
FARGO - MOORHEAD	**150.8**	**.0608**	**9.6**	**54**	**98.6**	**56.5**	**.0613**	**1,669,044**	**.0545**	**1,106,004**	**.0676**	**.0597**	**.0598**	**.0675**	**.0535**
Cass	101.9	.0411	15.5	58	98.6	39.4	.0427	1,179,066	.0385	834,396	.0510	.0427	.0398	.0475	.0373
Clay, Minn.	*48.9*	*.0197*	*-.9*	*47*	*98.6*	*17.1*	*.0186*	*489,978*	*.0160*	*271,608*	*.0166*	*.0170*	*.0200*	*.0200*	*.0162*
GRAND FORKS	**70.6**	**.0285**	**6.8**	**49**	**95.8**	**24.6**	**.0267**	**869,881**	**.0284**	**506,890**	**.0310**	**.0292**	**.0229**	**.0298**	**.0275**
Grand Forks	70.6	.0285	6.8	49	95.8	24.6	.0267	869,881	.0284	506,890	.0310	.0292	.0229	.0298	.0275
ALL COUNTIES															
Adams	3.6	.0014	.4	4	99.5	1.3	.0014	29,056	.0010	23,151	.0015	.0012	.0022	.0017	.0008
Barnes	13.2	.0054	-5.5	9	99.3	5.1	.0055	124,203	.0040	93,435	.0057	.0048	.0066	.0062	.0037
Benson	8.1	.0032	2.0	6	68.4	2.5	.0027	53,847	.0018	8,019	.0005	.0017	.0030	.0026	.0013
Billings	1.2	.0005	5.4	1	99.7	.4	.0005	12,194	.0004	2,024	.0001	.0003	.0004	.0003	.0002
Bottineau	9.1	.0037	-1.5	5	98.8	3.2	.0034	80,271	.0026	39,420	.0024	.0027	.0040	.0034	.0023
Bowman	4.2	.0017	-.7	4	99.5	1.6	.0018	45,533	.0015	19,382	.0012	.0015	.0017	.0017	.0012
Burke	3.5	.0014	-8.4	3	99.5	1.4	.0015	32,651	.0010	12,614	.0007	.0011	.0018	.0013	.0008
Burleigh	63.0	.0254	14.9	39	97.4	23.1	.0250	736,422	.0241	520,680	.0318	.0266	.0246	.0277	.0260
Cass	101.9	.0411	15.5	58	98.6	39.4	.0427	1,179,066	.0385	834,396	.0510	.0427	.0398	.0475	.0373
Cavalier	7.1	.0029	-7.0	5	99.3	2.6	.0028	62,133	.0020	31,144	.0019	.0021	.0033	.0029	.0018
Dickey	7.3	.0029	1.3	6	99.3	2.5	.0027	52,221	.0017	35,137	.0021	.0022	.0036	.0029	.0015
Divide	3.2	.0013	-8.4	2	99.6	1.2	.0013	35,003	.0011	11,507	.0007	.0011	.0014	.0013	.0008
Dunn	4.7	.0019	1.6	2	89.1	1.6	.0018	32,104	.0011	12,410	.0008	.0011	.0023	.0014	.0007
Eddy	3.0	.0012	-15.6	5	99.2	1.3	.0014	26,143	.0008	13,168	.0008	.0008	.0019	.0014	.0006
Emmons	5.6	.0023	-4.7	4	99.9	2.0	.0021	35,856	.0012	28,243	.0017	.0017	.0034	.0022	.0009
Foster	4.4	.0017	-4.6	7	99.4	1.6	.0018	42,506	.0014	34,803	.0021	.0016	.0022	.0021	.0011
Golden Valley	2.4	.0010	.4	2	99.6	.9	.0009	23,170	.0007	19,026	.0012	.0009	.0011	.0010	.0006
Grand Forks	70.6	.0285	6.8	49	95.8	24.6	.0267	869,881	.0284	506,890	.0310	.0292	.0229	.0298	.0275
Grant	4.2	.0017	-1.7	3	99.2	1.5	.0016	21,324	.0007	14,689	.0009	.0009	.0027	.0014	.0003
Griggs	3.6	.0014	-3.1	5	99.5	1.4	.0015	33,791	.0011	10,313	.0006	.0011	.0017	.0015	.0009
Hettinger	4.0	.0017	-6.4	4	99.7	1.5	.0017	30,977	.0010	20,271	.0012	.0013	.0024	.0017	.0007
Kidder	3.8	.0015	-.9	3	99.8	1.4	.0015	20,813	.0007	6,704	.0004	.0007	.0022	.0011	.0004
La Moure	5.8	.0023	-10.4	5	99.6	2.2	.0024	45,903	.0015	17,579	.0011	.0015	.0031	.0023	.0010
Logan	3.1	.0013	-11.3	3	100.0	1.2	.0013	21,395	.0007	18,685	.0011	.0009	.0020	.0011	.0004
McHenry	7.2	.0029	-8.4	4	99.6	2.8	.0030	51,988	.0017	16,279	.0010	.0018	.0039	.0028	.0012
McIntosh	4.4	.0018	-8.3	4	99.7	1.9	.0021	29,158	.0010	25,956	.0016	.0012	.0035	.0017	.0007
McKenzie	7.9	.0031	10.8	3	85.7	2.6	.0028	84,614	.0027	40,206	.0025	.0028	.0032	.0030	.0022
McLean	12.5	.0051	.9	6	94.9	4.4	.0047	129,276	.0043	51,983	.0032	.0041	.0052	.0043	.0034
Mercer	13.3	.0053	41.4	13	97.1	4.9	.0053	147,009	.0047	57,339	.0035	.0045	.0049	.0050	.0040
Morton	26.9	.0109	6.8	14	98.8	9.5	.0103	210,007	.0069	124,935	.0076	.0079	.0118	.0113	.0054
Mountrail	7.8	.0031	1.6	4	86.6	2.9	.0032	79,121	.0026	33,631	.0020	.0025	.0036	.0032	.0020
Nelson	5.0	.0021	-4.5	5	99.8	2.0	.0021	42,542	.0014	37,204	.0023	.0017	.0029	.0022	.0010
Oliver	2.5	.0010	.2	3	98.2	.8	.0009	16,544	.0005	1,983	.0001	.0006	.0010	.0009	.0004
Pembina	10.3	.0041	-1.0	9	99.1	3.7	.0040	99,795	.0033	50,591	.0031	.0034	.0045	.0042	.0025
Pierce	5.9	.0024	-4.3	6	99.1	2.0	.0022	41,307	.0013	46,421	.0029	.0020	.0032	.0026	.0013
Ramsey	13.2	.0053	1.2	11	97.0	5.1	.0055	137,067	.0045	110,993	.0067	.0053	.0065	.0062	.0047
Ransom	6.7	.0027	.0	8	99.6	2.5	.0027	65,799	.0021	33,200	.0021	.0022	.0031	.0028	.0020
Renville	3.6	.0015	-.2	4	99.5	1.4	.0015	34,895	.0012	13,287	.0008	.0011	.0018	.0015	.0009
Richland	19.9	.0080	3.6	14	98.3	7.0	.0076	203,975	.0066	97,852	.0059	.0067	.0075	.0081	.0063
Rolette	13.0	.0053	6.8	14	39.4	3.8	.0041	89,709	.0030	42,308	.0026	.0034	.0056	.0038	.0022
Sargent	5.0	.0020	-9.3	6	99.7	1.9	.0021	44,780	.0014	12,565	.0008	.0013	.0022	.0021	.0011
Sheridan	2.6	.0010	-7.8	3	99.7	1.0	.0011	24,880	.0008	3,758	.0002	.0007	.0010	.0011	.0005
Sioux	4.0	.0016	10.5	4	32.7	.9	.0010	18,522	.0006	6,626	.0004	.0007	.0012	.0008	.0005
Slope	1.2	.0005	3.7	1	99.7	.4	.0004	8,153	.0003	1,767	.0001	.0004	.0006	.0005	.0002
Stark	24.3	.0098	2.5	18	99.0	8.4	.0091	262,917	.0086	257,973	.0158	.0109	.0098	.0115	.0101
Steele	2.8	.0011	-9.9	4	99.7	1.1	.0012	26,306	.0008	9,400	.0006	.0009	.0011	.0013	.0005
Stutsman	24.5	.0099	1.4	11	98.9	9.2	.0100	251,133	.0082	168,857	.0103	.0092	.0111	.0113	.0088
Towner	4.1	.0017	1.2	4	98.7	1.6	.0017	40,230	.0014	21,740	.0013	.0012	.0019	.0017	.0010
Traill	9.3	.0037	-3.4	11	99.5	3.4	.0037	87,354	.0028	38,351	.0023	.0031	.0037	.0038	.0021
Walsh	15.5	.0063	.8	12	99.1	5.6	.0060	144,032	.0047	102,443	.0063	.0053	.0071	.0068	.0044

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S	1988 EBI ($000)	% Of U.S	1988 Retail Sales ($000)	% Of U.S	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
NORTH DAKOTA (continued)															
ALL COUNTIES (continued)															
Ward	61.4	.0247	5.2	30	95.9	21.7	.0236	631,008	.0206	466,782	.0285	.0239	.0239	.0280	.0228
Wells	6.8	.0028	−2.6	5	99.8	2.7	.0029	62,398	.0020	40,537	.0025	.0022	.0037	.0029	.0018
Williams	24.1	.0097	8.4	12	96.1	9.2	.0099	289,020	.0095	248,239	.0151	.0113	.0111	.0119	.0120
TOTAL METRO COUNTIES	**262.4**	**.1059**	**12.0**	**39**	**97.6**	**96.6**	**.1047**	**2,995,376**	**.0979**	**1,986,901**	**.1214**	**.1064**	**.0991**	**.1163**	**.0962**
TOTAL STATE	**686.3**	**.2768**	**5.1**	**10**	**95.8**	**249.9**	**.2707**	**7,000,002**	**.2285**	**4,496,896**	**.2746**	**.2520**	**.2909**	**.2938**	**.2188**
OHIO															
AKRON	**649.5**	**.2621**	**−1.6**	**718**	**89.6**	**246.4**	**.2670**	**7,544,255**	**.2462**	**4,035,493**	**.2464**	**.2495**	**.2625**	**.2680**	**.2464**
Portage	140.6	.0568	3.5	285	96.4	49.2	.0534	1,629,806	.0532	631,937	.0386	.0496	.0450	.0504	.0442
Summit	508.9	.2053	−3.0	1,235	87.7	197.2	.136	5,914,449	.1930	3,403,556	.2078	.1999	.2175	.2176	.2022
CANTON	**403.9**	**.1629**	**−.1**	**418**	**93.1**	**149.2**	**.1617**	**4,309,553**	**.1407**	**2,424,935**	**.1481**	**.1473**	**.1615**	**.1661**	**.1524**
Carroll	28.3	.0114	10.6	72	99.2	10.0	.0109	260,418	.0085	89,837	.0055	.0081	.0098	.0108	.0074
Stark	375.6	.1515	−.9	654	92.6	139.2	.1508	4,049,135	.1322	2,335,098	.1426	.1392	.1517	.1553	.1450
CINCINNATI	**1,442.7**	**.5816**	**2.9**	**674**	**86.5**	**547.2**	**.5931**	**18,008,429**	**.5878**	**9,968,101**	**.6086**	**.5925**	**.5809**	**.5921**	**.5738**
Clermont	146.4	.0590	13.9	321	98.8	51.7	.0561	1,564,379	.0511	735,103	.0449	.0508	.0464	.0582	.0520
Hamilton	872.6	.3519	−.1	2,118	79.0	344.5	.3733	11,618,173	.3792	6,718,996	.4103	.3828	.3806	.3711	.3690
Warren	108.9	.0439	9.7	270	97.8	37.5	.0406	1,328,299	.0433	436,453	.0266	.0385	.0324	.0355	.0392
Dearborn, Ind.	*39.1*	*.0157*	*14.0*	*127*	*98.8*	*13.6*	*.0148*	*382,223*	*.0125*	*152,190*	*.0093*	*.0121*	*.0139*	*.0141*	*.0114*
Boone, Ky.	*53.7*	*.0216*	*17.1*	*218*	*99.1*	*18.4*	*.0200*	*577,384*	*.0188*	*642,686*	*.0392*	*.0255*	*.0198*	*.0274*	*.0229*
Campbell, Ky.	*82.0*	*.0331*	*−1.6*	*539*	*98.6*	*29.8*	*.0323*	*941,307*	*.0308*	*420,580*	*.0257*	*.0296*	*.0306*	*.0305*	*.0303*
Kenton, Ky.	*140.0*	*.0564*	*2.1*	*859*	*96.5*	*51.7*	*.0560*	*1,596,664*	*.0521*	*862,093*	*.0526*	*.0532*	*.0572*	*.0553*	*.0490*
CINCINNATI - HAMILTON CONSOLIDATED AREA	***1,722.8***	***.6946***	***3.8***	***661***	***87.8***	***648.4***	***.7027***	***21,034,297***	***.6866***	***11,285,434***	***.6890***	***.6886***	***.6840***	***.6950***	***.6664***
CLEVELAND	**1,853.9**	**.7477**	**−2.4**	**1,220**	**79.4**	**723.3**	**.7837**	**23,343,482**	**.7619**	**12,990,892**	**.7931**	**.7683**	**.7632**	**.7629**	**.8051**
Cuyahoga	1,438.0	.5800	−4.0	3,133	74.0	577.8	.6261	18,024,251	.5882	10,562,188	.6449	.6036	.6422	.6117	.6389
Geauga	77.8	.0314	4.5	191	98.1	25.7	.0278	1,074,539	.0351	288,911	.0176	.0291	.0189	.0226	.0282
Lake	216.3	.0872	1.6	936	97.8	79.1	.0857	2,649,994	.0865	1,603,039	.0979	.0899	.0712	.0921	.0904
Medina	121.8	.0491	7.6	289	98.9	40.7	.0441	1,594,698	.0521	536,754	.0327	.0457	.0309	.0365	.0476
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***2,776.8***	***1.1201***	***−2.0***	***951***	***83.0***	***1,066.9***	***1.1560***	***34,138,990***	***1.1142***	***18,465,255***	***1.1273***	***1.1193***	***1.1167***	***1.1259***	***1.1558***
COLUMBUS	**1,334.9**	**.5383**	**7.3**	**372**	**87.3**	**517.1**	**.5604**	**15,944,059**	**.5206**	**9,234,114**	**.5639**	**.5371**	**.5471**	**.5865**	**.5195**
Delaware	62.7	.0253	16.5	142	97.0	22.0	.0239	768,580	.0251	240,720	.0147	.0221	.0180	.0211	.0212
Fairfield	100.9	.0407	7.7	199	99.3	35.7	.0387	1,038,915	.0340	428,591	.0262	.0330	.0361	.0386	.0338
Franklin	929.9	.3750	7.0	1,716	82.8	373.8	.4050	11,572,428	.3777	7,496,866	.4578	.4012	.4089	.4357	.3880
Licking	127.6	.0514	5.5	186	97.7	47.6	.0516	1,414,771	.0462	574,564	.0351	.0438	.0463	.0492	.0430
Madison	35.0	.0141	6.0	75	94.6	11.3	.0122	321,736	.0105	163,933	.0100	.0112	.0123	.0127	.0093
Pickaway	46.2	.0186	5.8	92	98.3	15.5	.0168	449,900	.0147	222,672	.0136	.0151	.0165	.0182	.0137
Union	32.6	.0132	10.4	75	97.5	11.2	.0122	377,729	.0124	106,768	.0065	.0107	.0090	.0110	.0105
DAYTON - SPRINGFIELD	**940.0**	**.3791**	**−.2**	**559**	**85.6**	**365.1**	**.3956**	**11,480,152**	**.3747**	**5,975,710**	**.3649**	**.3728**	**.3811**	**.3947**	**.3730**
Clark	146.9	.0593	−2.2	369	90.0	55.9	.0605	1,676,197	.0547	755,259	.0461	.0531	.0573	.0572	.0518
Greene	131.5	.0530	1.3	317	91.5	47.0	.0510	1,714,529	.0559	663,616	.0405	.0508	.0401	.0463	.0477
Miami	91.9	.0370	1.7	224	97.5	34.5	.0374	1,068,025	.0349	487,199	.0298	.0338	.0327	.0377	.0336
Montgomery	569.7	.2298	−.4	1,244	81.2	227.7	.2467	7,021,401	.2292	4,069,636	.2485	.2351	.2510	.2535	.2399
HAMILTON - MIDDLETOWN	**280.1**	**.1130**	**8.2**	**597**	**94.4**	**101.2**	**.1096**	**3,025,868**	**.0988**	**1,317,333**	**.0804**	**.0961**	**.1031**	**.1029**	**.0926**
Butler	280.1	.1130	8.2	597	94.4	101.2	.1096	3,025,868	.0988	1,317,333	.0804	.0961	.1031	.1029	.0926
LIMA	**158.7**	**.0640**	**2.5**	**198**	**92.0**	**57.9**	**.0628**	**1,703,474**	**.0556**	**1,039,824**	**.0636**	**.0596**	**.0610**	**.0669**	**.0577**
Allen	113.6	.0458	1.2	280	88.9	41.6	.0451	1,227,682	.0401	832,968	.0509	.0445	.0455	.0486	.0430
Auglaize	45.1	.0182	6.0	113	99.7	16.3	.0177	475,792	.0155	206,856	.0127	.0151	.0155	.0183	.0147
LORAIN - ELYRIA	**273.4**	**.1103**	**−.6**	**552**	**91.5**	**97.2**	**.1053**	**3,251,253**	**.1061**	**1,438,870**	**.0878**	**.1015**	**.0910**	**.0950**	**.1043**
Lorain	273.4	.1103	−.6	552	91.5	97.2	.1053	3,251,253	.1061	1,438,870	.0878	.1015	.0910	.0950	.1043
MANSFIELD	**129.1**	**.0521**	**−1.6**	**260**	**91.8**	**48.9**	**.0530**	**1,406,471**	**.0459**	**856,667**	**.0523**	**.0491**	**.0514**	**.0564**	**.0477**
Richland	129.1	.0521	−1.6	260	91.8	48.9	.0530	1,406,471	.0459	856,667	.0523	.0491	.0514	.0564	.0477
PARKERSBURG - MARIETTA	**157.6**	**.0636**	**−.2**	**156**	**98.5**	**60.2**	**.0652**	**1,557,601**	**.0508**	**1,005,725**	**.0614**	**.0566**	**.0689**	**.0723**	**.0535**
Washington	65.6	.0265	2.1	103	98.2	24.0	.0260	617,265	.0202	342,645	.0209	.0216	.0268	.0292	.0197
Wood, W. Va.	*92.0*	*.0371*	*−1.7*	*250*	*98.7*	*36.2*	*.0392*	*940,336*	*.0306*	*663,080*	*.0405*	*.0350*	*.0421*	*.0431*	*.0338*
STEUBENVILLE - WEIRTON	**151.0**	**.0609**	**−7.8**	**258**	**95.4**	**57.0**	**.0617**	**1,531,984**	**.0501**	**763,512**	**.0467**	**.0511**	**.0664**	**.0586**	**.0504**
Jefferson	84.0	.0339	−8.3	205	93.6	31.6	.0342	859,231	.0281	410,862	.0251	.0283	.0355	.0313	.0285
Brooke, W. Va.	*28.6*	*.0115*	*−8.1*	*318*	*98.9*	*10.5*	*.0114*	*245,088*	*.0080*	*124,065*	*.0076*	*.0085*	*.0129*	*.0119*	*.0082*
Hancock, W. Va.	*38.4*	*.0155*	*−6.5*	*452*	*96.7*	*14.9*	*.0161*	*427,665*	*.0140*	*228,585*	*.0140*	*.0143*	*.0180*	*.0154*	*.0137*

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

SMM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S	1988 EBI ($000)	% Of U.S	1988 Retail Sales ($000)	% Of U.S	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
OHIO (continued)															
TOLEDO	**615.6**	**.2484**	**–.2**	**450**	**87.7**	**234.0**	**.2535**	**7,295,028**	**.2381**	**4,768,305**	**.2912**	**.2560**	**.2632**	**.2620**	**.2557**
Fulton	41.0	.0166	8.6	101	99.6	14.5	.0157	477,763	.0156	215,813	.0132	.0151	.0132	.0158	.0154
Lucas	461.8	.1863	–2.1	1,354	84.2	180.5	.1956	5,492,788	.1793	3,785,815	.2312	.1962	.2091	.2022	.1964
Wood	112.8	.0455	5.1	182	98.0	39.0	.0422	1,324,477	.0432	766,677	.0468	.0447	.0409	.0440	.0439
YOUNGSTOWN - WARREN	**508.4**	**.2051**	**–4.3**	**494**	**88.1**	**191.3**	**.2073**	**5,627,483**	**.1836**	**2,990,073**	**.1825**	**.1875**	**.2017**	**.2057**	**.1889**
Mahoning	274.9	.1109	–5.0	659	83.9	104.0	.1127	2,679,999	.0874	1,659,833	.1013	.0962	.1196	.1192	.0956
Trumbull	233.5	.0942	–3.5	382	93.0	87.3	.0946	2,947,484	.0962	1,330,240	.0812	.0913	.0821	.0865	.0933
ALL COUNTIES															
Adams	26.4	.0107	8.5	45	99.6	9.4	.0102	181,319	.0059	73,220	.0045	.0064	.0134	.0088	.0045
Allen	113.6	.0458	1.2	280	88.9	41.6	.0451	1,227,682	.0401	832,968	.0509	.0445	.0455	.0486	.0430
Ashland	47.0	.0189	1.8	111	98.8	17.0	.0184	479,959	.0156	228,694	.0139	.0158	.0185	.0191	.0152
Ashtabula	102.1	.0412	–2.0	145	96.3	37.3	.0404	1,039,784	.0340	533,941	.0326	.0349	.0421	.0411	.0323
Athens	58.3	.0235	3.4	115	95.4	19.9	.0216	554,955	.0181	267,202	.0163	.0187	.0249	.0214	.0153
Auglaize	45.1	.0182	6.0	113	99.7	16.3	.0177	475,792	.0155	206,856	.0127	.0151	.0155	.0183	.0147
Belmont	78.5	.0317	–4.9	146	97.6	30.7	.0332	789,786	.0258	542,002	.0331	.0292	.0378	.0352	.0282
Brown	36.0	.0145	12.8	73	98.4	12.8	.0139	311,293	.0101	69,118	.0042	.0093	.0144	.0125	.0078
Butler	280.1	.1130	8.2	597	94.4	101.2	.1096	3,025,868	.0988	1,317,333	.0804	.0961	.1031	.1029	.0926
Carroll	28.3	.0114	10.6	72	99.2	10.0	.0109	260,418	.0085	89,837	.0055	.0081	.0098	.0108	.0074
Champaign	35.5	.0143	5.5	83	96.5	13.2	.0143	384,237	.0125	125,317	.0077	.0115	.0134	.0144	.0110
Clark	146.9	.0593	–2.2	369	90.0	55.9	.0605	1,676,197	.0547	755,259	.0461	.0531	.0573	.0572	.0518
Clermont	146.4	.0590	13.9	321	98.8	51.7	.0561	1,564,379	.0511	735,103	.0449	.0508	.0464	.0582	.0520
Clinton	36.6	.0148	5.8	89	97.5	13.8	.0149	366,272	.0119	172,676	.0105	.0121	.0160	.0153	.0111
Columbiana	111.0	.0448	–2.3	208	98.3	41.7	.0452	1,049,032	.0343	529,070	.0323	.0357	.0492	.0461	.0331
Coshocton	37.0	.0149	2.7	65	98.4	14.2	.0154	366,751	.0120	137,067	.0084	.0116	.0162	.0146	.0111
Crawford	49.3	.0199	–1.6	122	99.0	18.8	.0203	469,238	.0153	186,760	.0114	.0149	.0215	.0205	.0137
Cuyahoga	1,438.0	.5800	–4.0	3,133	74.0	577.8	.6261	18,024,251	.5882	10,562,188	.6449	.6036	.6422	.6117	.6389
Darke	56.7	.0229	2.9	95	99.4	20.8	.0225	549,500	.0180	234,718	.0143	.0178	.0213	.0245	.0163
Defiance	41.0	.0165	2.5	99	98.9	14.5	.0157	439,951	.0143	204,146	.0125	.0143	.0141	.0159	.0138
Delaware	62.7	.0253	16.5	142	97.0	22.0	.0239	768,580	.0251	240,720	.0147	.0221	.0180	.0211	.0212
Erie	78.9	.0318	–1.0	299	91.7	29.4	.0318	889,994	.0290	482,187	.0294	.0296	.0295	.0324	.0303
Fairfield	100.9	.0407	7.7	199	99.3	35.7	.0387	1,038,915	.0340	428,591	.0262	.0330	.0361	.0386	.0338
Fayette	27.6	.0112	.5	68	96.8	10.2	.0111	214,937	.0070	149,612	.0091	.0084	.0150	.0122	.0067
Franklin	929.9	.3750	7.0	1,716	82.8	373.8	.4050	11,572,428	.3777	7,496,866	.4578	.4012	.4089	.4357	.3880
Fulton	41.0	.0166	8.6	101	99.6	14.5	.0157	477,763	.0156	215,813	.0132	.0151	.0132	.0158	.0154
Gallia	31.3	.0126	4.0	66	96.1	11.1	.0120	280,129	.0091	158,699	.0097	.0100	.0137	.0120	.0095
Geauga	77.8	.0314	4.5	191	98.1	25.7	.0278	1,074,539	.0351	288,911	.0176	.0291	.0189	.0226	.0282
Greene	131.5	.0530	1.3	317	91.5	47.0	.0510	1,714,529	.0559	663,616	.0405	.0508	.0401	.0463	.0477
Cruernsey	41.0	.0166	–2.4	79	97.9	15.2	.0164	379,486	.0124	174,837	.0107	.0128	.0183	.0164	.0116
Hamilton	872.6	.3519	–.1	2,118	79.0	344.5	.3733	11,618,173	.3792	6,718,996	.4103	.3828	.3806	.3711	.3690
Hancock	65.4	.0264	1.3	123	98.6	25.2	.0273	847,954	.0277	343,023	.0209	.0255	.0217	.0257	.0253
Hardin	32.9	.0133	.6	70	99.0	12.1	.0131	293,662	.0095	122,101	.0075	.0098	.0150	.0133	.0088
Harrison	16.4	.0066	–9.7	41	97.0	6.0	.0065	145,008	.0048	38,593	.0023	.0043	.0068	.0062	.0038
Henry	28.7	.0116	1.1	69	99.3	10.6	.0115	323,078	.0105	155,659	.0095	.0104	.0100	.0119	.0097
Highland	36.4	.0147	8.7	66	97.3	13.8	.0150	320,192	.0105	138,939	.0085	.0108	.0179	.0149	.0087
Hocking	25.9	.0104	6.6	61	99.2	9.9	.0107	221,456	.0072	98,597	.0060	.0075	.0118	.0114	.0059
Holmes	30.7	.0124	4.4	72	99.7	9.0	.0097	240,436	.0078	95,230	.0058	.0081	.0096	.0098	.0063
Huron	56.5	.0228	3.5	114	98.6	20.6	.0224	575,552	.0188	255,801	.0157	.0187	.0207	.0227	.0179
Jackson	30.6	.0123	.0	73	99.1	11.3	.0122	242,384	.0079	118,214	.0072	.0085	.0148	.0122	.0067
Jefferson	84.0	.0339	–8.3	205	93.6	31.6	.0342	859,231	.0281	410,862	.0251	.0283	.0355	.0313	.0285
Knox	48.8	.0197	5.4	92	99.0	17.8	.0193	443,774	.0145	195,103	.0119	.0149	.0213	.0206	.0128
Lake	216.3	.0872	1.6	936	97.8	79.1	.0857	2,649,994	.0865	1,603,039	.0979	.0899	.0712	.0921	.0904
Lawrence	63.8	.0258	–.1	140	97.1	23.5	.0255	597,094	.0194	171,395	.0104	.0182	.0265	.0218	.0191
Licking	127.6	.0514	5.5	186	97.7	47.6	.0516	1,414,771	.0462	574,564	.0351	.0438	.0463	.0492	.0430
Logan	41.9	.0169	7.0	91	97.8	15.9	.0172	397,010	.0130	158,187	.0097	.0127	.0180	.0177	.0113
Lorain	273.4	.1103	–.6	552	91.5	97.2	.1053	3,251,253	.1061	1,438,870	.0878	.1015	.0910	.0950	.1043
Lucas	461.8	.1863	–2.1	1,354	84.2	180.5	.1956	5,492,788	.1793	3,785,815	.2312	.1962	.2091	.2022	.1964
Madison	35.0	.0141	6.0	75	94.6	11.3	.0122	321,736	.0105	163,933	.0100	.0112	.0123	.0127	.0093
Mahoning	274.9	.1109	–5.0	659	83.9	104.0	.1127	2,679,999	.0874	1,659,833	.1013	.0962	.1196	.1192	.0956
Marion	65.4	.0264	–3.8	162	95.8	23.9	.0259	630,724	.0206	329,668	.0202	.0216	.0258	.0277	.0208
Medina	121.8	.0491	7.6	289	98.9	40.7	.0441	1,594,698	.0521	536,754	.0327	.0457	.0309	.0365	.0476
Meigs	24.5	.0099	3.6	57	98.8	9.1	.0099	182,943	.0059	65,337	.0040	.0062	.0121	.0092	.0058
Mercer	39.9	.0161	4.1	87	99.7	13.5	.0146	463,038	.0151	150,578	.0092	.0135	.0114	.0131	.0130
Miami	91.9	.0370	1.7	224	97.5	34.5	.0374	1,068,025	.0349	487,199	.0298	.0338	.0327	.0377	.0336
Monroe	16.0	.0065	–8.0	35	99.9	6.1	.0066	138,631	.0045	46,876	.0028	.0044	.0076	.0055	.0040
Montgomery	569.7	.2298	–.4	1,244	81.2	227.7	.2467	7,021,401	.2292	4,069,636	.2485	.2351	.2510	.2535	.2399
Morgan	14.5	.0058	1.8	35	95.3	5.2	.0056	119,674	.0039	35,863	.0022	.0038	.0064	.0052	.0031

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S	% Change 1980–88	Pop Per Sq. Mi (Density)	% White	12/31/88 Households (Thousands)	% Of U.S	1988 EBI ($000)	% Of U.S	1988 Retail Sales ($000)	% Of U.S	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
OHIO (continued)															
ALL COUNTIES (continued)															
Morrow	28.4	.0115	7.3	70	99.6	10.0	.0108	237,661	.0077	60,735	.0037	.0073	.0101	.0116	.0059
Muskingum	85.0	.0343	2.0	130	95.1	32.1	.0348	767,383	.0251	452,524	.0276	.0276	.0401	.0366	.0248
Noble	11.7	.0047	3.4	29	99.7	4.3	.0047	103,620	.0034	41,069	.0026	.0035	.0050	.0043	.0027
Ottawa	40.9	.0165	2.1	162	99.0	15.5	.0168	546,431	.0178	267,791	.0163	.0171	.0145	.0166	.0156
Paulding	21.9	.0088	2.8	52	98.6	7.7	.0083	215,055	.0070	43,562	.0027	.0060	.0067	.0074	.0064
Perry	32.9	.0133	6.0	80	99.6	11.6	.0126	268,428	.0088	68,065	.0041	.0083	.0133	.0122	.0067
Pickaway	46.2	.0186	5.8	92	98.3	15.5	.0168	449,900	.0147	222,672	.0136	.0151	.0165	.0182	.0137
Pike	25.1	.0101	10.1	57	98.5	9.1	.0098	218,144	.0071	99,657	.0061	.0074	.0115	.0097	.0060
Portage	140.6	.0568	3.5	285	96.4	49.2	.0534	1,629,806	.0532	631,937	.0386	.0496	.0450	.0504	.0442
Preble	41.2	.0166	7.8	97	99.4	15.0	.0162	498,707	.0163	103,753	.0063	.0133	.0121	.0136	.0131
Putnam	33.8	.0136	2.5	70	99.8	11.3	.0122	281,703	.0091	124,573	.0076	.0096	.0125	.0136	.0081
Richland	129.1	.0521	–1.6	260	91.8	48.9	.0530	1,406,471	.0459	856,667	.0523	.0491	.0514	.0564	.0477
Ross	68.5	.0276	5.4	99	93.9	24.0	.0260	704,981	.0231	285,063	.0174	.0223	.0247	.0251	.0214
Sandusky	64.0	.0258	1.2	156	97.4	23.4	.0254	691,837	.0225	352,205	.0215	.0228	.0242	.0268	.0216
Scioto	82.9	.0335	–2.0	135	96.6	30.4	.0329	707,911	.0231	414,596	.0254	.0258	.0401	.0321	.0242
Seneca	62.5	.0252	1.0	113	97.6	22.2	.0241	583,565	.0191	265,520	.0162	.0195	.0230	.0261	.0187
Shelby	44.5	.0179	3.3	109	98.5	15.3	.0166	494,443	.0161	157,942	.0096	.0145	.0134	.0155	.0141
Stark	375.6	.1515	–.9	654	92.6	139.2	.1508	4,049,135	.1322	2,335,098	.1426	.1392	.1517	.1553	.1450
Summit	508.9	.2053	–3.0	1,235	87.7	197.2	.2136	5,914,449	.1930	3,403,556	.2078	.1999	.2175	.2176	.2022
Trumbull	233.5	.0942	–3.5	382	93.0	87.3	.0946	2,947,484	.0962	1,330,240	.0812	.0913	.0821	.0865	.0933
Tuscarawas	86.6	.0349	2.3	152	98.8	33.4	.0362	843,756	.0275	415,146	.0254	.0284	.0370	.0375	.0270
Union	32.6	.0132	10.4	75	97.5	11.2	.0122	377,729	.0124	106,768	.0065	.0107	.0090	.0110	.0105
Van Wert	31.1	.0125	2.1	76	99.3	11.7	.0126	362,470	.0118	110,578	.0068	.0105	.0101	.0116	.0103
Vinton	12.1	.0049	4.5	29	99.8	4.3	.0047	100,948	.0033	17,841	.0011	.0029	.0048	.0040	.0025
Warren	108.9	.0439	9.7	270	97.8	37.5	.0406	1,328,299	.0433	436,453	.0266	.0385	.0324	.0355	.0392
Washington	65.6	.0265	2.1	103	98.2	24.0	.0260	617,265	.0202	342,645	.0209	.0216	.0268	.0292	.0197
Wayne	104.2	.0420	7.0	187	98.2	36.7	.0398	1,176,277	.0384	461,258	.0282	.0360	.0339	.0397	.0350
Williams	38.4	.0155	5.6	91	99.6	14.4	.0156	405,390	.0132	178,745	.0109	.0131	.0145	.0157	.0119
Wood	112.8	.0455	5.1	182	98.0	39.0	.0422	1,324,477	.0432	766,677	.0468	.0447	.0409	.0440	.0439
Wyandot	22.9	.0092	1.1	56	99.7	8.2	.0089	212,628	.0070	96,861	.0059	.0071	.0085	.0096	.0067
TOTAL METRO COUNTIES	**8,567.3**	**3.4557**	**.5**	**515**	**86.2**	**3,275.1**	**3.5488**	**102,305,305**	**3.3393**	**56,429,672**	**3.4455**	**3.3942**	**3.4728**	**3.5494**	**3.3990**
TOTAL STATE	**10,896.1**	**4.3950**	**.9**	**266**	**88.7**	**4,125.0**	**4.4694**	**125,268,996**	**4.0884**	**66,522,189**	**4.0618**	**4.1417**	**4.4052**	**4.4730**	**4.0889**
OKLAHOMA															
ENID	**61.1**	**.0247**	**–2.7**	**58**	**94.3**	**23.8**	**.0258**	**609,936**	**.0199**	**390,187**	**.0239**	**.0222**	**.0299**	**.0285**	**.0227**
Garfield	61.1	.0247	–2.7	58	94.3	23.8	.0258	609,936	.0199	390,187	.0239	.0222	.0299	.0285	.0227
LAWTON	**119.1**	**.0480**	**5.9**	**111**	**75.3**	**39.0**	**.0423**	**1,043,173**	**.0341**	**607,035**	**.0371**	**.0377**	**.0505**	**.0476**	**.0320**
Comanche	119.1	.0480	5.9	111	75.3	39.0	.0423	1,043,173	.0341	607,035	.0371	.0377	.0505	.0476	.0320
OKLAHOMA CITY	**983.8**	**.3968**	**14.3**	**231**	**85.3**	**377.6**	**.4090**	**10,070,351**	**.3286**	**7,377,849**	**.4503**	**.3788**	**.4659**	**.4590**	**.3977**
Canadian	75.8	.0306	34.3	84	93.5	25.6	.0277	744,100	.0243	384,244	.0234	.0252	.0264	.0287	.0231
Cleveland	164.7	.0665	23.7	311	93.1	59.4	.0643	1,673,964	.0546	1,208,759	.0738	.0627	.0665	.0739	.0606
Logan	31.0	.0125	15.3	41	82.7	10.9	.0118	273,251	.0089	92,498	.0056	.0087	.0133	.0112	.0070
McClain	25.8	.0104	27.1	44	94.8	9.0	.0098	214,323	.0070	99,971	.0061	.0074	.0113	.0093	.0065
Oklahoma	625.9	.2524	10.0	884	81.7	250.4	.2713	6,673,476	.2178	5,278,255	.3222	.2560	.3152	.3118	.2847
Pottawatomie	60.6	.0244	9.7	77	89.2	22.3	.0241	491,237	.0160	314,122	.0192	.0188	.0332	.0241	.0158
TULSA	**747.4**	**.3015**	**13.7**	**149**	**84.8**	**288.6**	**.3127**	**7,579,653**	**.2475**	**4,429,594**	**.2706**	**.2653**	**.3447**	**.3327**	**.2806**
Creek	72.5	.0292	22.8	78	89.1	25.9	.0280	619,068	.0202	276,353	.0169	.0211	.0330	.0278	.0182
Osage	41.9	.0169	6.5	19	78.0	15.4	.0167	374,619	.0123	71,622	.0044	.0108	.0168	.0148	.0098
Rogers	58.7	.0237	26.4	86	88.7	20.1	.0218	535,209	.0175	161,232	.0099	.0165	.0213	.0199	.0155
Tulsa	520.6	.2100	10.6	912	84.1	209.3	.2268	5,549,754	.1812	3,848,193	.2350	.2031	.2563	.2548	.2230
Wagoner	53.7	.0217	28.5	96	87.5	17.9	.0194	501,003	.0163	72,194	.0044	.0138	.0173	.0154	.0141
ALL COUNTIES															
Adair	21.9	.0088	17.9	38	63.3	7.1	.0077	115,912	.0038	33,707	.0021	.0042	.0111	.0062	.0027
Alfalfa	6.7	.0028	–5.3	8	98.4	2.5	.0027	64,984	.0021	34,246	.0021	.0024	.0041	.0027	.0016
Atoka	13.6	.0054	6.7	14	82.3	4.6	.0050	82,020	.0027	55,343	.0034	.0034	.0080	.0042	.0019
Beaver	7.1	.0029	4.3	4	98.7	2.9	.0032	71,392	.0023	11,526	.0007	.0019	.0031	.0029	.0018
Beckham	20.9	.0084	8.6	23	96.4	8.0	.0086	163,179	.0053	218,018	.0133	.0084	.0143	.0103	.0071
Blaine	13.3	.0054	–1.1	14	86.9	5.1	.0056	122,763	.0040	57,321	.0035	.0041	.0067	.0048	.0033
Bryan	34.6	.0140	13.3	38	89.1	13.3	.0144	213,794	.0070	121,198	.0074	.0084	.0222	.0117	.0063
Caddo	33.1	.0133	7.1	26	76.6	12.3	.0133	269,878	.0088	171,715	.0105	.0104	.0181	.0136	.0079
Canadian	75.8	.0306	34.3	84	93.5	25.6	.0277	744,100	.0243	384,244	.0234	.0252	.0264	.0287	.0231
Carter	46.7	.0188	7.1	56	84.1	17.7	.0192	405,258	.0132	265,788	.0162	.0152	.0250	.0188	.0148

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

SaMM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
OKLAHOMA (continued)															
ALL COUNTIES (continued)															
Cherokee	35.5	.0143	15.7	47	69.8	12.4	.0134	224,278	.0073	104,277	.0064	.0085	.0197	.0119	.0057
Choctaw	17.3	.0070	.6	23	74.6	6.1	.0066	103,746	.0034	52,912	.0032	.0041	.0100	.0056	.0028
Cimarron	4.0	.0016	9.6	2	98.7	1.6	.0018	29,961	.0010	16,326	.0010	.0011	.0024	.0016	.0006
Cleveland	164.7	.0665	23.7	311	93.1	59.4	.0643	1,673,964	.0546	1,208,759	.0738	.0627	.0665	.0739	.0606
Coal	6.0	.0024	–.7	12	85.4	2.2	.0024	34,129	.0011	9,595	.0006	.0012	.0036	.0019	.0006
Comanche	119.1	.0480	5.9	111	75.3	39.0	.0423	1,043,173	.0341	607,035	.0371	.0377	.0505	.0476	.0320
Cotton	7.3	.0030	–.5	11	90.0	2.8	.0030	46,467	.0015	24,140	.0015	.0019	.0042	.0028	.0011
Craig	15.1	.0061	.6	20	82.4	5.5	.0060	98,462	.0032	89,430	.0054	.0044	.0087	.0065	.0027
Creek	72.5	.0292	22.8	78	89.1	25.9	.0280	619,068	.0202	276,353	.0169	.0211	.0330	.0278	.0182
Custer	30.7	.0124	18.1	31	90.2	11.5	.0125	319,215	.0104	312,345	.0191	.0133	.0172	.0144	.0126
Delaware	29.5	.0119	23.2	41	76.8	11.1	.0120	187,862	.0062	80,941	.0049	.0070	.0175	.0108	.0048
Dewey	5.9	.0024	–.4	6	94.0	2.1	.0023	56,740	.0018	18,977	.0012	.0017	.0028	.0018	.0014
Ellis	5.6	.0022	.1	5	99.3	2.1	.0023	44,317	.0015	22,348	.0013	.0015	.0031	.0022	.0010
Garfield	61.1	.0247	–2.7	58	94.3	23.8	.0258	609,936	.0199	390,187	.0239	.0222	.0299	.0285	.0227
Garvin	28.9	.0116	3.7	36	92.5	11.1	.0120	251,001	.0082	140,552	.0086	.0089	.0165	.0113	.0078
Grady	44.5	.0180	12.7	40	92.5	16.1	.0174	355,068	.0116	192,341	.0117	.0130	.0224	.0171	.0112
Grant	6.2	.0025	–4.9	6	99.3	2.4	.0026	55,259	.0018	24,076	.0015	.0018	.0030	.0026	.0013
Greer	6.6	.0026	–6.1	10	92.8	2.8	.0031	47,345	.0015	16,265	.0010	.0016	.0045	.0023	.0012
Harmon	4.2	.0017	–7.1	8	91.5	1.7	.0018	22,384	.0007	12,010	.0007	.0009	.0035	.0010	.0005
Harper	4.4	.0018	–6.7	4	99.2	1.8	.0020	38,458	.0013	13,090	.0008	.0012	.0023	.0020	.0009
Haskell	12.2	.0049	10.8	21	89.0	4.7	.0050	82,419	.0027	39,498	.0024	.0031	.0076	.0041	.0020
Hughes	14.3	.0058	–.3	18	81.3	5.6	.0061	92,003	.0030	56,128	.0034	.0037	.0094	.0051	.0024
Jackson	30.5	.0123	.5	37	87.6	11.1	.0120	223,494	.0073	203,913	.0125	.0097	.0174	.0137	.0083
Jefferson	8.6	.0035	3.7	11	96.0	3.2	.0035	47,174	.0015	19,856	.0012	.0019	.0055	.0027	.0009
Johnston	10.8	.0043	4.3	17	84.0	4.0	.0043	59,299	.0020	12,670	.0008	.0021	.0070	.0026	.0013
Kay	50.7	.0205	1.7	55	91.6	20.2	.0219	507,741	.0165	319,860	.0195	.0183	.0261	.0225	.0177
Kingfisher	14.7	.0059	3.6	16	94.2	5.4	.0059	125,426	.0041	95,640	.0058	.0050	.0067	.0071	.0034
Kiowa	12.4	.0050	–2.5	12	89.6	5.1	.0055	86,342	.0028	48,085	.0030	.0032	.0088	.0042	.0024
Latimer	10.5	.0042	6.7	14	82.7	3.7	.0040	62,923	.0021	22,551	.0014	.0022	.0062	.0033	.0013
Le Flore	47.2	.0191	16.0	30	88.5	17.2	.0187	303,759	.0099	124,052	.0075	.0111	.0269	.0168	.0077
Lincoln	31.4	.0126	18.0	33	92.6	11.8	.0127	256,962	.0084	97,294	.0060	.0085	.0151	.0121	.0071
Logan	31.0	.0125	15.3	41	82.7	10.9	.0118	273,251	.0089	92,498	.0056	.0087	.0133	.0112	.0070
Love	8.3	.0034	11.1	16	90.0	3.2	.0035	61,996	.0020	15,228	.0009	.0020	.0042	.0030	.0015
McClain	25.8	.0104	27.1	44	94.8	9.0	.0098	214,323	.0070	99,971	.0061	.0074	.0113	.0093	.0065
McCurtain	37.1	.0150	2.6	20	76.8	13.0	.0141	216,679	.0071	124,659	.0077	.0088	.0214	.0126	.0062
McIntosh	18.0	.0072	15.7	30	79.1	7.1	.0076	125,855	.0041	80,650	.0049	.0050	.0111	.0071	.0032
Major	8.9	.0036	1.5	9	98.2	3.2	.0035	71,413	.0023	48,201	.0029	.0027	.0043	.0036	.0018
Marshall	11.8	.0048	11.8	32	90.0	5.0	.0054	91,288	.0030	42,036	.0026	.0032	.0082	.0046	.0019
Mayes	35.4	.0142	9.7	55	84.5	13.0	.0141	271,922	.0089	150,909	.0092	.0101	.0189	.0138	.0085
Murray	12.6	.0051	3.7	30	90.7	4.9	.0053	88,346	.0029	60,424	.0037	.0036	.0075	.0057	.0021
Muskogee	71.1	.0287	6.1	87	74.9	26.6	.0288	524,642	.0171	358,930	.0219	.0209	.0403	.0289	.0187
Noble	12.3	.0050	6.3	17	90.6	4.8	.0052	122,201	.0040	50,412	.0031	.0038	.0058	.0051	.0032
Nowata	11.3	.0045	–1.6	21	84.4	4.3	.0047	99,333	.0032	26,260	.0016	.0031	.0051	.0044	.0024
Okfuskee	11.5	.0047	3.4	18	70.0	4.4	.0048	82,846	.0027	25,537	.0016	.0027	.0065	.0036	.0020
Oklahoma	625.9	.2524	10.0	884	81.7	250.4	.2713	6,673,476	.2178	5,278,255	.3222	.2560	.3152	.3118	.2847
Okmulgee	40.1	.0162	2.4	57	76.0	15.2	.0164	315,511	.0103	139,004	.0085	.0111	.0223	.0141	.0093
Osage	41.9	.0169	6.5	19	78.0	15.4	.0167	374,619	.0123	71,622	.0044	.0108	.0168	.0148	.0098
Ottawa	33.0	.0133	.4	71	85.0	12.5	.0136	231,698	.0075	147,695	.0090	.0091	.0198	.0134	.0076
Pawnee	17.9	.0072	16.9	32	91.3	6.8	.0073	155,367	.0051	46,740	.0029	.0048	.0085	.0065	.0039
Payne	63.7	.0257	2.0	92	92.2	24.0	.0260	552,272	.0180	324,089	.0198	.0201	.0363	.0241	.0162
Pittsburg	43.6	.0176	7.6	35	86.2	16.9	.0184	297,444	.0097	159,714	.0097	.0113	.0258	.0175	.0076
Pontotoc	34.6	.0140	6.1	48	88.2	13.2	.0143	268,006	.0088	212,802	.0130	.0110	.0205	.0143	.0098
Pottawatomie	60.6	.0244	9.7	77	89.2	22.3	.0241	491,237	.0160	314,122	.0192	.0188	.0332	.0241	.0158
Pushmataha	12.7	.0051	7.9	9	87.2	4.9	.0053	78,604	.0026	26,843	.0016	.0026	.0083	.0039	.0016
Roger Mills	5.2	.0021	8.4	5	92.4	1.9	.0021	59,820	.0019	30,834	.0019	.0020	.0027	.0023	.0012
Rogers	58.7	.0237	26.4	86	88.7	20.1	.0218	535,209	.0175	161,232	.0099	.0165	.0213	.0199	.0155
Seminole	27.9	.0113	1.6	44	76.1	10.5	.0113	214,464	.0070	97,650	.0059	.0075	.0164	.0103	.0059
□ Sequoyah	36.6	.0147	19.0	54	80.9	12.6	.0137	210,198	.0069	81,816	.0050	.0080	.0199	.0122	.0051
Stephens	43.5	.0176	.2	49	94.5	16.8	.0182	401,048	.0130	214,873	.0131	.0139	.0219	.0179	.0128
Texas	17.7	.0071	–.2	9	98.5	6.5	.0070	156,902	.0052	111,517	.0068	.0060	.0085	.0085	.0056
Tillman	11.0	.0044	–11.3	12	85.3	4.1	.0045	63,715	.0020	31,047	.0019	.0025	.0070	.0034	.0015
Tulsa	520.6	.2100	10.6	912	84.1	209.3	.2268	5,549,754	.1812	3,848,193	.2350	.2031	.2563	.2548	.2230
Wagoner	53.7	.0217	28.5	96	87.5	17.9	.0194	501,003	.0163	72,194	.0044	.0138	.0173	.0154	.0141
Washington	43.2	.0174	–10.2	102	90.2	17.4	.0188	587,738	.0192	295,477	.0181	.0185	.0194	.0179	.0193
Washita	13.2	.0053	–4.3	13	97.9	5.0	.0054	127,303	.0042	63,858	.0039	.0043	.0066	.0055	.0035
Woods	10.1	.0041	–7.5	8	98.3	4.0	.0044	100,333	.0032	68,101	.0041	.0037	.0057	.0043	.0035

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S	% Change 1980-88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S	1988 EBI ($000)	% Of U.S	1988 Retail Sales ($000)	% Of U.S	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
OKLAHOMA (continued)															
ALL COUNTIES (continued)															
Woodward	20.9	.0084	-1.3	17	98.3	7.4	.0080	212,525	.0070	218,804	.0134	.0092	.0105	.0100	.0088
TOTAL METRO COUNTIES	**1,948.0**	**.7857**	**13.0**	**161**	**84.7**	**741.6**	**.8035**	**19,513,311**	**.6370**	**12,886,481**	**.7869**	**.7120**	**.9109**	**.8800**	**.7381**
TOTAL STATE	**3,317.5**	**1.3381**	**9.7**	**48**	**85.3**	**1,257.0**	**1.3620**	**30,363,996**	**.9910**	**19,196,809**	**1.1722**	**1.1148**	**1.6751**	**1.4115**	**1.0658**
OREGON															
EUGENE - SPRINGFIELD	**268.1**	**.1082**	**-2.6**	**59**	**96.9**	**106.7**	**.1156**	**2,853,915**	**.0932**	**1,624,546**	**.0992**	**.0979**	**.1229**	**.1185**	**.0947**
Lane	268.1	.1082	-2.6	59	96.9	106.7	.1156	2,853,915	.0932	1,624,546	.0992	.0979	.1229	.1185	.0947
MEDFORD	**144.2**	**.0582**	**8.9**	**52**	**98.0**	**55.3**	**.0600**	**1,386,543**	**.0453**	**861,723**	**.0527**	**.0501**	**.0655**	**.0661**	**.0439**
Jackson	144.2	.0582	8.9	52	98.0	55.3	.0600	1,386,543	.0453	861,723	.0527	.0501	.0655	.0661	.0439
PORTLAND	**1,179.3**	**.4756**	**6.7**	**315**	**93.2**	**469.2**	**.5083**	**15,528,653**	**.5069**	**8,944,810**	**.5460**	**.5123**	**.4534**	**.5153**	**.5388**
Clackamas	264.1	.1065	9.2	141	97.8	96.2	.1042	3,289,152	.1073	1,388,504	.0847	.1004	.0919	.0977	.1008
Multnomah	568.3	.2292	1.0	1,319	88.9	243.0	.2633	7,256,031	.2368	4,877,758	.2978	.2536	.2555	.2767	.2707
Washington	287.6	.1160	17.0	397	96.3	108.8	.1178	4,386,573	.1432	2,373,691	.1449	.1382	.0833	.1171	.1486
Yamhill	59.3	.0239	7.2	83	97.9	21.2	.0230	596,897	.0195	304,857	.0186	.0201	.0227	.0238	.0187
PORTLAND - VANCOUVER CONSOLIDATED AREA	***1,395.9***	***.5630***	***7.5***	***320***	***93.7***	***550.6***	***.5965***	***18,112,150***	***.5911***	***9,927,612***	***.6060***	***.5998***	***.5307***	***.5928***	***.6186***
SALEM	**268.5**	**.1083**	**7.4**	**139**	**96.9**	**101.1**	**.1096**	**2,661,167**	**.0868**	**1,365,625**	**.0834**	**.0901**	**.1119**	**.1135**	**.0862**
Marion	220.4	.0889	7.7	186	96.9	83.1	.0901	2,179,297	.0711	1,260,603	.0770	.0765	.0927	.0960	.0738
Polk	48.1	.0194	6.4	65	97.4	18.0	.0195	481,870	.0157	105,022	.0064	.0136	.0192	.0175	.0124
ALL COUNTIES															
Baker	15.2	.0062	-5.8	5	98.9	6.0	.0065	121,244	.0039	79,166	.0048	.0046	.0088	.0066	.0036
Benton	66.9	.0270	-1.9	99	95.4	24.4	.0264	777,210	.0254	343,032	.0210	.0244	.0270	.0246	.0231
Clackamas	264.1	.1065	9.2	141	97.8	96.2	.1042	3,289,152	.1073	1,388,504	.0847	.1004	.0919	.0977	.1008
Clatsop	32.6	.0131	.3	40	96.7	12.9	.0140	332,646	.0109	231,276	.0142	.0123	.0182	.0146	.0116
Columbia	36.9	.0149	3.5	57	98.4	13.6	.0148	366,843	.0120	120,474	.0073	.0112	.0145	.0132	.0120
Coos	60.4	.0244	-5.7	38	96.6	23.6	.0255	559,591	.0182	323,854	.0198	.0199	.0296	.0266	.0192
Crook	13.9	.0056	6.2	5	98.6	5.4	.0059	124,354	.0041	47,107	.0029	.0040	.0071	.0064	.0036
Curry	17.6	.0071	3.6	11	97.3	7.5	.0081	177,204	.0058	111,225	.0068	.0063	.0103	.0087	.0054
Deschutes	71.4	.0288	14.9	24	98.5	27.2	.0295	677,727	.0221	402,009	.0245	.0243	.0324	.0322	.0235
Douglas	96.1	.0388	2.5	19	97.8	35.5	.0384	845,604	.0276	497,157	.0304	.0307	.0428	.0435	.0277
Gilliam	1.7	.0006	-17.4	1	98.8	.8	.0009	24,871	.0008	4,796	.0002	.0006	.0007	.0007	.0006
Grant	8.6	.0035	4.8	2	98.4	3.3	.0036	71,503	.0023	26,077	.0016	.0023	.0040	.0036	.0020
Harney	7.8	.0032	-6.2	1	96.2	2.9	.0031	62,177	.0021	32,782	.0020	.0022	.0036	.0037	.0017
Hood River	16.2	.0065	2.3	31	96.3	6.3	.0068	152,333	.0049	103,162	.0063	.0057	.0087	.0073	.0047
Jackson	144.2	.0582	8.9	52	98.0	55.3	.0600	1,386,543	.0453	861,723	.0527	.0501	.0655	.0661	.0439
Jefferson	12.7	.0051	9.5	7	79.9	4.6	.0049	118,136	.0038	67,228	.0041	.0041	.0058	.0056	.0034
Josephine	74.6	.0301	26.8	45	98.2	28.9	.0314	634,203	.0207	400,446	.0244	.0238	.0381	.0331	.0210
Klamath	57.8	.0233	-2.2	10	94.7	22.2	.0240	516,068	.0169	364,891	.0223	.0198	.0295	.0263	.0188
Lake	7.6	.0030	.9	1	97.8	3.0	.0033	65,286	.0021	36,619	.0022	.0023	.0040	.0033	.0020
Lane	268.1	.1082	-2.6	59	96.9	106.7	.1156	2,853,915	.0932	1,624,546	.0992	.0979	.1229	.1185	.0947
Lincoln	37.1	.0149	5.2	38	97.4	16.0	.0173	453,891	.0148	200,425	.0123	.0141	.0171	.0164	.0122
Linn	89.1	.0360	-.5	39	98.1	33.9	.0367	886,019	.0289	509,374	.0311	.0310	.0388	.0382	.0279
Malheur	27.2	.0110	1.1	3	95.4	9.7	.0105	226,945	.0074	188,864	.0115	.0093	.0131	.0123	.0081
Marion	220.4	.0889	7.7	186	96.9	83.1	.0901	2,179,297	.0711	1,260,603	.0770	.0765	.0927	.0960	.0738
Morrow	8.3	.0033	10.4	4	98.7	2.9	.0031	90,156	.0030	23,320	.0014	.0025	.0025	.0028	.0025
Multnomah	568.3	.2292	1.0	1,319	88.9	243.0	.2633	7,256,031	.2368	4,877,758	.2978	.2536	.2555	.2767	.2707
Polk	48.1	.0194	6.4	65	97.4	18.0	.0195	481,870	.0157	105,022	.0064	.0136	.0192	.0175	.0124
Sherman	1.8	.0008	-17.1	2	99.0	.7	.0008	18,653	.0006	10,314	.0007	.0007	.0005	.0009	.0004
Tillamook	21.7	.0087	2.5	20	98.1	8.8	.0095	195,857	.0064	101,695	.0062	.0068	.0122	.0099	.0056
Umatilla	60.0	.0242	1.9	19	96.1	21.7	.0235	587,570	.0192	377,000	.0230	.0214	.0267	.0268	.0190
Union	23.2	.0094	-3.0	11	98.0	8.4	.0091	217,619	.0071	129,513	.0079	.0078	.0102	.0095	.0075
Wallowa	7.2	.0029	-1.0	2	99.4	3.0	.0033	62,177	.0020	38,140	.0023	.0023	.0044	.0034	.0016
Wasco	20.6	.0083	-5.2	9	95.7	8.2	.0089	214,510	.0070	153,424	.0094	.0080	.0093	.0089	.0079
Washington	287.6	.1160	17.0	397	96.3	108.8	.1178	4,386,573	.1432	2,373,691	.1449	.1382	.0833	.1171	.1486
Wheeler	1.3	.0005	-14.1	1	99.2	.7	.0008	9,327	.0003	4,166	.0003	.0003	.0012	.0004	.0001
Yamhill	59.3	.0239	7.2	83	97.9	21.2	.0230	596,897	.0195	304,857	.0186	.0201	.0227	.0238	.0187
TOTAL METRO COUNTIES	**1,860.1**	**.7503**	**5.5**	**143**	**94.6**	**732.3**	**.7935**	**22,430,278**	**.7321**	**12,796,704**	**.7813**	**.7504**	**.7537**	**.8134**	**.7636**
TOTAL STATE	**2,755.6**	**1.1115**	**4.7**	**29**	**95.4**	**1,074.4**	**1.1641**	**31,020,002**	**1.0124**	**17,724,240**	**1.0822**	**1.0531**	**1.1748**	**1.2029**	**1.0403**

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop. Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
PENNSYLVANIA															
ALLENTOWN - BETHLEHEM	**674.3**	**.2720**	**6.1**	**459**	**97.6**	**260.6**	**.2823**	**8,791,196**	**.2870**	**4,620,814**	**.2821**	**.2822**	**.2590**	**.2804**	**.2833**
Carbon	55.4	.0223	4.0	144	99.7	21.8	.0236	572,213	.0187	210,526	.0128	.0175	.0251	.0230	.0160
Lehigh	286.6	.1156	5.2	824	97.3	113.9	.1234	4,118,287	.1345	2,646,626	.1616	.1388	.1099	.1297	.1432
Northampton	242.7	.0979	7.7	645	97.1	91.9	.0995	2,832,197	.0924	1,134,791	.0693	.0864	.0923	.0931	.0873
Warren, N. J.	*89.6*	*.0362*	*6.1*	*250*	*98.1*	*33.0*	*.0358*	*1,268,499*	*.0414*	*628,871*	*.0384*	*.0395*	*.0317*	*.0346*	*.0368*
ALTOONA	**133.2**	**.0538**	**–2.5**	**253**	**98.9**	**50.6**	**.0548**	**1,345,326**	**.0439**	**888,923**	**.0542**	**.0490**	**.0606**	**.0609**	**.0491**
Blair	133.2	.0538	–2.5	253	98.9	50.6	.0548	1,345,326	.0439	888,923	.0542	.0490	.0606	.0609	.0491
BEAVER COUNTY	**192.0**	**.0775**	**–6.1**	**440**	**93.5**	**71.5**	**.0775**	**2,145,519**	**.0700**	**963,061**	**.0588**	**.0682**	**.0786**	**.0709**	**.0701**
Beaver	192.0	.0775	–6.1	440	93.5	71.5	.0775	2,145,519	.0700	963,061	.0588	.0682	.0786	.0709	.0701
ERIE	**282.8**	**.1141**	**1.1**	**352**	**94.5**	**104.2**	**.1129**	**3,330,862**	**.1087**	**1,673,366**	**.1022**	**.1077**	**.1063**	**.1131**	**.1093**
Erie	282.8	.1141	1.1	352	94.5	104.2	.1129	3,330,862	.1087	1,673,366	.1022	.1077	.1063	.1131	.1093
HARRISBURG - LEBANON - CARLISLE	**588.4**	**.2372**	**5.8**	**295**	**92.5**	**227.5**	**.2465**	**7,740,935**	**.2526**	**4,850,710**	**.2961**	**.2627**	**.2392**	**.2718**	**.2489**
Cumberland	194.3	.0783	8.2	355	97.5	73.4	.0795	2,730,081	.0891	1,998,751	.1221	.0969	.0812	.0933	.0883
Dauphin	238.8	.0963	2.8	452	84.3	96.7	.1048	3,330,927	.1087	1,912,506	.1167	.1087	.1006	.1096	.1077
Lebanon	113.6	.0458	4.6	313	98.8	42.0	.0455	1,241,127	.0405	796,732	.0486	.0441	.0432	.0521	.0410
Perry	41.7	.0168	16.7	75	99.7	15.4	.0167	438,800	.0143	142,721	.0087	.0130	.0142	.0168	.0119
JOHNSTOWN	**254.8**	**.1028**	**–3.7**	**144**	**98.3**	**93.5**	**.1014**	**2,193,848**	**.0716**	**1,159,876**	**.0709**	**.0776**	**.1203**	**.1056**	**.0671**
Cambria	172.4	.0696	–5.9	249	97.6	62.8	.0681	1,494,024	.0488	823,665	.0503	.0534	.0817	.0708	.0471
Somerset	82.4	.0332	1.4	77	99.7	30.7	.0333	699,824	.0228	336,211	.0206	.0242	.0386	.0348	.0200
LANCASTER	**407.2**	**.1643**	**12.4**	**428**	**96.9**	**149.3**	**.1617**	**5,047,520**	**.1647**	**2,876,877**	**.1757**	**.1680**	**.1502**	**.1756**	**.1719**
Lancaster	407.2	.1643	12.4	428	96.9	149.3	.1617	5,047,520	.1647	2,876,877	.1757	.1680	.1502	.1756	.1719
PHILADELPHIA	**4,909.7**	**1.9806**	**4.1**	**1,390**	**78.9**	**1,823.6**	**1.9760**	**68,734,834**	**2.2433**	**35,844,743**	**2.1886**	**2.1747**	**1.8419**	**1.9135**	**2.2272**
Bucks	542.1	.2187	13.1	889	96.2	192.0	.2080	7,704,652	.2514	4,410,312	.2693	.2502	.1691	.2087	.2269
Chester	353.4	.1426	11.6	466	91.0	127.0	.1376	5,694,023	.1859	2,103,271	.1284	.1600	.0969	.1215	.1586
Delaware	570.5	.2302	2.8	3,101	89.0	212.3	.2300	8,218,428	.2682	4,681,109	.2859	.2658	.2139	.2339	.2801
Montgomery	683.6	.2757	6.3	1,407	93.2	255.3	.2767	11,427,564	.3730	7,306,580	.4461	.3756	.2440	.3001	.3813
Philadelphia	1,642.9	.6627	–2.7	12,080	57.6	641.6	.6952	19,288,888	.6295	9,625,782	.5877	.6238	.7700	.6425	.6667
Burlington, N. J.	*399.9*	*.1613*	*10.3*	*495*	*83.8*	*136.3*	*.1477*	*6,337,716*	*.2069*	*2,569,206*	*.1569*	*.1828*	*.0994*	*.1336*	*.1823*
Camden, N. J.	*497.5*	*.2007*	*5.5*	*2,231*	*82.0*	*182.7*	*.1980*	*7,151,601*	*.2334*	*3,610,275*	*.2204*	*.2229*	*.1744*	*.1926*	*.2405*
Gloucester, N. J.	*219.8*	*.0887*	*9.9*	*672*	*89.3*	*76.4*	*.0828*	*2,911,962*	*.0950*	*1,538,208*	*.0939*	*.0936*	*.0742*	*.0806*	*.0908*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,942.1***	***2.3971***	***4.6***	***1,111***	***79.3***	***2,196.0***	***2.3794***	***84,139,705***	***2.7463***	***43,452,959***	***2.6531***	***2.6488***	***2.2014***	***2.3029***	***2.7067***
PITTSBURGH	**2,109.1**	**.8507**	**–5.0**	**618**	**90.9**	**830.9**	**.9003**	**25,506,383**	**.8325**	**13,247,975**	**.8089**	**.8291**	**.9253**	**.8737**	**.8500**
Allegheny	1,360.5	.5488	–6.2	1,871	87.7	548.1	.5938	17,491,086	.5709	9,272,046	.5662	.5650	.6094	.5725	.5907
Fayette	153.9	.0620	–3.5	194	95.5	57.0	.0618	1,299,372	.0424	729,357	.0445	.0470	.0781	.0612	.0416
Washington	213.4	.0861	–1.7	249	95.8	81.0	.0878	2,417,420	.0789	1,073,006	.0655	.0765	.0852	.0820	.0734
Westmoreland	381.3	.1538	–2.8	369	97.7	144.8	.1569	4,298,505	.1403	2,173,566	.1327	.1406	.1526	.1580	.1443
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***2,301.1***	***.9282***	***–5.1***	***598***	***91.1***	***902.4***	***.9778***	***27,651,902***	***.9025***	***14,211,036***	***.8677***	***.8973***	***1.0039***	***.9446***	***.9201***
READING	**329.4**	**.1328**	**5.4**	**383**	**96.6**	**128.7**	**.1394**	**4,150,669**	**.1355**	**2,626,914**	**.1604**	**.1423**	**.1349**	**.1474**	**.1742**
Berks	329.4	.1328	5.4	383	96.6	128.7	.1394	4,150,669	.1355	2,626,914	.1604	.1423	.1349	.1474	.1742
SCRANTON - WILKES-BARRE	**736.4**	**.2970**	**1.0**	**259**	**98.9**	**283.5**	**.3071**	**7,976,125**	**.2602**	**4,655,419**	**.2843**	**.2749**	**.3310**	**.3327**	**.2594**
Columbia	62.7	.0253	1.2	129	99.2	23.1	.0250	618,713	.0202	301,955	.0185	.0207	.0266	.0277	.0188
Lackawanna	222.3	.0896	–2.5	482	99.0	85.4	.0926	2,457,586	.0802	1,539,130	.0939	.0862	.0993	.1007	.0842
Luzerne	331.9	.1339	–3.3	373	98.9	129.3	.1401	3,562,927	.1162	2,091,500	.1277	.1232	.1550	.1504	.1193
Monroe	90.2	.0364	30.0	148	97.9	35.3	.0382	1,034,939	.0338	594,065	.0363	.0350	.0393	.0417	.0292
Wyoming	29.3	.0118	10.8	73	99.5	10.4	.0112	301,960	.0098	128,769	.0079	.0098	.0108	.0122	.0079
SHARON	**124.7**	**.0502**	**–2.8**	**186**	**95.0**	**46.1**	**.0500**	**1,358,378**	**.0443**	**629,610**	**.0385**	**.0437**	**.0473**	**.0486**	**.0444**
Mercer	124.7	.0502	–2.8	186	95.0	46.1	.0500	1,358,378	.0443	629,610	.0385	.0437	.0473	.0486	.0444
STATE COLLEGE	**118.0**	**.0476**	**4.6**	**107**	**97.1**	**40.3**	**.0437**	**1,150,956**	**.0375**	**676,418**	**.0413**	**.0408**	**.0487**	**.0462**	**.0361**
Centre	118.0	.0476	4.6	107	97.1	40.3	.0437	1,150,956	.0375	676,418	.0413	.0408	.0487	.0462	.0361
WILLIAMSPORT	**118.5**	**.0478**	**.1**	**96**	**97.9**	**44.4**	**.0481**	**1,261,796**	**.0412**	**726,079**	**.0443**	**.0434**	**.0511**	**.0524**	**.0450**
Lycoming	118.5	.0478	.1	96	97.9	44.4	.0481	1,261,796	.0412	726,079	.0443	.0434	.0511	.0524	.0450
YORK	**406.4**	**.1640**	**6.6**	**285**	**96.6**	**154.3**	**.1672**	**5,000,119**	**.1632**	**2,292,858**	**.1400**	**.1563**	**.1482**	**.1644**	**.1583**
Adams	72.3	.0292	5.9	139	98.4	26.1	.0283	826,101	.0269	275,475	.0168	.0244	.0243	.0276	.0229
York	334.1	.1348	6.8	369	96.2	128.2	.1389	4,174,018	.1363	2,017,383	.1232	.1319	.1239	.1368	.1354
ALL COUNTIES															
Adams	72.3	.0292	5.9	139	98.4	26.1	.0283	826,101	.0269	275,475	.0168	.0244	.0243	.0276	.0229
Allegheny	1,360.5	.5488	–6.2	1,871	87.7	548.1	.5938	17,491,086	.5709	9,272,046	.5662	.5650	.6094	.5725	.5907

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980-88	Pop Per Sq. Mi (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1989 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
PENNSYLVANIA (continued)															
ALL COUNTIES (continued)															
Armstrong	79.2	.0319	1.8	123	98.8	30.0	.0325	806,475	.0263	340,609	.0208	.0258	.0353	.0313	.0239
Beaver	192.0	.0775	-6.1	440	93.5	71.5	.0775	2,145,519	.0700	963,061	.0588	.0682	.0786	.0709	.0701
Bedford	48.4	.0195	3.5	48	99.4	17.8	.0193	449,855	.0147	242,230	.0148	.0157	.0212	.0209	.0122
Berks	329.4	.1328	5.4	383	96.6	128.7	.1394	4,150,669	.1355	2,626,914	.1604	.1423	.1349	.1474	.1742
Blair	133.2	.0538	-2.5	253	98.9	50.6	.0548	1,345,326	.0439	888,923	.0542	.0490	.0606	.0609	.0491
Bradford	65.8	.0265	4.6	57	99.5	24.3	.0264	665,131	.0217	275,556	.0169	.0213	.0261	.0270	.0192
Bucks	542.1	.2187	13.1	889	96.2	192.0	.2080	7,704,652	.2514	4,410,312	.2693	.2502	.1691	.2087	.2269
Butler	155.4	.0626	5.1	197	99.1	55.7	.0603	1,591,446	.0520	752,911	.0459	.0523	.0559	.0629	.0518
Cambria	172.4	.0696	-5.9	249	97.6	62.8	.0681	1,494,024	.0488	823,665	.0503	.0534	.0817	.0708	.0471
Cameron	6.4	.0026	-4.1	16	99.5	2.7	.0029	65,951	.0021	23,609	.0015	.0021	.0033	.0031	.0016
Carbon	55.4	.0223	4.0	144	99.7	21.8	.0236	572,213	.0187	210,526	.0128	.0175	.0251	.0230	.0160
Centre	118.0	.0476	4.6	107	97.1	40.3	.0437	1,150,956	.0375	676,418	.0413	.0408	.0487	.0462	.0361
Chester	353.4	.1426	11.6	466	91.0	127.0	.1376	5,694,023	.1859	2,103,271	.1284	.1600	.0969	.1215	.1586
Clarion	43.5	.0175	.3	72	99.0	14.9	.0161	387,261	.0126	196,808	.0121	.0134	.0176	.0157	.0125
Clearfield	82.8	.0334	-.9	72	99.5	30.6	.0332	774,941	.0253	496,818	.0303	.0285	.0384	.0367	.0251
Clinton	39.2	.0158	.6	44	99.4	14.3	.0155	325,771	.0106	231,410	.0141	.0126	.0180	.0188	.0112
Columbia	62.7	.0253	1.2	129	99.2	23.1	.0250	618,713	.0202	301,955	.0185	.0207	.0266	.0277	.0188
Crawford	87.4	.0353	-1.7	86	98.2	32.3	.0350	896,738	.0293	420,410	.0256	.0293	.0359	.0361	.0266
Cumberland	194.3	.0783	8.2	355	97.5	73.4	.0795	2,730,081	.0891	1,998,751	.1221	.0969	.0812	.0933	.0883
Dauphin	238.8	.0963	2.8	452	84.3	96.7	.1048	3,330,927	.1087	1,912,506	.1167	.1087	.1006	.1096	.1077
Delaware	570.5	.2302	2.8	3,101	89.0	212.3	.2300	8,218,428	.2682	4,681,109	.2859	.2658	.2139	.2339	.2801
Elk	38.5	.0155	.4	46	99.7	14.0	.0152	420,959	.0138	149,436	.0091	.0128	.0143	.0151	.0122
Erie	282.8	.1141	1.1	352	94.5	104.2	.1129	3,330,862	.1087	1,673,366	.1022	.1077	.1063	.1131	.1093
Fayette	153.9	.0620	-3.5	194	95.5	57.0	.0618	1,299,372	.0424	729,357	.0445	.0470	.0781	.0612	.0416
Forest	4.8	.0020	-5.4	11	99.3	1.9	.0020	44,469	.0014	18,534	.0011	.0015	.0024	.0021	.0010
Franklin	121.6	.0490	7.0	157	97.5	45.8	.0497	1,397,671	.0457	516,354	.0316	.0421	.0415	.0505	.0427
Fulton	14.4	.0058	12.1	33	99.0	5.5	.0059	137,353	.0044	31,408	.0019	.0039	.0059	.0058	.0033
Greene	41.3	.0167	2.0	72	98.8	15.3	.0166	400,675	.0131	185,384	.0113	.0133	.0188	.0155	.0114
Huntingdon	43.3	.0175	2.5	49	97.2	15.3	.0166	381,081	.0125	164,389	.0100	.0128	.0189	.0169	.0105
Indiana	94.2	.0379	2.1	114	98.5	32.7	.0354	865,349	.0282	462,026	.0282	.0301	.0351	.0373	.0264
Jefferson	49.9	.0202	3.3	76	99.7	19.1	.0207	553,570	.0181	210,530	.0129	.0169	.0200	.0201	.0154
Juniata	20.8	.0084	8.4	53	99.8	7.7	.0083	202,333	.0066	71,189	.0044	.0063	.0083	.0087	.0050
Lackawanna	222.3	.0896	-2.5	482	99.0	85.4	.0926	2,457,586	.0802	1,539,130	.0939	.0862	.0993	.1007	.0842
Lancaster	407.2	.1643	12.4	428	96.9	149.3	.1617	5,047,520	.1647	2,876,877	.1757	.1680	.1502	.1756	.1719
Lawrence	101.7	.0410	-5.1	280	96.6	37.9	.0411	1,103,676	.0360	480,872	.0294	.0350	.0426	.0390	.0326
Lebanon	113.6	.0458	4.6	313	98.8	42.0	.0455	1,241,127	.0405	796,732	.0486	.0441	.0432	.0521	.0410
Lehigh	286.6	.1156	5.2	824	97.3	113.9	.1234	4,118,287	.1345	2,646,626	.1616	.1388	.1099	.1297	.1432
Luzerne	331.9	.1339	-3.3	373	98.9	129.3	.1401	3,562,927	.1162	2,091,500	.1277	.1232	.1550	.1504	.1193
Lycoming	118.5	.0478	.1	96	97.9	44.4	.0481	1,261,796	.0412	726,079	.0443	.0434	.0511	.0524	.0450
McKean	47.5	.0192	-6.2	49	99.3	18.1	.0196	490,011	.0160	230,630	.0141	.0161	.0204	.0203	.0142
Mercer	124.7	.0502	-2.8	186	95.0	46.1	.0500	1,358,378	.0443	629,610	.0385	.0437	.0473	.0486	.0444
Mifflin	47.8	.0193	1.9	116	99.6	18.2	.0197	425,711	.0139	197,022	.0120	.0144	.0228	.0197	.0119
Monroe	90.2	.0364	30.0	148	97.9	35.3	.0382	1,034,939	.0338	594,065	.0363	.0350	.0393	.0417	.0292
Montgomery	683.6	.2757	6.3	1,407	93.2	255.3	.2767	11,427,564	.3730	7,306,580	.4461	.3756	.2440	.3001	.3813
Montour	17.1	.0069	2.3	131	99.2	6.2	.0067	208,880	.0068	104,117	.0064	.0067	.0057	.0074	.0056
Northampton	242.7	.0979	7.7	645	97.1	91.9	.0995	2,832,197	.0924	1,134,791	.0693	.0864	.0923	.0931	.0873
Northumberland	100.6	.0406	.2	218	99.6	40.4	.0438	880,931	.0288	478,655	.0292	.0314	.0546	.0458	.0265
Perry	41.7	.0168	16.7	75	99.7	15.4	.0167	438,800	.0143	142,721	.0087	.0130	.0142	.0168	.0119
Philadelphia	1,642.9	.6627	-2.7	12,080	57.6	641.6	.6952	19,288,888	.6295	9,625,782	.5877	.6238	.7700	.6425	.6667
Pike	25.0	.0101	36.8	45	99.3	10.2	.0110	297,465	.0097	76,008	.0047	.0082	.0098	.0103	.0073
Potter	18.6	.0075	4.9	17	99.4	6.9	.0075	181,532	.0060	59,521	.0036	.0055	.0076	.0072	.0051
Schuylkill	159.6	.0644	-.7	204	99.5	63.3	.0686	1,624,479	.0530	882,453	.0539	.0556	.0783	.0736	.0534
Snyder	36.5	.0147	8.7	111	99.2	12.8	.0138	361,328	.0118	354,395	.0216	.0153	.0150	.0190	.0145
Somerset	82.4	.0332	1.4	77	99.7	30.7	.0333	699,824	.0228	336,211	.0206	.0242	.0386	.0348	.0200
Sullivan	6.5	.0027	2.4	14	99.1	2.3	.0025	58,457	.0019	28,805	.0017	.0021	.0027	.0030	.0014
Susquehanna	42.0	.0169	10.9	51	99.6	15.3	.0166	421,358	.0138	144,720	.0089	.0129	.0158	.0163	.0112
Tioga	42.4	.0171	3.5	37	99.3	15.0	.0162	378,934	.0123	150,553	.0091	.0124	.0173	.0165	.0097
Union	34.6	.0140	5.3	109	96.3	11.3	.0123	354,569	.0116	158,999	.0098	.0115	.0120	.0130	.0097
Venango	63.3	.0255	-1.8	93	99.1	23.7	.0257	678,791	.0222	283,849	.0173	.0213	.0240	.0253	.0211
Warren	46.6	.0188	-1.8	53	99.5	17.4	.0188	440,977	.0144	546,770	.0334	.0209	.0205	.0267	.0157
Washington	213.4	.0861	-1.7	249	95.8	81.0	.0878	2,417,420	.0789	1,073,006	.0655	.0765	.0852	.0820	.0734
Wayne	41.0	.0165	16.4	56	99.5	13.5	.0168	375,184	.0122	301,790	.0184	.0149	.0214	.0198	.0132
Westmoreland	381.3	.1538	-2.8	369	97.7	144.8	.1569	4,298,505	.1403	2,173,566	.1327	.1406	.1526	.1580	.1443
Wyoming	29.3	.0118	10.8	73	99.5	10.4	.0112	301,960	.0098	128,769	.0079	.0098	.0108	.0122	.0079
York	334.1	.1348	6.8	369	96.2	128.2	.1389	4,174,018	.1363	2,017,383	.1232	.1319	.1239	.1368	.1354

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
PENNSYLVANIA (continued)															
TOTAL METRO COUNTIES	**10,178.1**	**4.1055**	**1.4**	**477**	**88.2**	**3,880.6**	**4.2046**	**128,064,688**	**4.1795**	**69,387,083**	**4.2367**	**4.1818**	**4.1629**	**4.2158**	**4.2439**
TOTAL STATE	**12,045.8**	**4.8588**	**1.5**	**268**	**89.9**	**4,575.0**	**4.9569**	**146,714,000**	**4.7883**	**78,655,853**	**4.8027**	**4.8067**	**4.9503**	**5.0032**	**4.8090**
RHODE ISLAND															
PROVIDENCE - PAWTUCKET - WOONSOCKET	**908.7**	**.3665**	**5.0**	**960**	**95.3**	**335.5**	**.3635**	**11,664,156**	**.3806**	**6,377,299**	**.3894**	**.3805**	**.3536**	**.3633**	**.3752**
Bristol	48.3	.0195	2.9	1,858	99.0	16.4	.0178	629,280	.0205	218,371	.0133	.0182	.0150	.0159	.0165
Kent	164.7	.0664	6.8	958	98.9	59.7	.0647	2,218,539	.0724	1,468,544	.0897	.0764	.0560	.0695	.0773
Providence	589.0	.2376	3.1	1,416	93.6	222.0	.2405	7,457,886	.2434	3,837,187	.2343	.2395	.2442	.2332	.2376
Washington	106.7	.0430	14.3	320	97.1	37.4	.0405	1,358,451	.0443	853,197	.0521	.0464	.0384	.0447	.0438
ALL COUNTIES															
Bristol	48.3	.0195	2.9	1,858	99.0	16.4	.0178	629,280	.0205	218,371	.0133	.0182	.0150	.0159	.0165
Kent	164.7	.0664	6.8	958	98.9	59.7	.0647	2,218,539	.0724	1,468,544	.0897	.0764	.0560	.0695	.0773
Newport	86.6	.0349	6.4	809	94.1	31.0	.0336	1,263,843	.0413	708,341	.0432	.0406	.0276	.0349	.0356
Providence	589.0	.2376	3.1	1,416	93.6	222.0	.2405	7,457,886	.2434	3,837,187	.2343	.2395	.2442	.2332	.2376
Washington	106.7	.0430	14.3	320	97.1	37.4	.0405	1,358,451	.0443	853,197	.0521	.0464	.0384	.0447	.0438
TOTAL METRO COUNTIES	**908.7**	**.3665**	**5.0**	**960**	**95.3**	**335.5**	**.3635**	**11,664,156**	**.3806**	**6,377,299**	**.3894**	**.3805**	**.3536**	**.3633**	**.3752**
TOTAL STATE	**995.3**	**.4014**	**5.1**	**944**	**95.2**	**366.5**	**.3971**	**12,927,999**	**.4219**	**7,085,640**	**.4326**	**.4211**	**.3812**	**.3982**	**.4108**
SOUTH CAROLINA															
ANDERSON	**146.7**	**.0591**	**10.1**	**204**	**80.8**	**55.7**	**.0604**	**1,425,704**	**.0466**	**796,082**	**.0486**	**.0498**	**.0630**	**.0642**	**.0509**
Anderson	146.7	.0591	10.1	204	80.8	55.7	.0604	1,425,704	.0466	796,082	.0486	.0498	.0630	.0642	.0509
CHARLESTON	**513.6**	**.2071**	**19.3**	**196**	**66.0**	**176.5**	**.1912**	**4,906,950**	**.1601**	**3,053,705**	**.1865**	**.1774**	**.2127**	**.2094**	**.1783**
Berkeley	136.7	.0551	44.3	123	70.8	45.7	.0495	1,158,167	.0378	308,052	.0188	.0355	.0465	.0491	.0327
Charleston	294.4	.1188	6.4	314	62.4	103.1	.1117	2,981,896	.0973	2,417,831	.1476	.1168	.1349	.1302	.1217
Dorchester	82.5	.0332	39.8	143	71.1	27.7	.0300	766,887	.0250	327,822	.0201	.0251	.0313	.0301	.0239
CHARLOTTE - GASTONIA - ROCK HILL	**1,113.1**	**.4489**	**14.6**	**328**	**77.4**	**421.1**	**.4562**	**13,357,970**	**.4361**	**8,136,005**	**.4969**	**.4567**	**.4541**	**.5006**	**.4834**
York	127.2	.0513	19.2	186	74.3	45.2	.0490	1,341,615	.0438	733,304	.0448	.0456	.0519	.0516	.0456
Cabarrus, N. C.	*95.1*	*.0383*	*10.7*	*261*	*84.0*	*35.4*	*.0383*	*1,057,485*	*.0345*	*646,062*	*.0395*	*.0367*	*.0390*	*.0412*	*.0390*
Gaston, N. C.	*173.7*	*.0701*	*6.8*	*487*	*86.1*	*63.8*	*.0692*	*1,915,563*	*.0625*	*1,122,144*	*.0685*	*.0658*	*.0698*	*.0768*	*.0583*
Lincoln, N. C.	*49.2*	*.0198*	*16.1*	*165*	*89.7*	*18.2*	*0197*	*570,454*	*.0187*	*197,612*	*.0121*	*.0170*	*.0161*	*.0204*	*.0165*
Mecklenburg, N. C.	*478.1*	*.1928*	*18.3*	*905*	*70.8*	*188.7*	*.2044*	*6,436,621*	*.2101*	*4,267,996*	*.2606*	*.2217*	*.1896*	*.2275*	*.2534*
Rowan, N. C.	*105.8*	*.0427*	*6.7*	*204*	*82.3*	*40.9*	*.0443*	*1,136,082*	*.0371*	*743,450*	*.0454*	*.0407*	*.0573*	*.0511*	*.0412*
Union, N. C.	*84.0*	*.0339*	*19.3*	*131*	*81.1*	*28.9*	*.0313*	*900,170*	*.0294*	*425,437*	*.0260*	*.0292*	*.0304*	*.0320*	*.0294*
COLUMBIA	**465.8**	**.1879**	**13.6**	**317**	**69.5**	**170.1**	**.1843**	**5,545,524**	**.1809**	**2,896,195**	**.1769**	**.1812**	**.1717**	**.1922**	**.1802**
Lexington	180.5	.0728	28.6	255	88.4	67.3	.0729	2,103,216	.0686	843,414	.0515	.0644	.0649	.0716	.0635
Richland	285.3	.1151	5.8	374	57.5	102.8	.1114	3,442,308	.1123	2,052,781	.1254	.1168	.1068	.1206	.1167
FLORENCE	**121.7**	**.0491**	**10.5**	**151**	**59.5**	**42.8**	**.0464**	**1,040,281**	**.0339**	**798,680**	**.0488**	**.0414**	**.0562**	**.0527**	**.0375**
Florence	121.7	.0491	10.5	151	59.5	42.8	.0464	1,040,281	.0339	798,680	.0488	.0414	.0562	.0527	.0375
GREENVILLE - SPARTANBURG	**625.4**	**.2523**	**9.7**	**297**	**81.1**	**236.9**	**.2567**	**6,461,193**	**.2110**	**4,144,892**	**.2531**	**.2319**	**.2839**	**.2805**	**.2433**
Greenville	316.6	.1277	10.0	398	80.4	122.1	.1323	3,265,002	.1066	2,418,085	.1476	.1232	.1487	.1497	.1355
Pickens	90.4	.0365	14.0	181	91.3	32.1	.0348	935,400	.0306	404,454	.0247	.0300	.0337	.0351	.0275
Spartanburg	218.4	.0881	7.6	268	77.9	82.7	.0896	2,260,791	.0738	1,322,353	.0808	.0787	.1015	.0957	.0803
ALL COUNTIES															
Abbeville	23.3	.0094	3.0	46	64.2	8.6	.0093	204,935	.0067	57,696	.0035	.0063	.0105	.0090	.0054
Aiken	121.8	.0492	15.3	112	73.5	46.3	.0502	1,343,208	.0438	615,815	.0376	.0430	.0496	.0497	.0429
Allendale	11.2	.0045	4.7	27	34.5	3.8	.0041	73,427	.0024	31,327	.0020	.0026	.0061	.0032	.0020
Anderson	146.7	.0591	10.1	204	80.8	55.7	.0604	1,425,704	.0466	796,082	.0486	.0498	.0630	.0642	.0509
Bamberg	18.2	.0074	.5	46	39.7	6.1	.0066	146,476	.0047	55,117	.0033	.0048	.0083	.0061	.0048
Barnwell	21.8	.0088	9.7	39	55.5	7.8	.0084	181,309	.0060	65,275	.0040	.0059	.0108	.0078	.0054
Beaufort	85.0	.0343	30.0	147	63.4	30.7	.0333	1,139,730	.0371	680,988	.0416	.0380	.0364	.0386	.0404
Berkeley	136.7	.0551	44.3	123	70.8	45.7	.0495	1,158,167	.0378	308,052	.0188	.0355	.0465	.0491	.0327
Calhoun	12.9	.0052	5.7	34	42.2	4.5	.0049	90,501	.0030	19,225	.0012	.0029	.0058	.0046	.0024
Charleston	294.4	.1188	6.4	314	62.4	103.1	.1117	2,981,896	.0973	2,417,831	.1476	.1168	.1349	.1302	.1217
Cherokee	43.5	.0175	6.1	110	78.3	15.5	.0168	370,078	.0121	207,486	.0127	.0133	.0200	.0182	.0135
Chester	31.6	.0127	4.8	54	58.5	11.1	.0120	251,025	.0082	125,410	.0076	.0089	.0130	.0112	.0082
Chesterfield	40.1	.0162	5.1	50	64.7	14.8	.0161	321,453	.0105	154,335	.0095	.0113	.0198	.0163	.0100
Clarendon	29.2	.0118	6.3	49	39.7	10.0	.0108	198,684	.0065	99,522	.0060	.0074	.0135	.0101	.0061

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S	% Change 1980-88	Pop. Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S	1988 EBI ($000)	% Of U.S	1988 Retail Sales ($000)	% Of U.S	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
SOUTH CAROLINA (continued)															
ALL COUNTIES (continued)															
Colleton	35.9	.0145	13.0	34	51.1	12.7	.0137	260,874	.0085	173,131	.0106	.0103	.0187	.0144	.0105
Darlington	66.3	.0267	5.7	118	57.0	23.3	.0253	547,193	.0178	271,005	.0166	.0194	.0292	.0242	.0170
Dillon	32.3	.0131	3.9	80	53.7	10.6	.0115	227,643	.0075	176,654	.0107	.0095	.0157	.0126	.0086
Dorchester	82.5	.0332	39.8	143	71.1	27.7	.0300	766,887	.0250	327,822	.0201	.0251	.0313	.0301	.0239
Edgefield	18.3	.0074	4.4	37	47.2	6.2	.0067	128,433	.0042	61,429	.0037	.0047	.0085	.0061	.0037
Fairfield	21.0	.0085	1.4	31	38.8	6.9	.0075	158,677	.0052	57,899	.0035	.0054	.0085	.0068	.0045
Florence	121.7	.0491	10.5	151	59.5	42.8	.0464	1,040,281	.0339	798,680	.0488	.0414	.0562	.0527	.0375
Georgetown	49.6	.0200	16.8	60	52.2	17.3	.0187	358,137	.0117	325,268	.0199	.0158	.0271	.0215	.0152
Greenville	316.6	.1277	10.0	378	80.4	122.1	.1323	3,265,002	.1066	2,418,085	.1476	.1232	.1487	.1497	.1355
Greenwood	61.6	.0248	10.3	137	68.4	23.3	.0252	588,498	.0192	403,667	.0247	.0219	.0290	.0268	.0215
Hampton	19.5	.0079	7.4	35	48.5	7.0	.0076	140,245	.0045	86,155	.0052	.0054	.0109	.0068	.0047
Horry	137.8	.0556	35.9	121	75.3	53.1	.0576	1,498,489	.0489	1,369,987	.0837	.0606	.0698	.0737	.0687
Jasper	16.1	.0065	11.0	25	39.9	5.6	.0060	116,228	.0038	84,691	.0052	.0048	.0079	.0063	.0042
Kershaw	44.0	.0177	12.8	61	66.1	16.5	.0179	422,305	.0138	250,427	.0152	.0151	.0205	.0186	.0135
Lancaster	57.4	.0232	7.6	104	73.4	20.5	.0222	570,920	.0187	260,817	.0160	.0187	.0222	.0226	.0211
Laurens	54.7	.0220	4.8	77	68.4	19.2	.0208	501,916	.0163	223,539	.0136	.0166	.0220	.0206	.0147
Lee	18.8	.0076	-.7	46	36.0	6.0	.0065	123,603	.0041	56,729	.0035	.0046	.0081	.0065	.0040
Lexington	160.5	.0728	28.6	255	88.4	67.3	.0729	2,103,216	.0686	843,414	.0515	.0644	.0649	.0716	.0635
McCormick	7.2	.0029	-7.7	21	36.4	2.1	.0023	54,563	.0018	11,391	.0007	.0016	.0025	.0018	.0015
Marion	35.2	.0142	3.0	71	44.8	12.1	.0131	242,326	.0079	133,582	.0081	.0093	.0177	.0128	.0080
Marlboro	32.1	.0130	1.5	66	49.2	10.7	.0116	229,450	.0075	98,014	.0060	.0081	.0148	.0115	.0067
Newberry	32.4	.0130	3.7	51	65.6	12.6	.0137	340,248	.0111	158,805	.0097	.0111	.0149	.0129	.0118
Oconee	55.7	.0225	14.6	89	88.8	22.0	.0238	548,847	.0179	224,852	.0137	.0176	.0251	.0240	.0168
Orangeburg	91.0	.0367	10.6	82	40.8	31.5	.0341	708,092	.0231	412,771	.0252	.0264	.0427	.0327	.0249
Pickens	90.4	.0365	14.0	181	91.3	32.1	.0348	935,400	.0306	404,454	.0247	.0300	.0337	.0351	.0275
Richland	285.3	.1151	5.8	374	57.5	102.8	.1114	3,442,308	.1123	2,052,781	.1254	.1168	.1068	.1206	.1167
Saluda	16.9	.0068	4.7	37	61.9	6.0	.0065	137,991	.0045	55,139	.0033	.0046	.0078	.0063	.0040
Spartanburg	218.4	.0881	7.6	268	77.9	82.7	.0896	2,260,791	.0738	1,322,353	.0808	.0787	.1015	.0957	.0803
Sumter	97.7	.0394	10.7	147	52.2	33.1	.0359	834,646	.0272	518,102	.0316	.0310	.0411	.0387	.0287
Union	30.7	.0124	-.2	60	67.9	11.2	.0121	261,871	.0086	140,350	.0086	.0094	.0141	.0132	.0087
Williamsburg	39.8	.0160	4.1	43	35.0	13.0	.0141	291,211	.0095	126,704	.0077	.0102	.0166	.0145	.0099
York	127.2	.0513	19.2	186	74.3	45.2	.0490	1,341,615	.0438	733,304	.0448	.0456	.0519	.0516	.0456
TOTAL METRO COUNTIES	**2,122.2**	**.8560**	**13.7**	**223**	**72.8**	**773.5**	**.8382**	**22,064,475**	**.7201**	**13,038,673**	**.7963**	**.7703**	**.8890**	**.9003**	**.7787**
TOTAL STATE	**3,511.0**	**1.4162**	**12.5**	**116**	**67.3**	**1,268.9**	**1.3749**	**34,333,999**	**1.1206**	**20,216,162**	**1.2344**	**1.2138**	**1.5306**	**1.4617**	**1.2098**
SOUTH DAKOTA															
RAPID CITY	**79.9**	**.0323**	**13.6**	**29**	**91.9**	**30.9**	**.0335**	**951,158**	**.0310**	**680,512**	**.0415**	**.0346**	**.0366**	**.0388**	**.0306**
Pennington	79.9	.0323	13.6	29	91.9	30.9	.0335	951,158	.0310	680,512	.0415	.0346	.0366	.0388	.0306
SIOUX FALLS	**127.8**	**.0516**	**16.8**	**158**	**98.1**	**50.6**	**.0548**	**1,671,602**	**.0545**	**1,000,929**	**.0611**	**.0559**	**.0527**	**.0578**	**.0551**
Minnehaha	127.8	.0516	16.8	158	98.1	50.6	.0548	1,671,602	.0545	1,000,929	.0611	.0559	.0527	.0578	.0551
ALL COUNTIES															
Aurora	3.2	.0013	-11.8	5	99.2	1.1	.0012	16,440	.0005	7,793	.0005	.0007	.0019	.0010	.0004
Beadle	17.9	.0072	-6.8	14	98.7	7.4	.0080	181,401	.0059	123,650	.0075	.0067	.0098	.0082	.0067
Bennett	3.4	.0014	11.7	3	57.8	1.0	.0011	14,830	.0005	24,299	.0015	.0009	.0022	.0011	.0004
Bon Homme	7.2	.0029	-10.7	13	97.6	2.6	.0028	53,044	.0017	34,562	.0021	.0021	.0040	.0028	.0013
Brookings	25.1	.0101	3.2	32	98.7	8.8	.0095	252,923	.0083	143,970	.0088	.0085	.0117	.0102	.0073
Brown	36.9	.0149	-.2	21	96.9	14.4	.0156	400,584	.0131	273,352	.0167	.0145	.0176	.0171	.0135
Brule	5.2	.0021	-.9	6	97.4	2.0	.0022	39,371	.0013	45,576	.0028	.0019	.0028	.0026	.0010
Buffalo	1.7	.0007	-5.3	4	26.3	.4	.0004	5,712	.0001	2,610	.0002	.0003	.0007	.0003	.0001
Butte	8.4	.0034	.3	4	98.6	3.3	.0036	77,516	.0025	52,558	.0032	.0029	.0045	.0041	.0019
Campbell	2.0	.0008	-10.8	3	99.7	.8	.0008	11,543	.0003	11,735	.0007	.0005	.0015	.0008	.0003
Charles Mix	9.7	.0039	.2	9	80.2	3.3	.0036	53,700	.0018	42,839	.0026	.0025	.0061	.0033	.0011
Clark	4.8	.0019	-1.9	5	99.6	1.9	.0021	35,507	.0012	15,150	.0009	.0013	.0026	.0019	.0008
Clay	13.2	.0054	-3.6	32	96.3	4.9	.0053	141,415	.0046	52,292	.0032	.0043	.0062	.0044	.0035
Codington	22.8	.0092	9.2	33	98.7	8.8	.0095	243,066	.0079	188,961	.0115	.0093	.0120	.0109	.0094
Corson	4.9	.0019	-5.7	2	48.8	1.5	.0017	27,470	.0009	6,922	.0005	.0009	.0023	.0012	.0006
Custer	7.1	.0029	18.3	5	96.7	2.7	.0029	77,634	.0025	27,596	.0017	.0024	.0030	.0029	.0019
Davison	17.3	.0070	-2.9	140	98.6	6.6	.0071	160,410	.0053	157,026	.0095	.0069	.0092	.0083	.0067
Day	7.8	.0031	-4.1	8	93.5	2.9	.0032	60,512	.0019	28,858	.0018	.0021	.0040	.0029	.0013
Deuel	4.8	.0020	-9.3	8	99.6	1.8	.0019	37,255	.0013	14,949	.0009	.0013	.0026	.0018	.0009
Dewey	5.9	.0023	10.0	3	38.3	1.5	.0016	33,460	.0011	21,895	.0014	.0013	.0024	.0015	.0009
Douglas	4.2	.0017	.5	10	99.6	1.4	.0016	22,975	.0007	11,359	.0006	.0010	.0024	.0014	.0005

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S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
SOUTH DAKOTA (continued)															
ALL COUNTIES (continued)															
Edmunds	5.0	.0020	–3.1	4	99.7	1.7	.0018	27,765	.0009	25,616	.0016	.0014	.0030	.0017	.0007
Fall River	8.4	.0034	–.5	5	93.5	3.3	.0036	101,522	.0033	37,317	.0023	.0030	.0038	.0032	.0024
Faulk	2.9	.0012	–12.8	3	99.6	1.2	.0013	21,751	.0007	8,061	.0005	.0007	.0018	.0010	.0005
Grant	8.7	.0035	–3.5	13	99.1	3.1	.0033	82,890	.0027	46,584	.0028	.0029	.0034	.0037	.0026
Gregory	5.5	.0022	–8.6	5	95.4	2.1	.0023	30,691	.0010	26,999	.0017	.0014	.0040	.0019	.0006
Haakon	3.0	.0012	7.4	2	98.5	1.0	.0011	20,030	.0007	20,845	.0012	.0010	.0014	.0013	.0005
Hamlin	5.2	.0021	–1.2	10	99.3	1.9	.0021	46,981	.0015	19,114	.0012	.0015	.0024	.0020	.0010
Hand	4.5	.0019	–9.1	3	99.8	1.8	.0019	33,728	.0011	22,882	.0014	.0014	.0031	.0017	.0009
Hanson	3.3	.0013	–3.4	8	99.4	1.1	.0012	20,463	.0007	4,254	.0003	.0006	.0017	.0010	.0005
Harding	1.8	.0007	5.9	1	98.9	.6	.0006	10,797	.0003	4,541	.0003	.0005	.0007	.0007	.0002
Hughes	15.4	.0062	8.3	20	92.3	6.2	.0068	196,894	.0065	107,197	.0065	.0063	.0062	.0074	.0064
Hutchinson	8.6	.0035	–8.0	11	99.5	3.3	.0035	59,675	.0019	40,667	.0025	.0025	.0055	.0034	.0012
Hyde	1.9	.0008	–8.2	2	94.8	.8	.0009	17,669	.0006	7,694	.0004	.0005	.0009	.0009	.0006
Jackson	4.2	.0017	22.2	2	52.8	1.2	.0013	28,292	.0009	16,599	.0011	.0011	.0017	.0013	.0005
Jerauld	3.0	.0012	2.4	6	99.9	1.1	.0012	19,289	.0006	17,950	.0011	.0010	.0019	.0013	.0004
Jones	1.4	.0005	–4.3	1	99.1	.6	.0007	12,999	.0005	23,045	.0014	.0007	.0012	.0009	.0003
Kingsbury	6.3	.0026	–5.7	8	99.7	2.6	.0028	55,981	.0018	20,984	.0012	.0019	.0034	.0028	.0014
Lake	11.2	.0045	4.4	20	99.4	4.3	.0046	112,187	.0037	55,726	.0034	.0037	.0050	.0047	.0030
Lawrence	20.1	.0081	9.6	25	97.5	8.2	.0089	231,402	.0075	97,679	.0060	.0072	.0098	.0084	.0063
Lincoln	15.1	.0061	8.3	26	99.4	5.2	.0056	161,468	.0053	35,545	.0022	.0044	.0052	.0048	.0042
Lyman	3.7	.0015	–4.3	2	73.8	1.3	.0015	30,315	.0010	17,363	.0010	.0012	.0023	.0016	.0005
McCook	6.2	.0025	–3.8	11	99.9	2.4	.0026	52,003	.0017	26,567	.0017	.0017	.0032	.0024	.0012
McPherson	3.4	.0013	–15.6	3	99.8	1.5	.0016	21,375	.0007	9,398	.0005	.0009	.0027	.0012	.0004
Marshall	4.9	.0020	–9.3	6	93.9	2.0	.0021	42,875	.0014	17,272	.0011	.0014	.0028	.0019	.0009
Meade	24.3	.0098	17.3	7	94.6	8.2	.0089	219,495	.0071	61,077	.0037	.0066	.0088	.0098	.0045
Mellette	2.4	.0010	6.7	2	57.4	.7	.0008	9,457	.0003	799	.0001	.0004	.0012	.0006	.0001
Miner	3.3	.0013	–11.8	6	99.8	1.4	.0015	23,015	.0008	13,311	.0008	.0009	.0022	.0012	.0004
Minnehaha	127.8	.0516	16.8	158	98.1	50.6	.0548	1,671,602	.0545	1,000,929	.0611	.0559	.0527	.0578	.0551
Moody	6.6	.0026	–1.4	13	94.0	2.4	.0026	59,822	.0020	11,176	.0007	.0016	.0029	.0022	.0013
Pennington	79.9	.0323	13.6	29	91.9	30.9	.0335	951,158	.0310	680,512	.0415	.0346	.0366	.0388	.0306
Perkins	4.7	.0019	.0	2	98.7	1.8	.0020	36,810	.0012	21,558	.0014	.0014	.0029	.0019	.0011
Potter	3.6	.0014	–2.0	4	99.3	1.3	.0014	24,732	.0009	16,024	.0009	.0010	.0020	.0014	.0006
Roberts	10.9	.0044	–.1	10	78.0	3.8	.0041	80,916	.0026	37,860	.0023	.0028	.0052	.0036	.0017
Sanborn	3.0	.0012	–6.6	5	99.5	1.2	.0013	19,800	.0006	8,045	.0005	.0007	.0018	.0010	.0005
Shannon	12.9	.0052	13.9	6	5.7	2.6	.0028	47,249	.0016	7,548	.0005	.0020	.0040	.0024	.0009
Spink	8.5	.0035	–7.6	6	98.9	3.2	.0035	69,510	.0022	38,496	.0023	.0025	.0044	.0034	.0016
Stanley	2.7	.0010	6.6	2	95.7	.9	.0009	26,519	.0009	12,910	.0008	.0009	.0014	.0010	.0006
Sully	2.0	.0008	.5	2	99.0	.7	.0008	15,087	.0005	18,994	.0012	.0008	.0010	.0010	.0002
Todd	7.7	.0032	5.1	6	19.7	1.9	.0021	36,469	.0012	16,073	.0010	.0015	.0031	.0018	.0008
Tripp	7.0	.0028	–3.7	4	90.8	2.7	.0029	57,236	.0019	48,969	.0030	.0024	.0043	.0030	.0019
Turner	9.0	.0036	–2.8	15	99.6	3.4	.0037	65,068	.0021	21,903	.0013	.0022	.0048	.0033	.0014
Union	11.3	.0046	3.3	25	98.9	4.2	.0045	114,516	.0037	24,057	.0015	.0032	.0044	.0042	.0027
Walworth	6.3	.0025	–10.2	9	93.1	2.6	.0028	55,350	.0018	50,164	.0030	.0023	.0037	.0030	.0018
Yankton	18.9	.0076	–.3	36	96.8	7.1	.0077	212,696	.0070	193,191	.0118	.0085	.0095	.0100	.0068
Ziebach	2.5	.0010	8.3	1	38.3	.6	.0007	9,677	.0003	2,439	.0002	.0004	.0011	.0004	.0002
TOTAL METRO COUNTIES	**207.7**	**.0839**	**15.5**	**58**	**95.7**	**81.5**	**.0883**	**2,622,760**	**.0855**	**1,681,441**	**.1026**	**.0905**	**.0893**	**.0966**	**.0857**
TOTAL STATE	**722.5**	**.2914**	**4.6**	**10**	**92.1**	**269.8**	**.2923**	**7,191,994**	**.2347**	**4,283,886**	**.2616**	**.2541**	**.3446**	**.3017**	**.2125**
TENNESSEE															
CHATTANOOGA	**437.4**	**.1765**	**2.6**	**208**	**84.6**	**166.5**	**.1804**	**4,566,072**	**.1489**	**2,876,668**	**.1757**	**.1623**	**.2002**	**.1884**	**.1630**
Hamilton	291.1	.1174	1.2	540	78.6	113.8	.1233	3,263,004	.1065	2,172,434	.1326	.1166	.1287	.1286	.1208
Marion	25.8	.0104	5.7	50	94.9	9.6	.0104	206,940	.0068	96,504	.0059	.0070	.0126	.0103	.0064
Sequatchie	9.1	.0037	5.8	34	99.4	3.3	.0035	78,327	.0025	33,482	.0021	.0026	.0047	.0035	.0019
Catoosa, Ga.	*41.4*	*.0167*	*11.9*	*254*	*98.8*	*14.8*	*.0161*	*388,950*	*.0126*	*276,124*	*.0169*	*.0147*	*.0209*	*.0177*	*.0144*
Dade, Ga.	*12.9*	*.0052*	*4.7*	*73*	*98.5*	*4.3*	*.0047*	*90,947*	*.0029*	*42,891*	*.0026*	*.0034*	*.0063*	*.0050*	*.0025*
Walker, Ga.	*57.1*	*.0231*	*1.1*	*128*	*95.2*	*20.7*	*.0224*	*537,904*	*.0176*	*255,233*	*.0156*	*.0180*	*.0270*	*.0233*	*.0170*
CLARKSVILLE - HOPKINSVILLE	**159.2**	**.0642**	**6.0**	**126**	**75.8**	**53.9**	**.0583**	**1,497,318**	**.0489**	**851,391**	**.0519**	**.0530**	**.0629**	**.0655**	**.0417**
Montgomery	94.7	.0382	13.6	176	79.3	33.7	.0365	918,463	.0300	490,387	.0299	.0317	.0363	.0412	.0261
Christian, Ky.	*64.5*	*.0260*	*–3.6*	*89*	*70.7*	*20.2*	*.0218*	*578,855*	*.0189*	*361,004*	*.0220*	*.0213*	*.0266*	*.0243*	*.0156*
JACKSON	**78.5**	**.0316**	**5.3**	**141**	**67.8**	**30.0**	**.0325**	**818,290**	**.0267**	**657,059**	**.0401**	**.0319**	**.0357**	**.0352**	**.0311**
Madison	78.5	.0316	5.3	141	67.8	30.0	.0325	818,290	.0267	657,059	.0401	.0319	.0357	.0352	.0311

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES

METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
TENNESSEE (continued)															
JOHNSON CITY - KINGSPORT - BRISTOL	**451.4**	**.1821**	**4.1**	**158**	**97.4**	**170.8**	**.1850**	**4,617,438**	**.1506**	**2,592,333**	**.1584**	**.1593**	**.1966**	**.1929**	**.1509**
Carter	51.4	.0207	2.4	151	98.8	20.0	.0217	450,045	.0147	143,176	.0087	.0141	.0242	.0210	.0126
Hawkins	47.3	.0191	8.1	97	97.6	17.6	.0191	493,097	.0161	137,232	.0084	.0143	.0183	.0167	.0136
Sullivan	148.7	.0600	3.3	358	97.7	58.6	.0634	1,642,481	.0536	1,100,901	.0673	.0590	.0630	.0681	.0586
Unicoi	16.7	.0067	2.1	90	99.7	6.4	.0069	166,080	.0054	38,456	.0024	.0048	.0063	.0064	.0044
Washington	93.5	.0378	5.3	287	95.9	35.0	.0379	926,102	.0302	627,367	.0383	.0343	.0454	.0425	.0302
Bristol city, Va.	*18.1*	*.0073*	*-5.0*	*1,508*	*92.9*	*7.3*	*.0079*	*197,282*	*.0064*	*248,467*	*.0152*	*.0093*	*.0097*	*.0105*	*.0095*
Scott, Va.	*25.3*	*.0102*	*.9*	*47*	*99.2*	*8.8*	*.0095*	*260,242*	*.0085*	*129,978*	*.0079*	*.0086*	*.0108*	*.0094*	*.0073*
Washington, Va.	*50.4*	*.0203*	*8.4*	*90*	*97.8*	*17.1*	*.0186*	*482,109*	*.0157*	*166,756*	*.0102*	*.0149*	*.0189*	*.0183*	*.0147*
KNOXVILLE	**605.7**	**.2443**	**7.0**	**220**	**92.9**	**237.3**	**.2570**	**6,686,223**	**.2183**	**4,684,502**	**.2859**	**.2436**	**.2916**	**.2753**	**.2440**
Anderson	70.6	.0285	4.8	208	94.8	27.8	.0301	896,034	.0292	451,768	.0276	.0286	.0295	.0295	.0272
Blount	86.6	.0350	11.4	155	96.0	33.1	.0358	861,111	.0281	582,659	.0355	.0317	.0402	.0375	.0264
Grainger	17.6	.0071	5.1	64	99.0	6.5	.0071	121,275	.0040	21,776	.0013	.0037	.0083	.0066	.0028
Jefferson	34.6	.0139	10.6	130	96.5	12.6	.0136	360,400	.0118	93,742	.0057	.0104	.0129	.0126	.0098
Knox	333.0	.1343	4.2	658	89.7	133.4	.1445	3,907,066	.1275	3,095,698	.1890	.1473	.1673	.1592	.1590
Sevier	50.5	.0203	21.9	86	99.3	19.1	.0207	447,084	.0146	418,182	.0255	.0190	.0274	.0248	.0165
Union	12.8	.0052	9.3	59	99.8	4.8	.0052	93,253	.0031	20,677	.0013	.0029	.0060	.0051	.0023
MEMPHIS	**981.2**	**.3956**	**7.4**	**425**	**57.5**	**356.6**	**.3865**	**10,397,233**	**.3394**	**6,849,134**	**.4182**	**.3742**	**.4111**	**.3928**	**.3927**
Shelby	826.1	.3332	6.3	1,070	55.3	304.5	.3300	9,093,890	.2968	6,093,711	.3721	.3267	.3444	.3390	.3521
Tipton	37.0	.0149	12.4	81	71.2	12.8	.0138	307,223	.0100	103,116	.0063	.0098	.0151	.0120	.0085
Crittenden, Ark.	*50.7*	*.0204*	*2.4*	*85*	*54.6*	*17.0*	*.0185*	*374,482*	*.0123*	*430,904*	*.0263*	*.0181*	*.0274*	*.0203*	*.0127*
De Soto, Miss.	*67.4*	*.0271*	*25.0*	*140*	*79.6*	*22.3*	*.0242*	*621,638*	*.0203*	*221,403*	*.0135*	*.0196*	*.0242*	*.0215*	*.0194*
NASHVILLE	**985.0**	**.3973**	**15.8**	**243**	**82.8**	**373.2**	**.4044**	**12,330,688**	**.4024**	**6,288,127**	**.3840**	**.3959**	**.3629**	**.4044**	**.3973**
Cheatham	28.2	.0114	30.5	93	96.8	9.6	.0104	269,628	.0088	65,974	.0041	.0079	.0091	.0099	.0070
Davidson	512.7	.2068	7.3	1,023	75.5	207.0	.2243	6,808,537	.2222	4,455,898	.2721	.2341	.2132	.2413	.2363
Dickson	34.9	.0141	16.2	71	93.8	12.8	.0139	358,069	.0117	157,084	.0096	.0116	.0140	.0137	.0115
Robertson	42.9	.0173	15.9	90	85.3	15.2	.0164	444,170	.0145	146,099	.0089	.0134	.0147	.0148	.0132
Rutherford	112.1	.0452	33.4	185	88.4	40.0	.0434	1,390,747	.0454	511,129	.0312	.0411	.0352	.0411	.0431
Sumner	103.3	.0417	20.4	195	93.2	36.2	.0393	1,124,960	.0367	384,145	.0234	.0338	.0328	.0368	.0329
Williamson	80.4	.0324	38.4	138	89.9	27.2	.0294	1,123,796	.0367	317,852	.0194	.0305	.0215	.0244	.0294
Wilson	70.5	.0284	25.7	123	90.1	25.2	.0273	810,781	.0264	249,946	.0153	.0235	.0224	.0224	.0239
ALL COUNTIES															
Anderson	70.6	.0285	4.8	208	94.8	27.8	.0301	896,034	.0292	451,768	.0276	.0286	.0295	.0295	.0272
Bedford	29.6	.0120	6.0	62	88.2	11.2	.0121	322,068	.0105	121,388	.0074	.0099	.0119	.0117	.0092
Benton	15.5	.0062	4.0	40	97.1	6.2	.0068	140,172	.0046	58,949	.0036	.0047	.0088	.0060	.0037
Bledsoe	10.0	.0040	5.5	25	96.1	3.5	.0038	80,386	.0026	19,584	.0012	.0024	.0043	.0033	.0020
Blount	86.6	.0350	11.4	155	96.0	33.1	.0358	861,111	.0281	582,659	.0355	.0317	.0402	.0375	.0264
Bradley	75.1	.0303	11.2	230	95.1	27.4	.0297	742,337	.0243	392,729	.0240	.0253	.0314	.0317	.0232
Campbell	36.7	.0148	5.1	77	99.2	13.7	.0148	268,396	.0087	137,172	.0084	.0099	.0194	.0136	.0080
Cannon	11.3	.0045	10.4	42	97.8	4.2	.0046	82,219	.0027	29,779	.0018	.0029	.0060	.0047	.0020
Carroll	28.9	.0117	2.2	48	87.4	10.9	.0118	241,540	.0079	120,742	.0074	.0084	.0145	.0114	.0074
Carter	51.4	.0207	2.4	151	98.8	20.0	.0217	450,045	.0147	143,176	.0087	.0141	.0242	.0210	.0126
Cheatham	28.2	.0114	30.5	93	96.8	9.6	.0104	269,628	.0088	65,974	.0041	.0079	.0091	.0099	.0070
Chester	14.0	.0056	10.0	48	88.2	5.1	.0055	113,313	.0037	37,335	.0022	.0037	.0064	.0046	.0035
Claiborne	27.4	.0111	11.4	63	98.3	9.8	.0106	188,425	.0061	76,683	.0047	.0067	.0145	.0091	.0056
Clay	8.0	.0032	4.2	35	98.1	3.1	.0034	66,116	.0022	13,966	.0009	.0019	.0041	.0029	.0015
Cocke	29.9	.0121	3.8	69	97.3	11.4	.0123	232,258	.0076	114,091	.0069	.0083	.0152	.0123	.0078
Coffee	42.2	.0170	10.2	98	95.6	16.1	.0175	464,677	.0151	271,283	.0166	.0160	.0176	.0184	.0146
Crockett	14.6	.0059	-2.3	55	79.5	5.3	.0057	109,185	.0036	41,708	.0026	.0037	.0071	.0055	.0030
Cumberland	34.8	.0140	21.4	51	99.8	12.7	.0138	299,620	.0098	181,123	.0110	.0110	.0139	.0152	.0088
Davidson	512.7	.2068	7.3	1,023	75.5	207.0	.2243	6,808,537	.2222	4,455,898	.2721	.2341	.2132	.2413	.2363
Decatur	11.0	.0045	1.3	33	94.9	4.5	.0048	102,287	.0033	38,173	.0023	.0033	.0055	.0045	.0026
De Kalb	14.7	.0059	8.2	51	97.6	5.8	.0063	125,192	.0041	54,408	.0033	.0042	.0082	.0060	.0033
Dickson	34.9	.0141	16.2	71	93.8	12.8	.0139	358,069	.0117	157,084	.0096	.0116	.0140	.0137	.0115
Dyer	35.0	.0141	1.0	67	87.0	13.5	.0146	345,071	.0113	181,108	.0111	.0117	.0155	.0152	.0119
Fayette	26.6	.0107	5.1	38	47.0	8.6	.0093	186,072	.0060	40,953	.0025	.0060	.0110	.0079	.0045
Fentress	15.7	.0063	5.9	32	99.8	5.7	.0062	90,213	.0030	55,312	.0034	.0037	.0093	.0053	.0041
Franklin	34.2	.0138	6.9	63	92.0	12.3	.0133	326,635	.0106	115,030	.0070	.0102	.0134	.0130	.0087
Gibson	48.8	.0197	-1.4	81	79.2	19.1	.0207	491,722	.0161	229,491	.0140	.0161	.0230	.0196	.0144
Giles	24.6	.0099	-.1	40	84.6	9.4	.0102	245,513	.0080	122,406	.0075	.0083	.0102	.0106	.0079
Grainger	17.6	.0071	5.1	64	99.0	6.5	.0071	121,275	.0040	21,776	.0013	.0037	.0083	.0066	.0028
Greene	57.0	.0230	4.7	92	97.3	21.2	.0229	593,061	.0193	303,651	.0185	.0199	.0240	.0228	.0188
Grundy	14.7	.0060	6.6	41	99.9	5.0	.0054	116,330	.0038	40,067	.0025	.0038	.0061	.0055	.0026
Hamblen	56.0	.0226	13.6	359	94.5	21.0	.0228	533,006	.0174	342,148	.0209	.0195	.0255	.0256	.0174

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

SaMM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
TENNESSEE (continued)															
ALL COUNTIES (continued)															
Hamilton	291.1	.1174	1.2	540	78.6	113.8	.1233	3,263,004	.1065	2,172,434	.1326	.1166	.1287	.1286	.1208
Hancock	6.7	.0027	-2.7	30	99.3	2.3	.0025	37,758	.0012	12,647	.0008	.0014	.0036	.0020	.0011
Hardeman	24.9	.0100	4.3	37	61.0	8.5	.0092	203,026	.0067	89,591	.0055	.0070	.0106	.0091	.0053
Hardin	22.8	.0092	2.3	39	95.0	8.5	.0092	171,455	.0056	90,493	.0055	.0062	.0109	.0091	.0051
Hawkins	47.3	.0191	8.1	97	97.6	17.6	.0191	493,097	.0161	137,232	.0084	.0143	.0183	.0167	.0136
Haywood	20.9	.0084	2.9	39	46.3	7.1	.0077	155,458	.0050	79,648	.0048	.0058	.0102	.0071	.0046
Henderson	23.6	.0095	10.3	45	90.2	9.1	.0098	224,322	.0073	75,967	.0047	.0069	.0094	.0095	.0066
Henry	29.6	.0120	3.3	53	87.8	11.6	.0126	255,530	.0084	152,094	.0093	.0094	.0154	.0132	.0084
Hickman	16.7	.0067	10.2	27	94.0	5.9	.0064	139,866	.0046	32,895	.0020	.0042	.0068	.0059	.0037
Houston	7.1	.0029	3.3	36	94.6	2.4	.0026	54,333	.0017	13,247	.0008	.0017	.0030	.0021	.0015
Humphreys	16.2	.0065	1.5	31	95.4	6.2	.0067	144,755	.0047	55,601	.0034	.0046	.0076	.0062	.0040
Jackson	9.6	.0039	2.1	31	99.7	3.3	.0036	78,373	.0026	14,941	.0009	.0024	.0039	.0030	.0020
Jefferson	34.6	.0139	10.6	130	96.5	12.6	.0136	360,400	.0118	93,742	.0057	.0104	.0129	.0126	.0098
Johnson	14.5	.0059	5.5	49	99.1	5.5	.0060	105,412	.0034	31,835	.0020	.0035	.0075	.0059	.0026
Knox	333.0	.1343	4.2	658	89.7	133.4	.1445	3,907,066	.1275	3,095,698	.1890	.1473	.1673	.1592	.1590
Lake	7.7	.0031	3.3	46	79.2	2.6	.0029	53,292	.0018	15,228	.0009	.0017	.0036	.0024	.0013
Lauderdale	25.9	.0105	5.5	55	66.4	9.3	.0100	213,722	.0069	52,979	.0032	.0066	.0106	.0092	.0059
Lawrence	36.2	.0146	6.1	59	98.2	13.3	.0144	352,868	.0116	152,778	.0094	.0116	.0136	.0147	.0119
Lewis	10.9	.0044	12.4	39	97.8	3.6	.0039	88,462	.0028	32,838	.0020	.0028	.0045	.0038	.0022
Lincoln	27.7	.0111	4.6	49	88.9	10.6	.0115	247,513	.0081	113,808	.0069	.0084	.0136	.0120	.0073
Loudon	31.0	.0125	8.6	132	98.1	12.1	.0131	411,249	.0134	122,765	.0075	.0115	.0111	.0111	.0114
McMinn	44.0	.0178	5.1	103	94.2	16.2	.0176	433,218	.0142	255,144	.0156	.0152	.0235	.0174	.0153
McNairy	24.6	.0099	9.2	44	92.8	9.6	.0104	198,766	.0065	66,348	.0041	.0065	.0120	.0096	.0052
Macon	16.5	.0067	5.1	54	99.4	6.2	.0067	142,873	.0046	46,121	.0028	.0044	.0079	.0066	.0037
Madison	78.5	.0316	5.3	141	67.8	30.0	.0325	818,290	.0267	657,059	.0401	.0319	.0357	.0352	.0311
Marion	25.8	.0104	5.7	50	94.9	9.6	.0104	206,940	.0068	96,504	.0059	.0070	.0126	.0103	.0064
Marshall	21.5	.0087	9.1	57	89.0	8.2	.0089	238,710	.0078	94,130	.0057	.0075	.0089	.0086	.0069
Maury	55.4	.0223	8.4	90	81.9	21.1	.0229	580,942	.0189	252,715	.0155	.0185	.0224	.0220	.0195
Meigs	8.2	.0034	10.3	43	97.8	2.8	.0030	69,692	.0023	24,388	.0015	.0023	.0034	.0029	.0021
Monroe	31.2	.0125	8.7	48	96.4	11.2	.0121	281,132	.0092	119,533	.0073	.0092	.0126	.0124	.0083
Montgomery	94.7	.0382	13.6	176	79.3	33.7	.0365	918,463	.0300	490,387	.0299	.0317	.0363	.0412	.0261
Moore	4.8	.0020	6.4	37	94.8	1.7	.0019	52,549	.0017	6,957	.0004	.0014	.0016	.0013	.0013
Morgan	17.2	.0069	3.6	33	99.0	5.7	.0062	145,944	.0047	16,503	.0010	.0040	.0062	.0052	.0034
Obion	33.9	.0137	3.4	62	89.5	13.1	.0142	373,920	.0123	182,067	.0111	.0123	.0152	.0135	.0114
Overton	18.8	.0076	7.0	43	99.5	6.8	.0073	130,334	.0042	55,713	.0034	.0046	.0097	.0069	.0037
Perry	6.4	.0025	4.7	16	97.2	2.5	.0027	52,100	.0017	9,659	.0006	.0016	.0033	.0027	.0014
Pickett	4.5	.0019	3.3	28	99.5	1.6	.0018	31,306	.0010	17,079	.0011	.0012	.0021	.0019	.0010
Polk	13.7	.0055	.7	31	99.8	4.9	.0053	85,187	.0028	27,378	.0016	.0030	.0071	.0050	.0020
Putnam	52.2	.0210	9.5	131	97.5	19.6	.0212	487,455	.0159	298,285	.0183	.0175	.0264	.0223	.0161
Rhea	25.8	.0105	6.5	83	96.7	9.4	.0102	236,950	.0078	77,904	.0047	.0075	.0111	.0096	.0069
Roane	50.6	.0204	4.5	142	96.2	18.7	.0203	506,908	.0165	235,738	.0144	.0166	.0222	.0192	.0157
Robertson	42.9	.0173	15.9	90	85.3	15.2	.0164	444,170	.0145	146,099	.0089	.0134	.0147	.0148	.0132
Rutherford	112.1	.0452	33.4	185	88.4	40.0	.0434	1,390,747	.0454	511,129	.0312	.0411	.0352	.0411	.0431
Scott	21.1	.0085	9.6	40	99.5	7.3	.0079	141,182	.0046	62,131	.0038	.0052	.0117	.0072	.0030
Sequatchie	9.1	.0037	5.8	34	99.4	3.3	.0035	78,327	.0025	33,482	.0021	.0026	.0047	.0035	.0019
Sevier	50.5	.0203	21.9	86	99.3	19.1	.0207	447,084	.0146	418,182	.0255	.0190	.0274	.0248	.0165
Shelby	826.1	.3332	6.3	1,070	55.3	304.5	.3300	9,093,890	.2968	6,093,711	.3721	.3267	.3444	.3390	.3521
Smith	15.1	.0061	1.1	48	95.4	5.7	.0061	139,194	.0046	43,293	.0026	.0042	.0062	.0060	.0052
Stewart	9.7	.0039	11.9	21	98.0	3.8	.0042	85,954	.0028	16,279	.0010	.0024	.0044	.0034	.0023
Sullivan	148.7	.0600	3.3	358	97.7	58.6	.0634	1,642,481	.0536	1,100,901	.0673	.0590	.0630	.0681	.0586
Sumner	103.3	.0417	20.4	195	93.2	36.2	.0393	1,124,960	.0367	384,145	.0234	.0338	.0328	.0368	.0329
Tipton	37.0	.0149	12.4	81	71.2	12.8	.0138	307,223	.0100	103,116	.0063	.0098	.0151	.0120	.0085
Trousdale	6.3	.0026	2.7	55	84.0	2.6	.0029	66,685	.0022	15,411	.0009	.0019	.0029	.0026	.0019
Unicoi	16.7	.0067	2.1	90	99.7	6.4	.0069	166,080	.0054	38,456	.0024	.0048	.0063	.0064	.0044
Union	12.8	.0052	9.3	59	99.8	4.8	.0052	93,253	.0031	20,677	.0013	.0029	.0060	.0051	.0023
Van Buren	4.7	.0019	-.6	17	99.7	1.5	.0016	34,924	.0011	2,983	.0001	.0011	.0017	.0016	.0007
Warren	33.7	.0135	3.2	78	95.8	12.8	.0139	321,211	.0105	147,406	.0090	.0106	.0150	.0147	.0103
Washington	93.5	.0378	5.3	287	95.9	35.0	.0379	926,102	.0302	627,367	.0383	.0343	.0454	.0425	.0302
Wayne	14.6	.0058	4.7	20	98.6	5.4	.0059	124,947	.0041	35,282	.0022	.0037	.0064	.0054	.0034
Weakley	33.8	.0137	2.7	58	92.6	12.4	.0134	288,961	.0094	126,769	.0077	.0098	.0161	.0132	.0081
White	21.0	.0085	7.3	56	97.4	8.0	.0087	173,896	.0057	70,116	.0043	.0059	.0099	.0084	.0044
Williamson	80.4	.0324	38.4	138	89.9	27.2	.0294	1,123,796	.0367	317,852	.0194	.0303	.0215	.0244	.0294
Wilson	70.5	.0284	25.7	123	90.1	25.2	.0273	810,781	.0264	249,946	.0153	.0235	.0224	.0224	.0239
TOTAL METRO COUNTIES	**3,310.6**	**1.3353**	**8.6**	**271**	**78.5**	**1,255.8**	**1.3604**	**37,380,853**	**1.2200**	**22,666,454**	**1.3840**	**1.2923**	**1.3892**	**1.4042**	**1.3076**
TOTAL STATE	**4,948.2**	**1.9959**	**7.8**	**120**	**82.8**	**1,863.2**	**2.0187**	**52,249,001**	**1.7052**	**29,250,420**	**1.7860**	**1.7876**	**2.1338**	**2.0465**	**1.7522**

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S	% Change 1980–88	Pop Per Sq. Mi (Density)	% White	12/31/88 Households (Thousands)	% Of U.S	1988 EBI ($000)	% Of U.S	1988 Retail Sales ($000)	% Of U.S	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
TEXAS															
ABILENE	**124.9**	**.0504**	**12.6**	**136**	**92.0**	**45.2**	**.0490**	**1,230,315**	**.0402**	**1,165,181**	**.0712**	**.0515**	**.0619**	**.0613**	**.0448**
Taylor	124.9	.0504	12.6	136	92.0	45.2	.0490	1,230,315	.0402	1,165,181	.0712	.0515	.0619	.0613	.0448
AMARILLO	**197.0**	**.0795**	**13.4**	**108**	**93.2**	**74.9**	**.0811**	**2,292,148**	**.0748**	**1,451,254**	**.0887**	**.0798**	**.0839**	**.0885**	**.0795**
Potter	104.3	.0421	5.7	116	88.7	40.7	.0441	1,025,042	.0335	1,041,962	.0637	.0442	.0557	.0551	.0407
Randall	92.7	.0374	23.5	101	98.2	34.2	.0370	1,267,106	.0413	409,292	.0250	.0356	.0282	.0334	.0388
AUSTIN	**746.1**	**.3009**	**39.0**	**266**	**88.6**	**286.8**	**.3107**	**9,041,474**	**.2951**	**4,893,532**	**.2988**	**.2972**	**.3297**	**.3063**	**.2873**
Hays	61.7	.0249	52.0	91	96.3	20.3	.0220	571,716	.0187	244,154	.0149	.0186	.0256	.0212	.0148
Travis	560.2	.2259	33.5	566	86.7	225.1	.2439	7,161,318	.2337	4,177,757	.2551	.2386	.2596	.2472	.2338
Williamson	124.2	.0501	62.3	109	93.1	41.4	.0448	1,308,440	.0427	471,621	.0288	.0400	.0445	.0379	.0387
BEAUMONT - PORT ARTHUR	**379.0**	**.1529**	**1.6**	**173**	**75.0**	**136.3**	**.1477**	**4,261,047**	**.1391**	**2,571,785**	**.1571**	**.1472**	**.1557**	**.1397**	**.1520**
Hardin	43.2	.0175	6.1	48	88.4	14.6	.0158	421,204	.0138	181,242	.0111	.0136	.0153	.0136	.0126
Jefferson	252.6	.1019	1.6	270	67.8	93.0	.1008	2,850,475	.0931	1,890,086	.1154	.1016	.1106	.0984	.1076
Orange	83.2	.0335	-.8	230	89.9	28.7	.0311	989,368	.0322	500,457	.0306	.0320	.0298	.0277	.0318
BRAZORIA	**196.8**	**.0794**	**16.0**	**140**	**90.4**	**64.4**	**.0698**	**2,475,221**	**.0807**	**1,045,898**	**.0639**	**.0755**	**.0621**	**.0580**	**.0760**
Brazoria	196.8	.0794	16.0	140	90.4	64.4	.0698	2,475,221	.0807	1,045,898	.0639	.0755	.0621	.0580	.0760
BROWNSVILLE - HARLINGEN	**262.9**	**.1061**	**25.4**	**290**	**99.1**	**76.0**	**.0823**	**1,785,591**	**.0583**	**1,471,477**	**.0899**	**.0773**	**.1175**	**.0886**	**.0695**
Cameron	262.9	.1061	25.4	290	99.1	76.0	.0823	1,785,591	.0583	1,471,477	.0899	.0773	.1175	.0886	.0695
BRYAN - COLLEGE STATION	**124.9**	**.0504**	**33.5**	**212**	**85.9**	**45.8**	**.0496**	**1,344,166**	**.0439**	**854,782**	**.0522**	**.0477**	**.0621**	**.0501**	**.0404**
Brazos	124.9	.0504	33.5	212	85.9	45.8	.0496	1,344,166	.0439	854,782	.0522	.0477	.0621	.0501	.0404
CORPUS CHRISTI	**362.1**	**.1461**	**11.0**	**235**	**94.5**	**120.2**	**.1302**	**3,338,727**	**.1090**	**2,347,347**	**.1434**	**.1269**	**.1554**	**.1407**	**.1201**
Nueces	300.9	.1214	12.2	355	93.8	101.1	.1095	2,824,299	.0922	2,054,947	.1255	.1081	.1293	.1200	.1045
San Patricio	61.2	.0247	5.5	88	97.7	19.1	.0207	514,428	.0168	292,400	.0179	.0188	.0261	.0207	.0156
DALLAS	**2,476.2**	**.9987**	**26.5**	**551**	**81.6**	**934.8**	**1.0130**	**33,436,603**	**1.0911**	**18,838,067**	**1.1503**	**1.0901**	**.9710**	**1.0483**	**1.1032**
Collin	229.7	.0926	58.9	270	93.9	75.7	.0821	3,312,687	.1081	1,424,373	.0870	.0987	.0655	.0705	.1069
Dallas	1,856.6	.7488	19.3	2,110	78.3	723.1	.7835	25,321,320	.8264	15,708,383	.9592	.8506	.7701	.8543	.8657
Denton	225.4	.0910	57.5	247	93.3	80.0	.0867	3,089,983	.1008	1,022,151	.0624	.0873	.0727	.0714	.0822
Ellis	82.1	.0331	37.4	87	87.0	27.6	.0299	814,537	.0266	323,346	.0197	.0257	.0310	.0256	.0238
Kaufman	55.0	.0222	40.9	70	80.6	18.7	.0203	519,439	.0169	252,925	.0155	.0175	.0236	.0184	.0152
Rockwall	27.4	.0110	88.6	214	93.7	9.7	.0105	378,637	.0123	106,889	.0065	.0103	.0081	.0081	.0094
DALLAS - FORT WORTH CONSOLIDATED AREA	***3,754.0***	***1.5140***	***28.1***	***536***	***83.5***	***1,408.6***	***1.5264***	***49,306,524***	***1.6090***	***27,712,737***	***1.6923***	***1.6149***	***1.4729***	***1.5738***	***1.6345***
EL PASO	**579.7**	**.2338**	**20.8**	**572**	**94.2**	**174.1**	**.1886**	**4,585,152**	**.1496**	**2,687,880**	**.1641**	**.1708**	**.2191**	**.2008**	**.1605**
El Paso	579.7	.2338	20.8	572	94.2	174.1	.1886	4,585,152	.1496	2,687,880	.1641	.1708	.2191	.2008	.1605
FORT WORTH - ARLINGTON	**1,277.8**	**.5153**	**31.3**	**511**	**87.1**	**473.8**	**.5134**	**15,869,921**	**.5179**	**8,874,670**	**.5420**	**.5248**	**.5019**	**.5255**	**.5313**
Johnson	96.8	.0390	43.1	132	96.3	33.6	.0364	1,029,125	.0336	484,229	.0296	.0335	.0384	.0341	.0315
Parker	62.9	.0253	41.0	70	98.3	22.6	.0245	686,137	.0224	236,685	.0145	.0207	.0239	.0212	.0191
Tarrant	1,118.1	.4510	29.9	1,288	85.7	417.6	.4525	14,154,659	.4619	8,153,756	.4979	.4706	.4396	.4702	.4807
GALVESTON - TEXAS CITY	**214.8**	**.0867**	**9.7**	**538**	**78.8**	**78.5**	**.0851**	**2,559,237**	**.0835**	**1,406,310**	**.0858**	**.0849**	**.0924**	**.0825**	**.0842**
Galveston	214.8	.0867	9.7	538	78.8	78.5	.0851	2,559,237	.0835	1,406,310	.0858	.0849	.0924	.0825	.0842
HOUSTON	**3,197.1**	**1.2896**	**16.9**	**598**	**77.4**	**1,176.6**	**1.2748**	**39,657,436**	**1.2941**	**23,194,911**	**1.4164**	**1.3299**	**1.2384**	**1.3268**	**1.3785**
Fort Bend	200.1	.0808	52.8	228	79.2	63.6	.0689	2,545,856	.0830	686,718	.0419	.0701	.0507	.0527	.0697
Harris	2,740.1	1.1052	13.7	1,580	76.3	1,027.8	1.1136	34,455,672	1.1245	21,236,289	1.2967	1.1723	1.0977	1.1869	1.2311
Liberty	55.7	.0225	18.3	47	84.5	19.5	.0211	533,254	.0174	311,724	.0191	.0189	.0253	.0200	.0155
Montgomery	177.9	.0717	39.8	170	94.0	58.7	.0636	1,918,816	.0626	664,321	.0406	.0579	.0562	.0568	.0567
Waller	23.3	.0094	17.7	45	54.4	7.0	.0076	203,838	.0066	295,859	.0181	.0107	.0085	.0104	.0055
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***3,608.7***	***1.4557***	***16.4***	***505***	***78.2***	***1,319.5***	***1.4297***	***44,691,894***	***1.4583***	***25,647,119***	***1.5661***	***1.4903***	***1.3929***	***1.4673***	***1.5387***
KILLEEN - TEMPLE	**248.9**	**.1004**	**16.0**	**118**	**77.9**	**82.0**	**.0888**	**2,427,658**	**.0791**	**1,227,932**	**.0749**	**.0823**	**.1027**	**.0965**	**.0652**
Bell	183.2	.0739	16.1	174	79.3	64.7	.0701	1,757,795	.0573	1,107,703	.0676	.0638	.0862	.0769	.0521
Coryell	65.7	.0265	15.7	62	73.9	17.3	.0187	669,863	.0218	120,229	.0073	.0185	.0165	.0196	.0131
LAREDO	**122.6**	**.0495**	**23.5**	**36**	**99.6**	**32.9**	**.0357**	**694,383**	**.0227**	**1,118,337**	**.0683**	**.0417**	**.0641**	**.0460**	**.0567**
Webb	122.6	.0495	23.5	36	99.6	32.9	.0357	694,383	.0227	1,118,337	.0683	.0417	.0641	.0460	.0567
LONGVIEW - MARSHALL	**169.1**	**.0683**	**11.4**	**143**	**74.6**	**61.6**	**.0668**	**1,721,021**	**.0561**	**1,347,134**	**.0822**	**.0667**	**.0800**	**.0725**	**.0652**
Gregg	111.7	.0451	12.3	409	79.3	41.4	.0449	1,178,408	.0384	1,056,220	.0645	.0478	.0563	.0519	.0449
Harrison	57.4	.0232	9.8	63	65.4	20.2	.0219	542,613	.0177	290,914	.0177	.0189	.0237	.0206	.0203
LUBBOCK	**224.5**	**.0906**	**6.1**	**249**	**90.8**	**80.3**	**.0870**	**2,227,101**	**.0727**	**1,609,384**	**.0983**	**.0841**	**.1024**	**.0982**	**.0785**
Lubbock	224.5	.0906	6.1	249	90.8	80.3	.0870	2,227,101	.0727	1,609,384	.0983	.0841	.1024	.0982	.0785

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
TEXAS (continued)															
McALLEN - EDINBURG - MISSION	**376.6**	**.1519**	**32.9**	**240**	**99.5**	**104.0**	**.1126**	**2,155,835**	**.0704**	**1,873,861**	**.1144**	**.0999**	**.1710**	**.1181**	**.0956**
Hidalgo	376.6	.1519	32.9	240	99.5	104.0	.1126	2,155,835	.0704	1,873,861	.1144	.0999	.1710	.1181	.0956
MIDLAND	**112.5**	**.0453**	**36.1**	**125**	**90.1**	**41.3**	**.0447**	**1,568,746**	**.0512**	**1,185,909**	**.0724**	**.0563**	**.0488**	**.0532**	**.0542**
Midland	112.5	.0453	36.1	125	90.1	41.3	.0447	1,568,746	.0512	1,185,909	.0724	.0563	.0488	.0532	.0542
ODESSA	**127.3**	**.0513**	**10.3**	**141**	**93.9**	**46.3**	**.0501**	**1,528,562**	**.0499**	**1,433,517**	**.0876**	**.0614**	**.0582**	**.0624**	**.0615**
Ector	127.3	.0513	10.3	141	93.9	46.3	.0501	1,528,562	.0499	1,433,517	.0876	.0614	.0582	.0624	.0615
SAN ANGELO	**98.8**	**.0399**	**16.5**	**65**	**94.5**	**36.2**	**.0392**	**1,083,973**	**.0354**	**822,537**	**.0502**	**.0408**	**.0470**	**.0448**	**.0386**
Tom Green	98.8	.0399	16.5	65	94.5	36.2	.0392	1,083,973	.0354	822,537	.0502	.0408	.0470	.0448	.0386
SAN ANTONIO	**1,298.2**	**.5237**	**21.1**	**516**	**91.2**	**442.2**	**.4792**	**12,947,065**	**.4225**	**7,467,182**	**.4560**	**.4529**	**.5630**	**.4998**	**.4325**
Bexar	1,185.1	.4780	19.8	950	90.9	401.7	.4353	11,722,283	.3826	7,056,562	.4309	.4162	.5210	.4606	.3972
Comal	52.0	.0210	42.7	94	98.4	19.1	.0207	621,935	.0203	222,640	.0136	.0184	.0199	.0193	.0171
Guadalupe	61.1	.0247	30.8	86	91.5	21.4	.0232	602,847	.0196	187,980	.0115	.0183	.0221	.0199	.0182
SHERMAN - DENISON	**98.5**	**.0397**	**9.7**	**105**	**91.0**	**38.1**	**.0413**	**1,102,951**	**.0360**	**611,311**	**.0373**	**.0371**	**.0429**	**.0414**	**.0344**
Grayson	98.5	.0397	9.7	105	91.0	38.1	.0413	1,102,951	.0360	611,311	.0373	.0371	.0429	.0414	.0344
TEXARKANA	**122.3**	**.0493**	**8.2**	**81**	**74.7**	**45.2**	**.0489**	**1,129,934**	**.0369**	**820,501**	**.0501**	**.0432**	**.0602**	**.0516**	**.0405**
Bowie	83.0	.0335	10.2	93	75.3	30.9	.0334	759,250	.0248	621,951	.0380	.0304	.0399	.0364	.0290
Miller, Ark.	*39.3*	*.0158*	*4.1*	*63*	*73.6*	*14.3*	*.0155*	*370,684*	*.0121*	*198,550*	*.0121*	*.0128*	*.0203*	*.0152*	*.0115*
TYLER	**154.9**	**.0625**	**20.7**	**166**	**76.2**	**56.9**	**.0617**	**1,741,335**	**.0568**	**1,005,005**	**.0613**	**.0594**	**.0644**	**.0621**	**.0568**
Smith	154.9	.0625	20.7	166	76.2	56.9	.0617	1,741,335	.0568	1,005,005	.0613	.0594	.0644	.0621	.0568
VICTORIA	**76.4**	**.0308**	**11.0**	**86**	**93.0**	**26.1**	**.0283**	**762,288**	**.0249**	**579,412**	**.0354**	**.0291**	**.0326**	**.0318**	**.0286**
Victoria	76.4	.0308	11.0	86	93.0	26.1	.0283	762,288	.0249	579,412	.0354	.0291	.0326	.0318	.0286
WACO	**192.3**	**.0775**	**12.6**	**187**	**82.2**	**70.6**	**.0765**	**1,830,256**	**.0597**	**1,147,981**	**.0701**	**.0664**	**.0933**	**.0776**	**.0578**
McLennan	192.3	.0775	12.6	187	82.2	70.6	.0765	1,830,256	.0597	1,147,981	.0701	.0664	.0933	.0776	.0578
WICHITA FALLS	**126.2**	**.0509**	**4.2**	**208**	**88.1**	**46.2**	**.0501**	**1,266,824**	**.0414**	**987,649**	**.0603**	**.0489**	**.0596**	**.0587**	**.0426**
Wichita	126.2	.0509	4.2	208	88.1	46.2	.0501	1,266,824	.0414	987,649	.0603	.0489	.0596	.0587	.0426
ALL COUNTIES															
Anderson	46.9	.0189	22.2	44	76.0	14.0	.0152	363,606	.0119	265,627	.0162	.0147	.0207	.0157	.0117
Andrews	15.4	.0062	15.6	10	95.9	5.0	.0054	159,853	.0052	76,541	.0047	.0052	.0054	.0054	.0046
Angelina	71.9	.0290	12.0	89	82.9	24.9	.0270	673,510	.0220	413,227	.0252	.0243	.0329	.0271	.0227
Aransas	18.4	.0075	29.0	66	95.4	6.8	.0074	192,353	.0063	87,136	.0053	.0062	.0092	.0074	.0050
Archer	8.3	.0033	14.2	9	99.0	3.0	.0032	74,977	.0024	27,316	.0017	.0024	.0036	.0033	.0021
Armstrong	2.1	.0009	5.3	2	99.1	.8	.0009	28,853	.0010	14,328	.0009	.0010	.0008	.0009	.0006
Atascosa	30.7	.0123	22.5	25	98.9	10.2	.0110	234,775	.0076	99,878	.0061	.0080	.0140	.0101	.0066
Austin	21.2	.0086	19.6	32	83.4	7.7	.0084	235,584	.0077	124,851	.0076	.0080	.0095	.0078	.0062
Bailey	8.0	.0032	–2.1	10	97.2	2.7	.0029	53,397	.0018	27,806	.0017	.0019	.0042	.0028	.0014
Bandera	9.9	.0040	39.8	12	99.1	3.8	.0041	103,524	.0033	28,194	.0017	.0030	.0045	.0038	.0025
Bastrop	37.9	.0153	53.3	42	80.3	13.6	.0148	344,980	.0113	133,378	.0082	.0113	.0189	.0128	.0087
Baylor	4.6	.0019	–6.5	5	95.3	1.8	.0019	39,729	.0013	44,335	.0027	.0017	.0030	.0022	.0012
Bee	27.1	.0109	4.1	31	95.4	8.8	.0095	237,577	.0078	144,158	.0088	.0087	.0121	.0104	.0076
Bell	183.2	.0739	16.1	174	79.3	64.7	.0701	1,757,795	.0573	1,107,703	.0676	.0638	.0862	.0769	.0521
Bexar	1,185.1	.4780	19.8	950	90.9	401.7	.4353	11,722,283	.3826	7,056,562	.4309	.4162	.5210	.4606	.3972
Blanco	6.1	.0025	30.3	9	98.0	2.6	.0028	69,065	.0023	15,842	.0009	.0019	.0032	.0026	.0014
Borden	.9	.0003	4.8	1	99.1	.3	.0003	5,009	.0001	152	.0001	.0002	.0005	.0002	.0002
Bosque	15.1	.0061	12.7	15	96.9	6.3	.0069	164,364	.0054	63,780	.0038	.0050	.0076	.0060	.0043
Bowie	83.0	.0335	10.2	93	75.3	30.9	.0334	759,250	.0248	621,951	.0380	.0304	.0399	.0364	.0290
Brazoria	196.8	.0794	16.0	140	90.4	64.4	.0698	2,475,221	.0807	1,045,898	.0639	.0755	.0621	.0580	.0760
Brazos	124.9	.0504	33.5	212	85.9	45.8	.0496	1,344,166	.0439	854,782	.0522	.0477	.0621	.0501	.0404
Brewster	8.1	.0032	7.0	1	98.2	3.0	.0033	63,782	.0021	42,643	.0026	.0024	.0046	.0033	.0019
Briscoe	2.1	.0009	–18.6	2	94.5	1.0	.0011	16,632	.0005	6,388	.0004	.0007	.0019	.0009	.0004
Brooks	9.0	.0036	6.8	10	99.6	2.7	.0029	48,103	.0016	40,356	.0024	.0022	.0049	.0023	.0015
Brown	36.5	.0147	10.4	39	94.1	13.9	.0151	342,393	.0112	209,572	.0128	.0122	.0199	.0148	.0108
Burleson	14.8	.0060	20.2	22	75.7	5.2	.0056	111,649	.0036	77,302	.0048	.0046	.0078	.0054	.0032
Burnet	26.0	.0105	46.0	26	97.7	10.5	.0114	260,438	.0085	171,646	.0104	.0094	.0136	.0121	.0075
Caldwell	29.0	.0117	22.7	53	80.6	9.5	.0103	209,263	.0069	101,352	.0062	.0077	.0137	.0092	.0056
Calhoun	21.6	.0087	10.4	40	95.2	7.5	.0081	213,620	.0069	109,951	.0067	.0072	.0094	.0074	.0068
Callahan	13.2	.0053	20.1	15	99.2	4.8	.0052	103,849	.0034	34,286	.0021	.0034	.0065	.0047	.0026
Cameron	262.9	.1061	25.4	290	99.1	76.0	.0823	1,785,591	.0583	1,471,477	.0899	.0773	.1175	.0886	.0695
Camp	10.5	.0042	13.2	52	71.7	4.1	.0045	107,518	.0035	43,778	.0026	.0034	.0047	.0037	.0034
Carson	6.8	.0027	1.9	7	98.5	2.4	.0026	78,618	.0026	16,346	.0010	.0022	.0025	.0021	.0021
Cass	31.6	.0128	7.4	34	75.5	11.2	.0121	272,981	.0089	95,724	.0059	.0086	.0145	.0098	.0079
Castro	10.3	.0041	–2.4	11	95.9	3.3	.0036	63,604	.0021	33,047	.0020	.0025	.0051	.0035	.0017
Chambers	22.2	.0090	19.8	36	83.4	7.6	.0082	228,831	.0074	65,932	.0040	.0067	.0083	.0061	.0062
Cherokee	42.8	.0173	12.3	41	78.9	15.4	.0167	348,014	.0114	179,452	.0110	.0125	.0210	.0144	.0112

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
TEXAS (continued)															
ALL COUNTIES (continued)															
Childress	6.4	.0025	–7.9	9	93.5	2.5	.0027	47,619	.0015	30,978	.0019	.0019	.0045	.0024	.0013
Clay	10.2	.0042	6.4	9	98.7	4.1	.0045	111,195	.0037	59,429	.0036	.0037	.0052	.0041	.0029
Cochran	5.2	.0020	7.8	7	93.2	1.7	.0018	37,037	.0012	14,905	.0009	.0012	.0023	.0017	.0010
Coke	3.3	.0014	3.3	4	98.8	1.3	.0014	32,095	.0010	15,131	.0009	.0011	.0019	.0013	.0008
Coleman	10.1	.0041	–3.3	8	95.0	4.1	.0044	90,412	.0030	38,562	.0024	.0030	.0059	.0039	.0023
Collin	229.7	.0926	58.9	270	93.9	75.7	0821	3,312,687	.1081	1,424,373	.0870	.0987	.0655	.0705	.1069
Collingsworth	4.2	.0017	–9.6	5	90.7	1.7	.0018	38,602	.0013	19,350	.0012	.0014	.0025	.0015	.0011
Colorado	19.7	.0079	4.7	20	79.5	7.3	.0079	171,354	.0055	116,781	.0071	.0065	.0115	.0073	.0049
Comal	52.0	.0210	42.7	94	98.4	19.1	.0207	621,935	.0203	222,640	.0136	.0184	.0199	.0193	.0171
Comanche	13.1	.0053	3.8	14	99.6	5.0	.0054	113,984	.0038	50,235	.0030	.0038	.0077	.0045	.0027
Concho	2.8	.0011	–4.0	3	80.8	1.1	.0012	25,264	.0008	13,460	.0009	.0010	.0014	.0012	.0005
Cooke	31.0	.0125	12.1	35	94.1	11.4	.0124	277,669	.0091	168,937	.0103	.0100	.0149	.0126	.0085
Coryell	65.7	.0265	15.7	62	73.9	17.3	.0187	669,863	.0218	120,229	.0073	.0185	.0165	.0196	.0131
Cottle	2.5	.0010	–15.2	3	92.0	1.0	.0011	24,764	.0008	12,768	.0008	.0009	.0016	.0011	.0006
Crane	4.5	.0019	–2.2	6	96.3	1.6	.0017	47,495	.0016	37,003	.0023	.0017	.0026	.0019	.0014
Crockett	4.4	.0017	–4.5	2	98.1	1.5	.0017	41,074	.0013	44,007	.0027	.0019	.0026	.0019	.0012
Crosby	8.2	.0033	–7.4	9	93.0	2.8	.0030	48,566	.0016	20,227	.0012	.0017	.0049	.0023	.0011
Culberson	3.4	.0014	2.6	1	99.5	1.0	.0011	18,028	.0006	46,224	.0028	.0015	.0020	.0019	.0004
Dallam	6.6	.0027	1.1	4	95.8	2.5	.0027	50,500	.0016	28,203	.0017	.0019	.0033	.0029	.0016
Dallas	1,856.6	.7488	19.3	2,110	78.3	723.1	.7835	25,321,320	.8264	15,708,383	.9592	.8506	.7701	.8543	.8657
Dawson	15.8	.0064	–2.4	17	95.2	5.4	.0058	129,342	.0043	89,366	.0054	.0051	.0082	.0063	.0043
Deaf Smith	20.4	.0082	–3.6	14	97.5	6.4	.0069	151,000	.0049	78,486	.0048	.0055	.0089	.0075	.0045
Delta	4.7	.0019	–2.9	17	90.2	1.7	.0019	36,890	.0012	9,352	.0006	.0012	.0024	.0014	.0008
Denton	225.4	.0910	57.5	247	93.3	80.0	.0867	3,089,983	.1008	1,022,151	.0624	.0873	.0727	.0714	.0822
De Witt	19.4	.0078	2.6	21	87.7	7.1	.0077	169,557	.0056	104,365	.0064	.0063	.0104	.0071	.0047
Dickens	3.0	.0012	–15.2	3	94.5	1.2	.0013	18,754	.0006	14,313	.0009	.0008	.0024	.0011	.0005
Dimmit	11.7	.0047	2.9	9	98.9	3.3	.0035	57,570	.0019	30,520	.0018	.0024	.0060	.0030	.0013
Donley	4.0	.0016	–1.9	4	94.9	1.6	.0018	31,164	.0010	35,454	.0022	.0015	.0030	.0018	.0009
Duval	13.3	.0054	6.3	7	99.7	4.1	.0044	82,818	.0027	36,561	.0022	.0032	.0063	.0035	.0023
Eastland	19.5	.0079	.1	21	97.4	7.8	.0085	157,827	.0051	108,660	.0066	.0061	.0131	.0079	.0043
Ector	127.3	.0513	10.3	141	93.9	46.3	.0501	1,528,562	.0499	1,433,517	.0876	.0614	.0582	.0624	.0615
Edwards	1.9	.0008	–6.6	1	99.0	.7	.0008	14,565	.0005	7,878	.0005	.0007	.0012	.0008	.0003
Ellis	82.1	.0331	37.4	87	87.0	27.6	.0299	814,537	.0266	323,346	.0197	.0257	.0310	.0256	.0238
El Paso	579.7	.2338	20.8	572	94.2	174.1	.1886	4,585,152	.1496	2,687,880	.1641	.1708	.2191	.2008	.1605
Erath	25.7	.0104	13.9	24	98.4	10.3	.0112	274,692	.0090	128,524	.0079	.0090	.0138	.0103	.0069
Falls	18.0	.0072	.3	23	69.9	7.2	.0078	153,387	.0050	59,133	.0036	.0051	.0108	.0060	.0044
Fannin	24.9	.0101	2.5	28	91.1	10.0	.0108	221,481	.0072	97,182	.0059	.0073	.0136	.0096	.0056
Fayette	20.5	.0082	8.9	22	89.7	8.2	.0089	211,529	.0069	148,150	.0091	.0077	.0119	.0080	.0061
Fisher	5.6	.0023	–4.9	6	94.8	2.1	.0023	46,458	.0016	13,296	.0008	.0016	.0027	.0021	.0011
Floyd	9.0	.0036	–8.5	9	94.9	3.0	.0032	51,020	.0016	29,391	.0018	.0020	.0047	.0028	.0012
Foard	2.0	.0008	–7.3	3	92.8	.9	.0010	16,453	.0006	7,417	.0004	.0007	.0015	.0008	.0004
Fort Bend	200.1	.0808	52.8	228	79.2	63.6	.0689	2,545,856	.0830	686,718	.0419	.0701	.0507	.0527	.0697
Franklin	8.0	.0032	16.1	27	92.8	3.1	.0034	81,466	.0027	29,494	.0018	.0027	.0041	.0027	.0023
Freestone	17.3	.0070	16.7	19	75.8	6.3	.0068	162,912	.0053	53,435	.0033	.0050	.0085	.0054	.0039
Frio	14.8	.0059	7.4	13	99.1	4.3	.0047	78,429	.0026	36,254	.0022	.0030	.0071	.0037	.0019
Gaines	14.4	.0058	9.5	10	96.5	4.6	.0049	112,782	.0037	59,499	.0037	.0041	.0066	.0047	.0033
Galveston	214.8	.0867	9.7	538	78.8	78.5	.0851	2,559,237	.0835	1,406,310	.0858	.0849	.0924	.0825	.0842
Garza	5.1	.0020	–4.4	6	92.3	1.8	.0019	48,351	.0016	22,594	.0014	.0016	.0028	.0018	.0012
Gillespie	16.4	.0067	21.2	15	99.6	6.6	.0072	152,935	.0050	125,101	.0076	.0062	.0104	.0083	.0048
Glasscock	1.4	.0005	7.4	2	99.6	.4	.0004	8,876	.0002	925	.0001	.0002	.0004	.0004	.0002
Goliad	5.7	.0023	9.8	7	89.3	1.9	.0021	49,919	.0017	23,241	.0014	.0016	.0030	.0018	.0011
Gonzales	17.9	.0072	5.6	17	86.8	6.4	.0069	148,190	.0048	111,335	.0068	.0061	.0105	.0068	.0045
Gray	24.9	.0101	–5.6	27	94.7	9.7	.0105	268,667	.0088	210,398	.0129	.0101	.0141	.0120	.0110
Grayson	98.5	.0397	9.7	105	91.0	38.1	.0413	1,102,951	.0360	611,311	.0373	.0371	.0429	.0414	.0344
Gregg	111.7	.0451	12.3	409	79.3	41.4	.0449	1,178,408	.0384	1,056,220	.0645	.0478	.0563	.0519	.0449
Grimes	18.7	.0075	37.7	23	69.4	5.6	.0060	132,373	.0044	90,660	.0055	.0052	.0079	.0056	.0032
Guadalupe	61.1	.0247	30.8	86	91.5	21.4	.0232	602,847	.0196	187,980	.0115	.0183	.0221	.0199	.0182
Hale	37.6	.0151	.0	37	93.2	12.6	.0137	261,539	.0086	165,801	.0101	.0102	.0181	.0141	.0079
Hall	4.8	.0020	–14.2	5	89.6	1.8	.0019	25,598	.0008	16,343	.0010	.0012	.0036	.0015	.0005
Hamilton	8.5	.0034	2.4	10	99.6	3.6	.0039	82,291	.0027	28,693	.0018	.0025	.0053	.0031	.0021
Hansford	6.3	.0025	1.5	7	99.2	2.3	.0025	60,131	.0020	32,214	.0019	.0021	.0031	.0024	.0019
Hardeman	6.0	.0024	–5.8	9	90.2	2.3	.0025	54,155	.0017	19,379	.0012	.0018	.0035	.0020	.0015
Hardin	43.2	.0175	6.1	48	88.4	14.6	.0158	421,204	.0138	181,242	.0111	.0136	.0153	.0136	.0126
Harris	2,740.1	1.1052	13.7	1,580	76.3	1,027.8	1.1136	34,455,672	1.1245	21,236,289	1.2967	1.1723	1.0977	1.1869	1.2311
Harrison	57.4	.0232	9.8	63	65.4	20.2	.0219	542,613	.0177	290,914	.0177	.0189	.0237	.0206	.0203
Hartley	4.2	.0017	5.3	3	99.2	1.3	.0014	37,944	.0012	20,178	.0013	.0013	.0021	.0016	.0012

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

SaMM ESTIMATES METRO AREA ‡ County	12/31/88 Population (Thousands)	% Of U.S	% Change 1980-88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S	1988 EBI ($000)	% Of U.S	1988 Retail Sales ($000)	% Of U.S	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
TEXAS (continued)															
ALL COUNTIES (continued)															
Haskell	7.0	.0028	-9.4	8	94.5	2.6	.0028	49,035	.0016	36,023	.0022	.0021	.0042	.0026	.0016
Hays	61.7	.0249	52.0	91	96.3	20.3	.0220	571,716	.0187	244,154	.0149	.0186	.0256	.0212	.0148
Hemphill	5.3	.0021	-.1	6	99.1	1.8	.0020	43,206	.0014	29,714	.0018	.0018	.0023	.0023	.0012
Henderson	60.2	.0243	41.3	68	87.4	23.5	.0255	590,767	.0193	173,727	.0106	.0176	.0283	.0217	.0155
Hidalgo	376.6	.1519	32.9	240	99.5	104.0	.1126	2,155,835	.0704	1,873,861	.1144	.0999	.1710	.1181	.0956
Hill	27.4	.0110	9.5	28	88.1	10.6	.0115	228,842	.0074	153,016	.0093	.0088	.0162	.0109	.0059
Hockley	24.1	.0098	3.7	27	95.0	8.0	.0087	183,534	.0060	98,226	.0060	.0068	.0108	.0087	.0050
Hood	31.3	.0126	76.7	74	99.2	12.1	.0131	396,969	.0130	132,341	.0081	.0113	.0120	.0110	.0105
Hopkins	29.9	.0120	18.4	38	88.4	11.4	.0123	277,073	.0090	159,819	.0098	.0099	.0150	.0126	.0079
Houston	24.4	.0099	9.4	20	64.5	8.6	.0094	205,409	.0067	91,306	.0056	.0070	.0126	.0075	.0055
Howard	33.5	.0135	1.1	37	94.4	12.7	.0137	315,340	.0103	280,731	.0171	.0130	.0189	.0156	.0110
Hudspeth	3.2	.0013	17.3	1	98.8	1.0	.0011	20,615	.0007	5,603	.0003	.0007	.0015	.0010	.0004
Hunt	68.6	.0277	24.2	82	85.1	25.9	.0281	726,760	.0237	341,491	.0209	.0237	.0327	.0256	.0216
Hutchinson	26.3	.0106	.0	30	95.7	9.9	.0107	328,139	.0107	169,993	.0104	.0105	.0117	.0098	.0110
Irion	1.7	.0007	22.7	2	93.2	.5	.0005	13,961	.0005	2,607	.0001	.0004	.0006	.0006	.0003
Jack	7.5	.0030	1.2	8	98.2	2.8	.0031	66,086	.0021	25,144	.0016	.0021	.0036	.0027	.0016
Jackson	13.1	.0053	-1.9	16	88.3	4.7	.0051	117,088	.0038	70,919	.0043	.0043	.0067	.0051	.0033
Jasper	34.3	.0138	11.4	37	78.4	12.2	.0132	308,383	.0101	169,482	.0103	.0109	.0161	.0124	.0093
Jeff Davis	1.8	.0007	9.3	1	99.6	.6	.0006	13,206	.0004	5,750	.0004	.0005	.0012	.0005	.0002
Jefferson	252.6	.1019	1.6	270	67.8	93.0	.1008	2,850,475	.0931	1,890,086	.1154	.1016	.1106	.0984	.1076
Jim Hogg	5.5	.0022	6.4	5	91.7	1.8	.0020	32,706	.0010	44,822	.0027	.0017	.0031	.0023	.0009
Jim Wells	39.0	.0158	6.9	45	99.1	12.4	.0134	252,398	.0083	243,293	.0149	.0117	.0212	.0152	.0089
Johnson	96.8	.0390	43.1	132	96.3	33.6	.0364	1,029,125	.0336	484,229	.0296	.0335	.0384	.0341	.0315
Jones	17.9	.0072	3.7	19	94.4	6.6	.0071	147,053	.0046	80,398	.0049	.0053	.0092	.0068	.0039
Karnes	13.3	.0054	-2.2	18	96.4	4.5	.0049	101,719	.0033	78,068	.0047	.0042	.0072	.0046	.0028
Kaufman	55.0	.0222	40.9	70	80.6	18.7	.0203	519,439	.0169	252,925	.0155	.0175	.0236	.0184	.0152
Kendall	16.1	.0065	51.4	24	99.2	5.7	.0062	159,581	.0052	92,969	.0057	.0056	.0071	.0058	.0044
Kenedy	.5	.0002	-7.9	0	89.0	.2	.0002	7,439	.0003	2,552	.0001	.0003	.0004	.0002	.0000
Kent	1.1	.0004	-3.9	1	98.7	.4	.0004	7,615	.0002	6,606	.0004	.0002	.0005	.0005	.0002
Kerr	37.9	.0153	31.7	34	96.5	15.1	.0164	452,839	.0148	215,069	.0131	.0145	.0179	.0164	.0125
Kimble	4.1	.0017	.9	3	99.9	1.6	.0017	32,743	.0011	39,565	.0025	.0015	.0027	.0021	.0010
King	.4	.0001	-5.9	0	97.0	.2	.0002	4,077	.0001	1,467	.0001	.0002	.0003	.0002	.0000
Kinney	2.8	.0011	22.9	2	94.8	.8	.0009	13,773	.0005	3,304	.0002	.0005	.0011	.0008	.0003
Kleberg	32.7	.0132	-2.0	38	93.5	10.6	.0115	254,825	.0083	181,983	.0111	.0101	.0173	.0118	.0074
Knox	5.2	.0021	-2.4	6	91.6	1.9	.0020	37,501	.0012	17,358	.0010	.0013	.0034	.0015	.0009
Lamar	45.5	.0184	7.9	50	82.5	17.1	.0186	417,910	.0136	259,159	.0159	.0153	.0223	.0186	.0131
Lamb	16.9	.0068	-9.5	17	92.6	5.8	.0062	118,258	.0039	63,482	.0038	.0045	.0091	.0058	.0037
Lampasas	15.0	.0061	24.9	21	97.1	5.7	.0062	125,831	.0041	48,196	.0030	.0041	.0075	.0055	.0032
La Salle	5.6	.0022	1.6	4	99.7	1.8	.0020	34,405	.0011	14,425	.0009	.0013	.0029	.0016	.0008
Lavaca	18.9	.0076	-.6	19	91.0	7.1	.0077	163,367	.0054	102,585	.0062	.0061	.0110	.0070	.0049
Lee	12.8	.0052	16.9	20	81.6	4.5	.0048	95,284	.0031	136,460	.0083	.0051	.0088	.0056	.0039
Leon	12.5	.0050	30.3	12	77.9	5.3	.0058	120,777	.0039	66,839	.0041	.0042	.0080	.0046	.0036
Liberty	55.7	.0225	18.3	47	84.5	19.5	.0211	533,254	.0174	311,724	.0191	.0189	.0253	.0200	.0155
Limestone	23.2	.0094	14.7	25	74.1	8.5	.0092	183,234	.0060	82,704	.0050	.0064	.0130	.0077	.0048
Lipscomb	3.7	.0015	-1.8	4	98.9	1.3	.0014	34,686	.0011	13,721	.0009	.0011	.0017	.0015	.0008
Live Oak	10.2	.0041	6.2	10	99.5	3.4	.0037	74,459	.0025	49,025	.0029	.0029	.0053	.0037	.0020
Llano	12.9	.0052	27.2	14	98.9	5.6	.0061	131,747	.0043	48,634	.0030	.0040	.0078	.0051	.0030
Loving	.1	.0000	9.9	0	100.0	.1	.0001	2,342	.0000	253	.0000	.0000	.0001	.0000	.0000
Lubbock	224.5	.0906	6.1	249	90.8	80.3	.0870	2,227,101	.0727	1,609,384	.0983	.0841	.1024	.0982	.0785
Lynn	7.7	.0031	-10.5	9	95.7	2.5	.0027	46,131	.0015	14,923	.0009	.0016	.0036	.0023	.0011
McCulloch	8.9	.0036	1.9	8	96.6	3.5	.0038	74,812	.0025	43,246	.0026	.0027	.0058	.0034	.0023
McLennan	192.3	.0775	12.6	187	82.2	70.6	.0765	1,830,256	.0597	1,147,981	.0701	.0664	.0933	.0776	.0578
McMullen	.8	.0004	1.4	1	98.6	.3	.0003	9,116	.0003	2,684	.0002	.0004	.0003	.0004	.0003
Madison	11.8	.0047	10.8	25	72.1	3.6	.0039	101,668	.0033	55,387	.0034	.0035	.0052	.0035	.0025
Marion	10.7	.0043	3.3	28	63.8	4.2	.0046	81,834	.0027	28,738	.0017	.0027	.0056	.0036	.0021
Martin	4.6	.0019	-1.8	5	97.0	1.5	.0016	43,166	.0014	20,211	.0013	.0016	.0016	.0014	.0010
Mason	3.6	.0014	-2.3	4	99.5	1.5	.0016	26,553	.0009	12,123	.0007	.0008	.0023	.0014	.0008
Matagorda	43.5	.0176	15.0	39	82.1	15.5	.0168	507,470	.0165	173,770	.0106	.0151	.0162	.0132	.0153
Maverick	40.7	.0164	29.6	32	[illegible]	10.1	.0109	166,169	.0055	177,205	.0108	.0091	.0193	.0113	.0092
Medina	27.5	.0111	18.7	21	[illegible]	9.3	.0101	218,483	.0071	127,405	.0078	.0082	.0122	.0101	.0058
Menard	2.4	.0010	2.3	3	99.4	.9	.0010	13,170	.0004	13,123	.0008	.0007	.0019	.0009	.0004
Midland	112.5	.0453	36.1	125	90.1	41.3	.0447	1,568,746	.0512	1,185,909	.0724	.0563	.0488	.0532	.0542
Milam	24.6	.0100	8.2	24	84.7	8.8	.0096	204,912	.0067	69,764	.0043	.0066	.0111	.0070	.0057
Mills	4.4	.0017	-1.7	6	99.2	1.8	.0019	40,055	.0013	16,724	.0010	.0014	.0025	.0019	.0009
Mitchell	8.7	.0035	-4.3	10	93.9	3.2	.0035	77,087	.0025	50,572	.0031	.0028	.0049	.0033	.0025
Montague	18.2	.0074	4.5	20	99.5	7.2	.0078	141,688	.0047	80,118	.0049	.0052	.0104	.0075	.0037

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
TEXAS (continued)															
ALL COUNTIES (continued)															
Montgomery	177.9	.0717	39.8	170	94.0	58.7	.0636	1,918,816	.0626	664,321	.0406	.0579	.0562	.0568	.0567
Moore	17.9	.0073	8.0	20	97.7	6.1	.0066	163,066	.0053	94,114	.0057	.0058	.0070	.0079	.0055
Morris	14.6	.0058	–.2	57	75.4	5.2	.0056	129,366	.0042	62,920	.0039	.0045	.0071	.0049	.0040
Motley	1.7	.0007	–12.8	2	94.1	.8	.0009	12,657	.0004	4,174	.0002	.0003	.0013	.0005	.0003
Nacogdoches	52.9	.0214	13.1	56	80.3	19.0	.0206	460,027	.0150	271,352	.0166	.0168	.0273	.0198	.0141
Navarro	39.5	.0159	11.8	37	77.3	15.1	.0164	356,673	.0117	247,180	.0151	.0135	.0222	.0156	.0105
Newton	13.9	.0056	4.9	15	73.4	4.9	.0053	124,643	.0041	31,584	.0019	.0038	.0060	.0038	.0033
Nolan	17.3	.0070	–.3	19	94.4	6.3	.0068	155,018	.0050	104,821	.0064	.0058	.0087	.0070	.0045
Nueces	300.9	.1214	12.2	355	93.8	101.1	.1095	2,824,299	.0922	2,054,947	.1255	.1081	.1293	.1200	.1045
Ochiltree	9.5	.0038	–.9	10	98.6	3.3	.0036	94,961	.0031	75,544	.0046	.0037	.0047	.0043	.0034
Oldham	2.4	.0010	5.1	2	98.2	.7	.0008	14,285	.0005	8,562	.0005	.0006	.0011	.0007	.0004
Orange	83.2	.0335	–.8	230	89.9	28.7	.0311	989,368	.0322	500,457	.0306	.0320	.0298	.0277	.0318
Palo Pinto	25.5	.0103	6.0	27	95.1	9.7	.0105	234,079	.0077	197,277	.0120	.0094	.0145	.0125	.0070
Panola	23.7	.0096	14.4	29	77.7	8.4	.0091	230,496	.0075	94,868	.0058	.0074	.0097	.0077	.0064
Parker	62.9	.0253	41.0	70	98.3	22.6	.0245	686,137	.0224	236,685	.0145	.0207	.0239	.0212	.0191
Parmer	11.2	.0045	1.5	13	97.7	3.3	.0035	60,026	.0020	21,754	.0013	.0023	.0050	.0035	.0013
Pecos	16.4	.0067	12.2	3	99.0	4.9	.0053	122,387	.0040	125,469	.0076	.0056	.0085	.0068	.0046
Polk	32.9	.0132	34.8	31	79.6	12.4	.0135	262,337	.0085	117,853	.0072	.0091	.0178	.0111	.0065
Potter	104.3	.0421	5.7	116	88.7	40.7	.0441	1,025,042	.0335	1,041,962	.0637	.0442	.0557	.0551	.0407
Presidio	5.7	.0023	9.9	1	99.8	1.9	.0020	28,850	.0009	21,529	.0013	.0014	.0032	.0016	.0009
Rains	6.3	.0025	30.2	26	93.3	2.6	.0029	57,499	.0019	17,517	.0010	.0017	.0039	.0027	.0015
Randall	92.7	.0374	23.5	101	98.2	34.2	.0370	1,267,106	.0413	409,292	.0250	.0356	.0282	.0334	.0388
Reagan	4.6	.0019	11.2	4	94.9	1.4	.0015	38,385	.0013	27,864	.0017	.0015	.0018	.0018	.0009
Real	2.9	.0012	17.5	4	99.3	1.0	.0011	16,331	.0005	6,577	.0004	.0008	.0018	.0008	.0005
Red River	15.8	.0063	–1.9	15	77.0	6.1	.0066	108,308	.0036	85,827	.0053	.0044	.0103	.0058	.0046
Reeves	15.4	.0062	–2.5	6	96.8	4.8	.0052	106,237	.0034	82,517	.0050	.0046	.0077	.0055	.0036
Refugio	8.8	.0036	–5.3	11	90.4	3.0	.0033	79,797	.0026	63,210	.0039	.0032	.0048	.0034	.0025
Roberts	1.1	.0004	–7.3	1	98.5	.4	.0004	10,600	.0004	4,617	.0003	.0003	.0006	.0005	.0003
Robertson	15.5	.0063	5.8	18	64.8	6.0	.0065	127,710	.0042	75,563	.0046	.0047	.0095	.0054	.0031
Rockwall	27.4	.0110	88.6	214	93.7	9.7	.0105	378,637	.0123	106,889	.0065	.0103	.0081	.0081	.0094
Runnels	11.9	.0048	.2	11	97.6	4.7	.0051	105,496	.0035	68,579	.0042	.0040	.0074	.0052	.0030
Rusk	44.9	.0182	8.5	48	75.6	16.2	.0176	436,600	.0142	167,531	.0102	.0138	.0181	.0156	.0129
Sabine	10.6	.0042	21.8	22	82.2	4.3	.0046	85,824	.0028	30,720	.0019	.0029	.0063	.0038	.0021
San Augustine	8.8	.0036	.2	17	67.4	3.4	.0037	73,986	.0024	27,209	.0017	.0024	.0046	.0031	.0023
San Jacinto	15.5	.0062	35.6	27	78.3	5.8	.0063	139,833	.0046	16,092	.0009	.0037	.0069	.0042	.0036
San Patricio	61.2	.0247	5.5	88	97.7	19.1	.0207	514,428	.0168	292,400	.0179	.0188	.0261	.0207	.0156
San Saba	5.5	.0022	–5.8	5	98.7	2.4	.0026	51,991	.0017	19,340	.0012	.0016	.0035	.0022	.0013
Schleicher	2.7	.0011	–4.3	2	97.7	.9	.0010	22,540	.0007	6,911	.0004	.0007	.0013	.0008	.0006
Scurry	18.6	.0075	2.2	21	95.9	6.7	.0072	192,136	.0063	97,547	.0059	.0064	.0080	.0072	.0060
Shackelford	3.8	.0016	–2.9	4	98.7	1.4	.0015	36,875	.0012	13,823	.0009	.0012	.0020	.0013	.0010
Shelby	24.7	.0099	7.0	31	76.1	9.4	.0102	197,770	.0064	104,129	.0064	.0071	.0140	.0089	.0056
Sherman	3.0	.0012	–5.5	3	99.7	1.1	.0012	42,035	.0014	8,731	.0005	.0011	.0010	.0011	.0009
Smith	154.9	.0625	20.7	166	76.2	56.9	.0617	1,741,335	.0568	1,005,005	.0613	.0594	.0644	.0621	.0568
Somervell	5.1	.0021	22.8	27	98.9	2.1	.0022	56,759	.0019	10,706	.0007	.0015	.0025	.0017	.0015
Starr	38.4	.0155	40.8	31	99.8	9.9	.0108	155,044	.0050	100,002	.0061	.0075	.0189	.0088	.0050
Stephens	10.2	.0041	2.8	11	95.5	4.2	.0045	93,559	.0031	67,186	.0041	.0035	.0063	.0046	.0028
Sterling	1.5	.0006	24.4	2	99.2	.4	.0004	9,319	.0003	4,224	.0003	.0004	.0009	.0003	.0001
Stonewall	2.2	.0009	–8.6	2	96.0	1.0	.0011	23,388	.0008	8,097	.0005	.0006	.0012	.0010	.0007
Sutton	5.1	.0020	–.6	4	99.5	1.5	.0017	38,374	.0012	27,133	.0016	.0016	.0021	.0018	.0010
Swisher	9.2	.0037	–5.4	10	94.4	3.3	.0035	59,444	.0020	38,078	.0023	.0023	.0057	.0036	.0014
Tarrant	1,118.1	.4510	29.9	1,288	85.7	417.6	.4525	14,154,659	.4619	8,153,756	.4979	.4706	.4396	.4702	.4807
Taylor	124.9	.0504	12.6	136	92.0	45.2	.0490	1,230,315	.0402	1,165,181	.0712	.0515	.0619	.0613	.0448
Terrell	1.4	.0006	–12.2	1	99.6	.6	.0006	16,162	.0005	6,894	.0004	.0006	.0007	.0006	.0004
Terry	14.4	.0058	–1.3	16	95.4	5.0	.0054	133,690	.0044	75,117	.0046	.0046	.0066	.0053	.0039
Throckmorton	1.9	.0007	–7.5	2	93.6	.9	.0010	13,587	.0004	9,192	.0005	.0006	.0017	.0008	.0004
Titus	24.5	.0099	14.3	59	84.1	9.0	.0098	238,184	.0078	174,406	.0107	.0090	.0110	.0101	.0080
Tom Green	98.8	.0399	16.5	65	94.5	36.2	.0392	1,083,973	.0354	822,537	.0502	.0408	.0470	.0448	.0386
Travis	560.2	.2259	33.5	566	86.7	225.1	.2439	7,161,318	.2337	4,177,757	.2551	.2386	.2596	.2472	.2338
Trinity	11.9	.0048	25.9	17	77.4	4.7	.0051	94,322	.0031	38,565	.0023	.0031	.0072	.0041	.0024
Tyler	19.8	.0080	22.0	21	85.2	7.3	.0079	166,152	.0054	66,970	.0041	.0055	.0101	.0067	.0041
Upshur	33.6	.0136	17.5	57	82.5	12.0	.0130	304,121	.0099	100,874	.0062	.0097	.0129	.0113	.0080
Upton	4.6	.0018	–.4	4	97.2	1.5	.0016	38,451	.0013	21,014	.0013	.0013	.0026	.0014	.0011
Uvalde	25.1	.0102	11.8	16	99.3	8.0	.0087	163,126	.0053	111,282	.0068	.0068	.0131	.0088	.0052
Val Verde	43.2	.0174	20.3	14	96.8	12.9	.0139	300,533	.0098	254,086	.0155	.0130	.0210	.0162	.0106
Van Zandt	41.1	.0166	30.8	48	95.1	15.3	.0166	361,481	.0118	112,276	.0068	.0113	.0187	.0134	.0093
Victoria	76.4	.0308	11.0	86	93.0	26.1	.0283	762,288	.0249	579,412	.0354	.0291	.0326	.0318	.0286

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S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
TEXAS (continued)															
ALL COUNTIES (continued)															
Walker	54.3	.0219	29.9	69	73.2	16.7	.0181	533,089	.0174	260,541	.0159	.0179	.0229	.0165	.0126
Waller	23.3	.0094	17.7	45	54.4	7.0	.0076	203,838	.0066	295,859	.0181	.0107	.0085	.0104	.0055
Ward	13.9	.0056	–.6	17	95.9	4.6	.0050	119,533	.0039	73,336	.0045	.0044	.0061	.0051	.0041
Washington	25.2	.0101	14.6	41	75.1	9.0	.0097	268,548	.0088	238,228	.0145	.0107	.0146	.0108	.0092
Webb	122.6	.0495	23.5	36	99.6	32.9	.0357	694,383	.0227	1,118,337	.0683	.0417	.0641	.0460	.0567
Wharton	40.6	.0164	.9	37	81.2	14.3	.0155	348,115	.0113	243,630	.0149	.0135	.0197	.0151	.0123
Wheeler	7.4	.0030	3.7	8	96.1	2.9	.0031	70,764	.0023	46,354	.0028	.0026	.0048	.0031	.0018
Wichita	126.2	.0509	4.2	208	88.1	46.2	.0501	1,266,824	.0414	987,649	.0603	.0489	.0596	.0587	.0426
Wilbarger	16.0	.0064	.4	17	89.3	6.0	.0065	143,761	.0047	89,550	.0055	.0054	.0096	.0060	.0043
Willacy	18.6	.0075	6.3	32	99.2	5.0	.0054	90,095	.0029	58,898	.0036	.0040	.0091	.0044	.0026
Williamson	124.2	.0501	62.3	109	93.1	41.4	.0448	1,308,440	.0427	471,621	.0288	.0400	.0445	.0379	.0387
Wilson	20.7	.0084	23.5	26	98.6	6.9	.0075	154,048	.0050	70,994	.0043	.0055	.0100	.0071	.0042
Winkler	9.4	.0038	–5.5	11	96.8	3.1	.0034	76,304	.0025	64,583	.0039	.0032	.0041	.0037	.0030
Wise	36.3	.0146	36.6	40	98.9	13.0	.0141	376,214	.0123	185,974	.0114	.0124	.0150	.0130	.0100
Wood	30.5	.0123	23.5	44	88.0	11.5	.0124	285,454	.0093	125,162	.0076	.0095	.0155	.0108	.0078
Yoakum	10.2	.0041	22.9	13	97.6	3.5	.0038	110,851	.0036	39,678	.0025	.0033	.0038	.0034	.0032
Young	19.6	.0079	2.7	21	97.6	7.8	.0085	216,130	.0071	100,431	.0061	.0069	.0106	.0080	.0056
Zapata	8.8	.0036	32.8	9	99.8	2.8	.0030	46,868	.0015	24,433	.0015	.0020	.0052	.0024	.0011
Zavala	12.1	.0048	3.7	9	99.7	3.2	.0035	57,952	.0019	24,151	.0015	.0023	.0056	.0029	.0017
TOTAL METRO COUNTIES	**13,649.1**	**5.5056**	**20.7**	**296**	**84.9**	**4,883.0**	**5.2907**	**155,694,286**	**5.0809**	**93,842,196**	**5.7305**	**5.3610**	**5.6210**	**5.5166**	**5.3245**
TOTAL STATE	**16,918.9**	**6.8243**	**18.9**	**65**	**85.7**	**6,047.9**	**6.5529**	**184,097,002**	**6.0084**	**109,396,504**	**6.6797**	**6.3730**	**7.2599**	**6.7017**	**6.1493**
UTAH															
PROVO - OREM	**250.0**	**.1008**	**14.6**	**124**	**97.7**	**68.0**	**.0737**	**1,738,463**	**.0567**	**1,002,676**	**.0613**	**.0670**	**.0799**	**.0807**	**.0567**
Utah	250.0	.1008	14.6	124	97.7	68.0	.0737	1,738,463	.0567	1,002,676	.0613	.0670	.0799	.0807	.0567
SALT LAKE CITY - OGDEN	**1,068.5**	**.4309**	**17.4**	**659**	**96.4**	**346.6**	**.3755**	**10,430,112**	**.3403**	**6,415,645**	**.3918**	**.3738**	**.3585**	**.4147**	**.3836**
Davis	187.0	.0754	27.6	625	96.1	52.4	.0568	1,558,684	.0508	804,699	.0492	.0552	.0474	.0646	.0540
Salt Lake	719.7	.2903	16.3	952	96.4	239.2	.2591	7,347,112	.2397	4,575,313	.2794	.2618	.2487	.2818	.2762
Weber	161.8	.0652	11.9	286	96.3	55.0	.0596	1,524,316	.0498	1,035,633	.0632	.0568	.0624	.0683	.0534
ALL COUNTIES															
Beaver	5.1	.0021	16.5	2	98.7	1.6	.0017	28,404	.0009	17,033	.0010	.0012	.0024	.0017	.0006
Box Elder	38.3	.0155	15.3	7	94.3	11.2	.0121	389,412	.0128	130,913	.0080	.0118	.0085	.0113	.0111
Cache	67.1	.0270	17.4	57	97.5	20.8	.0226	571,792	.0186	269,461	.0165	.0198	.0222	.0245	.0181
Carbon	23.9	.0097	7.8	16	98.4	7.9	.0085	235,177	.0077	90,848	.0055	.0073	.0077	.0075	.0075
Daggett	.8	.0003	4.0	1	99.8	.2	.0002	4,916	.0002	2,197	.0001	.0003	.0002	.0003	.0002
Davis	187.0	.0754	27.6	625	96.1	52.4	.0568	1,558,684	.0508	804,699	.0492	.0552	.0474	.0646	.0540
Duchesne	14.9	.0060	18.6	5	97.1	4.2	.0046	120,580	.0040	43,224	.0026	.0040	.0040	.0047	.0034
Emery	12.8	.0052	11.8	3	98.2	3.6	.0039	109,829	.0035	19,145	.0012	.0031	.0026	.0030	.0032
Garfield	4.0	.0016	8.9	1	97.6	1.2	.0013	20,105	.0007	10,420	.0006	.0008	.0018	.0012	.0004
Grand	7.7	.0031	–6.6	2	97.1	2.7	.0029	64,212	.0021	26,514	.0016	.0022	.0031	.0031	.0017
Iron	21.6	.0087	24.5	7	97.0	6.6	.0071	125,643	.0041	111,061	.0068	.0059	.0095	.0089	.0040
Juab	5.8	.0024	4.9	2	98.8	1.7	.0019	32,041	.0010	23,035	.0014	.0014	.0022	.0021	.0008
Kane	5.2	.0021	29.2	1	98.8	1.6	.0017	34,658	.0012	16,411	.0010	.0013	.0019	.0019	.0010
Millard	13.3	.0053	48.3	2	96.1	4.0	.0044	93,730	.0030	37,801	.0023	.0033	.0047	.0043	.0027
Morgan	5.7	.0023	15.9	9	98.9	1.6	.0017	52,023	.0017	7,184	.0005	.0014	.0013	.0014	.0014
Piute	1.5	.0006	12.9	2	99.3	.4	.0004	6,715	.0002	1,673	.0001	.0002	.0006	.0004	.0001
Rich	2.3	.0009	9.5	2	99.2	.7	.0008	18,738	.0007	3,957	.0002	.0006	.0007	.0006	.0005
Salt Lake	719.7	.2903	16.3	952	96.4	239.2	.2591	7,347,112	.2397	4,575,313	.2794	.2618	.2487	.2818	.2762
San Juan	12.1	.0049	–1.3	2	51.0	3.1	.0034	55,042	.0018	17,815	.0011	.0022	.0041	.0036	.0011
Sanpete	17.2	.0070	17.6	11	98.0	5.1	.0055	101,479	.0034	45,975	.0028	.0039	.0077	.0055	.0026
Sevier	16.4	.0066	11.4	9	98.5	5.1	.0056	118,738	.0038	78,239	.0048	.0047	.0057	.0062	.0043
Summit	14.6	.0059	43.2	8	99.1	5.0	.0054	151,580	.0050	111,757	.0068	.0057	.0069	.0066	.0047
Tooele	29.5	.0119	13.3	4	96.8	9.0	.0097	289,674	.0094	89,971	.0055	.0087	.0074	.0088	.0081
Uintah	24.8	.0100	20.9	6	89.1	7.3	.0079	235,018	.0077	88,081	.0053	.0074	.0063	.0069	.0070
Utah	250.0	.1008	14.6	124	97.7	68.0	.0737	1,738,463	.0567	1,002,676	.0613	.0670	.0799	.0807	.0567
Wasatch	10.3	.0042	20.8	9	99.0	3.2	.0035	65,416	.0022	26,676	.0016	.0023	.0042	.0038	.0016
Washington	43.6	.0175	67.3	18	98.5	13.0	.0141	286,957	.0093	252,975	.0154	.0128	.0184	.0165	.0110
Wayne	2.3	.0010	20.4	1	98.7	.6	.0006	15,547	.0005	2,468	.0002	.0006	.0006	.0005	.0004
Weber	161.8	.0652	11.9	286	96.3	55.0	.0596	1,524,316	.0498	1,035,633	.0632	.0568	.0624	.0683	.0534
TOTAL METRO COUNTIES	**1,318.5**	**.5317**	**16.9**	**362**	**96.6**	**414.6**	**.4492**	**12,168,575**	**.3970**	**7,418,321**	**.4531**	**.4408**	**.4384**	**.4954**	**.4403**
TOTAL STATE	**1,719.3**	**.6935**	**17.7**	**21**	**96.4**	**536.0**	**.5807**	**15,396,001**	**.5025**	**8,943,155**	**.5460**	**.5537**	**.5731**	**.6307**	**.5378**

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
VERMONT															
BURLINGTON	135.1	.0545	12.4	215	98.5	49.7	.0538	1,812,087	.0591	1,231,230	.0751	.0631	.0519	.0609	.0674
Chittenden	129.8	.0524	12.3	240	98.5	47.8	.0518	1,757,069	.0573	1,219,286	.0744	.0615	.0503	.0589	.0659
Grand Isle	5.3	.0021	14.9	60	99.0	1.9	.0020	55,018	.0018	11,944	.0007	.0016	.0016	.0020	.0015
ALL COUNTIES															
Addison	32.0	.0129	8.8	41	99.3	11.3	.0123	364,180	.0119	207,311	.0127	.0124	.0123	.0141	.0105
Bennington	35.6	.0144	6.8	53	99.1	14.1	.0152	442,367	.0144	479,373	.0293	.0188	.0164	.0220	.0160
Caledonia	28.1	.0113	8.9	43	99.6	10.7	.0116	264,695	.0087	200,065	.0122	.0103	.0141	.0141	.0082
Chittenden	129.8	.0524	12.3	240	98.5	47.8	.0518	1,757,069	.0573	1,219,286	.0744	.0615	.0503	.0589	.0659
Essex	7.2	.0029	14.1	11	99.4	2.7	.0029	64,183	.0021	11,099	.0007	.0018	.0026	.0029	.0015
Franklin	37.6	.0152	8.1	58	98.1	13.4	.0146	373,089	.0122	258,321	.0158	.0138	.0166	.0169	.0113
Grand Isle	5.3	.0021	14.9	60	99.0	1.9	.0020	55,018	.0018	11,944	.0007	.0016	.0016	.0020	.0015
Lamoille	18.4	.0074	9.7	40	99.5	7.1	.0077	200,184	.0065	141,335	.0086	.0074	.0087	.0091	.0060
Orange	25.3	.0102	11.3	37	99.3	9.3	.0101	282,909	.0092	112,862	.0069	.0086	.0087	.0110	.0070
Orleans	24.5	.0099	4.5	35	99.6	9.0	.0097	219,798	.0072	134,303	.0082	.0081	.0118	.0113	.0057
Rutland	62.2	.0251	6.6	67	99.4	23.7	.0257	696,727	.0228	534,169	.0326	.0262	.0276	.0305	.0246
Washington	55.3	.0223	5.5	80	99.2	21.4	.0232	618,379	.0201	419,761	.0257	.0223	.0242	.0274	.0204
Windham	39.4	.0159	6.7	50	99.3	16.1	.0174	494,094	.0162	372,288	.0227	.0180	.0193	.0206	.0167
Windsor	56.1	.0226	9.9	58	99.2	22.6	.0245	634,310	.0207	361,154	.0221	.0215	.0246	.0272	.0173
TOTAL METRO COUNTIES	135.1	.0545	12.4	215	98.5	49.7	.0538	1,812,087	.0591	1,231,230	.0751	.0631	.0519	.0609	.0674
TOTAL STATE	556.8	.2246	8.9	60	99.1	211.1	.2287	6,467,002	.2111	4,463,271	.2726	.2323	.2388	.2680	.2126
VIRGINIA															
CHARLOTTESVILLE	126.1	.0508	11.0	107	82.6	48.1	.0521	1,638,235	.0535	1,108,973	.0677	.0573	.0550	.0575	.0622
Albemarle	64.0	.0258	14.7	88	86.5	24.1	.0261	964,258	.0315	370,043	.0226	.0276	.0187	.0246	.0302
Charlottesville city	41.0	.0165	2.7	4,100	78.8	16.6	.0180	442,104	.0144	681,401	.0416	.0230	.0295	.0257	.0263
Fluvanna	11.8	.0047	15.2	41	67.8	4.2	.0046	120,428	.0040	31,328	.0019	.0036	.0041	.0046	.0029
Greene	9.3	.0038	22.0	59	91.3	3.2	.0034	111,445	.0036	26,201	.0016	.0031	.0027	.0026	.0028
DANVILLE	111.3	.0449	–.4	110	67.1	40.5	.0439	1,157,363	.0377	589,618	.0360	.0386	.0452	.0449	.0392
Danville city	44.9	.0181	–1.6	2,641	67.3	17.6	.0191	493,090	.0161	451,441	.0275	.0199	.0244	.0225	.0217
Pittsylvania	66.4	.0268	.4	67	67.1	22.9	.0248	664,273	.0216	138,177	.0085	.0187	.0208	.0224	.0175
LYNCHBURG	148.8	.0601	5.3	144	77.2	51.9	.0562	1,678,710	.0547	1,063,615	.0650	.0591	.0557	.0623	.0570
Amherst	31.1	.0126	6.8	65	76.7	10.1	.0109	335,088	.0109	149,104	.0091	.0108	.0106	.0109	.0095
Campbell	49.4	.0199	8.8	98	82.8	16.4	.0178	527,626	.0172	149,327	.0091	.0154	.0143	.0168	.0151
Lynchburg city	68.3	.0276	2.3	1,394	73.4	25.4	.0275	815,995	.0266	765,184	.0468	.0329	.0308	.0346	.0324
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	1,372.3	.5535	18.3	799	68.6	470.1	.5092	16,312,648	.5324	9,184,171	.5606	.5455	.4589	.5471	.5731
Chesapeake city	145.7	.0588	27.3	429	68.8	48.3	.0523	1,697,735	.0554	776,471	.0474	.0538	.0427	.0517	.0517
Gloucester	30.3	.0122	50.7	135	82.6	10.9	.0118	289,760	.0094	131,699	.0080	.0098	.0129	.0116	.0085
Hampton city	129.3	.0521	5.5	2,535	61.6	45.5	.0493	1,562,478	.0510	1,276,155	.0779	.0593	.0465	.0601	.0619
James City	27.8	.0112	24.4	187	68.1	9.9	.0108	355,368	.0116	143,706	.0087	.0107	.0072	.0100	.0258
Newport News city	166.0	.0670	14.6	2,554	64.1	60.2	.0652	1,754,037	.0573	1,046,437	.0639	.0612	.0632	.0709	.0578
Norfolk city	280.2	.1130	5.0	5,287	58.4	93.7	.1015	3,036,316	.0991	2,054,217	.1254	.1097	.1070	.1188	.1083
Poquoson city	11.0	.0045	26.1	647	98.8	3.6	.0039	149,017	.0049	39,154	.0024	.0040	.0042	.0026	.0043
Portsmouth city	112.9	.0455	8.0	3,763	51.0	40.8	.0442	1,252,964	.0409	643,777	.0393	.0414	.0422	.0452	.0420
Suffolk city	53.6	.0217	12.6	131	49.0	18.2	.0197	577,552	.0189	428,877	.0262	.0217	.0221	.0222	.0209
Virginia Beach city	360.3	.1453	37.4	1,407	85.4	121.6	.1317	4,903,522	.1600	2,095,318	.1280	.1474	.0907	.1312	.1628
Williamsburg city	12.0	.0048	16.6	1,333	86.6	3.8	.0041	153,955	.0050	391,610	.0239	.0106	.0121	.0101	.0122
York	43.2	.0174	21.8	382	79.7	13.6	.0147	579,944	.0189	156,750	.0095	.0159	.0081	.0127	.0169
RICHMOND - PETERSBURG	843.4	.3403	10.8	286	69.5	307.5	.3330	11,287,677	.3687	6,546,647	.3999	.3724	.3037	.3402	.3665
Charles City	6.7	.0027	.1	37	19.1	2.0	.0022	61,421	.0020	2,800	.0001	.0016	.0015	.0017	.0015
Chesterfield	186.7	.0753	32.1	430	87.9	62.0	.0672	2,674,406	.0873	1,202,906	.0735	.0807	.0443	.0600	.0815
Colonial Heights city	17.3	.0070	4.8	2,163	97.9	6.1	.0066	198,030	.0065	108,663	.0067	.0066	.0054	.0065	.0067
Dinwiddie	22.0	.0089	–2.7	43	54.0	6.2	.0067	213,382	.0070	36,848	.0022	.0060	.0058	.0050	.0055
Goochland	13.3	.0054	13.1	47	60.6	4.3	.0046	172,925	.0057	40,210	.0025	.0046	.0037	.0035	.0042
Hanover	59.3	.0239	17.7	127	85.2	19.6	.0212	805,729	.0263	416,398	.0254	.0256	.0183	.0199	.0226
Henrico	204.7	.0826	13.3	860	81.7	79.1	.0857	3,209,756	.1048	1,915,501	.1170	.1039	.0662	.0893	.1139
Hopewell city	23.9	.0097	2.1	2,390	77.1	9.0	.0097	301,247	.0098	150,161	.0092	.0096	.0087	.0087	.0108
New Kent	11.4	.0046	29.8	54	70.5	4.0	.0043	146,639	.0048	23,977	.0015	.0038	.0028	.0032	.0038
Petersburg city	40.8	.0164	–.6	1,774	35.1	15.4	.0167	385,891	.0126	389,321	.0237	.0168	.0196	.0197	.0160
Powhatan	14.0	.0057	7.2	54	72.1	3.9	.0042	147,833	.0049	34,219	.0021	.0042	.0032	.0032	.0039

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S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop. Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
VIRGINIA (continued)															
RICHMOND - PETERSBURG (continued)															
Prince George	25.9	.0104	.6	97	65.4	6.4	.0069	238,297	.0078	103,986	.0064	.0079	.0060	.0080	.0057
Richmond city	217.4	.0877	-.8	3,623	45.0	89.5	.0970	2,732,121	.0892	2,121,657	.1296	.1011	.1182	.1115	.0904
ROANOKE	**230.5**	**.0930**	**4.6**	**270**	**86.8**	**89.1**	**.0965**	**2,803,339**	**.0916**	**1,704,282**	**.1040**	**.0954**	**.0973**	**.1028**	**.1002**
Botetourt	26.2	.0106	12.6	48	94.4	9.2	.0099	278,028	.0091	78,733	.0048	.0081	.0078	.0089	.0075
Roanoke	77.7	.0314	6.5	310	96.9	27.3	.0296	1,027,552	.0336	359,644	.0219	.0296	.0229	.0273	.0365
Roanoke city	102.8	.0414	2.6	2,391	75.4	43.7	.0473	1,209,432	.0395	1,032,822	.0630	.0469	.0551	.0544	.0474
Salem city	23.8	.0096	-.7	1,700	94.5	8.9	.0097	288,327	.0094	233,083	.0143	.0108	.0115	.0122	.0088
ALL COUNTIES															
Accomack	33.1	.0134	5.9	70	60.4	12.2	.0133	313,841	.0102	169,721	.0103	.0109	.0167	.0130	.0089
Albemarle	64.0	.0258	14.7	88	86.5	24.1	.0261	964,258	.0315	370,043	.0226	.0276	.0187	.0246	.0302
☐ Alexandria city	112.3	.0453	8.8	7,487	71.8	56.1	.0608	2,745,747	.0896	1,329,285	.0812	.0781	.0366	.0557	.0778
Alleghany	14.0	.0056	-2.3	31	96.9	4.5	.0048	151,149	.0049	907	.0001	.0037	.0029	.0034	.0038
Amelia	8.9	.0036	5.9	25	58.5	2.8	.0031	75,946	.0025	23,405	.0014	.0023	.0027	.0031	.0020
Amherst	31.1	.0126	6.8	65	76.7	10.1	.0109	335,088	.0109	149,104	.0091	.0108	.0106	.0109	.0095
Appomattox	13.0	.0052	8.6	39	74.4	4.6	.0050	132,600	.0043	55,186	.0034	.0042	.0047	.0046	.0035
☐ Arlington	160.6	.0648	5.2	6,177	84.0	77.0	.0834	3,801,260	.1241	1,544,838	.0943	.1033	.0543	.0727	.1020
Augusta	54.9	.0221	15.4	56	95.4	18.5	.0201	622,327	.0203	296,369	.0181	.0200	.0164	.0212	.0164
Bath	5.5	.0023	-6.2	10	89.2	1.8	.0019	48,929	.0016	10,810	.0007	.0015	.0021	.0017	.0015
Bedford	42.3	.0170	21.1	57	87.1	14.0	.0152	408,746	.0134	24,060	.0014	.0104	.0105	.0131	.0108
Bedford city	6.4	.0026	6.8	914	78.5	2.5	.0027	68,054	.0023	115,276	.0070	.0037	.0057	.0041	.0024
Bland	6.5	.0026	2.4	18	96.3	2.2	.0024	54,398	.0017	9,023	.0006	.0016	.0019	.0024	.0014
Botetourt	26.2	.0106	12.6	48	94.4	9.2	.0099	278,028	.0091	78,733	.0048	.0081	.0078	.0089	.0075
☐ Bristol city	18.1	.0073	-5.0	1,508	92.9	7.3	.0079	197,282	.0064	248,467	.0152	.0093	.0097	.0105	.0095
Brunswick	16.0	.0065	2.4	28	39.6	5.1	.0056	125,644	.0041	43,099	.0026	.0041	.0065	.0054	.0034
Buchanan	37.3	.0150	-1.8	74	99.8	12.0	.0130	360,900	.0118	137,639	.0084	.0114	.0112	.0121	.0118
Buckingham	12.6	.0051	7.2	22	54.5	4.0	.0043	91,717	.0030	26,094	.0016	.0030	.0049	.0041	.0021
Buena Vista city	6.5	.0026	-5.9	929	95.4	2.3	.0025	60,731	.0020	33,912	.0021	.0021	.0028	.0030	.0019
Campbell	49.4	.0199	8.8	98	82.8	16.4	.0178	527,626	.0172	149,327	.0091	.0154	.0143	.0168	.0151
Caroline	20.4	.0082	13.9	38	52.7	6.5	.0070	198,462	.0065	52,472	.0032	.0058	.0059	.0064	.0050
Carroll	27.5	.0111	.8	58	99.5	9.5	.0103	234,120	.0076	75,924	.0047	.0075	.0101	.0106	.0070
Charles City	6.7	.0027	.1	37	19.1	2.0	.0022	61,421	.0020	2,800	.0001	.0016	.0015	.0017	.0015
Charlotte	11.9	.0048	-3.0	25	58.4	4.0	.0043	96,623	.0032	22,550	.0014	.0029	.0048	.0037	.0026
Charlottesville city	41.0	.0165	2.7	4,100	78.8	16.6	.0180	442,104	.0144	681,401	.0416	.0230	.0295	.0257	.0263
Chesapeake city	145.7	.0588	27.3	429	68.8	48.3	.0523	1,697,735	.0554	776,471	.0474	.0538	.0427	.0517	.0517
Chesterfield	186.7	.0753	32.1	430	87.9	62.0	.0672	2,674,406	.0873	1,202,906	.0735	.0807	.0443	.0600	.0815
Clarke	11.2	.0046	12.4	63	86.9	4.0	.0043	147,921	.0048	34,775	.0021	.0040	.0034	.0038	.0036
Clifton Forge city	5.1	.0020	1.1	1,700	82.1	2.0	.0022	56,146	.0018	25,132	.0015	.0018	.0025	.0021	.0014
Colonial Heights city	17.3	.0070	4.8	2,163	97.9	6.1	.0066	198,030	.0065	108,663	.0067	.0066	.0054	.0065	.0067
Covington city	7.7	.0031	-15.0	1,925	84.9	2.9	.0031	66,632	.0022	129,572	.0079	.0040	.0055	.0049	.0041
Craig	4.4	.0017	11.4	13	99.7	1.5	.0016	43,337	.0014	5,521	.0003	.0011	.0012	.0014	.0011
Culpeper	26.3	.0106	16.3	69	76.9	8.9	.0097	253,440	.0083	124,168	.0076	.0085	.0103	.0096	.0084
Cumberland	8.8	.0036	11.7	29	53.9	2.9	.0031	68,684	.0022	24,043	.0015	.0024	.0038	.0033	.0023
Danville city	44.9	.0181	-1.6	2,641	67.3	17.6	.0191	493,090	.0161	451,441	.0275	.0199	.0244	.0225	.0217
Dickenson	20.4	.0082	3.0	62	99.3	6.9	.0075	163,383	.0053	66,998	.0041	.0055	.0083	.0074	.0045
Dinwiddie	22.0	.0089	-2.7	43	54.0	6.2	.0067	213,382	.0070	36,848	.0022	.0060	.0058	.0050	.0055
Emporia city	4.6	.0019	-5.0	2,300	56.6	1.9	.0020	48,594	.0016	102,883	.0063	.0031	.0040	.0039	.0031
Essex	9.5	.0038	7.2	36	56.1	3.2	.0035	76,149	.0025	87,234	.0053	.0035	.0049	.0048	.0032
☐ Fairfax	747.1	.3014	25.4	1,901	88.5	272.0	.2947	15,856,286	.5175	6,995,250	.4272	.4472	.1873	.2525	.5149
☐ Fairfax city	20.0	.0081	-2.6	3,333	93.3	7.3	.0080	436,237	.0142	1,032,134	.0630	.0276	.0110	.0223	.0319
☐ Falls Church city	9.7	.0039	1.9	4,850	93.5	4.6	.0049	256,863	.0084	353,972	.0217	.0115	.0047	.0087	.0150
Fauquier	47.4	.0191	32.1	73	82.1	16.0	.0173	621,688	.0203	223,379	.0136	.0180	.0151	.0154	.0165
Floyd	12.6	.0051	9.0	33	96.1	4.6	.0050	115,162	.0037	30,347	.0019	.0034	.0050	.0044	.0034
Fluvanna	11.8	.0047	15.2	41	67.8	4.2	.0046	120,428	.0040	31,328	.0019	.0036	.0041	.0046	.0029
Franklin	38.9	.0157	8.8	57	86.4	13.3	.0144	373,747	.0122	103,552	.0063	.0111	.0134	.0141	.0106
Franklin city	7.7	.0031	-.3	1,925	41.5	2.6	.0029	76,918	.0025	73,473	.0044	.0032	.0035	.0034	.0038
Frederick	39.5	.0160	15.7	95	98.1	12.9	.0140	446,037	.0145	171,587	.0105	.0137	.0104	.0134	.0130
Fredericksburg city	19.8	.0080	11.5	1,980	77.0	7.9	.0085	234,781	.0077	441,861	.0270	.0135	.0115	.0152	.0143
Galax city	6.7	.0027	2.7	838	94.4	2.9	.0032	74,656	.0024	99,687	.0061	.0036	.0051	.0046	.0033
Giles	17.7	.0071	-.6	49	97.5	6.2	.0067	175,820	.0058	96,967	.0059	.0059	.0076	.0076	.0054
Gloucester	30.3	.0122	50.7	135	82.6	10.9	.0118	289,760	.0094	131,699	.0080	.0098	.0129	.0116	.0085
Goochland	13.3	.0054	13.1	47	60.6	4.3	.0046	172,925	.0057	40,210	.0025	.0046	.0037	.0035	.0042
Grayson	16.7	.0067	.7	37	96.1	6.3	.0069	168,413	.0055	37,229	.0023	.0047	.0066	.0065	.0045
Greene	9.3	.0038	22.0	59	91.3	3.2	.0034	111,445	.0036	26,201	.0016	.0031	.0027	.0026	.0028
Greensville	10.3	.0041	-5.5	34	40.2	3.1	.0034	69,718	.0023	2,753	.0001	.0020	.0035	.0028	.0018
Halifax	29.9	.0121	-2.3	37	56.7	9.7	.0105	271,553	.0088	30,148	.0019	.0074	.0085	.0091	.0068

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
VIRGINIA (continued)															
ALL COUNTIES (continued)															
Hampton city	129.3	.0521	5.5	2,535	61.6	45.5	.0493	1,562,478	.0510	1,276,155	.0779	.0593	.0465	.0601	.0619
Hanover	59.3	.0239	17.7	127	85.2	19.6	.0212	805,729	.0263	416,398	.0254	.0256	.0183	.0199	.0226
Harrisonburg city	29.5	.0119	19.7	1,735	94.2	9.8	.0106	294,133	.0096	483,011	.0295	.0161	.0178	.0164	.0148
Henrico	204.7	.0826	13.3	860	81.7	79.1	.0857	3,209,756	.1048	1,915,501	.1170	.1039	.0662	.0893	.1139
Henry	60.8	.0245	5.5	159	74.3	21.2	.0230	644,506	.0210	257,420	.0157	.0202	.0204	.0229	.0195
Highland	2.9	.0012	-1.3	7	99.4	1.1	.0012	25,937	.0009	6,739	.0004	.0007	.0012	.0009	.0008
Hopewell city	23.9	.0097	2.1	2,390	77.1	9.0	.0097	301,247	.0098	150,161	.0092	.0096	.0087	.0087	.0108
Isle of Wight	25.9	.0104	19.9	81	55.8	8.7	.0094	258,705	.0084	76,440	.0047	.0077	.0090	.0085	.0071
James City	27.8	.0112	24.4	187	68.1	9.9	.0108	355,368	.0116	143,706	.0087	.0107	.0072	.0100	.0258
King and Queen	6.3	.0026	5.6	20	49.9	2.3	.0025	56,779	.0019	6,949	.0005	.0016	.0026	.0021	.0012
King George	13.0	.0052	23.3	72	74.3	4.3	.0046	141,347	.0046	21,213	.0012	.0037	.0036	.0035	.0037
King William	10.5	.0043	12.5	38	60.1	3.7	.0040	113,815	.0037	51,459	.0032	.0037	.0040	.0040	.0035
Lancaster	11.1	.0044	9.6	83	63.9	4.4	.0048	126,991	.0041	73,899	.0045	.0044	.0056	.0047	.0044
Lee	26.8	.0108	3.3	61	99.3	9.3	.0101	198,184	.0065	50,999	.0031	.0062	.0122	.0091	.0049
Lexington city	6.8	.0027	-6.8	3,400	85.6	2.0	.0022	75,110	.0025	76,051	.0046	.0031	.0035	.0030	.0024
Loudoun	75.6	.0305	31.6	145	89.1	25.6	.0277	1,150,329	.0376	476,190	.0291	.0336	.0248	.0234	.0350
Louisa	20.5	.0083	15.0	41	64.6	7.0	.0076	152,302	.0049	57,228	.0035	.0053	.0094	.0077	.0040
Lunenburg	12.2	.0049	6	28	57.6	4.2	.0045	110,175	.0036	37,788	.0023	.0034	.0049	.0040	.0029
Lynchburg city	68.3	.0276	2.3	1,394	73.4	25.4	.0275	815,996	.0266	765,184	.0468	.0329	.0308	.0346	.0324
Madison	11.4	.0046	11.4	35	80.1	3.9	.0043	100,252	.0033	49,107	.0030	.0034	.0052	.0050	.0025
Manassas city	20.8	.0083	34.2	2,080	86.3	7.1	.0077	297,275	.0097	362,274	.0221	.0131	.0088	.0112	.0102
Manassas Park city	7.4	.0030	13.4	3,700	94.2	2.3	.0025	81,469	.0027	20,884	.0013	.0023	.0021	.0018	.0026
Martinsville city	18.9	.0076	4.1	1,718	65.5	7.2	.0078	238,688	.0077	195,699	.0119	.0090	.0087	.0095	.0092
Mathews	9.0	.0036	12.6	103	80.2	3.8	.0041	123,299	.0040	24,758	.0015	.0032	.0040	.0033	.0031
Mecklenburg	30.2	.0122	2.6	49	56.6	10.7	.0116	286,538	.0094	151,221	.0092	.0099	.0128	.0118	.0094
Middlesex	8.7	.0035	12.7	65	68.3	3.4	.0037	103,624	.0034	30,866	.0019	.0029	.0039	.0033	.0027
Montgomery	69.0	.0279	9.0	177	95.1	23.4	.0253	786,225	.0256	446,772	.0273	.0266	.0262	.0269	.0228
Nelson	12.5	.0050	2.4	26	73.7	4.4	.0048	135,843	.0044	54,351	.0033	.0042	.0043	.0043	.0034
New Kent	11.4	.0046	29.8	54	70.5	4.0	.0043	146,639	.0048	23,977	.0015	.0038	.0028	.0032	.0038
Newport News city	166.0	.0670	14.6	2,554	64.1	60.2	.0652	1,754,037	.0573	1,046,437	.0639	.0612	.0632	.0709	.0578
Norfolk city	280.2	.1130	5.0	5,287	58.4	93.7	.1015	3,036,316	.0991	2,054,217	.1254	.1097	.1070	.1188	.1083
Northampton	15.0	.0061	2.6	66	47.0	5.6	.0061	139,003	.0046	62,840	.0038	.0047	.0075	.0059	.0037
Northumberland	10.3	.0041	4.8	56	63.5	4.1	.0044	133,985	.0043	49,464	.0030	.0039	.0046	.0044	.0031
Norton city	4.6	.0019	-3.3	657	93.5	1.6	.0018	46,216	.0015	125,227	.0077	.0035	.0031	.0036	.0024
Nottoway	14.9	.0060	1.6	47	57.9	5.3	.0058	150,484	.0050	68,939	.0042	.0049	.0057	.0057	.0054
Orange	21.7	.0088	20.1	63	80.0	7.6	.0082	232,155	.0075	99,063	.0061	.0073	.0078	.0083	.0063
Page	21.3	.0086	9.8	68	96.8	7.8	.0084	211,601	.0069	104,408	.0064	.0072	.0089	.0091	.0058
Patrick	18.5	.0074	4.8	38	91.2	6.5	.0071	184,809	.0061	43,643	.0026	.0052	.0066	.0063	.0049
Petersburg city	40.8	.0164	-.6	1,774	35.1	15.4	.0167	385,891	.0126	389,321	.0237	.0168	.0196	.0197	.0160
Pittsylvania	66.4	.0268	.4	67	67.1	22.9	.0248	664,273	.0216	138,177	.0085	.0187	.0208	.0224	.0175
Poquoson city	11.0	.0045	26.1	647	98.8	3.6	.0039	149,017	.0049	39,154	.0024	.0040	.0042	.0026	.0043
Portsmouth city	112.9	.0455	8.0	3,763	51.0	40.8	.0442	1,252,964	.0409	643,777	.0393	.0414	.0422	.0452	.0420
Powhatan	14.0	.0057	7.2	54	72.1	3.9	.0042	147,833	.0049	34,219	.0021	.0042	.0032	.0032	.0039
Prince Edward	18.1	.0073	10.0	51	59.3	5.3	.0058	139,535	.0045	131,975	.0080	.0062	.0072	.0068	.0056
Prince George	25.9	.0104	.6	97	65.4	6.4	.0069	238,297	.0078	103,986	.0064	.0079	.0060	.0080	.0057
Prince William	190.8	.0770	31.9	566	88.2	60.2	.0652	2,802,091	.0915	1,338,096	.0817	.0856	.0412	.0595	.0933
Pulaski	34.9	.0140	-.9	110	93.7	12.6	.0137	374,375	.0122	151,025	.0092	.0117	.0131	.0137	.0109
Radford city	14.0	.0057	4.0	1,750	92.1	4.0	.0043	149,466	.0048	94,414	.0058	.0052	.0044	.0046	.0049
Rappahannock	6.8	.0028	11.6	25	87.3	2.5	.0027	76,001	.0025	8,099	.0005	.0019	.0022	.0020	.0020
Richmond	7.5	.0030	7.9	39	65.3	2.7	.0029	72,886	.0023	32,444	.0020	.0024	.0038	.0028	.0026
Richmond city	217.4	.0877	-.8	3,623	45.0	89.5	.0970	2,732,121	.0892	2,121,657	.1296	.1011	.1182	.1115	.0904
Roanoke	77.7	.0314	6.5	310	96.9	27.3	.0296	1,027,552	.0336	359,644	.0219	.0296	.0229	.0273	.0365
Roanoke city	102.8	.0414	2.6	2,391	75.4	43.7	.0473	1,209,432	.0395	1,032,822	.0630	.0469	.0551	.0544	.0474
Rockbridge	18.4	.0074	3.8	31	96.2	6.0	.0065	152,297	.0049	138,439	.0085	.0065	.0073	.0081	.0046
Rockingham	56.3	.0227	8.1	66	98.1	19.4	.0210	562,534	.0184	145,919	.0089	.0164	.0173	.0202	.0152
Russell	33.7	.0136	6.1	70	98.8	11.6	.0126	266,923	.0087	84,480	.0052	.0087	.0138	.0116	.0080
Salem city	23.8	.0096	-.7	1,700	94.5	8.9	.0097	288,327	.0094	233,083	.0143	.0108	.0115	.0122	.0088
Scott	25.3	.0102	.9	47	99.2	8.8	.0095	260,242	.0085	129,978	.0079	.0086	.0108	.0094	.0073
Shenandoah	30.7	.0124	11.4	60	98.2	11.6	.0126	334,056	.0109	160,470	.0098	.0110	.0129	.0136	.0098
Smyth	33.4	.0134	.2	74	97.7	11.8	.0128	352,782	.0115	157,574	.0096	.0113	.0114	.0137	.0107
Southampton	18.3	.0074	-.1	30	48.7	5.4	.0058	145,541	.0048	55,460	.0034	.0048	.0062	.0050	.0041
South Boston city	7.2	.0029	1.5	1,440	60.4	2.6	.0028	70,263	.0023	126,870	.0077	.0042	.0048	.0048	.0039
Spotsylvania	43.9	.0177	37.2	110	82.8	14.0	.0152	506,439	.0165	287,431	.0175	.0171	.0120	.0157	.0159
Stafford	56.5	.0228	39.6	208	91.1	17.4	.0188	725,170	.0237	250,683	.0154	.0209	.0153	.0163	.0184
Staunton city	22.1	.0089	-10.8	2,763	87.1	8.1	.0088	249,853	.0081	193,709	.0118	.0093	.0101	.0107	.0094
Suffolk city	53.6	.0217	12.6	131	49.0	18.2	.0197	577,552	.0189	428,877	.0262	.0217	.0221	.0222	.0209

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980–88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
VIRGINIA (continued)															
ALL COUNTIES (continued)															
Surry	6.5	.0026	7.5	23	34.7	2.2	.0024	54,858	.0018	15,042	.0009	.0018	.0027	.0023	.0012
Sussex	10.4	.0042	−4.4	21	36.1	3.5	.0038	101,252	.0033	76,821	.0047	.0038	.0055	.0038	.0030
Tazewell	50.6	.0204	.2	97	96.7	17.3	.0188	404,128	.0132	323,258	.0197	.0166	.0246	.0218	.0134
Virginia Beach city	360.3	.1453	37.4	1,407	85.4	121.6	.1317	4,903,522	.1600	2,095,318	.1280	.1474	.0907	.1312	.1628
Warren	24.7	.0100	16.5	114	93.3	9.3	.0100	233,898	.0076	127,974	.0078	.0082	.0116	.0111	.0078
Washington	50.4	.0203	8.4	90	97.8	17.1	.0186	482,109	.0157	166,756	.0102	.0149	.0189	.0183	.0147
Waynesboro city	17.6	.0071	−5.2	1,257	90.2	6.9	.0075	231,296	.0076	187,300	.0114	.0087	.0076	.0094	.0091
Westmoreland	15.6	.0063	11.1	69	58.8	6.0	.0065	142,816	.0047	51,221	.0031	.0046	.0075	.0064	.0036
Williamsburg city	12.0	.0048	16.6	1,333	86.6	3.8	.0041	153,955	.0050	391,610	.0239	.0106	.0121	.0101	.0122
Winchester city	22.5	.0091	11.3	2,500	89.4	9.2	.0100	298,911	.0097	305,529	.0187	.0123	.0122	.0132	.0132
Wise	46.2	.0187	5.3	114	97.4	15.3	.0166	449,720	.0147	230,952	.0141	.0153	.0200	.0160	.0128
Wythe	26.5	.0107	3.8	57	95.7	9.6	.0104	255,171	.0083	202,086	.0124	.0100	.0114	.0130	.0085
York	43.2	.0174	21.8	382	79.7	13.6	.0147	579,944	.0189	156,750	.0095	.0159	.0081	.0127	.0169
TOTAL METRO COUNTIES	**4,327.0**	**1.7455**	**15.5**	**378**	**76.9**	**1,570.0**	**1.7006**	**63,970,332**	**2.0882**	**34,446,113**	**2.1035**	**2.0243**	**1.4413**	**1.7171**	**2.1308**
TOTAL STATE	**6,047.2**	**2.4392**	**13.1**	**152**	**78.4**	**2,166.4**	**2.3473**	**81,263,005**	**2.6521**	**43,447,915**	**2.6529**	**2.6098**	**2.1183**	**2.3912**	**2.6645**
WASHINGTON															
BELLINGHAM	**118.6**	**.0478**	**11.2**	**56**	**95.0**	**46.2**	**.0500**	**1,282,601**	**.0419**	**762,011**	**.0465**	**.0443**	**.0560**	**.0497**	**.0439**
Whatcom	118.6	.0478	11.2	56	95.0	46.2	.0500	1,282,601	.0419	762,011	.0465	.0443	.0560	.0497	.0439
BREMERTON	**180.5**	**.0728**	**22.7**	**459**	**92.5**	**67.8**	**.0735**	**2,179,111**	**.0711**	**875,348**	**.0534**	**.0661**	**.0642**	**.0682**	**.0662**
Kitsap	180.5	.0728	22.7	459	92.5	67.8	.0735	2,179,111	.0711	875,348	.0534	.0661	.0642	.0682	.0662
OLYMPIA	**156.1**	**.0629**	**25.6**	**215**	**94.9**	**61.8**	**.0669**	**1,962,720**	**.0641**	**945,782**	**.0577**	**.0620**	**.0664**	**.0640**	**.0642**
Thurston	156.1	.0629	25.6	215	94.9	61.8	.0669	1,962,720	.0641	945,782	.0577	.0620	.0664	.0640	.0642
RICHLAND - KENNEWICK - PASCO	**150.7**	**.0608**	**4.3**	**51**	**95.8**	**54.9**	**.0595**	**2,065,521**	**.0675**	**908,530**	**.0554**	**.0623**	**.0482**	**.0522**	**.0640**
Benton	114.5	.0462	4.6	67	96.6	41.7	.0452	1,649,744	.0539	635,128	.0387	.0477	.0342	.0372	.0516
Franklin	36.2	.0146	3.4	29	93.2	13.2	.0143	415,777	.0136	273,402	.0167	.0146	.0140	.0150	.0124
SEATTLE	**1,842.5**	**.7432**	**14.6**	**436**	**89.4**	**748.4**	**.8109**	**30,101,049**	**.9825**	**14,380,428**	**.8781**	**.9033**	**.6818**	**.7353**	**1.0020**
King	1,425.7	.5751	12.3	670	87.6	588.5	.6376	24,139,221	.7879	11,830,524	.7224	.7257	.5470	.5828	.7991
Snohomish	416.8	.1681	23.4	199	95.5	159.9	.1733	5,961,828	.1946	2,549,904	.1557	.1776	.1348	.1525	.2029
SEATTLE - TACOMA CONSOLIDATED AREA	***2,398.4***	***.9674***	***14.6***	***406***	***89.0***	***958.7***	***1.0387***	***35,977,777***	***1.1743***	***17,772,552***	***1.0852***	***1.1061***	***.9217***	***.9657***	***1.2014***
SPOKANE	**357.3**	**.1442**	**4.5**	**203**	**95.6**	**142.0**	**.1539**	**3,834,010**	**.1251**	**2,365,182**	**.1444**	**.1349**	**.1719**	**.1562**	**.1390**
Spokane	357.3	.1442	4.5	203	95.6	142.0	.1539	3,834,010	.1251	2,365,182	.1444	.1349	.1719	.1562	.1390
TACOMA	**555.9**	**.2242**	**14.5**	**332**	**87.6**	**210.3**	**.2278**	**5,876,728**	**.1918**	**3,392,124**	**.2071**	**.2028**	**.2399**	**.2304**	**.1994**
Pierce	555.9	.2242	14.5	332	87.6	210.3	.2278	5,876,728	.1918	3,392,124	.2071	.2028	.2399	.2304	.1994
VANCOUVER	**216.6**	**.0874**	**12.7**	**345**	**96.5**	**81.4**	**.0882**	**2,583,497**	**.0843**	**982,802**	**.0600**	**.0775**	**.0773**	**.0775**	**.0798**
Clark	216.6	.0874	12.7	345	96.5	81.4	.0882	2,583,497	.0843	982,802	.0600	.0775	.0773	.0775	.0798
YAKIMA	**186.4**	**.0752**	**8.1**	**43**	**93.5**	**69.7**	**.0755**	**1,835,951**	**.0599**	**1,028,911**	**.0628**	**.0638**	**.0871**	**.0743**	**.0611**
Yakima	186.4	.0752	8.1	43	93.5	69.7	.0755	1,835,951	.0599	1,028,911	.0628	.0638	.0871	.0743	.0611
ALL COUNTIES															
Adams	14.1	.0057	6.3	7	98.4	5.3	.0057	165,489	.0054	64,238	.0039	.0050	.0054	.0055	.0047
Asotin	17.2	.0069	2.2	27	98.3	6.9	.0075	195,907	.0064	62,002	.0038	.0058	.0080	.0060	.0054
Benton	114.5	.0462	4.6	67	96.6	41.7	.0452	1,649,744	.0539	635,128	.0387	.0477	.0342	.0372	.0516
Chelan	49.7	.0201	10.3	17	98.4	20.8	.0225	584,518	.0191	350,082	.0214	.0199	.0240	.0227	.0195
Clallam	55.2	.0222	6.9	31	94.0	22.3	.0242	583,661	.0190	298,210	.0182	.0196	.0256	.0239	.0181
Clark	216.6	.0874	12.7	345	96.5	81.4	.0882	2,583,497	.0843	982,802	.0600	.0775	.0773	.0775	.0798
Columbia	4.0	.0016	−1.4	5	98.6	1.6	.0017	43,853	.0015	12,582	.0008	.0013	.0017	.0015	.0012
Cowlitz	80.7	.0326	1.4	71	97.0	31.5	.0342	952,529	.0310	513,593	.0314	.0315	.0349	.0317	.0300
Douglas	24.7	.0099	11.5	14	98.4	9.7	.0105	278,895	.0091	120,016	.0073	.0087	.0120	.0100	.0089
Ferry	6.3	.0026	8.4	3	80.0	2.1	.0022	63,509	.0021	11,452	.0007	.0018	.0020	.0017	.0017
Franklin	36.2	.0146	3.4	29	93.2	13.2	.0143	415,777	.0136	273,402	.0167	.0146	.0140	.0150	.0124
Garfield	2.3	.0009	−6.8	3	99.2	1.0	.0011	30,429	.0010	3,362	.0002	.0008	.0008	.0010	.0007
Grant	54.1	.0218	11.5	20	96.3	20.2	.0219	537,876	.0175	262,963	.0160	.0179	.0235	.0220	.0176
Grays Harbor	63.3	.0255	−4.6	33	95.0	25.3	.0274	835,560	.0273	361,648	.0221	.0254	.0283	.0242	.0268
Island	53.3	.0215	21.0	251	93.4	20.5	.0222	666,125	.0217	209,980	.0129	.0190	.0201	.0214	.0185
Jefferson	19.3	.0078	20.9	11	95.6	8.1	.0088	235,614	.0077	79,764	.0048	.0069	.0091	.0079	.0063
King	1,425.7	.5751	12.3	670	87.6	588.5	.6376	24,139,221	.7879	11,830,524	.7224	.7257	.5470	.5828	.7991
Kitsap	180.5	.0728	22.7	459	92.5	67.8	.0735	2,179,111	.0711	875,348	.0534	.0661	.0642	.0682	.0662
Kittitas	25.5	.0103	2.5	11	97.3	10.1	.0109	226,389	.0074	163,009	.0100	.0087	.0152	.0109	.0070
Klickitat	16.2	.0065	2.4	9	95.6	6.2	.0068	173,173	.0056	51,219	.0031	.0051	.0063	.0058	.0046

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980-88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
WASHINGTON (continued)															
ALL COUNTIES (continued)															
Lewis	58.5	.0236	4.4	24	98.1	22.8	.0247	628,450	.0205	355,654	.0217	.0215	.0280	.0247	.0192
Lincoln	9.5	.0038	-1.1	4	98.0	3.8	.0041	138,055	.0045	28,518	.0018	.0036	.0032	.0034	.0032
Mason	37.4	.0151	19.9	39	94.8	14.7	.0159	430,476	.0141	148,880	.0091	.0127	.0165	.0150	.0121
Okanogan	32.6	.0132	6.3	6	87.4	12.8	.0139	248,991	.0081	177,079	.0108	.0100	.0198	.0142	.0080
Pacific	17.3	.0070	.4	19	96.5	7.5	.0081	193,648	.0063	70,678	.0043	.0058	.0093	.0070	.0049
Pend Oreille	9.0	.0036	4.9	6	97.0	3.3	.0036	74,746	.0025	41,490	.0025	.0027	.0056	.0032	.0021
Pierce	555.9	.2242	14.5	332	87.6	210.3	.2278	5,876,728	.1918	3,392,124	.2071	.2028	.2399	.2304	.1994
San Juan	9.8	.0040	25.0	55	98.4	4.4	.0048	135,000	.0044	38,311	.0024	.0037	.0050	.0043	.0033
Skagit	71.0	.0286	10.7	41	97.0	28.6	.0310	807,136	.0263	564,787	.0345	.0294	.0368	.0323	.0282
Skamania	8.0	.0032	1.0	5	98.1	3.0	.0032	56,781	.0019	9,269	.0005	.0016	.0037	.0034	.0012
Snohomish	416.8	.1681	23.4	199	95.5	159.9	.1733	5,961,828	.1946	2,549,904	.1557	.1776	.1348	.1525	.2029
Spokane	357.3	.1442	4.5	203	95.6	142.0	.1539	3,834,010	.1251	2,365,182	.1444	.1349	.1719	.1562	.1390
Stevens	32.0	.0129	10.4	13	93.4	11.2	.0121	295,582	.0096	97,358	.0060	.0090	.0123	.0114	.0087
Thurston	156.1	.0629	25.6	215	94.9	61.8	.0669	1,962,720	.0641	945,782	.0577	.0620	.0664	.0640	.0642
Wahkiakum	3.4	.0014	-11.3	13	97.9	1.4	.0016	34,578	.0011	7,060	.0005	.0010	.0016	.0014	.0008
Walla Walla	48.1	.0194	1.4	38	96.5	18.1	.0196	526,801	.0172	265,930	.0162	.0174	.0203	.0193	.0171
Whatcom	118.6	.0478	11.2	56	95.0	46.2	.0500	1,282,601	.0419	762,011	.0465	.0443	.0560	.0497	.0439
Whitman	43.1	.0174	7.5	20	94.1	15.8	.0172	493,040	.0161	138,593	.0085	.0142	.0174	.0153	.0118
Yakima	186.4	.0752	8.1	43	93.5	69.7	.0755	1,835,951	.0599	1,028,911	.0628	.0638	.0871	.0743	.0611
TOTAL METRO COUNTIES	**3,764.6**	**1.5185**	**13.3**	**200**	**91.1**	**1,482.5**	**1.6062**	**51,721,188**	**1.6882**	**25,641,118**	**1.5654**	**1.6170**	**1.4928**	**1.5078**	**1.7196**
TOTAL STATE	**4,630.2**	**1.8676**	**12.0**	**70**	**92.0**	**1,821.5**	**1.9736**	**61,357,999**	**2.0026**	**30,148,845**	**1.8408**	**1.9270**	**1.8892**	**1.8589**	**2.0112**
WEST VIRGINIA															
CHARLESTON	**266.2**	**.1074**	**-1.3**	**213**	**93.9**	**106.6**	**.1154**	**2,853,067**	**.0930**	**1,824,019**	**.1113**	**.1015**	**.1261**	**.1231**	**.0982**
Kanawha	221.9	.0895	-4.1	246	92.8	90.4	.0979	2,437,818	.0795	1,643,016	.1003	.0878	.1094	.1050	.0864
Putnam	44.3	.0179	16.0	128	99.6	16.2	.0175	415,249	.0135	181,003	.0110	.0137	.0167	.0181	.0118
HUNTINGTON - ASHLAND	**330.5**	**.1333**	**-1.8**	**153**	**97.3**	**124.3**	**.1347**	**2,950,997**	**.0963**	**2,039,041**	**.1244**	**.1124**	**.1634**	**.1393**	**.1056**
Cabell	103.2	.0416	-3.4	366	94.8	41.8	.0453	929,935	.0304	1,097,063	.0669	.0436	.0614	.0542	.0401
Wayne	45.9	.0185	-.3	90	99.7	16.8	.0182	398,561	.0130	146,739	.0089	.0129	.0201	.0166	.0117
Boyd, Ky.	*52.9*	*.0213*	*-4.7*	*329*	*97.6*	*20.0*	*.0216*	*520,758*	*.0170*	*429,832*	*.0263*	*.0206*	*.0266*	*.0232*	*.0194*
Carter, Ky.	*25.7*	*.0104*	*2.6*	*63*	*99.9*	*8.8*	*.0096*	*168,479*	*.0055*	*101,550*	*.0062*	*.0067*	*.0137*	*.0092*	*.0059*
Greenup, Ky.	*39.0*	*.0157*	*-.3*	*112*	*99.4*	*13.4*	*.0145*	*336,170*	*.0110*	*92,462*	*.0057*	*.0104*	*.0151*	*.0143*	*.0094*
Lawrence, Ohio	*63.8*	*.0258*	*-.1*	*140*	*97.1*	*23.5*	*.0255*	*597,094*	*.0194*	*171,395*	*.0104*	*.0182*	*.0265*	*.0218*	*.0191*
PARKERSBURG - MARIETTA	**157.6**	**.0636**	**-.2**	**156**	**98.5**	**60.2**	**.0652**	**1,557,601**	**.0508**	**1,005,725**	**.0614**	**.0566**	**.0689**	**.0723**	**.0535**
Wood	92.0	.0371	-1.7	250	98.7	36.2	.0392	940,336	.030e	663,080	.0405	.0350	.0421	.0431	.0338
Washington, Ohio	*65.6*	*.0265*	*2.1*	*103*	*98.2*	*24.0*	*.0260*	*617,265*	*.0202*	*342,645*	*.0209*	*.0216*	*.0268*	*.0292*	*.0197*
STEUBENVILLE - WEIRTON	**151.0**	**.0609**	**-7.8**	**258**	**95.4**	**57.0**	**.0617**	**1,531,984**	**.0501**	**763,512**	**.0467**	**.0511**	**.0664**	**.0586**	**.0504**
Brooke	28.6	.0115	-8.1	318	98.9	10.5	.0114	245,083	.0080	124,065	.0076	.0085	.0129	.0119	.0082
Hancock	38.4	.0155	-6.5	452	96.7	14.9	.0161	427,665	.0140	228,585	.0140	.0143	.0180	.0154	.0137
Jefferson, Ohio	*84.0*	*.0339*	*-8.3*	*205*	*93.6*	*31.6*	*.0342*	*859,231*	*.0281*	*410,862*	*.0251*	*.0283*	*.0355*	*.0313*	*.0285*
WHEELING	**175.5**	**.0708**	**-5.4**	**185**	**97.3**	**68.9**	**.0746**	**1,719,914**	**.0562**	**1,103,097**	**.0674**	**.0625**	**.0835**	**.0766**	**.0602**
Marshall	39.3	.0159	-5.6	129	99.0	14.9	.0162	389,805	.0127	167,386	.0103	.0126	.0170	.0149	.0124
Ohio	57.7	.0232	-6.0	544	95.6	23.3	.0252	540,323	.0177	393,709	.0240	.0207	.0307	.0265	.0196
Belmont, Ohio	*78.5*	*.0317*	*-4.9*	*146*	*97.6*	*30.7*	*.0332*	*789,786*	*.0258*	*542,002*	*.0331*	*.0292*	*.0378*	*.0352*	*.0282*
ALL COUNTIES															
Barbour	16.4	.0066	-1.4	48	98.7	6.1	.0066	108,266	.0035	49,162	.0030	.0040	.0092	.0065	.0028
Berkeley	54.3	.0219	16.1	169	95.5	21.1	.0228	513,221	.0168	305,394	.0187	.0184	.0282	.0237	.0169
Boone	30.5	.0123	.2	61	98.7	10.8	.0117	243,830	.0079	133,267	.0081	.0089	.0143	.0122	.0074
Braxton	14.0	.0057	.8	27	99.2	5.4	.0059	107,327	.0035	109,363	.0067	.0049	.0089	.0063	.0028
Brooke	28.6	.0115	-8.1	318	98.9	10.5	.0114	245,088	.0080	124,065	.0076	.0085	.0129	.0119	.0082
Cabell	103.2	.0416	-3.4	366	94.8	41.8	.0453	929,935	.0304	1,097,063	.0669	.0436	.0614	.0542	.0401
Calhoun	8.7	.0036	5.5	31	99.2	3.3	.0035	56,565	.0018	23,782	.0015	.0021	.0054	.0033	.0011
Clay	11.4	.0046	1.2	33	99.9	4.1	.0045	75,640	.0025	27,584	.0017	.0026	.0062	.0040	.0019
Doddridge	7.9	.0031	6.3	25	99.7	2.8	.0030	44,107	.0014	10,879	.0007	.0016	.0044	.0024	.0010
Fayette	55.0	.0222	-5.0	82	91.4	20.6	.0223	416,050	.0136	261,385	.0159	.0161	.0286	.0226	.0136
Gilmer	8.1	.0033	-2.8	24	99.0	2.9	.0032	47,685	.0016	22,456	.0014	.0017	.0048	.0028	.0008
Grant	10.1	.0041	-1.1	21	98.5	3.6	.0039	73,192	.0024	34,238	.0021	.0027	.0052	.0037	.0018
Greenbrier	37.0	.0149	-1.8	36	95.2	14.4	.0156	299,413	.0097	243,873	.0149	.0123	.0228	.0167	.0084
Hampshire	16.4	.0066	10.3	25	98.9	6.0	.0065	109,698	.0036	55,465	.0033	.0042	.0091	.0064	.0025
Hancock	38.4	.0155	-6.5	452	96.7	14.9	.0161	427,665	.0140	228,585	.0140	.0143	.0180	.0154	.0137
Hardy	10.1	.0041	.7	17	97.6	3.7	.0040	71,833	.0023	53,573	.0033	.0029	.0061	.0044	.0018

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

SaMM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S	% Change 1980-88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S	1988 EBI ($000)	% Of U.S	1988 Retail Sales ($000)	% Of U.S	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
WEST VIRGINIA (continued)															
ALL COUNTIES (continued)															
Harrison	74.8	.0301	-3.8	179	98.3	29.4	.0319	652,507	.0213	443,136	.0270	.0248	.0417	.0337	.0189
Jackson	26.8	.0108	3.9	58	99.7	9.7	.0105	204,614	.0067	102,337	.0063	.0073	.0132	.0112	.0060
Jefferson	35.8	.0145	18.1	171	89.6	12.9	.0140	302,640	.0099	113,154	.0069	.0100	.0159	.0148	.0081
Kanawha	221.9	.0895	-4.1	246	92.8	90.4	.0979	2,437,818	.0795	1,643,016	.1003	.0878	.1094	.1050	.0864
Lewis	18.3	.0074	-2.7	47	99.2	7.1	.0077	144,224	.0047	97,928	.0060	.0055	.0104	.0079	.0054
Lincoln	23.3	.0094	-1.6	53	99.8	8.0	.0087	159,977	.0053	37,598	.0023	.0052	.0103	.0075	.0041
Logan	49.0	.0197	-3.3	107	94.9	17.4	.0188	424,353	.0138	252,056	.0154	.0156	.0214	.0201	.0139
McDowell	45.1	.0182	-9.6	84	83.6	15.7	.0170	291,657	.0095	131,093	.0080	.0107	.0238	.0154	.0086
Marion	63.2	.0255	-3.9	203	95.7	25.2	.0273	602,571	.0197	446,262	.0272	.0231	.0334	.0296	.0227
Marshall	39.3	.0159	-5.6	129	99.0	14.9	.0162	389,805	.0127	167,386	.0103	.0126	.0170	.0149	.0124
Mason	26.1	.0105	-3.5	60	99.1	9.9	.0107	190,989	.0062	93,754	.0057	.0070	.0144	.0116	.0045
Mercer	70.0	.0282	-5.2	167	92.0	27.1	.0294	580,636	.0190	570,502	.0348	.0255	.0350	.0348	.0220
Mineral	27.7	.0112	1.7	84	96.4	10.4	.0112	220,113	.0072	68,051	.0042	.0072	.0124	.0117	.0059
Mingo	36.3	.0146	-2.8	86	96.6	12.5	.0136	242,221	.0079	186,071	.0113	.0102	.0122	.0138	.0102
Monongalia	74.1	.0299	-1.2	204	96.4	29.2	.0316	730,710	.0238	424,814	.0260	.0258	.0400	.0296	.0241
Monroe	13.5	.0055	4.9	29	97.9	4.9	.0053	101,927	.0034	14,563	.0009	.0029	.0058	.0048	.0025
Morgan	11.4	.0046	6.4	50	98.7	4.5	.0049	93,769	.0030	28,992	.0017	.0030	.0050	.0044	.0021
Nicholas	29.0	.0117	3.1	45	99.8	10.5	.0114	266,715	.0087	132,348	.0081	.0091	.0132	.0114	.0074
Ohio	57.7	.0232	-6.0	544	95.6	23.3	.0252	540,323	.0177	393,709	.0240	.0207	.0307	.0265	.0196
Pendleton	7.9	.0032	-.1	11	97.3	3.0	.0033	50,923	.0016	18,916	.0012	.0018	.0047	.0030	.0012
Pleasants	8.2	.0033	-.4	63	99.6	2.9	.0031	62,286	.0021	23,433	.0014	.0022	.0037	.0034	.0015
Pocahontas	9.6	.0039	-3.2	10	98.9	3.7	.0040	56,780	.0018	55,127	.0034	.0026	.0064	.0041	.0012
Preston	31.0	.0125	1.8	48	99.5	11.2	.0122	225,124	.0074	127,397	.0078	.0085	.0162	.0126	.0056
Putnam	44.3	.0179	16.0	128	99.6	16.2	.0175	415,249	.0135	181,003	.0110	.0137	.0167	.0181	.0118
Raleigh	85.0	.0343	-2.1	140	90.7	32.1	.0348	766,200	.0250	519,871	.0318	.0289	.0416	.0377	.0266
Randolph	28.6	.0115	-.5	28	98.8	10.4	.0113	213,369	.0070	156,113	.0095	.0086	.0153	.0126	.0064
Ritchie	11.5	.0046	.5	25	99.8	4.5	.0048	76,755	.0025	38,686	.0024	.0029	.0073	.0047	.0017
Roane	15.7	.0064	-1.6	32	99.1	5.5	.0060	107,135	.0035	88,482	.0054	.0046	.0091	.0065	.0025
Summers	15.2	.0061	-4.3	43	91.9	5.2	.0056	106,722	.0035	48,447	.0029	.0039	.0079	.0052	.0028
Taylor	16.1	.0065	-2.9	93	98.9	6.0	.0065	142,511	.0046	48,362	.0030	.0045	.0069	.0062	.0038
Tucker	8.5	.0034	-2.0	20	99.7	3.4	.0037	55,921	.0018	45,088	.0027	.0024	.0058	.0040	.0010
Tyler	10.9	.0044	-3.7	42	99.9	4.0	.0044	111,154	.0037	23,625	.0015	.0032	.0039	.0034	.0032
Upshur	23.3	.0094	-.6	66	99.3	8.8	.0095	173,957	.0056	117,952	.0072	.0068	.0130	.0103	.0047
Wayne	45.9	.0185	-.3	90	99.7	16.8	.0182	398,561	.0130	146,739	.0089	.0129	.0201	.0166	.0117
Webster	12.2	.0050	-.4	22	99.9	4.4	.0048	82,580	.0027	38,599	.0024	.0030	.0067	.0045	.0020
Wetzel	21.1	.0085	-3.5	59	99.7	7.8	.0084	156,607	.0052	138,496	.0085	.0069	.0125	.0093	.0056
Wirt	5.0	.0020	1.6	21	99.8	1.8	.0020	33,644	.0011	7,667	.0004	.0010	.0023	.0018	.0008
Wood	92.0	.0371	-1.7	250	98.7	36.2	.0392	940,336	.0306	663,080	.0405	.0350	.0421	.0431	.0338
Wyoming	34.3	.0138	-4.7	68	98.6	11.7	.0127	263,102	.0086	139,026	.0085	.0096	.0153	.0128	.0081
TOTAL METRO COUNTIES	**699.0**	**.2819**	**-2.7**	**211**	**96.0**	**275.4**	**.2982**	**6,944,893**	**.2266**	**4,712,697**	**.2877**	**.2563**	**.3407**	**.3174**	**.2436**
TOTAL STATE	**1,919.7**	**.7743**	**-1.6**	**80**	**95.9**	**730.6**	**.7916**	**16,786,000**	**.5478**	**10,753,013**	**.6566**	**.6258**	**.9792**	**.8251**	**.5456**
WISCONSIN															
APPLETON - OSHKOSH - NEENAH	**313.5**	**.1265**	**7.6**	**221**	**98.6**	**116.0**	**.1258**	**3,817,923**	**.1246**	**1,953,555**	**.1193**	**.1236**	**.1067**	**.1276**	**.1297**
Calumet	36.6	.0148	18.6	112	99.3	12.5	.0136	423,699	.0138	141,372	.0087	.0126	.0103	.0125	.0119
Outagamie	138.3	.0558	7.4	215	98.1	50.2	.0544	1,694,833	.0553	962,748	.0588	.0565	.0463	.0569	.0603
Winnebago	138.6	.0559	5.2	309	98.9	53.3	.0578	1,699,391	.0555	849,435	.0518	.0545	.0501	.0582	.0575
EAU CLAIRE	**139.7**	**.0563**	**6.7**	**84**	**99.2**	**50.8**	**.0551**	**1,475,186**	**.0482**	**1,044,352**	**.0637**	**.0545**	**.0586**	**.0625**	**.0514**
Chippewa	54.3	.0219	4.2	53	99.5	19.1	.0207	617,287	.0202	324,410	.0198	.0204	.0182	.0218	.0169
Eau Claire	85.4	.0344	8.4	134	98.9	31.7	.0344	857,899	.0280	719,942	.0439	.0341	.0404	.0407	.0345
GREEN BAY	**191.9**	**.0774**	**9.5**	**366**	**97.7**	**72.0**	**.0780**	**2,222,770**	**.0726**	**1,387,542**	**.0848**	**.0770**	**.0710**	**.0825**	**.0798**
Brown	191.9	.0774	9.5	366	97.7	72.0	.0780	2,222,770	.0726	1,387,542	.0848	.0770	.0710	.0825	.0796
JANESVILLE - BELOIT	**138.1**	**.0557**	**-1.0**	**191**	**95.6**	**51.9**	**.0562**	**1,684,207**	**.0550**	**984,260**	**.0601**	**.0565**	**.0544**	**.0551**	**.0561**
Rock	138.1	.0557	-1.0	191	95.6	51.9	.0562	1,684,207	.0550	984,260	.0601	.0565	.0544	.0551	.0561
KENOSHA	**121.9**	**.0492**	**-1.0**	**447**	**96.6**	**44.5**	**.0482**	**1,825,976**	**.0596**	**767,481**	**.0469**	**.0536**	**.0404**	**.0418**	**.0538**
Kenosha	121.9	.0492	-1.0	447	96.6	44.5	.0482	1,825,976	.0596	767,481	.0469	.0536	.0404	.0418	.0538
LA CROSSE	**96.2**	**.0388**	**5.6**	**211**	**99.1**	**36.2**	**.0392**	**1,133,315**	**.0370**	**731,910**	**.0447**	**.0397**	**.0383**	**.0437**	**.0430**
La Crosse	96.2	.0388	5.6	211	99.1	36.2	.0392	1,133,315	.0370	731,910	.0447	.0397	.0383	.0437	.0430
MADISON	**352.0**	**.1420**	**8.8**	**292**	**96.5**	**141.6**	**.1534**	**4,722,595**	**.1542**	**3,120,689**	**.1905**	**.1627**	**.1426**	**.1674**	**.2000**
Dane	352.0	.1420	8.8	292	96.5	141.6	.1534	4,722,595	.1542	3,120,689	.1905	.1627	.1426	.1674	.2000

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

SaMM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S	% Change 1980-88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S	1988 EBI ($000)	% Of U.S	1988 Retail Sales ($000)	% Of U.S	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
WISCONSIN (continued)															
MILWAUKEE	**1,401.3**	**.5651**	**.3**	**959**	**86.7**	**537.5**	**.5823**	**18,616,645**	**.6076**	**9,863,013**	**.6023**	**.5977**	**.5535**	**.5632**	**.6197**
Milwaukee	932.4	.3760	-3.4	3,869	80.5	377.3	.4088	11,845,968	.3866	6,922,521	.4227	.3954	.4227	.4132	.4146
Ozaukee	72.8	.0293	8.7	310	98.7	25.6	.0277	1,130,397	.0369	443,111	.0271	.0325	.0197	.0230	.0307
Washington	93.8	.0378	10.6	218	99.4	31.6	.0342	1,124,832	.0367	421,274	.0257	.0337	.0258	.0305	.0367
Waukesha	302.3	.1220	7.9	546	98.9	103.0	.1116	4,515,448	.1474	2,076,107	.1268	.1361	.0853	.0985	.1377
MILWAUKEE - RACINE CONSOLIDATED AREA	***1,577.4***	***.6362***	***.5***	***879***	***87.1***	***602.3***	***.6525***	***20,831,636***	***.6799***	***10,902,756***	***.6658***	***.6670***	***.6160***	***.6399***	***.6930***
RACINE	**176.1**	**.0711**	**1.7**	**527**	**90.4**	**64.8**	**.0702**	**2,214,991**	**.0723**	**1,039,743**	**.0635**	**.0693**	**.0625**	**.0647**	**.0733**
Racine	176.1	.0711	1.7	527	90.4	64.8	.0702	2,214,991	.0723	1,039,743	.0635	.0693	.0625	.0647	.0733
SHEBOYGAN	**103.3**	**.0417**	**2.3**	**201**	**99.0**	**38.4**	**.0416**	**1,290,346**	**.0421**	**558,198**	**.0341**	**.0395**	**.0358**	**.0383**	**.0383**
Sheboygan	103.3	.0417	2.3	201	99.0	38.4	.0416	1,290,346	.0421	558,198	.0341	.0395	.0358	.0383	.0383
WAUSAU	**113.3**	**.0457**	**1.8**	**73**	**99.4**	**41.3**	**.0448**	**1,220,659**	**.0398**	**672,663**	**.0411**	**.0413**	**.0442**	**.0463**	**.0405**
Marathon	113.3	.0457	1.8	73	99.4	41.3	.0448	1,220,659	.0398	672,663	.0411	.0413	.0442	.0463	.0405
ALL COUNTIES															
Adams	13.8	.0056	2.5	21	96.9	5.2	.0056	135,652	.0045	26,852	.0016	.0038	.0057	.0050	.0032
Ashland	16.6	.0067	-1.1	16	92.4	6.4	.0069	147,469	.0048	107,241	.0066	.0057	.0084	.0079	.0050
Barron	41.2	.0166	6.4	48	99.4	15.7	.0170	392,687	.0128	303,498	.0185	.0153	.0197	.0199	.0122
Bayfield	14.4	.0058	4.2	10	92.3	5.5	.0060	127,316	.0041	36,400	.0022	.0040	.0068	.0055	.0031
Brown	191.9	.0774	9.5	366	97.7	72.0	.0780	2,222,770	.0726	1,387,542	.0848	.0770	.0710	.0825	.0798
Buffalo	14.2	.0058	-.8	20	99.7	5.5	.0060	141,584	.0046	43,698	.0026	.0044	.0063	.0057	.0034
Burnett	14.3	.0057	15.9	17	96.1	5.4	.0058	134,234	.0044	57,482	.0035	.0042	.0063	.0060	.0032
Calumet	36.6	.0148	18.6	112	99.3	12.5	.0136	423,699	.0138	141,372	.0087	.0126	.0103	.0125	.0119
Chippewa	54.3	.0219	4.2	53	99.5	19.1	.0207	617,287	.0202	324,410	.0198	.0204	.0182	.0218	.0169
Clark	34.0	.0137	3.3	28	99.5	12.0	.0130	282,699	.0092	98,425	.0060	.0091	.0153	.0124	.0069
Columbia	47.3	.0191	9.4	61	99.4	18.0	.0195	500,380	.0163	318,129	.0194	.0178	.0202	.0217	.0155
Crawford	16.6	.0067	.3	29	99.6	6.0	.0065	147,492	.0048	78,102	.0048	.0052	.0079	.0066	.0041
Dane	352.0	.1420	8.8	292	96.5	141.6	.1534	4,722,595	.1542	3,120,689	.1905	.1627	.1426	.1674	.2000
Dodge	76.1	.0307	1.4	86	98.3	26.8	.0290	834,840	.0272	323,626	.0198	.0256	.0242	.0281	.0243
Door	27.3	.0110	9.1	55	98.8	10.8	.0117	310,700	.0102	165,535	.0101	.0104	.0123	.0129	.0089
Douglas	41.9	.0169	-5.7	32	97.9	16.4	.0178	457,534	.0149	245,694	.0150	.0153	.0183	.0172	.0141
Dunn	35.7	.0144	4.0	42	98.6	12.2	.0132	309,111	.0101	167,918	.0103	.0110	.0158	.0138	.0084
Eau Claire	85.4	.0344	8.4	134	98.9	31.7	.0344	857,899	.0280	719,942	.0439	.0341	.0404	.0407	.0345
Florence	4.2	.0017	.7	9	99.2	1.4	.0015	39,367	.0013	7,822	.0005	.0011	.0014	.0014	.0008
Fond du Lac	90.7	.0366	2.0	125	99.4	32.4	.0351	1,027,696	.0335	543,961	.0332	.0340	.0341	.0365	.0339
Forest	9.4	.0038	3.9	9	92.6	3.4	.0037	76,395	.0025	16,287	.0010	.0023	.0040	.0039	.0016
Grant	51.9	.0209	.3	45	99.4	17.9	.0194	503,256	.0164	263,928	.0161	.0174	.0217	.0201	.0149
Green	31.6	.0128	5.3	54	99.6	12.2	.0132	359,417	.0117	308,634	.0189	.0139	.0146	.0162	.0110
Green Lake	19.0	.0076	3.4	53	99.6	7.5	.0081	196,487	.0065	145,504	.0088	.0074	.0093	.0097	.0057
Iowa	20.5	.0083	3.5	27	99.6	7.7	.0084	172,252	.0056	338,819	.0207	.0107	.0108	.0138	.0054
Iron	6.4	.0026	-4.9	9	99.3	2.7	.0029	47,074	.0015	61,289	.0038	.0024	.0053	.0035	.0010
Jackson	16.8	.0068	-.2	17	96.4	6.4	.0069	155,418	.0051	117,996	.0072	.0061	.0090	.0077	.0040
Jefferson	69.0	.0278	4.3	123	99.3	25.1	.0272	777,139	.0254	308,179	.0188	.0238	.0249	.0264	.0235
Juneau	21.9	.0088	4.1	28	98.7	8.6	.0093	213,862	.0069	111,885	.0068	.0074	.0102	.0099	.0054
Kenosha	121.9	.0492	-1.0	447	96.6	44.5	.0482	1,825,976	.0596	767,481	.0469	.0536	.0404	.0418	.0538
Kewaunee	19.8	.0080	1.3	58	99.7	6.9	.0075	200,417	.0066	67,353	.0041	.0062	.0074	.0071	.0055
La Crosse	96.2	.0388	5.6	211	99.1	36.2	.0392	1,133,315	.0370	731,910	.0447	.0397	.0383	.0437	.0430
Lafayette	16.6	.0067	-4.7	26	99.8	6.1	.0066	159,747	.0052	38,974	.0024	.0046	.0060	.0063	.0041
Langlade	19.8	.0080	-.9	23	99.4	7.5	.0082	187,811	.0061	177,101	.0108	.0078	.0106	.0099	.0057
Lincoln	29.1	.0117	9.6	33	99.4	11.0	.0119	282,841	.0092	124,210	.0076	.0094	.0143	.0125	.0076
Manitowoc	82.1	.0331	-1.0	138	99.1	30.1	.0326	871,484	.0285	418,333	.0255	.0285	.0308	.0335	.0262
Marathon	113.3	.0457	1.8	73	99.4	41.3	.0448	1,220,659	.0398	672,663	.0411	.0413	.0442	.0463	.0405
Marinette	41.6	.0168	5.8	30	99.5	16.1	.0174	391,013	.0128	252,139	.0154	.0144	.0209	.0184	.0130
Marquette	13.7	.0055	17.4	30	99.2	5.6	.0061	125,377	.0041	32,447	.0020	.0037	.0069	.0058	.0029
Menominee	4.3	.0018	27.5	12	9.6	1.0	.0010	25,232	.0008	4,571	.0002	.0009	.0010	.0012	.0005
Milwaukee	932.4	.3760	-3.4	3,869	80.5	377.3	.4088	11,845,968	.3866	6,922,521	.4227	.3954	.4227	.4132	.4146
Monroe	37.2	.0150	6.1	41	98.8	13.6	.0148	381,687	.0125	197,645	.0121	.0128	.0161	.0136	.0105
Oconto	31.4	.0127	8.5	31	99.3	11.9	.0129	297,677	.0097	93,089	.0057	.0090	.0134	.0123	.0074
Oneida	32.7	.0132	4.8	29	99.2	13.0	.0141	330,557	.0108	261,468	.0159	.0128	.0169	.0167	.0111
Outagamie	138.3	.0558	7.4	215	98.1	50.2	.0544	1,694,833	.0553	962,748	.0588	.0565	.0463	.0569	.0603
Ozaukee	72.8	.0293	8.7	310	98.7	25.6	.0277	1,130,397	.0369	443,111	.0271	.0325	.0197	.0230	.0307
Pepin	7.4	.0030	-1.0	32	99.8	2.8	.0030	76,006	.0025	27,444	.0017	.0024	.0029	.0030	.0020
Pierce	33.8	.0137	8.5	39	99.2	11.5	.0125	362,610	.0118	143,333	.0087	.0112	.0117	.0122	.0099
Polk	35.1	.0141	8.5	38	98.9	13.3	.0144	328,762	.0107	148,536	.0091	.0109	.0158	.0143	.0092
Portage	59.8	.0241	4.1	74	98.9	20.3	.0220	669,238	.0219	374,802	.0229	.0226	.0204	.0227	.0222
Price	16.3	.0066	3.2	13	99.5	6.3	.0068	164,388	.0053	81,205	.0049	.0056	.0086	.0066	.0048

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POPULATION, EFFECTIVE BUYING INCOME, RETAIL SALES, AND BUYING POWER INDEX [BPI]

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thousands)	% Of U.S.	% Change 1980-88	Pop Per Sq. Mi. (Density)	% White	12/31/88 Households (Thousands)	% Of U.S.	1988 EBI ($000)	% Of U.S.	1988 Retail Sales ($000)	% Of U.S.	Buying Power Index (BPI)	Graduated Buying Power Indexes: EPP (Economy-Priced Products)	MPP (Moderate-Priced Products)	PPP (Premium-Priced Products)
WISCONSIN (continued)															
ALL COUNTIES (continued)															
Racine	176.1	.0711	1.7	527	90.4	64.8	.0702	2,214,991	.0723	1,039,743	.0635	.0693	.0625	.0647	.0733
Richland	17.5	.0070	.1	30	99.5	6.6	.0072	168,281	.0055	98,406	.0060	.0060	.0084	.0080	.0049
Rock	138.1	.0557	-1.0	191	95.6	51.9	.0562	1,684,207	.0550	984,260	.0601	.0565	.0544	.0551	.0561
Rusk	15.9	.0064	2.0	17	99.1	5.8	.0063	133,747	.0043	66,751	.0041	.0048	.0077	.0068	.0036
St. Croix	49.4	.0200	14.2	68	99.5	17.1	.0185	593,133	.0194	238,585	.0146	.0180	.0146	.0163	.0162
Sauk	46.1	.0185	6.1	55	99.2	17.9	.0194	506,681	.0165	254,394	.0155	.0167	.0218	.0210	.0151
Sawyer	14.9	.0061	16.0	12	87.9	5.6	.0061	119,814	.0040	77,001	.0047	.0045	.0086	.0063	.0032
Shawano	38.4	.0154	6.9	43	95.6	14.2	.0154	352,786	.0115	168,994	.0103	.0120	.0177	.0157	.0098
Sheboygan	103.3	.0417	2.3	201	99.0	38.4	.0416	1,290,346	.0421	558,198	.0341	.0395	.0358	.0383	.0383
Taylor	18.9	.0076	.4	19	99.6	6.6	.0071	167,796	.0055	65,433	.0040	.0056	.0072	.0070	.0048
Trempealeau	26.1	.0106	-.2	35	99.7	9.6	.0104	235,223	.0076	133,791	.0082	.0084	.0117	.0117	.0060
Vernon	26.7	.0107	4.1	33	99.7	10.2	.0111	246,255	.0081	99,591	.0060	.0079	.0136	.0104	.0075
Vilas	18.7	.0076	13.1	22	91.9	7.6	.0082	192,828	.0063	116,869	.0072	.0068	.0110	.0094	.0052
Walworth	73.9	.0298	3.3	133	98.5	27.7	.0300	701,161	.0228	468,680	.0286	.0260	.0351	.0344	.0203
Washburn	14.7	.0059	11.6	18	99.0	5.8	.0063	124,197	.0041	72,307	.0044	.0045	.0084	.0068	.0031
Washington	93.8	.0378	10.6	218	99.4	31.6	.0342	1,124,832	.0367	421,274	.0257	.0337	.0258	.0305	.0367
Waukesha	302.3	.1220	7.9	546	98.9	103.0	.1116	4,515,448	.1474	2,076,107	.1268	.1361	.0853	.0985	.1377
Waupaca	45.5	.0183	6.2	69	99.5	16.7	.0181	450,775	.0147	247,088	.0151	.0155	.0204	.0194	.0128
Waushara	20.7	.0084	11.7	33	99.5	8.3	.0090	184,982	.0060	86,269	.0053	.0064	.0106	.0089	.0044
Winnebago	138.6	.0559	5.2	309	98.9	53.3	.0578	1,699,391	.0555	849,435	.0518	.0545	.0501	.0582	.0575
Wood	79.4	.0320	9.1	99	99.0	29.7	.0322	937,616	.0306	720,694	.0440	.0349	.0323	.0362	.0334
TOTAL METRO COUNTIES	**3,238.6**	**1.3064**	**3.0**	**267**	**92.6**	**1,228.5**	**1.3311**	**41,275,280**	**1.3473**	**22,607,685**	**1.3806**	**1.3487**	**1.2409**	**1.3286**	**1.4159**
TOTAL STATE	**4,869.6**	**1.9642**	**3.5**	**89**	**94.6**	**1,832.6**	**1.9856**	**57,684,996**	**1.8837**	**31,677,813**	**1.9342**	**1.9145**	**1.9533**	**2.0235**	**1.8982**
WYOMING															
CASPER	**66.4**	**.0268**	**-7.6**	**12**	**98.1**	**25.6**	**.0278**	**699,983**	**.0229**	**472,237**	**.0288**	**.0254**	**.0284**	**.0328**	**.0249**
Natrona	66.4	.0268	-7.6	12	98.1	25.6	.0278	699,983	.0229	472,237	.0288	.0254	.0284	.0328	.0249
CHEYENNE	**75.1**	**.0303**	**9.4**	**28**	**95.3**	**29.9**	**.0324**	**707,756**	**.0231**	**551,416**	**.0337**	**.0277**	**.0373**	**.0361**	**.0247**
Laramie	75.1	.0303	9.4	28	95.3	29.9	.0324	707,756	.0231	551,416	.0337	.0277	.0373	.0361	.0247
ALL COUNTIES															
Albany	29.6	.0120	1.9	7	97.2	12.1	.0131	266,303	.0087	177,001	.0108	.0099	.0168	.0131	.0083
Big Horn	11.9	.0048	.0	4	99.2	4.4	.0047	87,067	.0028	23,325	.0015	.0028	.0058	.0047	.0021
Campbell	33.5	.0135	37.5	7	98.6	11.8	.0128	390,448	.0128	164,280	.0100	.0120	.0095	.0126	.0124
Carbon	18.7	.0075	-14.6	2	98.2	6.5	.0071	169,143	.0055	91,619	.0056	.0060	.0073	.0078	.0049
Converse	13.6	.0055	-3.3	3	98.9	4.6	.0050	125,018	.0041	47,717	.0029	.0040	.0040	.0055	.0037
Crook	5.8	.0023	9.3	2	99.4	2.3	.0024	47,686	.0015	14,814	.0009	.0016	.0029	.0026	.0011
Fremont	35.1	.0142	-10.0	4	87.4	12.4	.0135	287,778	.0094	170,524	.0104	.0106	.0148	.0161	.0088
Goshen	12.9	.0052	7.1	6	99.4	5.1	.0055	102,081	.0034	48,154	.0029	.0037	.0071	.0054	.0026
Hot Springs	5.7	.0023	-.2	3	97.5	2.2	.0024	56,071	.0018	22,472	.0014	.0017	.0025	.0023	.0016
Johnson	6.4	.0026	-4.5	2	99.2	2.6	.0028	53,415	.0017	24,606	.0015	.0018	.0035	.0025	.0014
Laramie	75.1	.0303	9.4	28	95.3	29.9	.0324	707,756	.0231	551,416	.0337	.0277	.0373	.0361	.0247
Lincoln	15.4	.0062	26.5	4	99.1	5.3	.0057	125,239	.0041	52,765	.0032	.0043	.0059	.0060	.0033
Natrona	66.4	.0268	-7.6	12	98.1	25.6	.0278	699,983	.0229	472,237	.0288	.0254	.0284	.0328	.0249
Niobrara	2.8	.0011	-4.3	1	99.6	1.2	.0013	21,047	.0006	12,751	.0008	.0008	.0018	.0013	.0004
Park	23.9	.0096	10.4	3	99.2	9.1	.0098	219,351	.0072	135,948	.0083	.0080	.0108	.0106	.0067
Platte	10.3	.0042	-14.0	5	99.3	4.2	.0046	91,333	.0030	36,856	.0023	.0030	.0048	.0049	.0025
Sheridan	25.7	.0104	2.6	10	98.6	10.1	.0109	266,628	.0087	154,478	.0094	.0093	.0122	.0110	.0087
Sublette	5.9	.0023	29.7	1	99.5	2.0	.0022	42,448	.0014	17,720	.0011	.0014	.0028	.0023	.0012
Sweetwater	43.3	.0175	3.8	4	97.7	15.6	.0169	481,643	.0157	242,654	.0148	.0158	.0132	.0176	.0164
Teton	11.5	.0046	22.9	3	99.2	5.1	.0055	126,851	.0041	129,205	.0079	.0054	.0057	.0078	.0054
Uinta	20.0	.0081	53.6	10	99.2	6.6	.0072	197,951	.0065	91,252	.0056	.0066	.0059	.0072	.0063
Washakie	9.4	.0038	-1.0	4	98.9	3.4	.0037	87,178	.0028	45,507	.0027	.0029	.0041	.0040	.0028
Weston	7.2	.0029	1.3	3	98.5	2.8	.0030	78,581	.0026	31,937	.0020	.0025	.0027	.0027	.0024
TOTAL METRO COUNTIES	**141.5**	**.0571**	**.7**	**18**	**96.6**	**55.5**	**.0602**	**1,407,739**	**.0460**	**1,023,653**	**.0625**	**.0531**	**.0637**	**.0689**	**.0496**
TOTAL STATE	**490.1**	**.1977**	**4.4**	**5**	**97.2**	**184.9**	**.2063**	**4,730,999**	**.1544**	**2,759,238**	**.1685**	**.1672**	**.2098**	**.2169**	**.1526**

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1989 SURVEY OF BUYING POWER DATA SERVICE

SECTION 5
Population By Age And Sex For Metropolitan Markets And All Counties

0-5 Years
6-11 Years
12-17 Years
18-24 Years
25-34 Years
35-44 Years
45-54 Years
55-64 Years
65 And Over
Median Age By Sex

EXPLANATION OF TERMS

An explanation of terms used in the **Survey Of Buying Power Data Service** will be found in the Introductory Section starting on page A-5.

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SYMBOLS USED IN TABLES

□ Metropolitan county of another state's metropolitan area. For area name, see page facing state map in Section 1.

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
ALABAMA													
ANNISTON	**125.3**	**Male**	**61,499**	**5,698**	**5,510**	**5,342**	**10,072**	**10,679**	**8,641**	**5,801**	**4,572**	**5,184**	**28.9**
		Female	**63,801**	**5,619**	**5,387**	**4,906**	**8,189**	**10,493**	**8,819**	**6,503**	**5,542**	**8,343**	**32.4**
Calhoun	125.3	Male	61,499	5,698	5,510	5,342	10,072	10,679	8,641	5,801	4,572	5,184	28.9
		Female	63,801	5,619	5,387	4,906	8,189	10,493	8,819	6,503	5,542	8,343	32.4
BIRMINGHAM	**934.9**	**Male**	**442,290**	**43,131**	**40,591**	**38,006**	**46,420**	**81,864**	**64,997**	**44,556**	**36,858**	**45,867**	**31.5**
		Female	**492,610**	**42,436**	**38,862**	**36,341**	**48,997**	**83,954**	**70,216**	**50,733**	**44,426**	**76,645**	**34.5**
Blount	42.1	Male	20,775	1,878	2,000	1,928	1,919	3,311	3,487	2,211	1,680	2,361	33.0
		Female	21,325	1,776	1,955	1,723	1,762	3,307	3,478	2,271	1,928	3,125	35.4
Jefferson	683.0	Male	319,012	30,632	28,444	26,885	34,628	59,872	44,797	32,200	27,675	33,879	31.5
		Female	363,988	30,252	27,376	26,128	36,813	62,056	50,281	38,227	33,823	59,032	34.9
St. Clair	50.5	Male	24,678	2,565	2,486	2,242	2,223	4,269	3,946	2,498	1,942	2,507	31.6
		Female	25,822	2,408	2,319	2,115	2,262	4,164	3,845	2,603	2,254	3,849	34.1
Shelby	88.0	Male	43,375	4,741	4,256	3,819	4,327	8,707	7,472	4,127	2,752	3,174	30.2
		Female	44,625	4,595	4,084	3,498	4,856	8,829	7,215	4,002	2,995	4,551	31.0
Walker	71.3	Male	34,450	3,315	3,405	3,132	3,323	5,705	5,295	3,520	2,809	3,946	32.1
		Female	36,850	3,405	3,128	2,877	3,304	5,598	5,394	3,630	3,426	6,088	35.2
DECATUR	**102.6**	**Male**	**49,739**	**4,828**	**4,803**	**4,727**	**4,892**	**8,603**	**8,159**	**5,256**	**4,035**	**4,436**	**31.5**
		Female	**52,861**	**4,686**	**4,571**	**4,615**	**4,689**	**8,786**	**8,449**	**5,554**	**4,556**	**6,955**	**34.0**
Morgan	102.6	Male	49,739	4,828	4,803	4,727	4,892	8,603	8,159	5,256	4,035	4,436	31.5
		Female	52,861	4,686	4,571	4,615	4,689	8,786	8,449	5,554	4,556	6,955	34.0
DOTHAN	**133.0**	**Male**	**65,569**	**6,967**	**6,643**	**5,638**	**8,056**	**12,380**	**9,656**	**6,312**	**4,616**	**5,301**	**29.4**
		Female	**67,431**	**6,826**	**6,066**	**5,426**	**6,828**	**11,661**	**10,104**	**6,555**	**5,229**	**8,736**	**32.3**
Dale	49.5	Male	25,596	2,745	2,464	1,986	4,270	5,379	3,429	2,100	1,498	1,725	27.5
		Female	23,904	2,636	2,274	1,906	2,777	4,371	3,454	2,099	1,592	2,795	30.4
Houston	83.5	Male	39,973	4,222	4,179	3,652	3,786	7,001	6,227	4,212	3,118	3,576	30.9
		Female	43,527	4,190	3,792	3,520	4,051	7,290	6,650	4,456	3,637	5,941	33.5
FLORENCE	**140.0**	**Male**	**67,148**	**6,038**	**6,194**	**6,260**	**7,305**	**11,131**	**10,494**	**7,114**	**5,898**	**6,714**	**32.0**
		Female	**72,852**	**5,906**	**5,921**	**6,068**	**7,477**	**11,319**	**11,123**	**7,728**	**6,833**	**10,477**	**34.8**
Colbert	55.0	Male	26,411	2,382	2,474	2,525	2,584	4,371	4,067	2,861	2,441	2,706	32.4
		Female	28,589	2,354	2,337	2,337	2,676	4,471	4,405	3,057	2,797	4,155	35.3
Lauderdale	85.0	Male	40,737	3,656	3,720	3,735	4,721	6,760	6,427	4,253	3,457	4,008	31.7
		Female	44,263	3,552	3,584	3,731	4,801	6,848	6,718	4,671	4,036	6,322	34.4
GADSDEN	**104.0**	**Male**	**49,477**	**4,710**	**4,794**	**4,374**	**4,783**	**8,209**	**7,178**	**5,079**	**4,708**	**5,642**	**32.4**
		Female	**54,523**	**4,558**	**4,530**	**4,111**	**4,834**	**8,255**	**7,638**	**5,846**	**5,724**	**9,027**	**36.3**
Etowah	104.0	Male	49,477	4,710	4,794	4,374	4,783	8,209	7,178	5,079	4,708	5,642	32.4
		Female	54,523	4,558	4,530	4,111	4,834	8,255	7,638	5,846	5,724	9,027	36.3
HUNTSVILLE	**242.0**	**Male**	**118,187**	**10,569**	**10,798**	**11,308**	**14,426**	**21,150**	**19,572**	**14,077**	**8,688**	**7,599**	**30.7**
		Female	**123,813**	**10,245**	**10,688**	**10,889**	**13,994**	**20,831**	**21,764**	**14,058**	**9,555**	**11,789**	**32.7**
Madison	242.0	Male	118,187	10,569	10,798	11,308	14,426	21,150	19,572	14,077	8,688	7,599	30.7
		Female	123,813	10,245	10,688	10,889	13,994	20,831	21,764	14,058	9,555	11,789	32.7
MOBILE	**488.1**	**Male**	**235,036**	**25,862**	**23,382**	**21,991**	**25,873**	**41,225**	**34,018**	**22,179**	**18,765**	**21,741**	**30.0**
		Female	**253,064**	**24,736**	**22,501**	**21,173**	**26,607**	**41,503**	**36,139**	**24,526**	**22,075**	**33,804**	**32.6**
Baldwin	96.1	Male	46,859	4,748	4,688	4,298	4,393	7,253	7,081	4,669	4,058	5,671	32.3
		Female	49,241	4,517	4,454	4,092	4,298	7,332	7,340	4,878	4,693	7,637	34.9
Mobile	392.0	Male	188,177	21,114	18,694	17,693	21,480	33,972	26,937	17,510	14,707	16,070	29.4
		Female	203,823	20,219	18,047	17,081	22,309	34,171	28,799	19,648	17,382	26,167	32.1
MONTGOMERY	**305.8**	**Male**	**145,475**	**14,986**	**14,870**	**13,516**	**16,334**	**25,505**	**22,384**	**14,245**	**11,132**	**12,503**	**30.1**
		Female	**160,325**	**14,556**	**14,234**	**12,949**	**16,806**	**26,575**	**23,698**	**15,690**	**13,279**	**22,448**	**33.1**
Autauga	37.2	Male	18,217	1,927	2,033	1,974	1,817	2,673	3,127	1,990	1,261	1,415	30.1
		Female	18,983	1,709	1,858	1,783	1,874	2,865	3,368	1,961	1,375	2,190	32.9
Elmore	50.6	Male	25,060	2,359	2,318	2,260	2,772	4,454	3,888	2,455	2,020	2,534	31.3
		Female	25,540	2,224	2,324	2,176	2,238	4,108	3,767	2,519	2,237	3,947	34.3
Montgomery	218.0	Male	102,198	10,700	10,519	9,282	11,745	18,378	15,369	9,800	7,851	8,554	29.8
		Female	115,802	10,623	10,152	8,990	12,694	19,602	16,553	11,210	9,667	16,311	32.9
TUSCALOOSA	**147.4**	**Male**	**71,431**	**6,725**	**6,470**	**5,661**	**11,715**	**12,851**	**9,658**	**6,766**	**5,316**	**6,269**	**29.0**
		Female	**75,969**	**6,574**	**6,205**	**5,462**	**11,650**	**12,621**	**10,123**	**7,675**	**5,864**	**9,795**	**31.4**
Tuscaloosa	147.4	Male	71,431	6,725	6,470	5,661	11,715	12,851	9,658	6,766	5,316	6,269	29.0
		Female	75,969	6,574	6,205	5,462	11,650	12,621	10,123	7,675	5,864	9,795	31.4

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POPULATION BY AGE AND SEX

SaMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
ALABAMA (continued)													
ALL COUNTIES													
Autauga	37.2	Male	18,217	1,927	2,033	1,974	1,817	2,673	3,127	1,990	1,261	1,415	30.1
		Female	18,983	1,709	1,858	1,783	1,874	2,865	3,368	1,961	1,375	2,190	32.9
Baldwin	96.1	Male	46,859	4,748	4,688	4,298	4,393	7,253	7,081	4,669	4,058	5,671	32.3
		Female	49,241	4,517	4,454	4,092	4,298	7,332	7,340	4,878	4,693	7,637	34.9
Barbour	26.1	Male	12,232	1,345	1,358	1,331	1,070	1,863	1,564	1,146	1,088	1,467	30.4
		Female	13,868	1,202	1,265	1,242	1,137	2,012	1,746	1,347	1,433	2,484	35.4
Bibb	16.8	Male	8,125	848	833	824	790	1,287	1,200	749	616	978	31.0
		Female	8,675	860	807	758	779	1,216	1,233	803	750	1,469	34.3
Blount	42.1	Male	20,775	1,878	2,000	1,928	1,919	3,311	3,487	2,211	1,680	2,361	33.0
		Female	21,325	1,776	1,955	1,723	1,762	3,307	3,478	2,271	1,928	3,125	35.4
Bullock	10.2	Male	4,674	474	502	465	478	694	551	344	416	750	31.0
		Female	5,526	511	503	467	478	708	576	469	510	1,304	36.7
Butler	22.1	Male	10,266	1,142	1,075	947	877	1,509	1,290	996	970	1,460	32.2
		Female	11,834	1,178	1,042	987	960	1,526	1,419	1,109	1,196	2,417	36.6
Calhoun	125.3	Male	61,499	5,698	5,510	5,342	10,072	10,679	8,641	5,801	4,572	5,184	28.9
		Female	63,801	5,619	5,387	4,906	8,189	10,493	8,819	6,503	5,542	8,343	32.4
Chambers	39.5	Male	18,529	1,871	1,850	1,798	1,696	2,876	2,532	1,781	1,701	2,424	32.1
		Female	20,971	1,791	1,896	1,649	1,735	2,996	2,574	2,100	2,238	3,992	36.6
Cherokee	20.2	Male	9,915	902	943	866	986	1,571	1,546	1,034	907	1,160	33.0
		Female	10,285	877	875	755	886	1,520	1,608	1,130	1,025	1,609	36.4
Chilton	33.4	Male	16,165	1,614	1,604	1,416	1,545	2,590	2,468	1,656	1,342	1,930	32.3
		Female	17,235	1,604	1,480	1,398	1,514	2,538	2,467	1,770	1,612	2,852	35.3
Choctaw	17.0	Male	8,157	941	899	860	720	1,161	1,197	734	632	1,013	30.7
		Female	8,843	909	925	796	764	1,243	1,186	859	763	1,398	33.3
Clarke	27.4	Male	13,172	1,502	1,460	1,355	1,251	1,968	1,832	1,224	954	1,626	30.2
		Female	14,228	1,472	1,411	1,322	1,248	2,015	1,950	1,278	1,198	2,334	33.2
Clay	13.4	Male	6,482	645	667	596	584	937	961	636	537	919	33.0
		Female	6,918	587	593	612	591	924	964	702	630	1,315	36.6
Cleburne	13.2	Male	6,462	607	645	598	613	991	1,049	664	541	754	32.7
		Female	6,738	562	568	563	588	1,012	1,016	714	616	1,099	35.7
Coffee	40.4	Male	19,608	1,881	1,941	1,871	1,836	3,369	3,031	2,078	1,620	1,981	31.8
		Female	20,792	1,732	1,780	1,667	1,843	3,387	3,266	2,166	1,845	3,106	35.0
Colbert	55.0	Male	26,411	2,382	2,474	2,525	2,584	4,371	4,067	2,861	2,441	2,706	32.4
		Female	28,589	2,354	2,337	2,337	2,676	4,471	4,405	3,057	2,797	4,155	35.3
Conecuh	15.6	Male	7,408	772	771	719	738	1,079	930	675	622	1,102	31.5
		Female	8,192	806	731	686	724	1,093	897	792	778	1,685	35.6
Coosa	11.5	Male	5,600	512	562	536	557	800	747	594	530	762	32.9
		Female	5,900	500	561	507	490	803	766	671	597	1,005	36.2
Covington	36.3	Male	17,037	1,498	1,528	1,498	1,608	2,421	2,437	1,837	1,734	2,476	34.9
		Female	19,263	1,476	1,444	1,419	1,501	2,525	2,651	2,046	2,161	4,040	39.8
Crenshaw	14.0	Male	6,607	681	653	601	625	909	860	656	622	1,000	33.2
		Female	7,393	605	618	573	571	1,005	898	703	805	1,615	38.6
Cullman	68.0	Male	33,000	3,010	3,062	3,016	3,179	5,174	5,061	3,577	2,977	3,944	33.2
		Female	35,000	2,983	2,941	2,839	2,953	5,230	5,331	3,741	3,397	5,585	36.0
Dale	49.5	Male	25,596	2,745	2,464	1,986	4,270	5,379	3,429	2,100	1,498	1,725	27.5
		Female	23,904	2,636	2,274	1,906	2,777	4,371	3,454	2,099	1,592	2,795	30.4
Dallas	53.6	Male	24,786	2,946	2,772	2,775	2,634	3,679	3,200	2,191	1,883	2,706	28.4
		Female	28,814	2,876	2,755	2,703	2,793	4,184	3,685	2,724	2,357	4,737	32.8
De Kalb	55.5	Male	26,786	2,602	2,650	2,287	2,529	4,283	4,018	2,841	2,299	3,277	32.8
		Female	28,714	2,437	2,430	2,254	2,451	4,313	4,198	2,885	2,682	5,064	36.1
Elmore	50.6	Male	25,060	2,359	2,318	2,260	2,772	4,454	3,888	2,455	2,020	2,534	31.3
		Female	25,540	2,224	2,324	2,176	2,238	4,108	3,767	2,519	2,237	3,947	34.3
Escambia	37.5	Male	18,766	1,823	1,851	1,673	1,946	3,537	2,886	1,740	1,383	1,927	30.9
		Female	18,734	1,759	1,723	1,577	1,637	2,708	2,685	1,882	1,642	3,121	34.9
Etowah	104.0	Male	49,477	4,710	4,794	4,374	4,783	8,209	7,178	5,079	4,708	5,642	32.4
		Female	54,523	4,558	4,530	4,111	4,834	8,255	7,638	5,846	5,724	9,027	36.3
Fayette	19.3	Male	9,281	897	866	790	870	1,458	1,396	931	823	1,250	33.4
		Female	10,019	884	871	782	846	1,398	1,448	983	973	1,834	36.6
Franklin	29.2	Male	14,069	1,334	1,300	1,208	1,373	2,174	2,212	1,518	1,196	1,754	33.4
		Female	15,131	1,197	1,228	1,148	1,242	2,276	2,250	1,600	1,485	2,705	37.1
Geneva	24.6	Male	11,839	1,089	1,190	1,112	1,066	1,799	1,674	1,230	1,100	1,579	33.1
		Female	12,761	1,098	1,108	989	1,037	1,731	1,902	1,258	1,245	2,393	37.2
Greene	10.8	Male	4,938	618	566	594	482	644	508	425	344	757	28.2
		Female	5,862	625	561	578	541	738	636	501	462	1,220	33.5

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex									Median Age By Sex
				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
ALABAMA (continued)													
ALL COUNTIES (continued)													
Hale	15.2	Male	7,127	876	797	792	717	944	781	586	587	1,047	29.0
		Female	8,073	848	715	762	754	1,019	889	726	744	1,616	34.4
Henry	15.4	Male	7,308	762	751	627	654	1,222	1,020	657	646	969	32.0
		Female	8,092	755	748	646	655	1,168	1,057	788	798	1,477	35.7
Houston	83.5	Male	39,973	4,222	4,179	3,652	3,786	7,001	6,227	4,212	3,118	3,576	30.9
		Female	43,527	4,190	3,792	3,520	4,051	7,290	6,650	4,456	3,637	5,941	33.5
Jackson	53.2	Male	25,995	2,626	2,597	2,285	2,561	4,652	4,334	2,612	1,915	2,413	31.3
		Female	27,205	2,618	2,488	2,240	2,471	4,618	4,254	2,750	2,270	3,496	33.2
Jefferson	683.0	Male	319,012	30,632	28,444	26,885	34,628	59,872	44,797	32,200	27,675	33,879	31.5
		Female	363,988	30,252	27,376	26,128	36,813	62,056	50,281	38,227	33,823	59,032	34.9
Lamar	16.9	Male	8,225	790	810	731	740	1,218	1,248	845	693	1,150	33.6
		Female	8,675	783	782	658	714	1,203	1,250	897	818	1,570	36.6
Lauderdale	85.0	Male	40,737	3,656	3,720	3,735	4,721	6,760	6,427	4,253	3,457	4,008	31.7
		Female	44,263	3,552	3,584	3,731	4,801	6,848	6,718	4,671	4,036	6,322	34.4
Lawrence	31.8	Male	15,556	1,567	1,713	1,619	1,439	2,485	2,514	1,452	1,189	1,578	30.8
		Female	16,244	1,515	1,660	1,566	1,446	2,480	2,432	1,555	1,314	2,276	32.8
Lee	82.7	Male	41,423	3,445	3,336	3,286	10,106	7,238	5,485	3,362	2,482	2,683	25.7
		Female	41,277	3,369	3,335	3,035	8,255	6,725	5,593	3,652	2,899	4,414	28.9
Limestone	52.0	Male	25,201	2,524	2,537	2,381	2,663	4,130	4,008	2,592	1,971	2,395	31.0
		Female	26,799	2,358	2,375	2,411	2,552	4,181	4,078	2,776	2,239	3,829	33.9
Lowndes	13.8	Male	6,463	932	824	835	685	843	720	475	426	723	24.5
		Female	7,337	865	837	781	748	955	844	624	581	1,102	29.6
Macon	26.9	Male	12,730	1,210	1,270	1,173	2,099	1,850	1,313	891	1,216	1,708	28.3
		Female	14,170	1,237	1,237	1,190	2,180	2,036	1,560	1,155	1,177	2,398	31.1
Madison	242.0	Male	118,187	10,569	10,798	11,308	14,426	21,150	19,572	14,077	8,688	7,599	30.7
		Female	123,813	10,245	10,688	10,889	13,994	20,831	21,764	14,058	9,555	11,789	32.7
Marengo	25.0	Male	11,823	1,377	1,283	1,311	1,085	1,699	1,501	1,124	903	1,540	30.0
		Female	13,177	1,263	1,273	1,231	1,155	1,784	1,690	1,284	1,180	2,317	34.3
Marion	32.2	Male	15,661	1,394	1,521	1,414	1,449	2,536	2,464	1,591	1,306	1,986	33.1
		Female	16,539	1,378	1,439	1,302	1,414	2,404	2,524	1,697	1,502	2,879	36.3
Marshall	73.0	Male	35,231	3,116	3,387	3,227	3,501	5,663	5,575	3,784	3,078	3,900	32.7
		Female	37,769	3,046	3,200	2,956	3,310	5,766	5,809	4,167	3,612	5,903	36.0
Mobile	392.0	Male	188,177	21,114	18,694	17,693	21,480	33,972	26,937	17,510	14,707	16,070	29.4
		Female	203,823	20,219	18,047	17,081	22,309	34,171	28,799	19,648	17,382	26,167	32.1
Monroe	23.4	Male	11,173	1,314	1,279	1,160	1,044	1,676	1,515	1,018	835	1,332	29.7
		Female	12,227	1,268	1,276	1,114	1,027	1,716	1,607	1,106	1,032	2,081	33.3
Montgomery	218.0	Male	102,198	10,700	10,519	9,282	11,745	18,378	15,369	9,800	7,851	8,554	29.8
		Female	115,802	10,623	10,152	8,990	12,694	19,602	16,553	11,210	9,667	16,311	32.9
Morgan	102.6	Male	49,739	4,828	4,803	4,727	4,892	8,603	8,159	5,256	4,035	4,436	31.5
		Female	52,861	4,686	4,571	4,615	4,689	8,786	8,449	5,554	4,556	6,955	34.0
Perry	14.9	Male	6,927	845	795	730	793	892	777	578	496	1,021	28.4
		Female	7,973	827	769	721	851	940	910	715	683	1,557	33.7
Pickens	21.2	Male	10,042	1,098	983	1,028	974	1,448	1,301	982	869	1,359	31.5
		Female	11,158	1,102	1,012	1,018	935	1,458	1,508	1,089	991	2,045	35.4
Pike	28.9	Male	13,481	1,206	1,276	1,192	2,289	1,900	1,691	1,113	1,063	1,751	29.1
		Female	15,419	1,227	1,243	1,225	2,315	2,010	1,890	1,287	1,421	2,801	33.5
Randolph	20.5	Male	9,721	1,020	986	866	941	1,392	1,329	1,002	861	1,324	32.5
		Female	10,779	894	932	872	891	1,488	1,386	1,095	1,113	2,108	37.3
Russell	50.5	Male	23,991	2,473	2,432	2,388	2,528	3,941	3,343	2,557	2,035	2,294	30.5
		Female	26,509	2,385	2,331	2,246	2,601	4,096	3,783	2,876	2,507	3,684	34.0
St. Clair	50.5	Male	24,678	2,565	2,486	2,242	2,223	4,269	3,946	2,498	1,942	2,507	31.6
		Female	25,822	2,408	2,319	2,115	2,262	4,164	3,848	2,603	2,254	3,849	34.1
Shelby	88.0	Male	43,375	4,741	4,256	3,819	4,327	8,707	7,472	4,127	2,752	3,174	30.2
		Female	44,625	4,595	4,084	3,498	4,856	8,829	7,215	4,002	2,995	4,551	31.0
Sumter	16.3	Male	7,709	946	878	781	1,089	1,050	781	538	546	1,100	26.5
		Female	8,591	931	825	765	1,077	1,034	906	714	750	1,589	31.7
Talladega	77.1	Male	36,911	3,930	4,095	3,728	3,791	5,807	5,133	3,701	2,983	3,743	30.0
		Female	40,189	3,830	3,866	3,591	4,022	5,942	5,393	4,125	3,697	5,723	33.1
Tallapoosa	40.5	Male	19,306	1,836	1,959	1,826	1,779	3,004	2,736	1,908	1,775	2,483	32.5
		Female	21,194	1,775	1,889	1,743	1,638	3,078	2,815	2,236	2,240	3,780	36.7
Tuscaloosa	147.4	Male	71,431	6,725	6,470	5,661	11,715	12,851	9,658	6,766	5,316	6,269	29.0
		Female	75,969	6,574	6,205	5,462	11,650	12,621	10,123	7,675	5,864	9,795	31.4
Walker	71.3	Male	34,450	3,315	3,405	3,132	3,323	5,705	5,295	3,520	2,809	3,946	32.1
		Female	36,850	3,405	3,128	2,877	3,304	5,598	5,394	3,630	3,426	6,088	35.2

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SMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
ALABAMA (continued)													
ALL COUNTIES (continued)													
Washington	17.1	Male	8,393	962	934	862	815	1,338	1,199	782	608	893	29.7
		Female	8,707	933	903	855	789	1,319	1,249	802	643	1,214	31.6
Wilcox	14.4	Male	6,698	859	831	833	625	925	680	511	514	920	27.2
		Female	7,702	958	784	750	672	928	802	665	652	1,491	32.4
Winston	23.7	Male	11,549	1,084	1,128	1,091	1,054	1,844	1,944	1,186	981	1,237	32.7
		Female	12,151	1,041	1,050	1,016	1,009	1,897	1,933	1,310	1,088	1,807	35.3
TOTAL METRO COUNTIES	**2,773.6**	**Male**	**1,329,842**	**131,987**	**126,487**	**119,211**	**152,404**	**237,538**	**198,100**	**133,942**	**106,623**	**123,550**	**30.7**
		Female	**1,443,758**	**128,527**	**121,396**	**114,186**	**152,672**	**240,094**	**211,846**	**147,744**	**125,590**	**201,703**	**33.5**
TOTAL STATE	**4,165.3**	**Male**	**1,998,399**	**199,260**	**194,005**	**182,725**	**225,350**	**342,067**	**293,299**	**198,489**	**161,403**	**201,801**	**30.8**
		Female	**2,166,901**	**193,879**	**186,150**	**174,905**	**222,861**	**345,344**	**311,577**	**219,192**	**191,434**	**321,559**	**33.9**
ALASKA													
ANCHORAGE	**223.0**	**Male**	**116,184**	**13,003**	**10,587**	**9,395**	**14,449**	**29,038**	**21,823**	**10,705**	**5,043**	**2,141**	**28.7**
		Female	**106,816**	**12,346**	**10,274**	**8,497**	**13,133**	**26,548**	**19,265**	**9,254**	**4,660**	**2,839**	**28.4**
Anchorage	223.0	Male	116,184	13,003	10,587	9,395	14,449	29,038	21,823	10,705	5,043	2,141	28.7
		Female	106,816	12,346	10,274	8,497	13,133	26,548	19,265	9,254	4,660	2,839	28.4
ALL COUNTIES													
Aleutian Islands	6.7	Male	4,235	358	255	203	1,041	1,305	677	232	111	53	27.0
		Female	2,465	316	242	186	463	683	319	145	62	49	25.4
Aleutians East	1.8	Male	1,149	94	68	51	290	355	184	62	31	14	27.0
		Female	651	83	63	48	126	179	84	39	16	13	25.3
Anchorage	223.0	Male	116,184	13,003	10,587	9,395	14,449	29,038	21,823	10,705	5,043	2,141	28.7
		Female	106,816	12,346	10,274	8,497	13,133	26,548	19,265	9,254	4,660	2,839	28.4
Bethel	13.2	Male	7,001	994	735	867	856	1,385	986	529	345	304	25.4
		Female	6,199	919	809	778	750	1,126	832	449	270	266	23.5
Bristol Bay	1.2	Male	860	35	24	35	166	338	163	65	20	14	30.0
		Female	340	28	35	43	48	69	59	27	19	12	27.3
Dillingham	6.2	Male	3,290	397	341	400	402	675	504	272	141	158	26.6
		Female	2,910	370	311	393	375	566	428	232	139	96	25.1
Fairbanks North Star	70.8	Male	38,295	4,395	3,372	2,608	5,713	10,005	6,734	2,970	1,601	897	28.1
		Female	32,505	4,194	3,198	2,427	4,360	8,329	5,348	2,429	1,328	892	27.5
Haines	1.8	Male	958	93	93	100	68	212	183	85	76	48	30.9
		Female	842	80	72	86	68	184	171	76	63	42	31.2
Juneau	26.2	Male	13,553	1,403	1,190	1,104	1,333	3,314	2,711	1,287	710	501	30.3
		Female	12,647	1,299	1,090	1,051	1,250	3,168	2,278	1,124	762	625	30.2
Kenai Peninsula	43.7	Male	23,296	2,705	2,369	1,957	2,217	5,366	4,275	2,250	1,323	834	29.5
		Female	20,404	2,428	2,244	1,853	1,995	4,706	3,503	1,868	1,090	717	28.6
Ketchikan Gateway	12.7	Male	6,659	692	561	559	711	1,384	1,275	634	459	384	30.8
		Female	6,041	675	589	529	592	1,234	1,006	587	415	414	30.1
Kodiak Island	14.3	Male	8,142	857	645	538	1,340	2,179	1,388	616	380	199	28.2
		Female	6,158	834	644	489	767	1,597	978	422	244	183	27.2
Matanuska - Susitna	41.0	Male	21,362	2,480	2,270	2,065	1,703	4,626	4,047	2,028	1,223	920	29.7
		Female	19,638	2,557	2,152	1,858	1,557	4,390	3,470	1,729	989	936	28.9
Nome	7.8	Male	4,263	561	470	457	484	857	608	384	215	227	26.9
		Female	3,537	524	438	385	430	644	474	266	165	211	24.9
North Slope	5.5	Male	3,124	348	242	310	396	750	520	327	124	107	28.5
		Female	2,376	338	249	311	318	476	316	177	92	99	24.4
Northwest Arctic	6.3	Male	3,407	494	415	418	401	683	411	265	141	179	24.6
		Female	2,893	446	338	373	385	487	306	251	126	181	23.3
Prince of Wales - Outer Ketchikan	5.1	Male	2,858	342	285	253	319	576	522	287	150	124	29.0
		Female	2,242	297	245	237	232	469	350	196	114	102	27.3
Sitka	8.5	Male	4,514	557	393	379	523	999	820	408	222	213	29.1
		Female	3,986	467	413	345	466	841	685	347	189	233	28.6
Skagway - Yakutat - Angoon	4.3	Male	2,298	277	214	194	203	555	396	195	134	130	29.7
		Female	2,002	293	202	191	195	454	291	137	113	126	27.6
Southeast Fairbanks	7.0	Male	3,951	511	400	307	567	971	708	250	140	97	27.0
		Female	3,049	447	324	277	374	746	510	179	102	90	26.4
Valdez - Cordova	9.1	Male	5,114	482	427	417	566	1,202	1,010	527	289	194	30.5
		Female	3,986	456	396	367	412	974	663	356	224	138	28.7

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ALASKA (continued)													
ALL COUNTIES (continued)													
Wade Hampton	5.8	Male	3,052	468	421	384	347	526	356	241	162	147	23.1
		Female	2,748	448	416	349	352	431	304	225	123	100	21.2
Wrangell - Petersburg	6.6	Male	3,567	377	327	277	387	816	606	321	237	219	30.1
		Female	3,033	394	315	239	288	687	440	277	205	188	29.1
Yukon - Koyukuk	9.6	Male	5,717	600	439	484	734	1,531	952	485	260	226	28.9
		Female	3,883	535	460	423	443	840	557	296	175	154	26.0
TOTAL METRO COUNTIES	**223.0**	**Male**	**116,184**	**13,003**	**10,587**	**9,395**	**14,449**	**29,038**	**21,823**	**10,705**	**5,043**	**2,141**	**28.7**
		Female	**106,816**	**12,346**	**10,274**	**8,497**	**13,133**	**26,548**	**19,265**	**9,254**	**4,660**	**2,839**	**28.4**
TOTAL STATE	**538.2**	**Male**	**286,849**	**32,523**	**26,543**	**23,762**	**35,216**	**69,648**	**51,865**	**25,425**	**13,537**	**8,330**	**28.6**
		Female	**251,351**	**30,774**	**25,519**	**21,735**	**29,379**	**59,828**	**42,637**	**21,085**	**11,685**	**8,706**	**28.1**
ARIZONA													
PHOENIX	**2,057.6**	**Male**	**1,007,506**	**97,031**	**88,368**	**82,337**	**115,875**	**187,113**	**150,808**	**93,311**	**81,533**	**111,130**	**31.4**
		Female	**1,050,094**	**92,612**	**85,318**	**79,861**	**109,324**	**180,856**	**152,920**	**98,414**	**96,662**	**154,127**	**33.7**
Maricopa	2,057.6	Male	1,007,506	97,031	88,368	82,337	115,875	187,113	150,808	93,311	81,533	111,130	31.4
		Female	1,050,094	92,612	85,318	79,861	109,324	180,856	152,920	98,414	96,662	154,127	33.7
TUCSON	**650.0**	**Male**	**316,916**	**29,248**	**26,208**	**25,186**	**39,220**	**61,787**	**44,403**	**29,163**	**26,277**	**35,424**	**31.2**
		Female	**333,084**	**28,044**	**25,864**	**24,277**	**38,447**	**57,763**	**46,024**	**31,408**	**31,229**	**50,028**	**33.6**
Pima	650.0	Male	316,916	29,248	26,208	25,186	39,220	61,787	44,403	29,163	26,277	35,424	31.2
		Female	333,084	28,044	25,864	24,277	38,447	57,763	46,024	31,408	31,229	50,028	33.6
ALL COUNTIES													
Apache	64.2	Male	31,530	5,304	4,263	3,963	3,258	4,836	4,212	2,372	1,477	1,845	22.8
		Female	32,670	5,115	4,288	3,908	3,424	5,123	4,419	2,656	1,677	2,060	24.2
Cochise	101.5	Male	50,512	5,287	4,851	4,544	5,533	8,619	7,261	4,878	4,281	5,258	30.8
		Female	50,988	5,149	4,674	4,430	4,609	8,092	7,554	5,059	4,563	6,858	33.2
Coconino	94.0	Male	47,353	5,744	4,798	4,152	8,504	9,697	6,339	3,534	2,350	2,235	25.5
		Female	46,647	5,530	4,634	4,015	8,673	8,641	6,233	3,661	2,506	2,754	25.5
Gila	40.8	Male	19,966	2,108	1,973	1,827	1,607	3,005	2,800	1,908	2,080	2,658	33.2
		Female	20,834	2,207	1,915	1,789	1,632	2,963	2,871	2,055	2,277	3,125	34.7
Graham	25.1	Male	12,998	1,556	1,307	1,191	1,458	2,366	1,836	1,156	868	1,260	29.2
		Female	12,102	1,574	1,323	1,224	1,178	1,636	1,610	1,091	973	1,493	29.6
Greenlee	8.9	Male	4,477	634	520	421	385	810	610	448	346	303	28.4
		Female	4,423	634	537	395	400	722	607	460	333	335	28.4
La Paz	15.0	Male	7,660	859	740	651	831	1,151	1,043	728	774	883	31.5
		Female	7,340	862	693	625	690	1,105	1,039	712	804	810	32.2
Maricopa	2,057.6	Male	1,007,506	97,031	88,368	82,337	115,875	187,113	150,808	93,311	81,533	111,130	31.4
		Female	1,050,094	92,612	85,318	79,861	109,324	180,856	152,920	98,414	96,662	154,127	33.7
Mohave	85.2	Male	42,644	3,586	3,458	3,373	3,123	5,815	5,821	4,395	5,847	7,226	38.4
		Female	42,556	3,412	3,165	3,136	3,068	5,693	5,899	4,747	6,420	7,016	39.8
Navajo	77.1	Male	38,319	5,883	4,990	4,433	3,720	5,989	5,468	3,151	2,285	2,400	25.2
		Female	38,781	5,700	4,814	4,262	3,741	6,162	5,507	3,272	2,521	2,802	26.4
Pima	650.0	Male	316,916	29,248	26,208	25,186	39,220	61,787	44,403	29,163	26,277	35,424	31.2
		Female	333,084	28,044	25,864	24,277	38,447	57,763	46,024	31,408	31,229	50,028	33.6
Pinal	110.0	Male	56,895	6,093	5,741	5,164	5,896	9,873	8,018	5,338	4,489	6,283	30.6
		Female	53,105	5,984	5,320	4,775	4,951	8,089	7,131	5,367	4,837	6,651	31.8
Santa Cruz	27.0	Male	12,757	1,689	1,528	1,332	1,088	2,016	1,768	1,183	999	1,154	28.7
		Female	14,243	1,691	1,473	1,302	1,193	2,247	2,062	1,431	1,207	1,637	31.5
Yavapai	99.9	Male	48,555	3,935	3,634	3,651	3,655	6,641	6,194	4,703	6,284	9,858	39.5
		Female	51,345	3,763	3,520	3,404	3,397	6,756	6,802	5,111	7,316	11,276	42.1
Yuma	94.2	Male	48,092	5,214	4,742	3,930	6,194	7,584	6,476	4,191	3,973	5,788	30.2
		Female	46,108	5,306	4,501	3,858	4,505	7,354	6,505	4,133	4,104	5,842	31.6
TOTAL METRO COUNTIES	**2,707.6**	**Male**	**1,324,422**	**126,279**	**114,576**	**107,523**	**155,095**	**248,900**	**195,211**	**122,474**	**107,810**	**146,554**	**31.4**
		Female	**1,383,178**	**120,656**	**111,182**	**104,138**	**147,771**	**238,619**	**198,944**	**129,822**	**127,891**	**204,155**	**33.7**
TOTAL STATE	**3,550.5**	**Male**	**1,746,180**	**174,171**	**157,121**	**146,155**	**200,347**	**317,302**	**253,057**	**160,459**	**143,863**	**193,705**	**31.2**
		Female	**1,804,320**	**167,583**	**152,039**	**141,261**	**189,232**	**303,202**	**257,183**	**169,577**	**167,429**	**256,814**	**33.3**

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex									Median Age By Sex
				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
ARKANSAS													
FAYETTEVILLE - SPRINGDALE	**112.4**	**Male**	**56,055**	**5,010**	**4,453**	**4,384**	**9,680**	**10,247**	**7,824**	**4,945**	**4,026**	**5,486**	**29.4**
		Female	**56,345**	**4,555**	**4,319**	**3,961**	**8,173**	**9,645**	**8,075**	**5,114**	**4,371**	**8,132**	**32.4**
Washington	112.4	Male	56,055	5,010	4,453	4,384	9,680	10,247	7,824	4,945	4,026	5,486	29.4
		Female	56,345	4,555	4,319	3,961	8,173	9,645	8,075	5,114	4,371	8,132	32.4
FORT SMITH	**183.8**	**Male**	**88,775**	**9,224**	**8,440**	**8,016**	**8,321**	**14,809**	**13,845**	**8,646**	**7,524**	**9,950**	**32.0**
		Female	**95,025**	**8,546**	**8,171**	**7,678**	**8,443**	**15,006**	**14,076**	**9,126**	**8,552**	**15,427**	**34.8**
Crawford	44.7	Male	21,981	2,398	2,150	2,023	1,942	3,676	3,518	2,146	1,699	2,429	31.7
		Female	22,719	2,197	2,022	1,964	1,928	3,637	3,514	2,119	1,924	3,414	33.9
Sebastian	102.5	Male	48,938	5,017	4,553	4,047	4,847	8,624	7,493	4,694	4,302	5,361	32.0
		Female	53,562	4,719	4,329	3,980	5,004	8,698	7,660	5,158	5,001	9,013	35.1
Sequoyah, Okla.	*36.6*	*Male*	*17,856*	*1,809*	*1,737*	*1,946*	*1,532*	*2,509*	*2,834*	*1,806*	*1,523*	*2,160*	*32.6*
		Female	*18,744*	*1,630*	*1,820*	*1,734*	*1,511*	*2,671*	*2,902*	*1,849*	*1,627*	*3,000*	*35.0*
LITTLE ROCK - NORTH LITTLE ROCK	**521.8**	**Male**	**251,169**	**26,636**	**24,121**	**21,042**	**28,160**	**48,308**	**38,592**	**23,476**	**18,905**	**21,929**	**30.3**
		Female	**270,631**	**25,101**	**23,397**	**20,750**	**29,058**	**49,532**	**40,034**	**25,365**	**21,831**	**35,563**	**32.5**
Faulkner	57.5	Male	27,842	2,599	2,580	2,342	4,380	4,513	3,984	2,474	2,163	2,807	29.5
		Female	29,658	2,424	2,375	2,291	4,830	4,567	4,004	2,639	2,421	4,107	31.4
Lonoke	40.7	Male	19,760	2,092	2,075	1,978	1,777	3,036	3,247	1,910	1,493	2,152	31.4
		Female	20,940	1,977	2,018	1,953	1,705	3,167	3,501	1,901	1,655	3,063	33.9
Pulaski	362.7	Male	173,248	19,077	16,404	13,860	19,297	35,500	25,745	15,917	12,983	14,465	30.1
		Female	189,452	18,112	16,111	13,833	20,039	36,400	27,204	17,631	15,300	24,822	32.3
Saline	60.9	Male	30,319	2,868	3,062	2,862	2,706	5,259	5,616	3,175	2,266	2,505	32.0
		Female	30,581	2,588	2,893	2,673	2,484	5,398	5,325	3,194	2,455	3,571	33.6
PINE BLUFF	**90.5**	**Male**	**43,830**	**4,661**	**4,232**	**4,346**	**5,231**	**7,133**	**5,833**	**3,826**	**3,612**	**4,956**	**29.8**
		Female	**46,670**	**4,554**	**3,976**	**3,872**	**4,939**	**7,119**	**6,044**	**4,475**	**4,037**	**7,654**	**33.4**
Jefferson	90.5	Male	43,830	4,661	4,232	4,346	5,231	7,133	5,833	3,826	3,612	4,956	29.8
		Female	46,670	4,554	3,976	3,872	4,939	7,119	6,044	4,475	4,037	7,654	33.4
TEXARKANA	**122.3**	**Male**	**58,362**	**6,218**	**5,678**	**5,161**	**5,212**	**9,680**	**8,430**	**5,569**	**5,238**	**7,176**	**32.1**
		Female	**63,938**	**5,860**	**5,398**	**5,141**	**5,392**	**9,952**	**8,756**	**6,250**	**6,245**	**10,944**	**35.3**
Miller	39.3	Male	18,708	2,096	1,884	1,726	1,690	3,022	2,547	1,730	1,669	2,344	31.5
		Female	20,592	1,971	1,725	1,744	1,751	3,226	2,731	1,950	2,018	3,476	34.6
Bowie, Tex.	*83.0*	*Male*	*39,654*	*4,122*	*3,794*	*3,435*	*3,522*	*6,658*	*5,883*	*3,839*	*3,569*	*4,832*	*32.4*
		Female	*43,346*	*3,889*	*3,673*	*3,397*	*3,641*	*6,726*	*6,025*	*4,300*	*4,227*	*7,468*	*35.6*
ALL COUNTIES													
Arkansas	22.2	Male	10,676	1,096	951	891	1,006	1,708	1,386	1,162	990	1,486	33.2
		Female	11,524	1,060	895	865	948	1,696	1,518	1,302	1,179	2,061	37.0
Ashley	26.4	Male	12,712	1,323	1,365	1,266	1,107	1,916	1,982	1,257	953	1,543	31.8
		Female	13,688	1,341	1,290	1,209	1,115	1,996	1,973	1,315	1,230	2,219	34.5
Baxter	32.0	Male	15,305	1,071	1,073	1,093	840	1,739	1,779	1,299	1,953	4,458	45.4
		Female	16,695	957	995	989	878	1,863	2,004	1,525	2,483	5,001	49.3
Benton	97.6	Male	47,396	4,342	4,045	3,932	4,234	7,133	6,674	4,606	4,729	7,701	35.0
		Female	50,204	4,117	3,960	3,657	4,336	7,132	7,032	4,882	5,651	9,437	37.7
Boone	29.9	Male	14,237	1,362	1,218	1,160	1,217	2,202	2,042	1,402	1,372	2,262	34.8
		Female	15,663	1,224	1,229	1,111	1,260	2,263	2,219	1,669	1,524	3,164	38.4
Bradley	13.3	Male	6,252	609	548	543	548	849	836	611	603	1,105	35.3
		Female	7,048	592	547	565	533	801	915	692	785	1,618	40.3
Calhoun	6.1	Male	2,926	302	215	269	344	398	375	276	285	462	33.4
		Female	3,174	258	254	254	283	392	419	307	319	688	38.5
Carroll	19.0	Male	9,127	785	713	689	635	1,324	1,300	962	1,017	1,702	38.2
		Female	9,873	696	684	646	675	1,359	1,348	1,024	1,219	2,222	41.5
Chicot	16.4	Male	7,629	965	899	834	694	986	812	649	639	1,151	29.3
		Female	8,771	958	871	784	728	1,053	1,003	852	806	1,716	34.9
Clark	22.9	Male	10,982	979	890	854	1,891	1,576	1,420	955	931	1,486	30.6
		Female	11,918	907	823	761	1,938	1,661	1,466	1,031	1,107	2,224	34.2
Clay	19.9	Male	9,506	863	762	871	739	1,243	1,398	993	932	1,705	37.0
		Female	10,394	747	756	820	736	1,264	1,484	1,090	1,150	2,347	40.9
Cleburne	20.6	Male	10,099	823	829	823	755	1,221	1,479	1,123	1,180	1,866	39.0
		Female	10,501	726	754	804	723	1,247	1,632	1,188	1,270	2,157	41.1
Cleveland	8.3	Male	4,030	352	371	404	341	539	649	419	344	611	35.1
		Female	4,270	352	371	355	291	652	616	402	377	854	36.9
Columbia	26.4	Male	12,454	1,205	1,057	1,156	1,582	1,743	1,613	1,223	1,083	1,792	32.0
		Female	13,946	1,123	1,093	1,032	1,497	1,747	1,832	1,418	1,333	2,871	37.6

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
ARKANSAS (continued)													
ALL COUNTIES (continued)													
Conway	19.8	Male	9,529	989	891	933	881	1,385	1,310	939	893	1,308	32.7
		Female	10,271	914	905	886	836	1,364	1,408	1,062	1,019	1,877	36.6
Craighead	66.3	Male	31,970	3,079	2,835	2,667	4,442	5,579	4,848	2,990	2,382	3,148	30.3
		Female	34,330	2,876	2,713	2,531	4,579	5,680	4,908	3,263	2,914	4,866	32.9
Crawford	44.7	Male	21,981	2,398	2,150	2,023	1,942	3,676	3,518	2,146	1,699	2,429	31.7
		Female	22,719	2,197	2,022	1,964	1,928	3,637	3,514	2,119	1,924	3,414	33.9
Crittenden	50.7	Male	24,102	3,071	2,768	2,664	2,390	3,717	3,365	2,063	1,718	2,346	28.1
		Female	26,598	2,886	2,759	2,687	2,591	4,149	3,825	2,459	2,062	3,180	30.7
Cross	20.0	Male	9,641	1,139	1,022	998	916	1,499	1,358	801	757	1,151	30.0
		Female	10,359	1,157	1,008	938	887	1,491	1,405	913	859	1,701	33.0
Dallas	10.6	Male	5,063	531	495	422	411	733	714	489	454	814	34.2
		Female	5,537	483	496	392	445	757	674	504	587	1,199	37.9
Desha	19.0	Male	8,943	1,133	996	887	835	1,372	1,152	689	669	1,210	29.5
		Female	10,057	1,145	924	919	956	1,412	1,208	841	883	1,769	32.7
Drew	18.3	Male	8,869	931	824	804	1,128	1,419	1,186	803	627	1,147	30.3
		Female	9,431	846	805	798	1,101	1,357	1,303	834	801	1,586	33.6
Faulkner	57.5	Male	27,842	2,599	2,580	2,342	4,380	4,513	3,984	2,474	2,163	2,807	29.5
		Female	29,658	2,424	2,375	2,291	4,830	4,567	4,004	2,639	2,421	4,107	31.4
Franklin	16.0	Male	7,897	707	738	779	766	1,149	1,138	784	668	1,168	33.3
		Female	8,103	657	695	625	610	1,143	1,142	786	777	1,668	37.8
Fulton	10.7	Male	5,191	409	464	439	352	688	693	488	624	1,034	38.5
		Female	5,509	414	406	405	364	722	712	603	665	1,218	41.2
Garland	78.3	Male	37,193	2,905	2,892	2,949	3,017	5,411	5,090	3,703	4,900	7,226	37.8
		Female	41,107	2,915	2,793	2,776	3,064	5,520	5,400	4,228	4,873	9,538	41.5
Grant	14.3	Male	7,034	613	692	674	632	1,064	1,251	717	555	836	33.5
		Female	7,266	607	627	628	567	1,072	1,249	716	622	1,178	36.1
Greene	32.8	Male	15,805	1,479	1,426	1,362	1,468	2,579	2,447	1,535	1,374	2,135	33.4
		Female	16,995	1,501	1,402	1,298	1,439	2,492	2,530	1,713	1,580	3,040	36.4
Hempstead	23.8	Male	11,314	1,184	1,043	961	950	1,621	1,643	1,061	996	1,855	34.4
		Female	12,486	1,174	1,035	951	968	1,649	1,696	1,183	1,241	2,589	37.7
Hot Spring	28.5	Male	13,759	1,286	1,226	1,237	1,201	2,171	2,038	1,468	1,292	1,840	33.9
		Female	14,741	1,335	1,239	1,119	1,165	2,201	2,067	1,526	1,445	2,644	36.5
Howard	14.0	Male	6,642	715	615	603	567	975	918	591	587	1,071	33.4
		Female	7,358	644	602	545	551	1,006	947	669	731	1,663	38.5
Independence	33.1	Male	16,056	1,618	1,487	1,317	1,480	2,569	2,505	1,588	1,397	2,095	33.3
		Female	17,044	1,458	1,377	1,312	1,518	2,663	2,453	1,734	1,480	3,049	35.8
Izard	11.4	Male	5,501	384	403	420	330	688	676	507	683	1,410	42.8
		Female	5,899	375	393	352	329	662	721	543	834	1,690	47.1
Jackson	20.1	Male	9,631	1,006	909	892	804	1,454	1,373	927	927	1,339	33.3
		Female	10,469	919	807	849	877	1,474	1,443	1,084	1,024	1,992	37.1
Jefferson	90.5	Male	43,830	4,661	4,232	4,346	5,231	7,133	5,833	3,826	3,612	4,956	29.8
		Female	46,670	4,554	3,976	3,872	4,939	7,119	6,044	4,475	4,037	7,654	33.4
Johnson	19.0	Male	9,254	871	844	771	850	1,323	1,260	910	856	1,569	34.8
		Female	9,746	811	754	709	818	1,289	1,295	966	1,043	2,061	38.8
Lafayette	9.6	Male	4,556	473	461	432	365	611	625	432	392	765	34.0
		Female	5,044	496	456	435	357	639	621	429	482	1,129	37.2
Lawrence	18.5	Male	8,820	813	784	747	873	1,230	1,241	857	790	1,485	34.7
		Female	9,680	721	781	724	865	1,300	1,286	956	1,000	2,047	38.5
Lee	14.8	Male	6,930	872	857	833	581	822	796	597	590	982	28.9
		Female	7,870	782	801	837	646	995	926	754	674	1,455	33.7
Lincoln	13.1	Male	7,497	551	547	533	1,007	1,877	1,183	549	459	791	30.9
		Female	5,603	546	501	475	466	744	748	491	512	1,120	35.9
Little River	14.6	Male	7,038	780	754	665	623	1,080	1,049	682	547	858	31.5
		Female	7,562	743	753	673	619	1,152	1,078	663	638	1,243	33.6
Logan	21.6	Male	10,569	951	1,012	1,091	858	1,455	1,486	987	1,007	1,722	34.4
		Female	11,031	926	866	915	814	1,486	1,525	1,030	1,125	2,344	38.3
Lonoke	40.7	Male	19,760	2,092	2,075	1,978	1,777	3,036	3,247	1,910	1,493	2,152	31.4
		Female	20,940	1,977	2,018	1,953	1,705	3,167	3,501	1,901	1,655	3,063	33.9
Madison	12.4	Male	6,135	542	546	554	492	932	861	609	641	958	35.0
		Female	6,265	546	505	479	425	916	890	657	669	1,178	37.9
Marion	13.5	Male	6,544	561	549	532	405	807	899	602	846	1,343	39.6
		Female	6,956	499	541	534	408	891	938	652	971	1,522	41.4
Miller	39.3	Male	18,708	2,096	1,884	1,726	1,690	3,022	2,547	1,730	1,669	2,344	31.5
		Female	20,592	1,971	1,725	1,744	1,751	3,226	2,731	1,950	2,018	3,476	34.6

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
ARKANSAS (continued)													
ALL COUNTIES (continued)													
Mississippi	57.5	Male	27,733	3,510	2,846	2,641	3,281	4,585	3,752	2,266	1,974	2,878	28.5
		Female	29,767	3,495	2,787	2,530	3,083	4,604	3,869	2,677	2,469	4,253	31.5
Monroe	12.2	Male	5,763	659	579	632	497	765	672	525	525	909	31.7
		Female	6,437	622	554	588	502	786	803	628	659	1,295	37.1
Montgomery	8.5	Male	4,195	313	325	342	352	577	589	442	464	791	38.2
		Female	4,305	328	313	314	279	550	612	477	471	961	41.0
Nevada	10.7	Male	5,133	506	506	423	436	737	663	441	472	949	34.4
		Female	5,567	529	499	413	425	703	688	494	588	1,228	38.1
Newton	8.5	Male	4,285	417	401	399	327	700	626	427	385	603	33.5
		Female	4,215	418	350	362	328	665	641	416	422	613	34.8
Ouachita	34.2	Male	16,067	1,631	1,498	1,343	1,400	2,439	2,126	1,649	1,579	2,402	33.9
		Female	18,133	1,575	1,385	1,378	1,461	2,532	2,258	1,964	1,946	3,634	38.3
Perry	8.4	Male	4,184	369	408	424	310	617	638	419	395	604	34.4
		Female	4,216	376	380	407	306	597	585	423	420	722	35.7
Phillips	31.6	Male	14,645	1,976	1,670	1,643	1,267	1,892	1,795	1,268	1,093	2,041	29.1
		Female	16,955	1,959	1,605	1,709	1,480	2,186	2,131	1,551	1,467	2,867	32.9
Pike	10.8	Male	5,224	442	483	443	469	748	826	494	492	827	35.3
		Female	5,576	492	462	426	436	761	790	496	574	1,139	37.7
Poinsett	25.9	Male	12,485	1,251	1,231	1,212	1,101	1,894	1,887	1,242	1,089	1,578	32.6
		Female	13,415	1,163	1,198	1,188	1,142	1,947	1,971	1,285	1,337	2,184	35.4
Polk	17.7	Male	8,555	803	741	805	634	1,091	1,223	870	848	1,540	36.7
		Female	9,145	697	765	686	620	1,110	1,353	897	960	2,057	40.1
Pope	45.8	Male	22,477	2,195	2,022	1,911	2,814	3,694	3,451	2,164	1,780	2,446	31.2
		Female	23,323	1,990	1,936	1,931	2,559	3,616	3,545	2,215	1,983	3,548	34.0
Prairie	9.6	Male	4,738	431	445	450	425	658	703	455	466	705	34.4
		Female	4,862	406	415	422	388	671	677	497	483	903	36.9
Pulaski	362.7	Male	173,248	19,077	16,404	13,860	19,297	35,500	25,745	15,917	12,983	14,465	30.1
		Female	189,452	18,112	16,111	13,833	20,039	36,400	27,204	17,631	15,300	24,822	32.3
Randolph	17.4	Male	8,376	745	760	840	716	1,157	1,250	828	796	1,284	34.7
		Female	9,024	790	747	745	650	1,245	1,295	929	901	1,722	37.6
St. Francis	29.9	Male	14,118	1,895	1,648	1,517	1,230	2,059	1,893	1,148	1,065	1,663	28.7
		Female	15,782	1,882	1,587	1,480	1,434	2,315	1,995	1,371	1,299	2,419	31.5
Saline	60.9	Male	30,319	2,868	3,062	2,862	2,706	5,259	5,616	3,175	2,266	2,505	32.0
		Female	30,581	2,588	2,893	2,673	2,484	5,398	5,325	3,194	2,455	3,571	33.6
Scott	10.8	Male	5,331	420	483	505	415	671	852	583	497	905	37.0
		Female	5,469	426	448	454	390	683	873	560	557	1,078	38.8
Searcy	9.0	Male	4,409	380	369	391	332	613	601	475	480	768	37.0
		Female	4,591	372	340	382	310	623	646	473	521	924	39.2
Sebastian	102.5	Male	48,938	5,017	4,553	4,047	4,847	8,624	7,493	4,694	4,302	5,361	32.0
		Female	53,562	4,719	4,329	3,980	5,004	8,698	7,660	5,158	5,001	9,013	35.1
Sevier	14.6	Male	7,080	680	714	643	566	1,052	1,097	656	644	1,028	33.9
		Female	7,520	584	657	635	571	1,083	1,116	703	732	1,439	37.1
Sharp	16.2	Male	7,859	612	593	627	577	923	869	699	996	1,963	41.9
		Female	8,341	615	602	592	498	921	974	817	1,213	2,109	44.7
Stone	10.2	Male	5,011	425	438	433	364	707	785	537	481	841	36.8
		Female	5,189	435	381	451	350	761	805	552	563	891	37.7
Union	49.4	Male	23,239	2,350	2,165	2,029	2,057	3,697	3,137	2,216	2,217	3,371	33.2
		Female	26,161	2,277	2,060	1,934	2,210	3,685	3,410	2,590	2,800	5,195	37.7
Van Buren	16.0	Male	7,847	639	693	655	519	991	978	849	1,056	1,467	39.4
		Female	8,153	567	629	634	482	1,034	1,070	888	1,165	1,684	41.8
Washington	112.4	Male	56,055	5,010	4,453	4,384	9,680	10,247	7,824	4,945	4,026	5,486	29.4
		Female	56,345	4,555	4,319	3,961	8,173	9,645	8,075	5,114	4,371	8,132	32.4
White	55.2	Male	26,767	2,405	2,511	2,439	3,357	3,899	3,913	2,571	2,203	3,469	31.9
		Female	28,433	2,303	2,297	2,256	3,364	3,966	4,056	2,716	2,575	4,900	35.1
Woodruff	10.0	Male	4,767	541	510	482	396	681	599	376	402	780	31.7
		Female	5,233	483	444	464	437	707	626	471	526	1,075	36.3
Yell	18.3	Male	8,853	729	833	759	750	1,274	1,262	898	904	1,444	35.6
		Female	9,447	741	764	718	699	1,233	1,378	954	1,040	1,920	39.1
TOTAL METRO COUNTIES	**961.9**	**Male**	**464,783**	**48,689**	**44,161**	**40,232**	**53,940**	**84,727**	**69,172**	**42,880**	**35,931**	**44,851**	**30.3**
		Female	**497,117**	**45,983**	**42,527**	**38,958**	**53,444**	**86,006**	**71,883**	**46,640**	**41,344**	**70,432**	**32.9**
TOTAL STATE	**2,435.4**	**Male**	**1,174,636**	**117,812**	**109,281**	**103,507**	**120,699**	**189,918**	**168,844**	**110,620**	**101,258**	**152,697**	**32.2**
		Female	**1,260,764**	**112,056**	**104,839**	**99,014**	**119,463**	**192,193**	**176,084**	**121,181**	**118,797**	**217,137**	**35.2**

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SaMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
CALIFORNIA													
ANAHEIM - SANTA ANA	**2,273.7**	**Male**	**1,120,823**	**95,310**	**93,166**	**95,078**	**138,988**	**222,359**	**192,366**	**121,305**	**85,004**	**77,247**	**31.2**
		Female	**1,152,877**	**91,867**	**89,963**	**91,384**	**126,419**	**212,413**	**192,571**	**121,994**	**91,249**	**135,017**	**33.3**
Orange	2,273.7	Male	1,120,823	95,310	93,166	95,078	138,988	222,359	192,366	121,305	85,004	77,247	31.2
		Female	1,152,877	91,867	89,963	91,384	126,419	212,413	192,571	121,994	91,249	135,017	33.3
BAKERSFIELD	**519.4**	**Male**	**258,332**	**29,346**	**23,996**	**22,153**	**28,187**	**47,105**	**37,651**	**24,423**	**20,850**	**24,621**	**30.4**
		Female	**261,068**	**27,926**	**22,927**	**21,032**	**27,238**	**44,425**	**37,354**	**25,196**	**22,708**	**32,262**	**32.1**
Kern	519.4	Male	258,332	29,346	23,996	22,153	28,187	47,105	37,651	24,423	20,850	24,621	30.4
		Female	261,068	27,926	22,927	21,032	27,238	44,425	37,354	25,196	22,708	32,262	32.1
CHICO	**176.0**	**Male**	**85,920**	**6,986**	**6,089**	**5,981**	**11,485**	**15,942**	**10,872**	**7,003**	**8,256**	**13,306**	**32.8**
		Female	**90,080**	**6,502**	**5,832**	**5,738**	**11,846**	**14,460**	**11,154**	**7,747**	**9,881**	**16,920**	**35.6**
Butte	176.0	Male	85,920	6,986	6,089	5,981	11,485	15,942	10,872	7,003	8,256	13,306	32.8
		Female	90,080	6,502	5,832	5,738	11,846	14,460	11,154	7,747	9,881	16,920	35.6
FRESNO	**613.7**	**Male**	**301,791**	**32,195**	**27,229**	**26,333**	**35,532**	**57,330**	**43,308**	**27,721**	**23,874**	**28,269**	**30.2**
		Female	**311,909**	**30,907**	**26,198**	**25,010**	**34,621**	**54,544**	**43,770**	**30,138**	**26,178**	**40,543**	**32.2**
Fresno	613.7	Male	301,791	32,195	27,229	26,333	35,532	57,330	43,308	27,721	23,874	28,269	30.2
		Female	311,909	30,907	26,198	25,010	34,621	54,544	43,770	30,138	26,178	40,543	32.2
LOS ANGELES - LONG BEACH	**8,704.7**	**Male**	**4,244,953**	**402,842**	**354,183**	**335,874**	**495,036**	**841,767**	**673,268**	**433,262**	**349,325**	**359,396**	**31.4**
		Female	**4,459,747**	**388,498**	**342,209**	**325,881**	**471,032**	**818,449**	**674,749**	**449,556**	**391,481**	**597,892**	**33.6**
Los Angeles	8,704.7	Male	4,244,953	402,842	354,183	335,874	495,036	841,767	673,268	433,262	349,325	359,396	31.4
		Female	4,459,747	388,498	342,209	325,881	471,032	818,449	674,749	449,556	391,481	597,892	33.6
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***13,911.2***	***Male***	***6,811,603***	***647,678***	***580,043***	***552,615***	***789,916***	***1,329,819***	***1,083,481***	***690,062***	***549,397***	***588,592***	***31.3***
		Female	***7,099,597***	***622,770***	***558,983***	***534,343***	***741,666***	***1,288,507***	***1,082,049***	***710,064***	***614,106***	***947,109***	***33.5***
MERCED	**175.0**	**Male**	**87,597**	**10,331**	**8,586**	**7,916**	**10,897**	**15,913**	**12,168**	**7,986**	**6,525**	**7,275**	**28.8**
		Female	**87,403**	**10,286**	**8,191**	**7,548**	**9,512**	**14,850**	**12,462**	**8,334**	**6,785**	**9,435**	**30.5**
Merced	175.0	Male	87,597	10,331	8,586	7,916	10,897	15,913	12,168	7,986	6,525	7,275	28.8
		Female	87,403	10,286	8,191	7,548	9,512	14,850	12,462	8,334	6,785	9,435	30.5
MODESTO	**342.1**	**Male**	**166,766**	**17,627**	**15,404**	**14,437**	**17,608**	**30,198**	**25,017**	**15,617**	**13,487**	**17,371**	**31.1**
		Female	**175,334**	**16,813**	**14,804**	**13,754**	**17,691**	**30,354**	**25,490**	**16,619**	**15,205**	**24,604**	**33.1**
Stanislaus	342.1	Male	166,766	17,627	15,404	14,437	17,608	30,198	25,017	15,617	13,487	17,371	31.1
		Female	175,334	16,813	14,804	13,754	17,691	30,354	25,490	16,619	15,205	24,604	33.1
OAKLAND	**2,009.1**	**Male**	**981,886**	**92,247**	**78,179**	**77,917**	**110,723**	**196,763**	**167,284**	**101,110**	**83,119**	**84,542**	**32.2**
		Female	**1,027,214**	**78,810**	**75,392**	**75,658**	**101,716**	**198,481**	**167,114**	**103,598**	**91,262**	**135,183**	**34.2**
Alameda	1,243.7	Male	608,426	50,517	45,993	45,717	74,289	128,025	100,387	59,955	50,004	53,539	31.8
		Female	635,274	48,073	44,875	44,357	67,124	127,393	98,523	61,568	55,526	87,835	33.9
Contra Costa	765.4	Male	373,460	31,730	32,186	32,200	36,434	68,740	66,897	41,155	33,115	31,003	32.9
		Female	391,940	30,737	30,517	31,301	34,592	71,088	68,591	42,030	35,736	47,348	34.7
OXNARD - VENTURA	**645.1**	**Male**	**321,153**	**32,789**	**30,924**	**29,099**	**34,727**	**60,405**	**54,400**	**32,260**	**22,738**	**23,811**	**30.5**
		Female	**323,947**	**31,649**	**29,644**	**28,159**	**31,145**	**58,583**	**53,464**	**31,631**	**24,399**	**35,273**	**32.1**
Ventura	645.1	Male	321,153	32,789	30,924	29,099	34,727	60,405	54,400	32,260	22,738	23,811	30.5
		Female	323,947	31,649	29,644	28,159	31,145	58,583	53,464	31,631	24,399	35,273	32.1
REDDING	**140.4**	**Male**	**69,058**	**6,520**	**6,149**	**5,884**	**6,136**	**12,155**	**11,536**	**6,818**	**6,309**	**7,551**	**33.1**
		Female	**71,342**	**6,050**	**5,889**	**5,804**	**6,397**	**12,231**	**11,408**	**7,242**	**6,710**	**9,611**	**34.4**
Shasta	140.4	Male	69,058	6,520	6,149	5,884	6,136	12,155	11,536	6,818	6,309	7,551	33.1
		Female	71,342	6,050	5,889	5,804	6,397	12,231	11,408	7,242	6,710	9,611	34.4
RIVERSIDE - SAN BERNARDINO	**2,287.7**	**Male**	**1,124,674**	**116,737**	**101,770**	**92,564**	**121,165**	**205,288**	**163,447**	**103,235**	**92,330**	**128,138**	**31.3**
		Female	**1,163,026**	**110,756**	**97,167**	**88,919**	**113,070**	**199,062**	**161,265**	**106,883**	**106,977**	**178,927**	**33.6**
Riverside	990.0	Male	481,890	47,235	41,667	38,628	46,393	82,450	67,875	44,129	43,728	69,785	33.1
		Female	508,110	44,642	39,983	37,217	45,715	80,413	67,385	46,342	52,381	94,032	35.9
San Bernardino	1,297.7	Male	642,784	69,502	60,103	53,936	74,772	122,838	95,572	59,106	48,602	58,353	30.1
		Female	654,916	66,114	57,184	51,702	67,355	118,649	93,880	60,541	54,596	84,895	32.2
SACRAMENTO	**1,398.2**	**Male**	**685,347**	**61,738**	**55,477**	**55,501**	**77,810**	**136,885**	**104,954**	**71,367**	**59,650**	**61,965**	**31.7**
		Female	**712,853**	**59,143**	**53,175**	**52,756**	**79,519**	**133,890**	**108,719**	**72,923**	**63,798**	**88,935**	**33.4**
El Dorado	121.9	Male	61,391	5,005	4,967	4,775	5,274	13,310	10,155	6,090	5,823	5,992	33.0
		Female	60,509	4,724	4,452	4,362	5,324	12,710	9,754	6,039	6,049	7,095	34.0
Placer	157.2	Male	77,559	6,434	6,575	6,759	7,016	13,737	13,418	8,398	7,078	8,144	33.7
		Female	79,641	6,199	6,170	6,529	6,706	13,891	13,569	8,299	7,273	11,005	35.2
Sacramento	986.0	Male	479,872	44,603	38,960	39,148	53,894	96,203	72,371	50,794	41,782	42,117	31.6
		Female	506,128	42,792	37,828	37,152	55,872	94,936	76,044	52,585	45,310	63,609	33.4

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
CALIFORNIA (continued)													
SACRAMENTO (continued)													
Yolo	133.1	Male	66,525	5,696	4,975	4,819	11,626	13,635	9,010	6,085	4,967	5,712	29.3
		Female	66,575	5,428	4,725	4,713	11,617	12,353	9,352	6,000	5,161	7,226	30.5
SALINAS - SEASIDE - MONTEREY	**352.0**	**Male**	**180,500**	**18,461**	**14,694**	**13,460**	**28,054**	**37,898**	**24,744**	**15,435**	**12,805**	**14,949**	**29.1**
		Female	**171,500**	**17,861**	**14,319**	**12,899**	**18,652**	**32,035**	**23,348**	**16,558**	**14,322**	**21,506**	**31.9**
Monterey	352.0	Male	180,500	18,461	14,694	13,460	28,054	37,898	24,744	15,435	12,805	14,949	29.1
		Female	171,500	17,861	14,319	12,899	18,652	32,035	23,348	16,558	14,322	-21,506	31.9
SAN DIEGO	**2,382.0**	**Male**	**1,208,310**	**103,723**	**92,458**	**88,494**	**196,340**	**247,417**	**172,705**	**106,633**	**91,340**	**109,200**	**30.0**
		Female	**1,173,690**	**99,042**	**88,453**	**83,740**	**133,165**	**219,635**	**169,789**	**111,491**	**104,887**	**163,488**	**33.3**
San Diego	2,382.0	Male	1,208,310	103,723	92,458	88,494	196,340	247,417	172,705	106,633	91,340	109,200	30.0
		Female	1,173,690	99,042	88,453	83,740	133,165	219,635	169,789	111,491	104,887	163,488	33.3
SAN FRANCISCO	**1,605.5**	**Male**	**789,064**	**50,872**	**47,533**	**50,737**	**76,886**	**178,787**	**138,244**	**86,089**	**73,347**	**86,569**	**34.4**
		Female	**816,436**	**48,783**	**45,086**	**48,757**	**74,745**	**164,952**	**129,388**	**86,559**	**81,276**	**136,890**	**37.0**
Marin	228.9	Male	112,179	6,913	7,672	8,470	9,595	24,306	23,154	12,929	9,965	9,175	34.6
		Female	116,721	6,609	7,226	8,034	8,990	24,439	23,090	13,053	10,317	14,963	36.3
San Francisco	748.6	Male	371,626	21,125	18,315	18,955	36,980	93 980	62,134	38,031	33,163	48,943	34.6
		Female	376,974	20,171	17,462	18,392	36,058	80,343	52,221	37,078	38,211	77,038	38.1
San Mateo	628.0	Male	305,259	22,834	21,546	23,312	30,311	60,501	52,956	35,129	30,219	28,451	34.0
		Female	322,741	22,003	20,398	22,331	29,697	60,170	54,077	36,428	32,748	44,889	36.3
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***6,073.9***	***Male***	***2,988,781***	***240,815***	***226,497***	***228,864***	***329,357***	***629,766***	***510,371***	***305,971***	***246,514***	***270,626***	***32.4***
		Female	***3,085,119***	***230,436***	***217,476***	***220,155***	***307,150***	***605,262***	***497,406***	***310,553***	***272,275***	***424,456***	***34.4***
SAN JOSE	**1,437.4**	**Male**	**712,218**	**61,936**	**59,426**	**61,341**	**85,908**	**147,513**	**125,303**	**74,445**	**51,234**	**45,112**	**30.9**
		Female	**725,182**	**59,613**	**57,272**	**58,616**	**80,221**	**141,094**	**125,222**	**74,486**	**55,394**	**73,264**	**32.6**
Santa Clara	1,437.4	Male	712,218	61,936	59,426	61,341	85,908	147,513	125,303	74,445	51,234	45,112	30.9
		Female	725,182	59,613	57,272	58,616	80,221	141,094	125,222	74,486	55,394	73,264	32.6
SANTA BARBARA - SANTA MARIA - LOMPOC	**347.0**	**Male**	**170,598**	**13,503**	**12,248**	**13,029**	**24,150**	**34,793**	**25,225**	**16,930**	**13,701**	**17,019**	**31.4**
		Female	**176,402**	**12,867**	**11,975**	**12,724**	**23,040**	**30,686**	**25,311**	**17,444**	**15,374**	**26,981**	**34.0**
Santa Barbara	347.0	Male	170,598	13,503	12,248	13,029	24,150	34,793	25,225	16,930	13,701	17,019	31.4
		Female	176,402	12,867	11,975	12,724	23,040	30,686	25,311	17,444	13,374	26,981	34.0
SANTA CRUZ	**234.4**	**Male**	**114,931**	**9,611**	**8,458**	**8,031**	**13,507**	**27,008**	**17,255**	**9,176**	**8,417**	**13,468**	**31.6**
		Female	**119,469**	**9,043**	**8,004**	**7,585**	**13,363**	**24,654**	**16,288**	**9,980**	**10,030**	**20,522**	**33.8**
Santa Cruz	234.4	Male	114,931	9,611	8,458	8,031	13,507	27,008	17,255	9,176	8,417	13,468	31.6
		Female	119,469	9,043	8,004	7,585	13,363	24,654	16,288	9,980	10,030	20,522	33.8
SANTA ROSA - PETALUMA	**368.2**	**Male**	**178,261**	**15,560**	**14,621**	**13,886**	**16,261**	**36,319**	**28,930**	**15,698**	**14,660**	**22,326**	**32.9**
		Female	**189,939**	**14,740**	**14,033**	**13,361**	**16,582**	**36,731**	**28,478**	**16,425**	**17,077**	**32,512**	**34.9**
Sonoma	368.2	Male	178,261	15,560	14,621	13,886	16,261	36,319	28,930	15,698	14,660	22,326	32.9
		Female	189,939	14,740	14,033	13,361	16,582	36,731	28,478	16,425	17,077	32,512	34.9
STOCKTON	**467.2**	**Male**	**230,573**	**23,121**	**20,630**	**20,123**	**24,646**	**40,031**	**33,302**	**22,435**	**20,252**	**26,033**	**31.7**
		Female	**236,627**	**22,093**	**19,810**	**18,366**	**23,651**	**40,175**	**33,773**	**23,667**	**22,135**	**32,957**	**33.6**
San Joaquin	467.2	Male	230,573	23,121	20,630	20,123	24,646	40,031	33,302	22,435	20,252	26,033	31.7
		Female	236,627	22,093	19,810	18,366	23,651	40,175	33,773	23,667	22,135	32,957	33.6
VALLEJO - FAIRFIELD - NAPA	**419.3**	**Male**	**212,421**	**20,589**	**18,280**	**16,952**	**26,072**	**43,374**	**33,355**	**19,453**	**15,737**	**18,609**	**30.6**
		Female	**206,879**	**19,447**	**17,639**	**16,178**	**20,523**	**39,350**	**30,916**	**19,505**	**17,236**	**25,085**	**33.5**
Napa	106.5	Male	52,013	3,887	3,741	4,156	5,300	9,075	8,169	5,073	5,145	7,467	34.8
		Female	54,487	3,734	3,879	3,963	4,963	8,729	8,108	5,395	5,655	10,091	37.5
Solano	312.8	Male	160,408	16,702	14,539	12,796	20,772	34,299	25,186	14,380	10,592	11,142	29.5
		Female	152,392	15,743	13,760	12,215	15,560	30,621	22,808	14,110	11,581	15,994	31.2
VISALIA - TULARE - PORTERVILLE	**301.5**	**Male**	**148,912**	**17,321**	**15,030**	**13,882**	**15,665**	**25,251**	**21,483**	**13,333**	**11,440**	**13,507**	**30.0**
		Female	**152,588**	**16,706**	**14,186**	**13,156**	**14,734**	**24,855**	**21,748**	**14,065**	**12,773**	**20,365**	**33.0**
Tulare	301.5	Male	148,912	17,321	15,030	13,882	15,665	25,251	21,483	13,333	11,440	15,507	30.0
		Female	152,588	16,706	14,186	13,156	14,734	24,855	21,748	14,065	12,773	20,365	32.0
YUBA CITY	**119.9**	**Male**	**59,992**	**6,289**	**5,265**	**5,256**	**7,144**	**10,609**	**8,938**	**5,938**	**4,747**	**5,816**	**30.7**
		Female	**59,908**	**5,923**	**5,166**	**5,008**	**6,336**	**10,002**	**9,347**	**5,922**	**5,085**	**7,219**	**33.5**
Sutter	62.6	Male	31,014	3,037	2,746	2,802	3,322	5,157	4,923	3,456	2,555	3,016	32.0
		Female	31,586	2,799	2,576	2,734	3,149	4,965	5,126	3,368	2,763	4,104	34.1
Yuba	57.3	Male	28,978	3,252	2,519	2,454	3,822	5,452	4,015	2,472	2,192	2,800	29.5
		Female	28,322	3,124	2,590	2,274	3,187	5,037	4,119	2,554	2,322	3,115	30.9

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CALIFORNIA (continued)													
ALL COUNTIES													
Alameda	1,243.7	Male	608,426	50,517	45,993	45,717	74,289	128,025	100,387	59,955	50,004	53,539	31.8
		Female	635,274	48,073	44,875	44,357	67,124	127,393	98,523	61,568	55,526	87,835	33.9
Alpine	1.4	Male	748	38	61	62	125	171	129	68	50	44	30.1
		Female	652	57	58	58	88	121	128	63	41	38	30.4
Amador	27.0	Male	13,868	965	895	1,075	1,805	1,933	1,898	1,343	1,767	2,187	36.4
		Female	13,132	870	864	843	791	1,891	2,026	1,376	1,815	2,656	41.5
Butte	176.0	Male	85,920	6,986	6,089	5,981	11,485	15,942	10,872	7,003	8,256	13,306	32.8
		Female	90,080	6,502	5,832	5,738	11,846	14,460	11,154	7,747	9,881	16,920	35.6
Calaveras	32.2	Male	16,056	1,181	1,133	1,348	1,118	2,556	2,446	1,649	1,962	2,661	37.8
		Female	16,144	1,069	1,141	1,176	1,014	2,492	2,385	1,706	2,207	2,954	39.9
Colusa	15.1	Male	7,534	757	669	610	692	1,228	1,078	773	765	962	33.5
		Female	7,566	757	613	605	618	1,149	1,004	814	779	1,227	35.4
Contra Costa	765.4	Male	373,460	31,730	32,186	32,200	36,434	68,740	66,897	41,155	33,115	31,003	32.9
		Female	391,940	30,737	30,517	31,301	34,592	71,068	68,591	42,030	35,736	47,348	34.7
Del Norte	19.6	Male	9,847	1,011	813	798	946	1,753	1,360	946	976	1,244	32.7
		Female	9,753	1,001	786	722	858	1,608	1,367	956	1,039	1,416	34.4
El Dorado	121.9	Male	61,391	5,005	4,967	4,775	5,274	13,310	10,155	6,090	5,823	5,992	33.0
		Female	60,509	4,724	4,452	4,362	5,324	12,710	9,754	6,039	6,049	7,095	34.0
Fresno	613.7	Male	301,791	32,195	27,229	26,333	35,532	57,330	43,308	27,721	23,874	28,269	30.2
		Female	311,909	30,907	26,198	25,010	34,621	54,544	43,770	30,138	26,178	40,543	32.2
Glenn	23.7	Male	11,845	1,222	1,050	1,045	1,091	1,931	1,684	1,214	1,052	1,556	32.8
		Female	11,855	1 79	966	934	1,012	1,749	1,692	1,229	1,138	1,956	35.5
Humboldt	117.0	Male	58,704	5,175	4,536	3,999	7,740	12,981	8,523	5,130	4,850	5,770	31.1
		Female	58,296	4,945	4,357	3,983	7,355	11,705	8,159	5,225	5,053	7,514	32.3
Imperial	112.2	Male	55,532	6,544	5,967	5,714	5,902	8,604	7,244	5,385	4,512	5,659	29.2
		Female	56,668	6,287	5,888	5,806	5,828	9,014	7,908	5,705	4,570	5,662	30.0
Inyo	18.8	Male	9,314	765	705	758	703	1,498	1,408	1,017	1,012	1,448	36.6
		Female	9,486	777	690	668	660	1,398	1,409	1,026	1,117	1,741	38.9
Kern	519.4	Male	258,332	29,346	23,996	22,153	28,187	47,105	37,651	24,423	20,850	24,621	30.4
		Female	261,068	27,926	22,927	21,032	27,238	44,425	37,354	25,196	22,708	32,262	32.1
Kings	91.7	Male	46,142	5,245	4,198	4,018	6,984	8,109	6,456	3,868	2,954	4,310	28.2
		Female	45,558	5,067	3,931	3,755	4,758	7,205	6,337	3,792	3,263	7,450	32.3
Lake	54.1	Male	26,341	1,945	1,811	1,748	1,598	3,731	3,206	2,397	3,830	6,075	42.3
		Female	27,759	1,856	1,637	1,696	1,586	3,596	3,320	2,815	4,453	6,800	45.7
Lassen	27.2	Male	15,895	1,089	980	1,105	2,978	4,124	2,098	1,302	1,064	1,155	29.4
		Female	11,305	1,078	936	915	1,075	2,001	1,682	1,139	1,047	1,412	33.2
Los Angeles	8,704.7	Male	4,244,953	402,842	354,183	335,874	495,036	841,767	673,268	433,262	349,325	359,396	31.4
		Female	4,459,747	388,498	342,209	325,881	471,032	818,449	674,749	449,556	391,481	597,892	33.6
Madera	81.7	Male	41,021	4,578	4,145	3,691	3,711	7,299	6,037	3,802	3,364	4,394	31.0
		Female	40,679	4,560	3,851	3,351	3,425	6,942	5,769	3,879	3,613	5,289	32.4
Marin	228.9	Male	112,179	6,913	7,672	8,470	9,595	24,306	23,154	12,929	9,965	9,175	34.6
		Female	116,721	6,609	7,226	8,034	8,990	24,439	23,090	13,053	10,317	14,963	36.3
Mariposa	15.0	Male	7,620	539	511	602	705	1,290	1,137	744	861	1,231	36.4
		Female	7,380	461	504	524	633	1,129	1,061	815	927	1,326	39.1
Mendocino	77.7	Male	38,574	3,847	3,353	3,040	3,061	7,770	6,233	3,479	3,379	4,412	32.7
		Female	39,126	3,487	3,240	2,775	3,073	7,579	5,991	3,661	3,650	5,700	34.2
Merced	175.0	Male	87,597	10,331	8,586	7,916	10,897	15,913	12,168	7,986	6,525	7,275	28.8
		Female	87,403	10,286	8,191	7,548	9,512	14,850	12,462	8,334	6,785	9,435	30.5
Modoc	9.2	Male	4,556	391	378	402	296	774	718	452	494	651	35.5
		Female	4,644	439	370	377	304	732	656	487	514	765	36.5
Mono	9.5	Male	5,288	427	332	330	879	1,538	848	429	291	214	29.4
		Female	4,212	365	315	274	598	1,169	674	340	266	211	29.7
Monterey	352.0	Male	180,500	18,461	14,694	13,960	28,054	37,898	24,744	15,435	12,805	14,949	29.1
		Female	171,500	17,861	14,319	12,899	18,652	32,035	23,348	16,558	14,322	21,506	31.9
Napa	106.5	Male	52,013	3,887	3,741	4,156	5,300	9,075	8,169	5,073	5,145	7,467	34.8
		Female	54,487	3,704	3,879	3,963	4,963	8,729	8,108	5,395	5,655	10,091	37.5
Nevada	77.9	Male	38,225	3,045	2,868	2,922	2,619	7,199	6,152	3,312	4,366	5,742	35.7
		Female	39,675	3,089	2,770	2,797	2,461	7,146	5,707	3,633	4,921	7,151	37.8
Orange	2,273.7	Male	1,120,823	95,310	93,166	95,078	138,988	222,359	192,366	121,305	85,004	77,247	31.2
		Female	1,152,877	91,867	89,963	91,384	126,419	212,413	192,571	121,994	91,249	135,017	33.3
Placer	157.2	Male	77,559	6,434	6,575	6,759	7,016	13,737	13,418	8,398	7,078	8,144	33.7
		Female	79,641	6,199	6,170	6,529	6,706	13,891	13,569	8,299	7,273	11,005	35.2
Plumas	20.8	Male	10,563	969	881	801	795	2,010	1,654	1,048	1,148	1,257	34.1
		Female	10,237	919	747	757	822	1,830	1,514	1,138	1,148	1,344	35.2

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CALIFORNIA (continued)													
ALL COUNTIES (continued)													
Riverside	990.0	Male	481,890	47,235	41,667	38,628	46,393	82,450	67,875	44,129	43,728	69,785	33.1
		Female	508,110	44,642	39,983	37,217	45,715	80,413	67,385	46,342	52,381	94,032	35.9
Sacramento	986.0	Male	479,872	44,603	38,960	39,148	53,894	96,203	72,371	50,794	41,782	42,117	31.6
		Female	506,128	42,792	37,828	37,152	55,872	94,936	76,044	52,585	45,310	63,609	33.4
San Benito	34.6	Male	17,222	1,976	1,744	1,604	1,706	2,989	2,455	1,621	1,430	1,697	30.3
		Female	17,378	1,931	1,682	1,568	1,534	2,877	2,510	1,727	1,414	2,135	31.9
San Bernardino	1297.7	Male	642,784	69,502	60,103	53,936	74,772	122,838	95,572	59,106	48,602	58,353	30.1
		Female	654,916	66,114	57,184	51,702	67,355	118,649	93,880	60,541	54,596	84,895	32.2
San Diego	2382.0	Male	1,208,310	103,723	92,458	88,494	196,340	247,417	172,705	106,633	91,340	109,200	30.0
		Female	1,173,690	99,042	88,453	83,740	133,165	219,635	169,789	111,491	104,887	163,488	33.3
San Francisco	748.6	Male	371,626	21,125	18,315	18,955	36,980	93,980	62,134	38,031	33,163	48,943	34.6
		Female	376,974	20,171	17,462	18,392	36,058	80,343	52,221	37,078	38,211	77,038	38.1
San Joaquin	467.2	Male	230,573	23,121	20,630	20,123	24,646	40,031	33,302	22,435	20,252	26,033	31.7
		Female	236,627	22,093	19,810	18,366	23,651	40,175	33,773	23,667	22,135	32,957	33.6
San Luis Obispo	207.9	Male	106,266	7,586	6,835	6,831	17,733	22,292	14,056	8,407	9,202	13,324	31.3
		Female	101,634	7,327	6,457	6,185	14,093	17,443	12,649	9,011	10,538	17,931	34.6
San Mateo	628.0	Male	305,259	22,834	21,546	23,312	30,311	60,501	52,956	35,129	30,219	28,451	34.0
		Female	322,741	22,003	20,398	22,331	29,697	60,170	54,077	36,428	32,748	44,889	36.3
Santa Barbara	347.0	Male	170,598	13,503	12,248	13,029	24,150	34,793	25,225	16,930	13,701	17,019	31.4
		Female	176,402	12,867	11,975	12,724	23,040	30,686	25,311	17,444	15,374	26,981	34.0
Santa Clara	1437.4	Male	712,218	61,936	59,426	61,341	85,908	147,513	125,303	74,445	51,234	45,112	30.9
		Female	725,182	59,613	57,272	58,616	80,221	141,094	125,222	74,486	55,394	73,264	32.6
Santa Cruz	234.4	Male	114,931	9,611	8,458	8,031	13,507	27,008	17,255	9,176	8,417	13,468	31.6
		Female	119,469	9,043	8,004	7,585	13,363	24,654	16,288	9,980	10,030	20,522	33.8
Shasta	140.4	Male	69,058	6,520	6,149	5,884	6,136	12,155	11,536	6,818	6,309	7,551	33.1
		Female	71,342	6,050	5,889	5,804	6,397	12,231	11,408	7,242	6,710	9,611	34.4
Sierra	3.5	Male	1,803	123	132	125	126	357	282	189	186	283	36.4
		Female	1,697	132	133	109	120	344	235	175	190	259	35.4
Siskiyou	44.4	Male	22,260	2,155	1,828	1,717	1,797	4,174	3,338	2,201	2,192	2,858	33.7
		Female	22,140	1,969	1,777	1,657	1,726	3,803	3,170	2,306	2,272	3,460	35.4
Solano	312.8	Male	160,408	16,702	14,539	12,796	20,772	34,299	25,186	14,380	10,592	11,142	29.5
		Female	152,392	15,743	13,760	12,215	15,560	30,621	22,808	14,110	11,581	15,994	31.2
Sonoma	368.2	Male	178,261	15,560	14,621	13,886	16,261	36,319	28,930	15,698	14,660	22,326	32.9
		Female	189,939	14,740	14,033	13,361	16,582	36,731	28,478	16,425	17,077	32,512	34.9
Stanislaus	342.1	Male	166,766	17,627	15,404	14,437	17,608	30,198	25,017	15,617	13,487	17,371	31.1
		Female	175,334	16,813	14,804	13,754	17,691	30,354	25,490	16,619	15,205	24,604	33.1
Sutter	62.6	Male	31,014	3,037	2,746	2,802	3,322	5,157	4,923	3,456	2,555	3,016	32.0
		Female	31,586	2,799	2,576	2,734	3,149	4,965	5,128	3,368	2,763	4,104	34.1
Tehama	47.4	Male	23,409	2,179	1,972	2,004	1,986	3,612	3,464	2,416	2,389	3,387	34.9
		Female	23,991	1,937	1,873	1,926	1,912	3,473	3,648	2,490	2,575	4,157	37.4
Trinity	14.0	Male	7,151	628	602	591	459	1,366	1,148	750	751	856	34.5
		Female	6,849	658	563	526	432	1,274	1,076	718	730	872	34.8
Tulare	101.5	Male	148,912	17,321	15,030	13,882	15,665	25,251	21,483	13,333	11,440	15,507	30.0
		Female	152,588	16,706	14,186	13,156	14,734	24,855	21,748	14,065	12,773	20,365	32.0
Tuolumne	46.2	Male	24,515	1,758	1,616	1,649	2,768	5,578	3,657	2,066	2,306	3,117	33.0
		Female	21,685	1,695	1,586	1,562	1,633	3,753	3,115	2,134	2,517	3,690	37.0
Ventura	645.1	Male	321,153	32,789	30,924	29,099	34,727	60,405	54,400	32,260	22,738	23,811	30.5
		Female	323,947	31,649	29,644	28,159	31,145	58,583	53,464	31,631	24,399	35,273	32.1
Yolo	133.1	Male	66,525	5,696	4,975	4,819	11,626	13,635	9,010	6,085	4,967	5,712	29.5
		Female	66,575	5,428	4,725	4,713	11,617	12,353	9,352	6,000	5,161	7,226	30.5
Yuba	57.3	Male	28,978	3,252	2,519	2,454	3,822	5,452	4,015	2,472	2,192	2,800	29.5
		Female	28,322	3,124	2,590	2,274	3,187	5,037	4,119	2,554	2,322	3,115	30.9
TOTAL METRO COUNTIES	27,119.5	**Male**	**13,454,080**	**1,235,654**	**1,109,795**	**1,073,928**	**1,602,927**	**2,671,112**	**2,125,755**	**1,337,662**	**1,089,147**	**1,208,100**	**31.4**
		Female	**13,865,420**	**1,185,325**	**1,067,334**	**1,032,033**	**1,455,218**	**2,555,911**	**2,113,028**	**1,377,963**	**1,212,217**	**1,866,291**	**33.6**
TOTAL STATE	28,149.3	**Male**	**14,074,379**	**1,291,792**	**1,159,810**	**1,122,517**	**1,673,250**	**2,787,981**	**2,214,464**	**1,393,671**	**1,146,300**	**1,284,594**	**31.4**
		Female	**14,474,921**	**1,239,237**	**1,115,069**	**1,077,582**	**1,513,627**	**2,659,354**	**2,198,190**	**1,436,341**	**1,274,014**	**1,961,507**	**33.6**
COLORADO													
BOULDER - LONGMONT	321.4	**Male**	**111,932**	**8,650**	**8,653**	**8,236**	**18,373**	**28,245**	**16,505**	**9,368**	**5,752**	**6,150**	**29.3**
		Female	**109,468**	**8,336**	**8,209**	**7,904**	**16,456**	**24,874**	**17,695**	**9,120**	**6,245**	**10,629**	**30.6**

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POPULATION BY AGE AND SEX

S&MM ESTIMATES

METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
COLORADO (continued)													
BOULDER - LONGMONT (continued)													
Boulder	221.4	Male	111,932	8,650	8,653	8,236	18,373	28,245	18,505	9,368	5,752	6,150	29.3
		Female	109,468	8,336	8,209	7,904	16,456	24,874	17,695	9,120	6,245	10,629	30.6
COLORADO SPRINGS	**400.0**	**Male**	**202,748**	**19,771**	**17,854**	**16,672**	**34,687**	**40,847**	**30,334**	**18,878**	**12,365**	**11,340**	**28.0**
		Female	**197,252**	**19,063**	**17,081**	**16,087**	**23,049**	**38,491**	**31,848**	**19,151**	**13,731**	**18,751**	**31.1**
El Paso	400.0	Male	202,748	19,771	17,854	16,672	34,687	40,847	30,334	18,878	12,365	11,340	28.0
		Female	197,252	19,063	17,081	16,087	23,049	38,491	31,848	19,151	13,731	18,751	31.1
DENVER	**1,684.5**	**Male**	**830,571**	**77,659**	**73,079**	**67,807**	**90,706**	**186,195**	**140,453**	**82,279**	**58,685**	**53,708**	**30.7**
		Female	**853,929**	**74,608**	**70,470**	**66,024**	**87,136**	**181,298**	**139,328**	**83,162**	**63,585**	**88,318**	**32.1**
Adams	285.5	Male	141,741	15,762	13,890	12,690	17,232	30,000	21,976	14,031	9,065	7,095	28.8
		Female	143,759	15,155	13,398	12,558	17,387	28,928	22,426	14,346	9,363	10,198	29.6
Arapahoe	402.8	Male	199,641	19,119	19,053	17,306	19,314	44,046	38,021	20,777	13,306	8,699	30.7
		Female	203,159	18,128	18,246	16,976	18,719	45,414	37,898	20,558	13,544	13,676	31.5
Denver	504.7	Male	244,393	20,705	16,518	15,238	31,057	60,466	33,251	21,417	20,084	25,657	31.4
		Female	260,307	19,978	16,008	14,776	29,756	55,292	31,655	23,372	24,176	45,294	34.0
Douglas	46.5	Male	23,373	2,250	2,617	2,346	1,472	4,073	5,531	2,688	1,429	967	32.4
		Female	23,127	2,073	2,527	2,386	1,316	4,569	5,493	2,192	1,268	1,303	32.1
Jefferson	445.0	Male	221,423	19,823	21,001	20,227	21,631	47,610	41,674	23,366	14,801	11,290	30.9
		Female	223,577	19,274	20,291	19,328	19,958	47,095	41,856	22,694	15,234	17,847	32.0
DENVER - BOULDER CONSOLIDATED AREA	***1,905.9***	***Male***	***942,503***	***86,309***	***81,732***	***76,043***	***109,079***	***214,440***	***158,958***	***91,647***	***64,437***	***59,858***	***30.5***
		Female	***963,397***	***82,944***	***78,679***	***73,928***	***103,592***	***206,172***	***157,023***	***92,282***	***69,830***	***98,947***	***31.9***
FORT COLLINS - LOVELAND	**187.6**	**Male**	**93,449**	**8,327**	**7,534**	**6,668**	**15,388**	**21,639**	**14,150**	**7,255**	**5,399**	**7,089**	**29.1**
		Female	**94,151**	**7,835**	**7,340**	**6,374**	**15,099**	**19,620**	**13,695**	**7,378**	**6,150**	**10,660**	**30.3**
Larimer	187.6	Male	93,449	8,327	7,534	6,668	15,388	21,639	14,150	7,255	5,399	7,089	29.1
		Female	94,151	7,835	7,340	6,374	15,099	19,620	13,695	7,378	6,150	10,660	30.3
GREELEY	**138.8**	**Male**	**68,234**	**7,247**	**6,293**	**5,755**	**9,183**	**13,518**	**10,248**	**5,931**	**4,387**	**5,672**	**29.2**
		Female	**70,566**	**6,748**	**6,071**	**5,483**	**10,354**	**12,880**	**10,196**	**6,041**	**4,737**	**8,056**	**30.1**
Weld	138.8	Male	68,234	7,247	6,293	5,755	9,183	13,518	10,248	5,931	4,387	5,672	29.2
		Female	70,566	6,748	6,071	5,483	10,354	12,880	10,196	6,041	4,737	8,056	30.1
PUEBLO	**128.7**	**Male**	**62,455**	**6,144**	**5,678**	**5,585**	**6,458**	**11,024**	**8,490**	**6,574**	**5,645**	**6,857**	**31.7**
		Female	**66,245**	**5,963**	**5,649**	**5,369**	**6,623**	**10,423**	**9,076**	**6,981**	**6,318**	**9,843**	**34.1**
Pueblo	128.7	Male	62,455	6,144	5,678	5,585	6,458	11,024	8,490	6,574	5,645	6,857	31.7
		Female	66,245	5,963	5,649	5,369	6,623	10,423	9,076	6,981	6,318	9,843	34.1
ALL COUNTIES													
Adams	285.5	Male	141,741	15,762	13,890	12,690	17,232	30,000	21,976	14,031	9,065	7,095	28.8
		Female	143,759	15,155	13,398	12,558	17,387	28,928	22,426	14,346	9,363	10,198	29.6
Alamosa	12.6	Male	6,250	675	590	528	1,015	1,133	847	523	373	566	27.8
		Female	6,350	658	542	481	1,018	1,099	826	554	457	715	29.3
Arapahoe	402.8	Male	199,641	19,119	19,053	17,306	19,314	44,046	38,021	20,777	13,306	8,699	30.7
		Female	203,159	18,128	18,246	16,976	18,719	45,414	37,898	20,558	13,544	13,676	31.5
Archuleta	4.7	Male	2,384	244	229	229	163	431	368	242	245	233	32.6
		Female	2,316	207	241	228	169	414	365	241	211	240	32.6
Baca	5.2	Male	2,587	223	234	235	225	415	350	278	273	354	34.1
		Female	2,613	245	212	211	200	364	368	284	279	450	37.0
Bent	5.6	Male	2,889	265	266	249	192	426	378	350	318	445	36.2
		Female	2,711	264	231	223	214	391	339	277	283	489	36.0
Boulder	221.4	Male	111,932	8,650	8,653	8,236	18,373	28,245	18,505	9,368	5,752	6,150	29.3
		Female	109,468	8,336	8,209	7,904	16,456	24,874	17,695	9,120	6,245	10,629	30.6
Chaffee	13.5	Male	7,065	692	517	545	1,059	1,366	991	673	511	711	30.3
		Female	6,435	568	535	493	550	1,098	903	676	537	1,075	34.8
Cheyenne	2.2	Male	1,082	112	95	90	80	180	142	99	121	163	34.1
		Female	1,118	128	91	73	87	164	121	119	116	219	36.3
Clear Creek	7.0	Male	3,740	383	296	232	352	1,154	613	314	191	205	30.3
		Female	3,260	398	286	178	295	881	507	254	218	243	30.4
Conejos	8.1	Male	4,017	482	445	441	361	597	516	399	335	441	29.7
		Female	4,083	507	439	430	370	561	503	419	320	534	30.3
Costilla	3.8	Male	1,912	206	140	201	152	289	265	193	189	277	33.9
		Female	1,888	160	185	192	172	236	270	174	213	286	35.0
Crowley	3.2	Male	1,387	103	81	97	98	146	138	131	135	458	46.9
		Female	1,813	83	83	92	82	154	149	138	153	879	63.2

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POPULATION BY AGE AND SEX

SMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
COLORADO (continued)													
ALL COUNTIES (continued)													
Custer	2.0	Male	1,000	104	78	88	86	177	151	108	82	126	33.1
		Female	1,000	94	77	76	71	160	151	126	73	172	36.5
Delta	22.4	Male	11,037	1,047	989	893	845	1,661	1,591	1,001	1,073	1,937	35.5
		Female	11,363	942	890	819	768	1,681	1,561	1,007	1,233	2,462	38.7
Denver	504.7	Male	244,393	20,705	16,518	15,238	31,057	60,466	33,251	21,417	20,084	25,657	31.4
		Female	260,307	19,978	16,008	14,776	29,756	55,292	31,655	23,372	24,176	45,294	34.0
Dolores	1.7	Male	851	97	74	72	79	132	140	93	75	89	32.8
		Female	849	91	88	70	69	129	117	102	81	102	33.3
Douglas	46.5	Male	23,373	2,250	2,617	2,346	1,472	4,073	5,531	2,688	1,429	967	32.4
		Female	23,127	2,073	2,527	2,386	1,316	4,569	5,493	2,192	1,268	1,303	32.1
Eagle	17.0	Male	9,381	740	575	479	1,505	3,526	1,427	509	356	264	28.9
		Female	7,619	618	497	468	1,196	2,588	1,199	479	285	289	29.0
Elbert	9.5	Male	4,871	512	537	448	331	889	967	427	306	454	31.8
		Female	4,629	445	454	417	263	1,002	869	343	310	526	32.3
El Paso	400.0	Male	202,748	19,771	17,854	16,672	34,687	40,847	30,334	18,878	12,365	11,340	28.0
		Female	197,252	19,063	17,081	16,087	23,049	38,491	31,848	19,151	13,731	18,751	31.1
Fremont	32.8	Male	16,681	1,347	1,277	1,377	1,448	3,223	2,422	1,527	1,433	2,627	34.0
		Female	16,119	1,271	1,196	1,247	1,165	2,298	2,068	1,522	1,559	3,793	39.3
Garfield	27.3	Male	13,940	1,375	1,167	1,089	1,538	3,258	2,286	1,205	863	1,159	30.5
		Female	13,360	1,315	1,095	947	1,448	2,907	2,034	1,131	924	1,559	31.4
Gilpin	2.8	Male	1,525	130	111	126	93	458	295	142	78	92	31.6
		Female	1,275	109	100	77	81	365	254	104	79	106	32.4
Grand	9.0	Male	4,705	483	363	310	516	1,356	724	448	274	231	30.0
		Female	4,295	474	377	287	534	1,055	669	391	268	240	29.5
Gunnison	10.8	Male	5,924	358	348	300	1,794	1,496	718	410	250	250	26.1
		Female	4,876	356	320	303	1,260	1,087	621	371	229	329	26.8
Hinsdale	.5	Male	281	24	24	21	23	67	47	33	24	18	32.2
		Female	219	13	13	21	17	52	43	23	17	20	33.7
Huerfano	6.6	Male	3,246	312	286	321	241	458	400	326	308	594	35.1
		Female	3,354	310	238	273	214	440	434	328	364	753	39.7
Jackson	1.8	Male	946	85	89	76	94	170	185	109	61	77	32.6
		Female	854	85	74	73	80	176	146	89	53	78	31.5
Jefferson	445.0	Male	221,423	19,823	21,001	20,227	21,631	47,610	41,674	23,366	14,801	11,290	30.9
		Female	223,577	19,274	20,291	19,328	19,958	47,095	41,856	22,694	15,234	17,847	32.0
Kiowa	1.8	Male	917	82	64	49	68	115	136	75	151	177	40.9
		Female	883	84	62	59	48	95	102	105	187	141	44.2
Kit Carson	7.6	Male	3,779	401	324	328	342	602	535	382	342	523	33.2
		Female	3,821	372	348	316	305	557	545	383	356	639	35.2
Lake	7.0	Male	3,717	442	324	292	590	894	529	314	188	144	27.4
		Female	3,283	443	319	294	482	684	475	273	148	165	26.5
La Plata	31.9	Male	16,080	1,431	1,198	1,230	2,723	3,314	2,337	1,422	1,099	1,326	29.4
		Female	15,820	1,364	1,199	1,204	2,376	3,017	2,272	1,423	1,229	1,736	30.9
Larimer	187.6	Male	93,449	8,327	7,534	6,668	15,388	21,639	14,150	7,253	5,399	7,089	29.1
		Female	94,151	7,835	7,340	6,374	15,099	19,620	13,695	7,378	6,150	10,660	30.3
Las Animas	13.9	Male	6,716	618	564	581	734	1,008	806	585	624	1,176	33.3
		Female	7,184	620	588	544	636	934	813	703	764	1,582	38.3
Lincoln	4.6	Male	2,222	188	165	184	204	312	323	241	254	351	36.8
		Female	2,378	170	139	187	186	282	339	249	274	552	41.6
Logan	18.8	Male	9,205	977	803	760	1,215	1,500	1,212	913	794	1,031	30.6
		Female	9,595	894	737	791	1,126	1,387	1,269	974	833	1,584	34.0
Mesa	89.7	Male	44,403	4,622	3,924	3,526	5,001	8,963	6,721	3,944	3,282	4,420	30.7
		Female	45,297	4,165	3,799	3,298	4,844	8,387	6,534	4,202	3,668	6,370	32.8
Mineral	.8	Male	416	38	28	30	45	87	81	44	34	29	32.7
		Female	384	33	32	44	28	67	75	26	40	39	33.2
Moffat	13.4	Male	6,967	882	644	530	804	1,613	1,163	597	401	333	28.9
		Female	6,433	822	630	516	711	1,415	986	533	324	496	28.8
Montezuma	19.1	Male	9,359	1,080	938	851	862	1,622	1,467	931	755	853	30.8
		Female	9,741	1,049	964	828	844	1,584	1,472	964	811	1,225	32.5
Montrose	24.9	Male	12,423	1,274	1,166	1,164	1,033	2,032	2,074	1,289	984	1,407	32.7
		Female	12,477	1,235	1,093	1,000	973	2,081	2,034	1,202	1,090	1,769	34.3
Morgan	22.4	Male	11,071	1,263	1,026	935	1,117	1,869	1,544	1,069	901	1,347	31.4
		Female	11,329	1,119	947	931	1,057	1,820	1,533	1,138	958	1,826	33.8
Otero	20.9	Male	10,094	1,106	921	1,003	935	1,537	1,379	984	853	1,376	32.0
		Female	10,806	1,040	921	914	943	1,502	1,398	1,012	993	2,083	35.6

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
COLORADO (continued)													
ALL COUNTIES (continued)													
Ouray	2.3	Male	1,146	103	103	88	68	224	238	82	119	121	34.4
		Female	1,154	101	85	93	69	233	189	117	93	174	34.8
Park	7.7	Male	3,986	424	383	336	219	989	796	345	260	234	31.4
		Female	3,714	388	358	287	257	964	651	300	290	219	30.9
Phillips	4.2	Male	2,058	198	184	167	159	304	299	199	189	359	35.6
		Female	2,142	190	176	134	153	286	287	206	215	495	39.6
Pitkin	11.3	Male	6,011	283	298	315	721	2,286	1,289	430	244	145	31.1
		Female	5,289	289	294	293	706	1,950	1,004	380	206	167	30.4
Prowers	14.1	Male	6,821	836	669	621	693	1,120	941	614	543	784	30.3
		Female	7,279	764	653	624	668	1,129	957	705	655	1,124	33.2
Pueblo	128.7	Male	62,455	6,144	5,678	5,585	6,458	11,024	8,490	6,574	5,645	6,857	31.7
		Female	66,245	5,963	5,649	5,369	6,623	10,423	9,076	6,981	6,318	9,843	34.1
Rio Blanco	6.2	Male	3,206	358	303	237	496	604	506	305	207	190	28.5
		Female	2,994	377	270	244	353	536	467	271	185	291	29.7
Rio Grande	11.5	Male	5,724	588	593	519	512	903	811	544	452	802	32.2
		Female	5,776	573	519	503	506	868	856	539	501	911	34.1
Routt	14.0	Male	7,528	706	602	470	902	2,530	1,284	446	308	280	29.3
		Female	6,472	583	516	474	773	2,002	1,018	412	287	407	29.4
Saguache	4.0	Male	2,037	248	186	183	201	343	280	185	184	227	30.8
		Female	1,963	202	160	186	175	292	260	194	194	300	33.9
San Juan	.9	Male	487	60	45	35	40	137	82	36	31	21	29.6
		Female	413	55	37	32	51	111	43	38	23	23	27.8
San Miguel	3.6	Male	1,951	188	166	109	158	709	339	112	72	98	30.0
		Female	1,649	178	125	93	163	579	237	83	73	118	29.6
Sedgwick	2.9	Male	1,396	130	108	116	108	199	182	149	161	243	37.0
		Female	1,504	114	139	111	98	178	201	167	167	329	40.6
Summit	11.6	Male	6,476	451	361	316	1,086	2,656	979	345	201	81	28.9
		Female	5,124	429	369	285	926	1,855	731	301	141	87	28.0
Teller	13.0	Male	6,611	583	615	660	376	1,429	1,303	671	493	481	32.5
		Female	6,389	522	547	564	462	1,429	1,192	638	485	550	32.7
Washington	5.2	Male	2,645	235	241	219	203	427	360	264	291	405	34.9
		Female	2,555	232	198	178	200	348	362	293	272	472	38.4
Weld	138.8	Male	68,234	7,247	6,293	5,755	9,183	13,518	10,248	5,931	4,387	5,672	29.2
		Female	70,566	6,748	6,071	5,483	10,354	12,880	10,196	6,041	4,737	8,056	30.1
Yuma	9.5	Male	4,649	501	422	393	379	720	679	448	412	695	33.7
		Female	4,851	512	388	362	347	721	665	481	427	948	36.4
TOTAL METRO COUNTIES	**2,761.0**	**Male**	**1,369,389**	**127,798**	**119,091**	**110,723**	**174,795**	**301,468**	**222,180**	**130,285**	**92,233**	**90,816**	**30.1**
		Female	**1,391,611**	**122,553**	**114,820**	**107,241**	**158,717**	**287,586**	**221,838**	**131,823**	**100,766**	**146,257**	**31.7**
TOTAL STATE	**3,369.9**	**Male**	**1,677,191**	**158,093**	**145,270**	**135,417**	**209,099**	**365,524**	**268,816**	**157,790**	**114,936**	**122,246**	**30.2**
		Female	**1,692,709**	**150,843**	**139,696**	**130,309**	**189,506**	**344,181**	**265,322**	**159,297**	**124,917**	**188,638**	**31.9**
CONNECTICUT													
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**830.9**	**Male**	**396,363**	**29,961**	**33,753**	**37,460**	**36,544**	**63,337**	**66,242**	**48,807**	**40,336**	**39,923**	**34.5**
		Female	**434,537**	**29,283**	**32,265**	**36,160**	**36,705**	**66,007**	**72,633**	**51,380**	**44,404**	**65,700**	**37.3**
Fairfield	830.9	Male	396,363	29,961	33,753	37,460	36,544	63,337	66,242	48,807	40,336	39,923	34.5
		Female	434,537	29,283	32,265	36,160	36,705	66,007	72,633	51,380	44,404	65,700	37.3
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**1,117.4**	**Male**	**537,749**	**41,263**	**44,157**	**47,439**	**59,989**	**96,762**	**84,700**	**58,175**	**51,489**	**53,775**	**32.9**
		Female	**579,651**	**39,413**	**42,609**	**45,744**	**59,512**	**98,326**	**87,627**	**61,733**	**57,090**	**87,597**	**35.5**
Hartford	847.0	Male	404,238	31,241	33,209	36,070	42,601	70,972	62,131	44,818	40,839	42,357	33.3
		Female	442,762	29,595	32,209	34,870	43,076	73,269	65,783	48,538	45,470	69,952	36.3
Middlesex	142.4	Male	69,407	5,183	5,691	6,145	7,045	13,083	11,622	7,236	6,215	7,187	33.1
		Female	72,993	5,306	5,391	5,765	6,621	13,116	11,548	7,258	7,043	11,245	35.5
Tolland	128.0	Male	64,104	4,839	5,257	5,224	10,343	12,707	10,947	6,121	4,435	4,231	30.0
		Female	63,896	4,812	5,009	5,109	9,815	11,941	10,296	5,937	4,577	6,400	31.0
NEW HAVEN - WATERBURY - MERIDEN	**793.6**	**Male**	**376,975**	**30,280**	**31,005**	**32,706**	**40,468**	**67,246**	**55,943**	**38,789**	**38,047**	**42,491**	**33.0**
		Female	**416,625**	**28,600**	**29,903**	**31,790**	**41,064**	**69,378**	**59,026**	**42,662**	**43,757**	**70,445**	**36.3**
New Haven	793.6	Male	376,975	30,280	31,005	32,706	40,468	67,246	55,943	38,789	38,047	42,491	33.0
		Female	416,625	28,600	29,903	31,790	41,064	69,378	59,026	42,662	43,757	70,445	36.3

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
CONNECTICUT (continued)													
NEW LONDON - NORWICH	**253.8**	**Male**	**130,621**	**10,622**	**10,023**	**11,008**	**21,837**	**24,581**	**19,105**	**12,148**	**10,290**	**11,007**	**29.8**
		Female	**123,179**	**10,128**	**9,759**	**10,086**	**12,976**	**20,804**	**18,213**	**12,311**	**11,460**	**17,442**	**34.0**
New London	253.8	Male	130,621	10,622	10,023	11,008	21,837	24,581	19,105	12,148	10,290	11,007	29.8
		Female	123,179	10,128	9,759	10,086	12,976	20,804	18,213	12,311	11,460	17,442	34.0
ALL COUNTIES													
Fairfield	830.9	Male	396,363	29,961	33,753	37,460	36,544	63,337	66,242	48,807	40,336	39,923	34.5
		Female	434,537	29,283	32,265	36,160	36,705	66,007	72,633	51,380	44,404	65,700	37.3
Hartford	847.0	Male	404,238	31,241	33,209	36,070	42,601	70,972	62,131	44,818	40,839	42,357	33.3
		Female	442,762	29,595	32,209	34,870	43,076	73,269	65,783	48,538	45,470	69,952	36.3
Litchfield	169.7	Male	82,013	6,219	7,153	7,466	6,910	14,553	13,672	8,670	7,742	9,628	34.1
		Female	87,687	6,171	6,886	7,094	6,684	14,596	13,720	8,820	8,824	14,892	36.8
Middlesex	142.4	Male	69,407	5,183	5,691	6,145	7,045	13,083	11,622	7,236	6,215	7,187	33.1
		Female	72,993	5,006	5,391	5,765	6,621	13,116	11,548	7,258	7,043	11,245	35.5
New Haven	793.6	Male	376,975	30,280	31,005	32,706	40,468	67,246	55,943	38,789	38,047	42,491	33.0
		Female	416,625	28,600	29,903	31,790	41,064	69,378	59,026	42,662	43,757	70,445	36.3
New London	253.8	Male	130,621	10,622	10,023	11,008	21,837	24,581	19,105	12,148	10,290	11,007	29.8
		Female	123,179	10,128	9,759	10,086	12,976	20,804	18,213	12,311	11,460	17,442	34.0
Tolland	128.0	Male	64,104	4,839	5,257	5,224	10,343	12,707	10,947	6,121	4,435	4,231	30.0
		Female	63,896	4,812	5,009	5,109	9,815	11,941	10,296	5,937	4,577	6,400	31.0
Windham	101.2	Male	48,805	4,436	4,540	4,542	5,308	8,589	7,396	4,716	4,091	5,187	31.5
		Female	52,395	4,249	4,425	4,276	5,551	8,673	7,327	4,780	4,763	8,351	33.9
TOTAL METRO COUNTIES	**2,995.7**	**Male**	**1,441,708**	**112,126**	**118,938**	**128,613**	**158,838**	**251,926**	**225,990**	**157,919**	**140,162**	**147,196**	**33.0**
		Female	**1,553,992**	**107,424**	**114,536**	**123,780**	**150,257**	**254,515**	**227,499**	**168,086**	**156,711**	**241,184**	**36.1**
TOTAL STATE	**3,266.6**	**Male**	**1,572,526**	**122,781**	**130,631**	**140,621**	**171,056**	**275,068**	**247,058**	**171,305**	**151,995**	**162,011**	**33.0**
		Female	**1,694,074**	**117,844**	**125,847**	**135,150**	**162,492**	**277,784**	**258,546**	**181,686**	**170,298**	**264,427**	**36.1**
DELAWARE													
WILMINGTON	**564.7**	**Male**	**272,677**	**24,295**	**24,143**	**25,283**	**30,603**	**47,975**	**42,381**	**29,833**	**24,789**	**23,375**	**31.7**
		Female	**292,023**	**23,310**	**23,055**	**24,334**	**32,079**	**49,323**	**43,880**	**31,332**	**27,268**	**37,442**	**33.8**
New Castle	426.9	Male	204,824	17,952	17,492	18,590	24,395	36,672	31,627	22,726	18,628	16,742	31.5
		Female	222,076	17,361	16,762	18,103	25,973	37,775	33,281	23,987	20,572	28,262	33.7
Cecil, Md.	*71.0*	*Male*	*35,404*	*3,187*	*3,592*	*3,643*	*3,319*	*5,989*	*5,365*	*3,731*	*3,043*	*3,035*	*31.6*
		Female	*35,596*	*3,096*	*3,370*	*3,384*	*3,116*	*6,143*	*5,515*	*3,635*	*3,081*	*4,156*	*32.9*
Salem, N. J.	*66.8*	*Male*	*32,449*	*3,136*	*3,059*	*3,050*	*2,889*	*5,314*	*4,889*	*3,376*	*3,118*	*3,598*	*32.7*
		Female	*34,351*	*2,853*	*2,923*	*2,847*	*2,990*	*5,405*	*4,964*	*3,710*	*3,615*	*5,024*	*35.3*
ALL COUNTIES													
Kent	110.9	Male	54,286	5,647	5,112	4,997	7,069	9,639	8,541	5,359	3,667	4,255	29.5
		Female	56,614	5,319	4,990	4,859	6,513	9,787	8,829	5,409	4,132	6,776	31.8
New Castle	426.9	Male	204,824	17,952	17,492	18,590	24,395	36,672	31,627	22,726	18,628	16,742	31.5
		Female	222,076	17,361	16,762	18,103	25,973	37,775	33,281	23,987	20,572	28,262	33.7
Sussex	116.4	Male	55,863	4,818	4,829	5,000	5,221	9 184	8,042	5,856	5,924	6,989	33.8
		Female	60,537	4,832	4,658	4,925	5,210	9,089	8,268	6,428	6,680	10,447	36.9
TOTAL METRO COUNTIES	**426.9**	**Male**	**204,824**	**17,952**	**17,492**	**18,590**	**24,395**	**36,672**	**31,627**	**22,726**	**18,628**	**16,742**	**31.5**
		Female	**222,076**	**17,361**	**16,762**	**18,103**	**25,973**	**37,775**	**33,281**	**23,987**	**20,572**	**28,262**	**33.7**
TOTAL STATE	**654.2**	**Male**	**314,973**	**28,417**	**27,433**	**28,587**	**36,685**	**55,495**	**48,210**	**33,941**	**28,219**	**27,986**	**31.6**
		Female	**339,227**	**27,512**	**26,410**	**27,887**	**37,696**	**56,651**	**50,378**	**35,824**	**31,384**	**45,485**	**33.8**
DISTRICT OF COLUMBIA													
WASHINGTON	**3,729.8**	**Male**	**1,812,138**	**149,751**	**156,972**	**159,239**	**196,468**	**372,702**	**337,149**	**193,735**	**134,768**	**111,354**	**31.5**
		Female	**1,917,662**	**143,677**	**150,549**	**154,519**	**197,351**	**390,338**	**341,582**	**195,605**	**151,679**	**192,362**	**33.0**
District of Columbia	623.8	Male	288,507	20,651	20,942	21,568	36,658	61,201	45,575	28,528	24,857	28,527	32.3
		Female	335,293	20,429	20,319	21,697	41,008	66,085	48,862	32,882	31,961	52,050	34.7
Calvert, Md.	*50.6*	*Male*	*25,254*	*2,561*	*2,590*	*2,717*	*2,043*	*4,612*	*4,591*	*2,333*	*1,870*	*1,937*	*30.9*
		Female	*25,346*	*2,414*	*2,418*	*2,464*	*2,058*	*4,823*	*4,104*	*2,339*	*2,071*	*2,655*	*31.9*
Charles, Md.	*97.5*	*Male*	*48,889*	*5,012*	*5,547*	*5,458*	*4,642*	*8,835*	*9,691*	*4,514*	*2,687*	*2,503*	*29.3*
		Female	*48,611*	*4,861*	*5,116*	*5,345*	*4,392*	*9,173*	*9,256*	*4,045*	*2,956*	*3,467*	*30.0*

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SMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
DISTRICT OF COLUMBIA (continued)													
WASHINGTON (continued)													
Frederick, Md.	*144.0*	*Male*	*70,628*	*6,718*	*6,881*	*6,320*	*6,739*	*13,757*	*12,625*	*7,011*	*5,071*	*5,506*	*31.3*
		Female	*73,372*	*6,448*	*6,482*	*6,025*	*7,423*	*13,928*	*11,706*	*7,151*	*5,606*	*8,603*	*32.4*
Montgomery, Md.	*712.5*	*Male*	*342,418*	*25,884*	*28,692*	*31,179*	*32,431*	*63,998*	*62,558*	*41,248*	*31,123*	*25,305*	*33.3*
		Female	*370,082*	*24,653*	*27,628*	*30,246*	*30,962*	*67,955*	*67,787*	*43,112*	*34,055*	*43,684*	*35.5*
Prince George's, Md.	*700.6*	*Male*	*341,237*	*30,731*	*31,160*	*32,355*	*43,819*	*70,562*	*60,268*	*34,637*	*21,865*	*15,840*	*29.6*
		Female	*359,363*	*29,249*	*29,962*	*31,270*	*45,168*	*75,020*	*62,897*	*34,185*	*24,511*	*27,101*	*30.9*
Alexandria city, Va.	*112.3*	*Male*	*53,104*	*3,660*	*2,907*	*2,801*	*5,344*	*15,350*	*9,705*	*5,315*	*4,371*	*3,651*	*32.7*
		Female	*59,196*	*3,428*	*2,848*	*2,826*	*6,799*	*16,407*	*8,665*	*5,487*	*5,306*	*7,430*	*33.3*
Arlington, Va.	*160.6*	*Male*	*78,727*	*4,295*	*3,795*	*3,820*	*11,097*	*21,522*	*13,318*	*7,221*	*6,708*	*6,951*	*32.6*
		Female	*81,873*	*4,052*	*3,514*	*3,505*	*9,042*	*20,069*	*12,285*	*7,562*	*8,903*	*12,941*	*35.6*
Fairfax, Va.	*747.1*	*Male*	*370,414*	*29,921*	*33,969*	*34,633*	*33,984*	*72,843*	*79,047*	*44,787*	*27,146*	*14,084*	*32.2*
		Female	*376,686*	*28,885*	*32,850*	*33,353*	*33,511*	*76,277*	*79,007*	*42,530*	*27,117*	*23,156*	*32.8*
Fairfax city, Va.	*20.0*	*Male*	*9,884*	*721*	*765*	*873*	*1,313*	*2,053*	*1,720*	*1,134*	*877*	*428*	*31.2*
		Female	*10,116*	*726*	*685*	*813*	*1,167*	*1,954*	*1,767*	*1,274*	*865*	*865*	*33.5*
Falls Church city, Va.	*9.7*	*Male*	*4,614*	*297*	*282*	*302*	*381*	*1,050*	*828*	*466*	*494*	*514*	*35.0*
		Female	*5,086*	*251*	*240*	*263*	*394*	*983*	*852*	*546*	*625*	*932*	*39.8*
Loudoun, Va.	*75.6*	*Male*	*37,446*	*3,546*	*3,969*	*3,656*	*2,782*	*7,320*	*8,079*	*3,765*	*2,084*	*2,245*	*31.5*
		Female	*38,154*	*3,380*	*3,840*	*3,599*	*2,962*	*7,816*	*7,578*	*3,452*	*2,216*	*3,311*	*31.8*
Manassas city, Va.	*20.8*	*Male*	*10,311*	*1,279*	*1,047*	*834*	*980*	*2,552*	*1,839*	*839*	*486*	*455*	*29.0*
		Female	*10,489*	*1,227*	*999*	*848*	*1,091*	*2,447*	*1,679*	*847*	*497*	*854*	*29.4*
Manassas Park city, Va.	*7.4*	*Male*	*3,702*	*503*	*419*	*372*	*435*	*802*	*585*	*357*	*150*	*79*	*26.5*
		Female	*3,698*	*515*	*395*	*409*	*435*	*768*	*570*	*336*	*148*	*122*	*26.2*
Prince William, Va.	*190.8*	*Male*	*97,871*	*11,052*	*10,941*	*9,603*	*10,634*	*20,739*	*21,022*	*8,687*	*3,237*	*1,956*	*28.2*
		Female	*92,929*	*10,472*	*10,455*	*9,177*	*8,699*	*21,285*	*19,339*	*7,191*	*3,160*	*3,151*	*28.6*
Stafford, Va.	*56.5*	*Male*	*29,132*	*2,920*	*3,066*	*2,748*	*3,186*	*5,506*	*5,698*	*2,893*	*1,742*	*1,373*	*29.8*
		Female	*27,368*	*2,687*	*2,798*	*2,679*	*2,240*	*5,348*	*5,228*	*2,666*	*1,682*	*2,040*	*31.1*
TOTAL METRO COUNTIES	**623.8**	**Male**	**288,507**	**20,651**	**20,942**	**21,568**	**36,658**	**61,201**	**45,575**	**28,528**	**24,857**	**28,527**	**32.3**
		Female	**335,293**	**20,429**	**20,319**	**21,697**	**41,008**	**66,085**	**48,862**	**32,882**	**31,961**	**52,050**	**34.7**
TOTAL STATE	**623.8**	**Male**	**288,507**	**20,651**	**20,942**	**21,568**	**36,658**	**61,201**	**45,575**	**28,528**	**24,857**	**28,527**	**32.3**
		Female	**335,293**	**20,429**	**20,319**	**21,697**	**41,008**	**66,085**	**48,862**	**32,882**	**31,961**	**52,050**	**34.7**
FLORIDA													
BRADENTON	**187.5**	**Male**	**86,819**	**6,084**	**6,044**	**5,783**	**6,559**	**11,654**	**10,086**	**7,498**	**9,721**	**23,390**	**42.2**
		Female	**100,681**	**5,698**	**5,816**	**5,363**	**6,815**	**11,973**	**10,886**	**8,938**	**13,051**	**32,141**	**49.3**
Manatee	187.5	Male	86,819	6,084	6,044	5,783	6,559	11,654	10,086	7,498	9,721	23,390	42.2
		Female	100,681	5,698	5,816	5,363	6,815	11,973	10,886	8,938	13,051	32,141	49.3
DAYTONA BEACH	**345.9**	**Male**	**162,805**	**10,652**	**11,300**	**11,605**	**17,532**	**23,143**	**19,360**	**15,059**	**18,759**	**35,395**	**38.7**
		Female	**183,095**	**10,388**	**10,603**	**10,864**	**15,453**	**22,934**	**21,267**	**17,803**	**23,945**	**49,838**	**45.0**
Volusia	345.9	Male	162,805	10,652	11,300	11,605	17,532	23,143	19,360	15,059	18,759	35,395	38.7
		Female	183,095	10,388	10,603	10,864	15,453	22,934	21,267	17,803	23,945	49,838	45.0
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**1,214.3**	**Male**	**575,579**	**36,948**	**38,964**	**38,967**	**47,487**	**93,706**	**81,838**	**54,755**	**57,923**	**124,991**	**38.9**
		Female	**638,721**	**35,730**	**37,736**	**37,928**	**48,796**	**92,876**	**82,528**	**60,204**	**77,611**	**165,312**	**43.0**
Broward	1,214.3	Male	575,579	36,948	38,964	38,967	47,487	93,706	81,838	54,755	57,923	124,991	38.9
		Female	638,721	35,730	37,736	37,928	48,796	92,876	82,528	60,204	77,611	165,312	43.0
FORT MYERS - CAPE CORAL	**307.3**	**Male**	**147,248**	**10,272**	**10,306**	**10,086**	**11,453**	**20,201**	**18,205**	**13,421**	**18,932**	**34,372**	**41.2**
		Female	**160,052**	**9,954**	**9,947**	**9,813**	**11,305**	**20,469**	**19,069**	**15,547**	**23,428**	**40,520**	**44.7**
Lee	307.3	Male	147,248	10,272	10,306	10,086	11,453	20,201	18,205	13,421	18,932	34,372	41.2
		Female	160,052	9,954	9,947	9,813	11,305	20,469	19,069	15,547	23,428	40,520	44.7
FORT PIERCE	**227.5**	**Male**	**110,849**	**8,689**	**8,629**	**7,889**	**9,491**	**16,427**	**14,405**	**10,081**	**12,423**	**22,815**	**38.0**
		Female	**116,651**	**8,404**	**8,199**	**7,554**	**9,236**	**15,728**	**14,043**	**10,714**	**15,620**	**27,153**	**41.6**
Martin	93.7	Male	45,714	2,819	3,041	2,981	3,821	6,273	5,813	4,114	5,426	11,426	41.7
		Female	47,986	2,802	2,806	2,811	3,309	5,732	5,652	4,321	6,947	13,606	47.0
St. Lucie	133.8	Male	65,135	5,870	5,588	4,908	5,670	10,154	8,592	5,967	6,997	11,389	35.4
		Female	68,665	5,602	5,393	4,743	5,927	9,996	8,391	6,393	8,673	13,547	38.2
FORT WALTON BEACH	**154.1**	**Male**	**78,411**	**7,384**	**7,046**	**6,971**	**11,635**	**14,289**	**12,864**	**8,766**	**5,435**	**4,021**	**29.3**
		Female	**75,689**	**7,162**	**6,771**	**6,715**	**8,730**	**13,085**	**13,356**	**8,455**	**5,422**	**5,993**	**31.5**
Okaloosa	154.1	Male	78,411	7,384	7,046	6,971	11,635	14,289	12,864	8,766	5,435	4,021	29.3
		Female	75,689	7,162	6,771	6,715	8,730	13,085	13,356	8,455	5,422	5,993	31.5

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POPULATION BY AGE AND SEX

SMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
FLORIDA (continued)													
GAINESVILLE	**208.8**	**Male**	**105,339**	**8,771**	**7,831**	**7,349**	**22,436**	**23,716**	**13,929**	**7,896**	**6,192**	**7,219**	**27.6**
		Female	**103,461**	**8,400**	**7,576**	**7,003**	**19,841**	**21,003**	**13,819**	**8,226**	**6,991**	**10,602**	**29.2**
Alachua	184.6	Male	92,483	7,660	6,720	6,356	21,193	21,065	11,746	6,583	5,142	6,015	27.0
		Female	92,117	7,323	6,570	6,025	18,840	19,265	12,126	7,028	5,928	9,012	28.8
Bradford	24.2	Male	12,856	1,111	1,108	993	1,243	2,651	2,183	1,313	1,050	1,204	32.4
		Female	11,344	1,077	1,006	978	1,001	1,738	1,693	1,198	1,063	1,590	34.3
JACKSONVILLE	**918.0**	**Male**	**446,557**	**42,214**	**41,722**	**39,209**	**53,956**	**83,224**	**67,892**	**44,717**	**36,506**	**37,117**	**30.5**
		Female	**471,443**	**41,484**	**40,252**	**37,521**	**47,328**	**83,360**	**71,091**	**47,773**	**41,797**	**60,837**	**33.3**
Clay	102.0	Male	50,028	4,631	5,608	5,481	4,121	8,476	9,954	5,272	3,264	3,221	31.1
		Female	51,972	4,739	5,335	5,165	4,067	9,410	10,256	4,888	3,444	4,668	32.1
Duval	688.3	Male	334,790	32,153	30,450	27,919	44,145	64,682	48,437	32,732	27,352	26,920	30.1
		Female	353,510	31,396	29,372	26,945	37,296	63,594	51,024	35,960	31,762	46,161	33.1
Nassau	46.0	Male	22,910	2,322	2,436	2,367	2,093	3,895	3,875	2,562	1,727	1,633	30.7
		Female	23,090	2,243	2,295	2,110	2,120	3,963	3,881	2,410	1,783	2,285	32.0
St. Johns	81.7	Male	38,829	3,108	3,228	3,442	3,597	6,171	5,626	4,151	4,163	5,343	34.8
		Female	42,871	3,106	3,250	3,301	3,845	6,393	5,930	4,515	4,808	7,723	37.6
LAKELAND - WINTER HAVEN	**401.6**	**Male**	**196,841**	**16,798**	**16,946**	**16,525**	**19,912**	**32,504**	**29,329**	**20,052**	**18,023**	**26,752**	**33.7**
		Female	**204,759**	**16,002**	**16,502**	**15,953**	**18,991**	**30,127**	**29,026**	**20,628**	**20,536**	**36,994**	**36.7**
Polk	401.6	Male	196,841	16,798	16,946	16,525	19,912	32,504	29,329	20,052	18,023	26,752	33.7
		Female	204,759	16,002	16,502	15,953	18,991	30,127	29,026	20,628	20,536	36,994	36.7
MELBOURNE - TITUSVILLE - PALM BAY	**389.1**	**Male**	**191,445**	**13,220**	**14,440**	**16,756**	**21,155**	**28,534**	**28,400**	**23,333**	**21,483**	**24,124**	**35.6**
		Female	**197,655**	**12,970**	**13,950**	**15,699**	**18,378**	**27,030**	**31,080**	**24,487**	**23,656**	**30,405**	**38.5**
Brevard	389.1	Male	191,445	13,220	14,440	16,756	21,155	28,534	28,400	23,333	21,483	24,124	35.6
		Female	197,655	12,970	13,950	15,699	18,378	27,030	31,080	24,487	23,656	30,405	38.5
MIAMI - HIALEAH	**1,850.4**	**Male**	**870,257**	**67,370**	**66,120**	**68,091**	**85,126**	**140,209**	**135,530**	**100,777**	**80,259**	**126,775**	**35.6**
		Female	**980,143**	**64,287**	**63,467**	**66,229**	**86,405**	**149,632**	**148,495**	**109,452**	**97,007**	**195,169**	**39.0**
Dade	1,850.4	Male	870,257	67,370	66,120	68,091	85,126	140,209	135,530	100,777	80,259	126,775	35.6
		Female	980,143	64,287	63,467	66,229	86,405	149,632	148,495	109,452	97,007	195,169	39.0
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***3,064.7***	***Male***	***1,445,836***	***104,318***	***105,084***	***107,058***	***132,613***	***233,915***	***217,368***	***155,532***	***138,182***	***251,766***	***36.8***
		Female	***1,618,864***	***100,017***	***101,203***	***104,157***	***135,201***	***242,508***	***231,023***	***169,656***	***174,618***	***360,481***	***40.5***
NAPLES	**133.1**	**Male**	**65,963**	**4,890**	**4,545**	**4,705**	**5,545**	**9,808**	**8,886**	**6,168**	**8,100**	**13,316**	**38.9**
		Female	**67,137**	**4,461**	**4,569**	**4,451**	**5,133**	**9,026**	**8,834**	**6,690**	**9,598**	**14,375**	**41.7**
Collier	133.1	Male	65,963	4,890	4,545	4,705	5,545	9,808	8,886	6,168	8,100	13,316	38.9
		Female	67,137	4,461	4,569	4,451	5,133	9,026	8,834	6,690	9,598	14,375	41.7
OCALA	**189.7**	**Male**	**91,030**	**7,333**	**7,741**	**7,695**	**7,051**	**12,808**	**12,352**	**8,975**	**10,758**	**16,317**	**37.3**
		Female	**98,670**	**6,950**	**7,375**	**7,607**	**7,730**	**13,465**	**13,247**	**10,338**	**12,771**	**19,187**	**39.7**
Marion	189.7	Male	91,030	7,333	7,741	7,695	7,051	12,808	12,352	8,975	10,758	16,317	37.3
		Female	98,670	6,950	7,375	7,607	7,730	13,465	13,247	10,338	12,771	19,187	39.7
ORLANDO	**989.7**	**Male**	**479,783**	**40,473**	**41,997**	**41,681**	**57,410**	**84,360**	**72,370**	**51,102**	**41,827**	**48,563**	**31.9**
		Female	**509,917**	**39,263**	**40,501**	**39,733**	**53,007**	**85,529**	**76,709**	**54,180**	**47,758**	**73,237**	**34.6**
Orange	627.2	Male	305,363	25,679	25,579	26,025	42,285	55,273	43,212	32,193	26,275	28,842	31.0
		Female	321,837	25,064	24,618	24,513	37,145	53,958	46,184	34,705	30,090	45,560	34.2
Osceola	95.3	Male	45,382	3,837	3,707	3,699	4,058	6,657	6,627	4,620	4,452	7,725	36.1
		Female	49,918	3,603	3,692	3,587	4,252	6,889	6,898	4,763	5,266	10,968	39.3
Seminole	267.2	Male	129,038	10,957	12,711	11,957	11,067	22,430	22,531	14,289	11,100	11,996	32.9
		Female	138,162	10,596	12,191	11,633	11,610	24,682	23,627	14,712	12,402	16,709	34.3
PANAMA CITY	**132.6**	**Male**	**65,092**	**6,288**	**6,096**	**5,775**	**7,467**	**11,440**	**9,862**	**6,983**	**5,448**	**5,733**	**31.0**
		Female	**67,508**	**5,864**	**5,808**	**5,356**	**7,077**	**10,974**	**10,686**	**7,368**	**6,236**	**8,139**	**33.8**
Bay	132.6	Male	65,092	6,288	6,096	5,775	7,467	11,440	9,862	6,983	5,448	5,733	31.0
		Female	67,508	5,864	5,808	5,356	7,077	10,974	10,686	7,368	6,236	8,139	33.8
PENSACOLA	**355.1**	**Male**	**173,111**	**16,784**	**16,153**	**15,790**	**21,960**	**30,938**	**26,379**	**17,879**	**13,997**	**13,231**	**30.1**
		Female	**181,989**	**15,964**	**15,293**	**15,093**	**20,206**	**30,632**	**28,514**	**19,616**	**15,813**	**20,858**	**33.0**
Escambia	284.4	Male	137,962	13,366	12,656	12,312	17,994	24,782	20,458	14,163	11,410	10,816	30.1
		Female	146,438	12,666	12,124	11,876	16,527	24,500	22,248	15,835	13,134	17,528	33.2
Santa Rosa	70.7	Male	35,149	3,418	3,497	3,478	3,961	6,156	5,921	3,716	2,587	2,415	30.2
		Female	35,551	3,298	3,169	3,217	3,679	6,132	6,266	3,781	2,679	3,330	32.2

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
FLORIDA (continued)													
SARASOTA	**261.4**	**Male**	**120,250**	**6,215**	**6,904**	**7,317**	**8,336**	**15,187**	**13,758**	**10,551**	**15,276**	**36,706**	**47.2**
		Female	**141,150**	**5,889**	**6,681**	**7,157**	**8,589**	**15,307**	**15,052**	**12,838**	**21,109**	**48,528**	**54.3**
Sarasota	261.4	Male	120,250	6,215	6,904	7,317	8,336	15,187	13,758	10,551	15,276	36,706	47.2
		Female	141,150	5,889	6,681	7,157	8,589	15,307	15,052	12,838	21,109	48,528	54.3
TALLAHASSEE	**230.1**	**Male**	**110,660**	**10,513**	**10,024**	**8,815**	**18,261**	**23,678**	**15,732**	**8,997**	**7,091**	**7,549**	**28.3**
		Female	**119,440**	**10,220**	**9,724**	**8,472**	**20,315**	**23,240**	**16,625**	**10,085**	**8,435**	**12,324**	**29.7**
Gadsden	47.1	Male	22,031	2,646	2,454	2,370	2,177	3,557	2,750	1,939	1,732	2,406	28.8
		Female	25,069	2,556	2,451	2,278	2,358	3,710	3,255	2,499	2,146	3,816	32.8
Leon	183.0	Male	88,629	7,867	7,570	6,445	16,084	20,121	12,982	7,058	5,359	5,143	28.2
		Female	94,371	7,664	7,273	6,194	17,957	19,530	13,370	7,586	6,289	8,508	29.1
TAMPA - ST. PETERSBURG - CLEARWATER	**2,033.1**	**Male**	**955,969**	**66,824**	**69,967**	**70,086**	**84,611**	**144,220**	**125,816**	**91,334**	**103,171**	**199,940**	**38.4**
		Female	**1,077,131**	**63,593**	**68,140**	**67,874**	**86,653**	**146,845**	**133,836**	**101,867**	**131,253**	**277,070**	**42.9**
Hernando	90.0	Male	43,258	2,533	2,881	3,069	2,769	4,628	4,998	3,871	6,820	11,689	46.9
		Female	46,742	2,707	2,902	2,913	2,714	4,723	5,291	4,611	8,709	12,172	49.8
Hillsborough	830.3	Male	400,331	34,909	35,260	34,099	44,671	72,418	61,309	41,148	33,947	42,570	32.1
		Female	429,969	32,757	34,142	33,264	45,604	73,882	64,392	43,275	39,274	63,379	34.4
Pasco	266.1	Male	126,250	7,043	7,421	7,607	7,693	13,199	13,268	10,237	18,191	41,591	51.7
		Female	139,850	6,895	7,271	7,393	7,696	13,572	13,787	11,984	24,469	46,803	55.6
Pinellas	846.7	Male	386,130	22,339	24,405	25,311	29,478	53,975	46,241	36,078	44,213	104,090	43.1
		Female	460,570	21,234	23,825	24,304	30,639	54,668	50,366	42,017	58,801	154,716	51.0
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**835.8**	**Male**	**397,196**	**26,999**	**27,014**	**26,731**	**33,086**	**61,213**	**53,420**	**36,114**	**41,021**	**91,598**	**39.4**
		Female	**438,604**	**25,903**	**25,961**	**25,931**	**32,466**	**58,964**	**52,971**	**40,016**	**55,576**	**120,816**	**44.5**
Palm Beach	835.8	Male	397,196	26,999	27,014	26,731	33,086	61,213	53,420	36,114	41,021	91,598	39.4
		Female	438,604	25,903	25,961	25,931	32,466	58,964	52,971	40,016	55,576	120,816	44.5
ALL COUNTIES													
Alachua	184.6	Male	92,483	7,660	6,723	6,356	21,193	21,065	11,746	6,583	5,142	6,015	27.0
		Female	92,117	7,323	6,570	6,025	18,840	19,265	12,126	7,028	5,928	9,012	28.8
Baker	19.4	Male	9,802	1,083	1,021	946	1,124	1,672	1,572	961	629	794	29.3
		Female	9,598	992	1,025	875	925	1,590	1,528	969	646	1,048	31.2
Bay	132.6	Male	66,092	6,288	6,096	5,775	7,467	11,440	9,862	6,983	5,448	5,733	31.0
		Female	67,508	5,864	5,808	5,356	7,077	10,974	10,686	7,368	6,236	8,139	33.8
Bradford	24.2	Male	12,856	1,111	1,108	993	1,243	2,651	2,183	1,313	1,050	1,204	32.4
		Female	11,344	1,077	1,006	978	1,001	1,738	1,693	1,198	1,063	1,590	34.3
Brevard	389.1	Male	191,445	13,220	14,440	16,756	21,155	28,534	28,400	23,333	21,483	24,124	35.6
		Female	197,655	12,970	13,950	15,699	18,378	27,030	31,080	24,487	23,656	30,405	38.5
Broward	1,214.3	Male	575,579	36,948	38,964	38,967	47,487	93,706	81,838	54,755	57,923	124,991	38.9
		Female	638,721	35,730	37,736	37,928	48,796	92,876	82,528	60,204	77,611	165,312	43.0
Calhoun	10.1	Male	4,809	489	420	481	392	685	704	470	455	713	34.1
		Female	5,291	501	440	449	419	691	740	511	510	1,030	37.0
Charlotte	93.9	Male	43,844	2,064	2,167	2,440	2,363	4,040	4,026	3,605	7,220	15,919	56.7
		Female	50,056	1,985	2,150	2,258	2,272	4,195	4,581	4,487	9,598	18,530	58.2
Citrus	91.9	Male	43,978	2,547	2,657	2,873	2,328	4,406	4,605	3,811	6,752	13,999	51.8
		Female	47,922	2,176	2,553	2,660	2,592	4,497	4,997	4,819	8,723	14,905	54.3
Clay	102.0	Male	50,028	4,631	5,608	5,481	4,121	8,476	9,954	5,272	3,264	3,221	31.1
		Female	51,972	4,739	5,335	5,165	4,067	9,410	10,256	4,888	3,444	4,668	32.1
Collier	133.1	Male	65,963	4,890	4,545	4,705	5,545	9,808	8,886	6,168	8,100	13,316	38.9
		Female	67,137	4,461	4,569	4,451	5,133	9,026	8,834	6,690	9,598	14,375	41.7
Columbia	42.5	Male	20,779	2,292	1,991	1,936	2,064	3,301	3,204	2,129	1,823	2,039	31.4
		Female	21,721	2,114	1,971	1,878	2,138	3,484	3,267	2,190	1,926	2,753	32.9
Dade	1,850.4	Male	870,257	67,370	66,120	68,091	85,126	140,209	135,530	100,777	80,259	126,775	35.6
		Female	980,143	64,287	63,467	66,229	86,405	149,632	148,495	109,452	97,007	195,169	39.0
De Soto	23.1	Male	11,431	909	1,000	955	1,360	1,702	1,517	1,039	1,068	1,881	33.8
		Female	11,669	959	948	944	898	1,611	1,557	1,190	1,301	2,261	38.0
Dixie	9.7	Male	4,973	413	427	466	433	805	808	497	506	618	34.3
		Female	4,727	420	420	410	379	688	705	494	536	675	35.7
Duval	688.3	Male	334,790	32,153	30,450	27,919	44,145	64,682	48,437	32,732	27,352	26,920	30.1
		Female	353,510	31,396	29,372	26,945	37,296	63,594	51,024	35,960	31,762	46,161	33.1
Escambia	284.4	Male	137,962	13,366	12,656	12,312	17,999	24,782	20,458	14,163	11,410	10,816	30.1
		Female	146,438	12,666	12,124	11,876	16,527	24,500	22,248	15,835	13,134	17,528	33.2
Flagler	21.0	Male	10,197	740	756	739	716	1,305	1,201	937	1,691	2,112	42.0
		Female	10,803	729	712	666	771	1,355	1,230	1,123	2,089	2,128	44.5

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
FLORIDA (continued)													
ALL COUNTIES (continued)													
Franklin	8.5	Male	4,145	400	360	478	364	552	613	416	388	574	33.5
		Female	4,355	383	370	370	350	573	647	384	436	842	37.0
Gadsden	47.1	Male	22,031	2,646	2,454	2,370	2,177	3,557	2,750	1,939	1,732	2,406	28.8
		Female	25,069	2,556	2,451	2,278	2,358	3,710	3,255	2,499	2,146	3,816	32.8
Gilchrist	7.3	Male	3,853	291	298	526	634	458	552	382	335	377	28.9
		Female	3,447	300	283	335	295	437	597	390	348	462	36.2
Glades	7.5	Male	3,702	338	302	303	290	457	488	445	486	593	38.3
		Female	3,798	358	321	320	272	496	500	437	476	618	37.6
Gulf	12.0	Male	6,015	595	597	560	679	841	791	757	526	669	31.9
		Female	5,985	553	521	503	531	811	926	681	650	809	35.8
Hamilton	9.5	Male	4,348	514	481	446	381	662	569	346	339	610	30.3
		Female	5,152	492	471	387	404	737	579	394	368	1,320	36.5
Hardee	22.1	Male	11,017	1,246	1,192	1,077	1,038	1,687	1,502	1,068	939	1,268	30.7
		Female	11,083	1,156	1,085	1,033	963	1,730	1,514	1,059	1,003	1,540	32.5
Hendry	25.0	Male	12,617	1,438	1,285	1,298	1,148	1,980	2,000	1,238	1,068	1,162	30.8
		Female	12,383	1,313	1,400	1,237	1,109	1,987	1,884	1,184	1,049	1,220	30.7
Hernando	90.0	Male	43,258	2,533	2,881	3,069	2,769	4,628	4,998	3,871	6,820	11,689	46.9
		Female	46,742	2,707	2,902	2,913	2,714	4,723	5,291	4,611	8,709	12,172	49.8
Highlands	65.4	Male	31,502	2,245	2,145	2,236	2,501	3,846	3,491	2,753	3,820	8,465	43.0
		Female	33,898	2,172	2,060	2,008	2,206	3,465	3,769	3,072	4,771	10,375	49.0
Hillsborough	830.3	Male	400,331	34,909	35,260	34,099	44,671	72,418	61,309	41,148	33,947	42,570	32.1
		Female	429,969	32,757	34,142	33,264	45,604	73,882	64,392	43,275	39,274	63,379	34.4
Holmes	16.5	Male	8,030	736	788	761	694	1,091	1,211	841	804	1,104	34.5
		Female	8,470	685	693	733	648	1,123	1,328	849	879	1,532	37.7
Indian River	87.2	Male	42,256	2,966	2,997	3,180	3,696	5,921	5,395	4,114	5,230	8,757	39.4
		Female	44,944	2,863	2,956	2,956	3,300	5,595	5,580	4,662	6,255	10,777	43.6
Jackson	44.1	Male	21,912	2,045	1,913	2,218	3,064	3,315	2,893	2,091	1,740	2,633	30.2
		Female	22,188	1,967	1,858	1,739	1,896	3,095	3,085	2,220	2,188	4,140	36.7
Jefferson	11.9	Male	5,699	664	625	587	528	881	651	550	477	736	30.1
		Female	6,201	607	610	527	531	965	782	574	600	1,005	33.6
Lafayette	4.8	Male	2,367	240	229	214	216	375	340	234	201	318	32.6
		Female	2,433	253	200	196	215	356	332	215	211	455	34.9
Lake	145.6	Male	68,999	4,821	4,873	5,175	4,889	8,470	8,609	6,498	7,900	17,764	42.3
		Female	76,601	4,680	4,759	4,970	4,929	8,510	8,988	6,984	10,134	22,647	47.0
Lee	307.3	Male	147,248	10,272	10,306	10,086	11,453	20,201	18,205	13,421	18,932	34,372	41.2
		Female	160,052	9,954	9,947	9,813	11,305	20,469	19,069	15,547	23,428	40,520	44.7
Leon	183.0	Male	88,629	7,867	7,570	6,445	16,084	20,121	12,982	7,058	5,359	5,143	28.2
		Female	94,371	7,664	7,273	6,194	17,957	19,530	13,370	7,586	6,289	8,508	29.1
Levy	25.7	Male	12,351	1,080	1,113	1,084	987	1,672	1,682	1,291	1,392	2,050	36.4
		Female	13,349	1,020	1,064	1,009	1,024	1,893	1,805	1,384	1,666	2,484	38.7
Liberty	4.8	Male	2,378	263	223	213	242	337	336	269	210	285	32.4
		Female	2,422	232	217	161	219	357	326	288	263	359	35.8
Madison	15.9	Male	7,352	790	778	779	692	992	942	670	658	1,051	31.4
		Female	8,540	795	794	742	704	1,103	1,095	801	808	1,706	36.2
Manatee	187.5	Male	86,819	6,084	6,044	5,783	6,559	11,654	10,086	7,498	9,721	23,390	42.2
		Female	100,681	5,698	5,816	5,363	6,815	11,973	10,886	8,938	13,031	32,141	49.3
Marion	189.7	Male	91,030	7,333	7,741	7,695	7,051	12,808	12,352	8,975	10,758	16,317	37.3
		Female	98,670	6,950	7,375	7,607	7,730	13,465	13,247	10,338	12,771	19,187	39.7
Martin	93.7	Male	45,714	2,819	3,041	2,981	3,821	6,273	5,813	4,114	5,426	11,426	41.7
		Female	47,986	2,802	2,806	2,811	3,309	5,732	5,652	4,321	6,947	13,606	47.0
Monroe	76.7	Male	39,852	2,392	2,377	2,358	4,184	7,758	5,868	4,371	4,818	5,726	36.5
		Female	36,848	2,186	2,207	2,113	3,357	6,372	5,115	4,358	5,059	6,081	39.3
Nassau	46.0	Male	22,910	2,322	2,436	2,367	2,093	3,895	3,875	2,562	1,727	1,633	30.7
		Female	23,090	2,243	2,295	2,110	2,120	3,963	3,881	2,410	1,783	2,285	32.0
Okaloosa	154.1	Male	78,411	7,384	7,046	6,971	11,635	14,289	12,864	8,766	5,435	4,021	29.3
		Female	75,689	7,162	6,771	6,715	8,730	13,085	13,356	8,455	5,422	5,993	31.5
Okeechobee	29.2	Male	14,787	1,539	1,435	1,535	1,299	2,063	2,122	1,496	1,386	1,912	32.7
		Female	14,413	1,455	1,288	1,198	1,255	2,178	2,139	1,454	1,462	1,984	34.2
Orange	627.2	Male	305,363	25,679	25,579	26,025	42,285	55,273	43,212	32,193	26,275	28,842	31.0
		Female	321,837	25,864	24,618	24,513	37,145	53,958	46,184	34,705	30,090	45,560	34.2
Osceola	95.3	Male	45,382	3,837	3,707	3,699	4,058	6,657	6,627	4,620	4,452	7,725	36.1
		Female	49,918	3,603	3,692	3,587	4,252	6,889	6,898	4,763	5,266	10,968	39.3
Palm Beach	835.8	Male	397,196	26,999	27,014	26,731	33,086	61,213	53,420	36,114	41,021	91,598	39.4
		Female	438,604	25,903	25,961	25,931	32,466	58,964	52,971	40,016	55,576	120,816	44.5

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SaMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
FLORIDA (continued)													
ALL COUNTIES (continued)													
Pasco	266.1	Male	126,250	7,043	7,421	7,607	7,693	13,199	13,268	10,237	18,191	41,591	51.7
		Female	139,850	6,895	7,271	7,393	7,696	13,572	13,787	11,964	24,469	46,803	55.6
Pinellas	846.7	Male	386,130	22,339	24,405	25,311	29,478	53,975	46,241	36,078	44,213	104,090	43.1
		Female	460,570	21,234	23,825	24,304	30,639	54,668	50,366	42,017	58,801	154,716	51.0
Polk	401.6	Male	196,841	16,798	16,946	16,525	19,912	32,504	29,329	20,052	18,023	26,752	33.7
		Female	204,759	16,002	16,502	15,953	18,991	30,127	29,026	20,628	20,536	36,994	36.7
Putnam	63.3	Male	30,592	2,834	2,769	2,753	2,554	4,164	3,985	3,160	3,502	4,871	35.6
		Female	32,708	2,687	2,654	2,575	2,685	4,437	4,222	3,617	4,080	5,751	38.1
St. Johns	81.7	Male	38,829	3,108	3,228	3,442	3,597	6,171	5,626	4,151	4,163	5,343	34.8
		Female	42,871	3,106	3,250	3,301	3,845	6,393	5,930	4,515	4,808	7,723	37.6
St. Lucie	133.8	Male	65,135	5,870	5,588	4,908	5,670	10,154	8,592	5,967	6,997	11,389	35.4
		Female	68,665	5,602	5,393	4,743	5,927	9,996	8,391	6,393	8,673	13,547	38.2
Santa Rosa	70.7	Male	35,149	3,418	3,497	3,478	3,961	6,156	5,921	3,716	2,587	2,415	30.2
		Female	35,551	3,298	3,169	3,217	3,679	6,132	6,266	3,781	2,679	3,330	32.2
Sarasota	261.4	Male	120,250	6,215	6,904	7,317	8,336	15,187	13,758	10,551	15,276	36,706	47.2
		Female	141,150	5,889	6,681	7,157	8,589	15,307	15,052	12,838	21,109	48,528	54.3
Seminole	267.2	Male	129,038	10,957	12,711	11,957	11,067	22,430	22,531	14,289	11,100	11,996	32.9
		Female	138,162	10,596	12,191	11,633	11,610	24,682	23,627	14,712	12,402	16,709	34.3
Sumter	31.1	Male	15,688	1,176	1,268	1,436	1,888	1,969	2,019	1,511	1,700	2,721	35.5
		Female	15,412	1,160	1,173	1,266	1,194	1,865	2,118	1,598	1,986	3,052	39.9
Suwannee	26.9	Male	13,017	1,325	1,287	1,403	1,083	1,926	1,796	1,237	1,231	1,729	32.3
		Female	13,883	1,252	1,147	1,162	1,100	1,931	2,001	1,466	1,359	2,465	36.7
Taylor	18.6	Male	8,984	900	890	835	874	1,406	1,240	918	777	1,144	32.1
		Female	9,616	931	861	778	854	1,493	1,310	1,007	877	1,505	34.3
Union	11.4	Male	8,063	399	340	372	1,215	2,894	1,483	685	369	306	30.9
		Female	3,337	361	319	284	315	553	490	337	269	409	32.0
Volusia	345.9	Male	162,805	10,652	11,300	11,605	17,532	23,143	19,360	15,059	18,759	35,395	38.7
		Female	183,095	10,388	10,603	10,864	15,453	22,934	21,267	17,803	23,945	49,838	45.0
Wakulla	14.4	Male	7,081	769	691	726	534	1,252	1,085	672	574	778	31.6
		Female	7,319	729	680	624	630	1,279	1,088	690	590	1,009	32.8
Walton	28.1	Male	13,570	1,141	1,162	1,192	1,124	1,852	1,889	1,552	1,529	2,129	36.7
		Female	14,530	1,102	1,094	1,088	1,150	1,855	1,977	1,707	1,706	2,851	39.9
Washington	16.3	Male	7,873	696	757	790	642	1,039	1,170	771	803	1,205	35.1
		Female	8,427	678	698	677	600	1,085	1,230	910	957	1,592	38.9
TOTAL METRO COUNTIES	11,365.1	**Male**	**5,431,204**	**414,721**	**419,789**	**417,826**	**550,469**	**881,259**	**770,413**	**544,458**	**532,345**	**899,924**	**35.4**
		Female	**5,933,896**	**398,586**	**404,871**	**402,316**	**532,454**	**882,199**	**811,134**	**595,225**	**657,613**	**1,249,498**	**39.3**
TOTAL STATE	12,506.5	**Male**	**5,989,067**	**459,101**	**463,403**	**463,197**	**598,689**	**959,035**	**842,772**	**598,243**	**595,691**	**1,008,936**	**35.6**
		Female	**6,517,433**	**440,832**	**446,873**	**443,447**	**575,584**	**956,591**	**885,166**	**653,730**	**733,392**	**1,381,818**	**39.5**
GEORGIA													
ALBANY	119.2	**Male**	**57,181**	**6,760**	**6,522**	**5,619**	**6,714**	**10,946**	**8,216**	**5,192**	**3,762**	**3,450**	**27.7**
		Female	**62,019**	**6,615**	**6,170**	**5,496**	**7,118**	**11,261**	**8,971**	**5,768**	**4,461**	**6,159**	**30.0**
Dougherty	103.0	Male	48,978	5,900	5,572	4,879	5,738	9,265	6,878	4,491	3,268	2,987	27.6
		Female	54,022	5,787	5,324	4,693	6,374	9,677	7,701	5,104	3,899	5,463	30.0
Lee	16.2	Male	8,203	860	950	740	976	1,681	1,338	701	494	463	28.4
		Female	7,997	828	846	803	744	1,584	1,270	664	562	696	29.9
ATHENS	149.0	**Male**	**72,016**	**6,458**	**5,976**	**5,610**	**13,281**	**14,343**	**10,206**	**6,041**	**4,651**	**5,450**	**28.3**
		Female	**76,984**	**6,171**	**5,806**	**5,243**	**13,651**	**13,566**	**10,704**	**6,431**	**5,640**	**9,672**	**30.5**
Clarke	81.9	Male	39,142	3,226	2,689	2,560	10,112	8,311	4,651	2,862	2,244	2,487	26.2
		Female	42,758	3,182	2,682	2,487	10,510	7,642	5,210	3,192	2,845	5,008	28.3
Jackson	29.7	Male	14,484	1,406	1,395	1,364	1,384	2,488	2,395	1,464	1,142	1,446	31.8
		Female	15,216	1,295	1,352	1,282	1,415	2,366	2,383	1,452	1,372	2,299	34.6
Madison	21.3	Male	10,512	1,048	1,087	1,008	972	1,904	1,769	1,001	782	941	31.0
		Female	10,788	952	983	914	956	1,917	1,733	1,048	905	1,380	33.3
Oconee	16.1	Male	7,878	778	805	678	813	1,640	1,391	714	483	576	30.3
		Female	8,222	742	789	660	770	1,641	1,378	739	518	985	32.0
ATLANTA	2,766.4	**Male**	**1,339,415**	**127,558**	**131,652**	**118,535**	**139,305**	**277,132**	**240,500**	**132,819**	**88,481**	**83,433**	**30.5**
		Female	**1,426,985**	**122,318**	**126,958**	**114,562**	**141,663**	**292,541**	**241,971**	**137,163**	**102,145**	**147,665**	**33.1**
Barrow	27.6	Male	13,177	1,387	1,375	1,185	1,246	2,254	2,082	1,312	1,058	1,278	31.2
		Female	14,423	1,273	1,386	1,180	1,292	2,251	2,083	1,432	1,256	2,270	34.2

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
GEORGIA (continued)													
ATLANTA (continued)													
Butts	16.4	Male	8,728	775	701	737	1,362	1,816	1,249	729	621	738	29.3
		Female	7,672	678	709	693	706	1,139	1,057	773	660	1,257	34.2
Cherokee	83.5	Male	41,382	4,377	4,485	3,585	3,570	8,753	7,603	3,639	2,475	2,895	30.3
		Female	42,118	4,269	4,303	3,562	3,752	8,810	6,841	3,416	2,777	4,388	30.9
Clayton	180.4	Male	88,715	9,387	9,651	8,258	9,407	18,672	16,306	8,866	4,877	3,291	29.1
		Female	91,685	8,993	9,243	8,104	10,006	19,826	16,359	8,666	5,214	5,274	29.8
Cobb	427.0	Male	210,262	19,086	20,088	17,961	21,420	45,785	41,270	22,070	13,080	9,502	30.8
		Female	216,738	18,072	19,117	17,118	21,256	49,117	40,310	21,648	14,046	16,054	31.7
Coweta	50.1	Male	23,991	2,421	2,399	2,342	2,119	4,074	4,025	2,450	1,907	2,254	31.7
		Female	26,109	2,485	2,360	2,217	2,220	4,191	3,980	2,630	2,232	3,794	34.0
De Kalb	548.1	Male	261,753	22,277	23,851	23,573	30,644	55,215	45,014	27,545	18,580	15,054	30.5
		Female	286,347	21,334	23,208	23,016	31,129	58,828	49,394	30,326	21,175	27,937	32.6
Douglas	76.2	Male	37,788	4,109	4,320	3,740	3,245	7,465	7,095	3,662	2,099	2,053	29.7
		Female	38,412	3,994	4,140	3,465	3,223	8,007	6,566	3,491	2,288	3,238	30.5
Fayette	56.9	Male	28,350	2,672	3,187	2,708	1,920	4,852	6,674	3,002	1,824	1,511	32.6
		Female	28,550	2,413	3,143	2,703	1,788	5,762	6,051	2,693	1,885	2,112	32.3
Forsyth	42.0	Male	21,018	2,129	2,224	1,892	1,901	3,808	3,822	2,122	1,501	1,619	31.2
		Female	20,982	1,903	2,017	1,792	1,932	3,842	3,493	1,996	1,712	2,295	32.4
Fulton	648.6	Male	304,024	27,578	27,231	25,197	36,420	63,520	48,153	28,587	22,144	25,194	30.6
		Female	344,576	27,007	26,533	24,715	37,598	67,451	50,945	32,195	28,102	50,030	33.4
Gwinnett	329.3	Male	164,021	17,289	17,720	14,015	13,571	37,340	33,977	14,864	8,272	6,973	30.2
		Female	165,279	16,499	16,800	13,391	14,306	38,861	31,460	13,664	9,089	11,209	30.6
Henry	53.5	Male	26,398	2,671	2,627	2,550	2,364	4,860	4,350	2,845	2,037	2,094	31.1
		Female	27,102	2,564	2,525	2,178	2,393	4,763	4,465	2,926	2,222	3,066	33.2
Newton	44.2	Male	21,214	2,254	2,180	2,195	2,106	3,436	3,436	2,138	1,535	1,934	30.4
		Female	22,986	2,072	2,248	2,106	2,119	3,675	3,533	2,217	1,925	3,091	33.0
Paulding	36.1	Male	17,795	1,867	1,963	1,588	1,662	3,289	3,074	1,720	1,227	1,405	30.5
		Female	18,305	1,757	1,909	1,591	1,608	3,370	2,842	1,705	1,408	2,115	31.8
Rockdale	54.2	Male	26,704	2,673	2,954	2,600	2,237	4,698	5,291	2,863	1,797	1,591	31.1
		Female	27,496	2,511	2,866	2,545	2,178	5,041	5,200	2,671	1,956	2,528	32.2
Spalding	55.0	Male	26,172	2,744	2,762	2,594	2,437	4,373	4,155	2,689	2,069	2,349	30.8
		Female	28,828	2,686	2,582	2,369	2,527	4,614	4,359	2,844	2,610	4,237	34.2
Walton	37.3	Male	17,923	1,862	1,934	1,815	1,674	2,922	2,924	1,716	1,378	1,698	30.7
		Female	19,377	1,808	1,869	1,817	1,630	2,993	3,033	1,869	1,588	2,770	33.6
AUGUSTA	**405.0**	**Male**	**196,899**	**20,204**	**18,848**	**18,449**	**24,984**	**36,603**	**29,168**	**19,785**	**14,888**	**13,970**	**29.4**
		Female	**208,101**	**19,496**	**18,152**	**16,962**	**22,883**	**37,440**	**31,306**	**21,273**	**16,703**	**23,886**	**32.1**
Columbia	63.1	Male	31,151	3,406	3,290	3,116	2,912	6,250	5,691	3,142	1,899	1,445	29.6
		Female	31,949	3,388	3,162	2,810	3,089	6,613	5,698	3,046	1,904	2,239	30.3
McDuffie	20.9	Male	9,858	1,054	992	1,034	934	1,686	1,455	1,068	771	864	30.4
		Female	11,042	1,076	984	945	1,066	1,774	1,650	1,081	1,018	1,448	33.2
Richmond	199.2	Male	96,802	9,806	8,579	8,719	15,218	18,573	13,154	9,022	7,036	6,695	28.3
		Female	102,398	9,320	8,505	7,968	12,842	18,790	14,450	10,111	8,095	12,317	31.7
Aiken, S. C.	*121.8*	*Male*	*59,088*	*5,938*	*5,987*	*5,580*	*5,920*	*10,094*	*8,868*	*6,553*	*5,182*	*4,966*	*31.1*
		Female	*62,712*	*5,712*	*5,501*	*5,239*	*5,886*	*10,263*	*9,508*	*7,035*	*5,686*	*7,882*	*33.8*
COLUMBUS	**256.2**	**Male**	**127,714**	**12,867**	**11,628**	**11,808**	**21,379**	**23,949**	**16,469**	**11,805**	**9,057**	**8,752**	**27.6**
		Female	**128,486**	**12,308**	**11,113**	**10,346**	**13,748**	**22,268**	**18,130**	**13,764**	**10,891**	**15,918**	**32.5**
Chattahoochee	21.1	Male	14,758	1,097	945	1,118	6,262	3,564	1,359	262	83	68	22.7
		Female	6,342	1,034	886	550	811	1,744	867	203	101	146	24.1
Muscogee	184.6	Male	88,965	9,297	8,251	8,302	12,589	16,444	11,767	8,986	6,939	6,390	28.7
		Female	95,635	8,889	7,896	7,550	10,336	16,428	13,480	10,685	8,283	12,088	33.0
Russell, Ala.	*50.5*	*Male*	*23,991*	*2,473*	*2,432*	*2,388*	*2,528*	*3,941*	*3,343*	*2,557*	*2,035*	*2,294*	*30.5*
		Female	*26,509*	*2,385*	*2,331*	*2,246*	*2,601*	*4,096*	*3,783*	*2,876*	*2,507*	*3,684*	*34.0*
MACON - WARNER ROBINS	**290.1**	**Male**	**138,399**	**14,187**	**13,805**	**13,093**	**15,611**	**25,112**	**21,089**	**14,635**	**10,982**	**9,885**	**30.0**
		Female	**151,701**	**13,657**	**13,394**	**12,692**	**16,368**	**25,616**	**22,999**	**15,777**	**12,766**	**18,432**	**32.7**
Bibb	157.2	Male	72,969	7,383	7,163	6,630	7,930	13,375	10,390	7,387	6,318	6,393	30.5
		Female	84,231	7,065	7,050	6,597	8,891	13,869	11,601	8,682	7,864	12,612	34.0
Houston	90.8	Male	45,082	4,682	4,544	4,432	5,267	8,263	7,501	5,245	3,192	1,956	29.4
		Female	45,718	4,551	4,371	4,201	4,993	8,044	8,003	4,983	3,194	3,378	30.9
Jones	20.5	Male	10,053	1,039	995	1,024	947	1,816	1,679	1,039	753	761	30.6
		Female	10,447	988	1,012	902	942	1,901	1,740	1,023	824	1,115	32.3
Peach	21.6	Male	10,295	1,083	1,103	1,007	1,467	1,658	1,519	964	719	775	27.9
		Female	11,305	1,053	961	992	1,542	1,802	1,655	1,089	884	1,327	31.1

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POPULATION BY AGE AND SEX

METRO AREA / County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
GEORGIA (continued)													
SAVANNAH	**247.7**	**Male**	**118,817**	**12,662**	**11,307**	**10,595**	**14,370**	**21,891**	**16,916**	**11,063**	**9,637**	**10,376**	**29.8**
		Female	**128,883**	**12,234**	**10,891**	**10,312**	**13,408**	**21,896**	**17,896**	**12,603**	**11,832**	**17,811**	**33.0**
Chatham	223.7	Male	106,850	11,352	10,033	9,380	13,234	19,910	14,812	9,926	8,752	9,451	29.7
		Female	116,850	10,973	9,648	9,159	12,359	19,853	15,969	11,474	10,937	16,478	33.2
Effingham	24.0	Male	11,967	1,310	1,274	1,215	1,136	1,981	2,104	1,137	885	925	30.3
		Female	12,033	1,261	1,243	1,153	1,049	2,043	1,927	1,129	895	1,333	31.4
ALL COUNTIES													
Appling	17.1	Male	8,359	947	923	889	797	1,398	1,235	738	635	797	29.5
		Female	8,741	918	897	812	816	1,328	1,318	780	710	1,162	32.0
Atkinson	6.6	Male	3,232	355	327	404	294	516	462	278	251	345	29.6
		Female	3,368	353	297	325	313	469	540	296	317	458	33.4
Bacon	9.9	Male	4,668	582	495	451	409	753	677	443	395	463	30.3
		Female	5,232	556	533	476	441	802	698	536	471	719	32.6
Baker	3.6	Male	1,676	196	163	191	164	267	220	158	142	175	29.6
		Female	1,924	205	176	174	195	254	247	179	155	339	33.3
Baldwin	39.3	Male	19,521	1,701	1,568	1,944	2,917	3,295	2,781	1,828	1,666	1,821	29.9
		Female	19,779	1,507	1,574	1,562	2,569	3,310	2,815	1,895	1,617	2,930	33.1
Banks	10.7	Male	5,351	495	479	534	525	928	878	488	426	598	31.9
		Female	5,349	498	470	412	467	870	859	506	493	774	34.5
Barrow	27.6	Male	13,177	1,387	1,375	1,185	1,246	2,254	2,082	1,312	1,058	1,278	31.2
		Female	14,423	1,273	1,386	1,180	1,292	2,251	2,083	1,432	1,256	2,270	34.2
Bartow	52.0	Male	25,200	2,526	2,806	2,413	2,334	4,253	4,181	2,535	2,010	2,142	30.9
		Female	26,800	2,291	2,625	2,282	2,333	4,457	4,238	2,740	2,339	3,495	33.7
Ben Hill	17.8	Male	8,250	972	826	752	699	1,378	1,157	706	754	1,006	31.4
		Female	9,550	928	804	736	844	1,473	1,239	917	898	1,711	34.9
Berrien	14.4	Male	6,983	695	729	637	668	1,101	1,129	695	610	719	31.9
		Female	7,417	671	667	646	663	1,163	1,059	725	714	1,109	34.1
Bibb	157.2	Male	72,969	7,383	7,163	6,630	7,930	13,375	10,390	7,387	6,318	6,393	30.5
		Female	84,231	7,065	7,050	6,597	8,891	13,869	11,601	8,682	7,864	12,612	34.0
Bleckley	10.6	Male	5,046	449	470	497	712	737	750	530	420	481	30.4
		Female	5,554	459	426	460	646	765	809	572	521	896	35.3
Brantley	11.1	Male	5,404	592	601	529	472	935	893	553	367	462	30.4
		Female	5,696	581	663	544	507	996	824	532	390	659	30.6
Brooks	15.2	Male	7,042	818	792	750	634	1,013	820	631	609	975	30.2
		Female	8,158	750	810	747	691	1,035	1,057	759	740	1,569	35.4
Bryan	15.6	Male	7,672	945	883	720	681	1,412	1,212	695	594	530	29.3
		Female	7,928	958	786	752	778	1,411	1,215	730	546	752	29.9
Bulloch	38.1	Male	18,454	1,664	1,680	1,575	3,652	3,069	2,428	1,480	1,234	1,672	27.1
		Female	19,646	1,597	1,608	1,456	3,938	2,897	2,481	1,654	1,467	2,548	29.2
Burke	21.5	Male	10,168	1,295	1,174	1,108	1,048	1,607	1,246	834	839	1,017	27.9
		Female	11,332	1,265	1,126	1,005	1,076	1,669	1,377	1,016	956	1,842	32.2
Butts	16.4	Male	8,728	775	701	737	1,362	1,816	1,249	729	621	738	29.3
		Female	7,672	678	709	693	706	1,139	1,057	773	660	1,257	34.2
Calhoun	5.5	Male	2,539	279	259	298	263	374	294	230	217	325	29.6
		Female	2,961	278	264	276	273	357	330	324	264	595	36.0
Camden	21.7	Male	11,436	1,149	1,044	1,037	2,104	1,903	1,669	987	745	798	27.0
		Female	10,264	1,036	1,050	958	1,116	1,675	1,575	986	799	1,069	30.8
Candler	7.6	Male	3,576	330	354	343	315	566	479	309	350	530	32.9
		Female	4,024	348	356	320	293	561	518	390	409	829	37.6
Carroll	69.6	Male	33,472	3,206	3,400	3,001	4,253	5,719	5,394	3,045	2,378	3,076	30.0
		Female	36,128	3,064	3,257	2,932	4,785	5,813	5,242	3,156	2,916	4,963	31.9
Catoosa	41.4	Male	20,078	2,005	2,067	1,832	1,839	3,600	3,578	2,227	1,429	1,501	31.4
		Female	21,322	1,861	2,003	1,732	1,886	3,884	3,664	2,311	1,670	2,311	33.2
Charlton	8.4	Male	4,032	447	473	461	393	546	636	412	283	381	29.4
		Female	4,368	477	439	483	413	658	621	395	326	556	30.7
Chatham	223.7	Male	106,850	11,352	10,033	9,380	13,234	19,910	14,812	9,926	8,752	9,451	29.7
		Female	116,850	10,973	9,648	9,159	12,359	19,853	15,969	11,474	10,937	16,478	33.2
Chattahoochee	21.1	Male	14,758	1,097	945	1,118	6,262	3,564	1,359	262	83	68	22.7
		Female	6,342	1,034	886	550	811	1,744	867	203	101	146	24.1
Chattooga	21.9	Male	10,473	1,024	1,036	909	935	1,695	1,529	1,170	974	1,201	32.9
		Female	11,427	931	1,002	923	930	1,668	1,629	1,292	1,237	1,815	36.6
Cherokee	83.5	Male	41,382	4,377	4,485	3,585	3,570	8,753	7,603	3,639	2,475	2,895	30.3
		Female	42,118	4,269	4,303	3,562	3,752	8,810	6,841	3,416	2,777	4,388	30.9

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SMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
GEORGIA (continued)													
ALL COUNTIES (continued)													
Clarke	81.9	Male	39,142	3,226	2,689	2,560	10,112	8,311	4,651	2,862	2,244	2,487	26.2
		Female	42,758	3,182	2,682	2,487	10,510	7,642	5,210	3,192	2,845	5,008	28.3
Clay	3.3	Male	1,488	136	138	168	138	213	176	138	152	229	32.7
		Female	1,812	172	157	158	138	245	189	180	195	378	36.9
Clayton	180.4	Male	88,715	9,387	9,651	8,258	9,407	18,672	16,306	8,866	4,877	3,291	29.1
		Female	91,685	8,993	9,243	8,104	10,006	19,826	16,359	8,666	5,214	5,274	29.8
Clinch	7.0	Male	3,471	368	395	398	320	561	488	320	294	327	29.5
		Female	3,529	378	352	344	343	555	490	347	288	432	31.3
Cobb	427.0	Male	210,262	19,086	20,088	17,961	21,420	45,785	41,270	22,070	13,080	9,502	30.8
		Female	216,738	18,072	19,117	17,118	21,256	49,117	40,310	21,648	14,046	16,054	31.7
Coffee	30.9	Male	14,754	1,748	1,568	1,391	1,581	2,493	2,121	1,282	1,153	1,417	29.4
		Female	16,146	1,659	1,542	1,409	1,686	2,589	2,274	1,471	1,411	2,105	31.9
Colquitt	37.2	Male	17,715	1,914	1,875	1,780	1,574	2,809	2,481	1,670	1,586	2,026	31.1
		Female	19,485	1,840	1,789	1,640	1,667	2,911	2,723	1,915	1,925	3,075	34.6
Columbia	63.1	Male	31,151	3,406	3,290	3,116	2,912	6,250	5,691	3,142	1,899	1,445	29.6
		Female	31,949	3,388	3,162	2,810	3,089	6,613	5,698	3,046	1,904	2,239	30.3
Cook	14.2	Male	6,774	720	813	684	585	1,039	962	635	577	759	30.6
		Female	7,426	730	731	657	618	1,120	1,034	717	684	1,135	33.7
Coweta	50.1	Male	23,991	2,421	2,399	2,342	2,119	4,074	4,025	2,450	1,907	2,254	31.7
		Female	26,109	2,485	2,360	2,217	2,220	4,191	3,980	2,630	2,232	3,794	34.0
Crawford	8.6	Male	4,187	412	413	492	412	665	730	430	262	371	30.5
		Female	4,413	433	414	446	419	737	677	388	339	560	31.7
Crisp	20.3	Male	9,316	1,111	1,019	922	877	1,540	1,219	848	804	976	29.7
		Female	10,984	1,115	1,007	940	1,037	1,639	1,319	1,031	1,001	1,895	33.5
Dade	12.9	Male	6,366	665	613	620	713	1,076	1,077	590	492	520	30.3
		Female	6,534	592	610	540	744	1,142	1,035	627	516	728	31.8
Dawson	7.7	Male	3,867	392	381	332	335	736	570	411	326	384	31.7
		Female	3,833	292	367	331	327	653	591	402	361	509	34.2
Decatur	26.8	Male	12,740	1,544	1,406	1,264	1,249	2,066	1,611	1,193	1,015	1,392	29.4
		Female	14,060	1,402	1,361	1,257	1,354	2,015	1,751	1,421	1,280	2,219	33.2
De Kalb	548.1	Male	261,753	22,277	23,851	23,573	30,644	55,215	45,014	27,545	18,580	15,054	30.5
		Female	286,347	21,334	23,208	23,016	31,129	58,828	49,394	30,326	21,175	27,937	32.6
Dodge	16.9	Male	7,939	762	841	792	703	1,238	1,169	774	686	974	32.0
		Female	8,961	776	864	760	668	1,311	1,226	862	867	1,627	35.8
Dooly	10.3	Male	4,742	585	492	537	422	689	611	413	394	599	29.9
		Female	5,558	587	520	506	477	797	662	497	529	983	33.6
Dougherty	103.0	Male	48,978	5,900	5,572	4,879	5,738	9,265	6,878	4,491	3,268	2,987	27.6
		Female	54,022	5,787	5,324	4,693	6,374	9,677	7,701	5,104	3,899	5,463	30.0
Douglas	76.2	Male	37,788	4,109	4,320	3,740	3,245	7,465	7,095	3,662	2,099	2,053	29.7
		Female	38,412	3,994	4,140	3,465	3,223	8,007	6,566	3,491	2,288	3,238	30.5
Early	12.8	Male	5,935	684	706	675	527	846	768	516	493	720	29.4
		Female	6,865	674	684	642	573	903	917	659	602	1,211	34.5
Echols	2.5	Male	1,212	134	142	120	111	207	167	119	75	137	29.8
		Female	1,288	150	119	114	130	194	210	109	88	174	31.8
Effingham	24.0	Male	11,967	1,310	1,274	1,215	1,136	1,981	2,104	1,137	885	925	30.3
		Female	12,033	1,261	1,243	1,153	1,049	2,043	1,927	1,129	895	1,333	31.4
Elbert	19.1	Male	9,043	931	825	860	855	1,464	1,337	880	840	1,051	32.2
		Female	10,057	871	810	824	888	1,472	1,412	1,036	928	1,816	36.2
Emanuel	22.2	Male	10,575	1,290	1,094	1,000	939	1,641	1,454	968	969	1,220	30.9
		Female	11,625	1,194	1,019	998	1,041	1,717	1,590	1,045	1,099	1,922	34.1
Evans	8.3	Male	3,904	453	408	387	383	598	512	371	318	474	30.4
		Female	4,396	410	386	429	427	613	588	421	383	739	33.9
Fannin	16.4	Male	7,843	636	746	653	564	1,222	1,182	858	858	1,124	35.9
		Female	8,557	611	682	607	603	1,265	1,205	1,015	973	1,596	39.2
Fayette	56.9	Male	28,350	2,672	3,187	2,708	1,920	4,852	6,674	3,002	1,824	1,511	32.6
		Female	28,550	2,413	3,143	2,703	1,788	5,762	6,051	2,693	1,885	2,112	32.3
Floyd	81.6	Male	38,649	3,480	3,696	3,436	4,084	6,470	6,071	4,224	3,301	3,887	32.2
		Female	42,951	3,161	3,515	3,266	4,278	6,624	6,295	4,660	4,264	6,888	36.0
Forsyth	42.0	Male	21,018	2,129	2,224	1,892	1,901	3,808	3,822	2,122	1,501	1,619	31.2
		Female	20,982	1,903	2,017	1,792	1,932	3,842	3,493	1,996	1,712	2,295	32.4
Franklin	17.0	Male	8,177	686	752	760	854	1,259	1,274	836	798	958	33.2
		Female	8,823	689	720	666	807	1,254	1,317	935	876	1,559	37.1
Fulton	648.6	Male	304,024	27,578	27,231	25,197	36,420	63,520	48,153	28,587	22,144	25,194	30.6
		Female	344,576	27,007	26,533	24,715	37,598	67,451	50,945	32,195	28,102	50,030	33.4

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GEORGIA (continued)													
ALL COUNTIES (continued)													
Gilmer	13.3	Male	6,523	556	572	596	620	1,072	1,030	732	527	818	33.6
		Female	6,777	581	568	528	537	995	1,111	713	655	1,089	36.6
Glascock	2.4	Male	1,118	95	102	115	98	160	161	101	120	166	34.3
		Female	1,282	100	77	93	114	161	178	135	144	280	40.4
Glynn	61.3	Male	29,200	2,865	2,741	2,721	2,859	5,087	4,499	2,969	2,454	3,005	31.7
		Female	32,100	2,695	2,739	2,622	3,044	5,253	4,854	3,235	3,060	4,598	34.4
Gordon	34.1	Male	16,610	1,643	1,741	1,625	1,524	2,856	2,733	1,774	1,285	1,429	31.2
		Female	17,490	1,521	1,682	1,478	1,512	2,847	2,845	1,750	1,533	2,322	34.0
Grady	23.0	Male	10,915	1,159	1,175	1,111	987	1,735	1,525	991	918	1,314	30.9
		Female	12,085	1,169	1,172	1,061	1,047	1,711	1,626	1,143	1,073	2,083	34.3
Greene	12.1	Male	5,685	698	548	580	554	840	745	498	468	754	30.5
		Female	6,415	664	553	543	550	881	799	572	633	1,220	35.2
Gwinnett	329.3	Male	164,021	17,289	17,720	14,015	13,571	37,340	33,977	14,864	8,272	6,973	30.2
		Female	165,279	16,499	16,800	13,391	14,306	38,861	31,460	13,664	9,089	11,209	30.6
Habersham	28.0	Male	14,340	1,184	1,161	1,192	2,667	2,245	2,023	1,362	1,148	1,358	29.3
		Female	13,660	1,158	1,070	1,051	1,411	2,095	2,098	1,457	1,226	2,094	35.2
Hall	92.0	Male	44,251	4,317	4,220	4,072	4,232	7,833	7,524	4,597	3,559	3,897	31.7
		Female	47,749	4,078	4,030	3,861	4,620	8,049	7,699	5,039	4,140	6,233	34.1
Hancock	9.7	Male	4,465	493	527	569	430	685	502	373	372	514	28.1
		Female	5,235	517	500	544	480	762	634	472	463	863	32.6
Haralson	21.0	Male	10,076	921	1,051	954	904	1,578	1,658	1,097	830	1,083	32.7
		Female	10,924	869	934	937	837	1,652	1,702	1,181	1,025	1,787	36.4
Harris	18.3	Male	8,981	866	838	842	771	1,427	1,341	955	931	1,010	33.2
		Female	9,319	716	727	814	759	1,416	1,318	1,117	995	1,457	36.7
Hart	20.0	Male	9,631	907	964	940	932	1,534	1,398	938	912	1,106	32.0
		Female	10,369	895	942	873	789	1,555	1,476	1,047	1,054	1,738	35.9
Heard	7.6	Male	3,758	368	373	395	347	557	567	360	341	450	32.1
		Female	3,842	332	343	330	333	557	554	368	402	623	35.5
Henry	53.5	Male	26,398	2,671	2,627	2,550	2,364	4,860	4,350	2,845	2,037	2,094	31.1
		Female	27,102	2,564	2,525	2,178	2,393	4,763	4,465	2,926	2,222	3,066	33.2
Houston	90.8	Male	45,082	4,682	4,544	4,432	5,267	8,263	7,501	5,245	3,192	1,956	29.4
		Female	45,718	4,551	4,371	4,201	4,993	8,044	8,003	4,983	3,194	3,378	30.9
Irwin	9.3	Male	4,422	468	474	492	364	611	645	439	375	554	31.8
		Female	4,878	415	417	447	370	678	666	483	506	896	36.7
Jackson	29.7	Male	14,484	1,406	1,395	1,364	1,384	2,488	2,395	1,464	1,142	1,446	31.8
		Female	15,216	1,295	1,352	1,282	1,415	2,366	2,383	1,452	1,372	2,299	34.6
Jasper	8.5	Male	4,082	450	360	409	370	693	544	423	352	481	31.5
		Female	4,418	423	361	379	373	707	590	438	374	773	34.5
Jeff Davis	12.4	Male	6,076	687	650	600	592	1,043	921	598	448	537	29.9
		Female	6,324	602	605	595	579	1,044	906	640	537	816	32.5
Jefferson	19.1	Male	8,862	1,007	1,033	953	825	1,428	1,122	706	729	1,059	29.3
		Female	10,238	1,004	940	934	908	1,525	1,244	924	927	1,832	33.7
Jenkins	8.8	Male	4,242	452	425	445	418	673	573	375	384	497	30.7
		Female	4,558	428	436	402	468	668	565	482	434	675	33.2
Johnson	8.9	Male	4,112	447	411	398	390	620	575	390	391	490	31.6
		Female	4,788	503	414	380	416	655	628	453	455	884	35.4
Jones	20.5	Male	10,053	1,039	995	1,024	947	1,816	1,679	1,039	753	761	30.6
		Female	10,447	988	1,012	902	942	1,901	1,740	1,023	824	1,115	32.3
Lamar	12.5	Male	6,376	619	627	641	625	1,044	915	669	552	684	31.5
		Female	7,124	598	630	613	644	1,084	914	753	655	1,233	34.9
Lanier	5.8	Male	2,787	344	275	316	287	419	383	279	186	298	29.1
		Female	3,013	301	291	294	276	422	425	317	221	466	33.2
Laurens	39.7	Male	19,053	2,019	1,874	1,872	1,766	2,982	2,688	1,824	1,846	2,182	31.7
		Female	20,647	1,914	1,782	1,728	1,755	3,204	2,974	2,015	1,907	3,368	34.8
Lee	16.2	Male	8,203	860	950	740	976	1,681	1,338	701	494	463	28.4
		Female	7,997	828	846	803	744	1,584	1,270	664	562	696	29.9
Liberty	46.4	Male	26,208	3,275	2,149	1,695	8,052	5,251	2,957	1,228	821	780	23.2
		Female	20,192	3,098	2,069	1,576	3,543	4,170	2,508	1,186	937	1,105	24.6
Lincoln	7.6	Male	3,668	351	361	361	337	572	539	372	359	416	32.4
		Female	3,932	392	340	341	359	571	522	410	397	600	34.4
Long	5.2	Male	2,604	358	243	239	380	443	328	198	200	215	26.9
		Female	2,596	300	273	218	311	438	343	227	211	275	29.5
Lowndes	75.8	Male	36,732	3,984	3,744	3,371	5,352	6,640	5,238	3,231	2,398	2,774	27.9
		Female	39,068	3,853	3,586	3,176	5,155	6,735	5,570	3,502	2,894	4,597	30.6

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GEORGIA (continued)													
ALL COUNTIES (continued)													
Lumpkin	12.8	Male	6,325	552	559	540	1,042	1,022	939	617	463	591	29.6
		Female	6,475	536	518	482	1,042	980	973	635	455	854	31.7
McDuffie	20.9	Male	9,858	1,054	992	1,034	934	1,686	1,455	1,068	771	864	30.4
		Female	11,042	1,076	984	945	1,066	1,774	1,650	1,081	1,018	1,448	33.2
McIntosh	9.4	Male	4,554	409	452	510	496	724	663	378	350	572	30.7
		Female	4,846	408	441	434	471	688	645	426	384	949	34.7
Macon	14.4	Male	6,750	799	721	747	677	1,098	881	541	543	743	28.9
		Female	7,650	816	691	678	763	1,107	931	684	684	1,296	32.9
Madison	21.3	Male	10,512	1,048	1,087	1,008	972	1,904	1,769	1,001	782	941	31.0
		Female	10,788	952	983	914	956	1,917	1,733	1,048	905	1,380	33.3
Marion	5.5	Male	2,619	266	297	302	245	374	395	217	233	290	30.3
		Female	2,881	236	244	332	254	425	424	247	263	456	33.8
Meriwether	21.9	Male	10,398	1,151	1,053	1,075	1,025	1,702	1,461	962	840	1,129	30.3
		Female	11,502	1,139	1,006	1,067	1,019	1,687	1,520	1,090	1,104	1,870	34.0
Miller	7.1	Male	3,355	349	391	316	304	507	429	345	286	428	31.3
		Female	3,745	361	316	335	320	500	504	382	347	680	35.8
Mitchell	21.9	Male	10,373	1,242	1,282	1,148	1,028	1,601	1,401	902	790	979	28.0
		Female	11,527	1,238	1,170	1,068	1,035	1,693	1,526	1,037	1,005	1,755	32.4
Monroe	17.2	Male	8,026	727	837	775	707	1,410	1,322	804	651	793	31.9
		Female	9,174	701	783	706	1,067	1,396	1,321	889	726	1,585	34.5
Montgomery	7.3	Male	3,709	357	325	324	698	602	457	305	273	368	27.5
		Female	3,591	351	290	296	412	527	502	298	310	605	33.5
Morgan	12.9	Male	6,153	641	668	655	610	1,017	905	511	484	662	29.9
		Female	6,747	635	669	606	580	997	955	569	587	1,149	33.9
Murray	24.8	Male	12,325	1,245	1,369	1,150	1,250	2,293	2,168	1,232	739	879	30.0
		Female	12,475	1,288	1,330	1,118	1,191	2,196	2,070	1,199	858	1,225	31.0
Muscogee	184.6	Male	88,965	9,297	8,251	8,302	12,589	16,444	11,767	8,986	6,939	6,390	28.7
		Female	95,635	8,889	7,896	7,550	10,336	16,428	13,480	10,685	8,283	12,088	33.0
Newton	44.2	Male	21,214	2,254	2,180	2,195	2,106	3,436	3,436	2,138	1,535	1,934	30.4
		Female	22,986	2,072	2,248	2,106	2,119	3,675	3,533	2,217	1,925	3,091	33.0
Oconee	16.1	Male	7,878	778	805	678	813	1,640	1,391	714	483	576	30.3
		Female	8,222	742	789	660	770	1,641	1,378	739	518	985	32.0
Oglethorpe	9.9	Male	4,784	430	479	501	420	753	783	490	375	553	32.5
		Female	5,116	449	477	494	441	794	809	463	433	756	33.8
Paulding	36.1	Male	17,795	1,867	1,963	1,588	1,662	3,289	3,074	1,720	1,227	1,405	30.5
		Female	18,305	1,757	1,909	1,591	1,608	3,370	2,842	1,705	1,408	2,115	31.8
Peach	21.6	Male	10,295	1,083	1,103	1,007	1,467	1,658	1,519	964	719	775	27.9
		Female	11,305	1,053	961	992	1,542	1,802	1,655	1,089	884	1,327	31.1
Pickens	13.9	Male	6,671	569	610	555	650	1,115	1,068	734	576	794	33.5
		Female	7,229	625	612	586	584	1,087	1,143	705	659	1,228	36.1
Pierce	13.4	Male	6,505	709	671	637	567	1,144	1,031	594	515	637	30.8
		Female	6,895	703	655	658	599	1,050	1,027	609	628	966	32.9
Pike	10.1	Male	4,948	466	449	510	442	774	823	498	417	569	32.8
		Female	5,152	501	464	467	387	780	824	508	470	751	34.7
Polk	34.5	Male	16,304	1,497	1,664	1,541	1,603	2,448	2,513	1,751	1,407	1,880	32.5
		Female	18,196	1,487	1,504	1,487	1,561	2,571	2,705	1,855	1,868	3,158	36.8
Pulaski	8.7	Male	4,030	422	413	402	365	594	586	427	327	494	32.0
		Female	4,670	387	408	421	404	634	665	492	430	829	36.2
Putnam	12.7	Male	6,191	590	572	631	592	1,065	897	608	585	651	31.7
		Female	6,509	568	589	558	592	992	907	690	663	950	34.6
Quitman	2.2	Male	1,039	124	102	107	85	162	100	91	115	153	31.3
		Female	1,161	72	121	119	108	137	143	114	152	195	36.6
Rabun	11.4	Male	5,507	415	503	461	466	896	844	549	578	795	35.1
		Female	5,893	417	484	413	462	877	903	622	645	1,070	38.3
Randolph	9.4	Male	4,334	467	427	452	478	647	516	375	355	617	30.3
		Female	5,066	505	381	441	500	620	552	444	519	1,104	36.6
Richmond	199.2	Male	96,802	9,806	8,579	8,719	13,218	18,573	13,154	9,022	7,036	6,695	28.3
		Female	102 398	9,320	8,505	7,968	12,842	18,790	14,450	10,111	8,095	12,317	31.7
Rockdale	54.2	Male	26,704	2,673	2,954	2,600	2,237	4,698	5,291	2,863	1,797	1,591	31.1
		Female	27,496	2,511	2,866	2,545	2,178	5,041	5,200	2,671	1,956	2,528	32.2
Schley	3.6	Male	1,741	162	202	217	158	263	303	109	127	200	30.0
		Female	1,859	175	188	193	140	292	279	137	166	289	33.0
Screven	15.9	Male	7,556	854	710	718	753	1,246	1,003	675	660	937	31.0
		Female	8,344	824	720	717	774	1,272	1,015	848	789	1,385	33.9

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GEORGIA (continued)													
ALL COUNTIES (continued)													
Seminole	9.4	Male	4,438	465	469	453	431	665	581	434	405	535	31.0
		Female	4,962	456	453	441	437	658	616	535	511	855	35.6
Spalding	55.0	Male	26,172	2,744	2,762	2,594	2,437	4,373	4,155	2,689	2,069	2,349	30.8
		Female	28,828	2,686	2,582	2,369	2,527	4,614	4,359	2,844	2,610	4,237	34.2
Stephens	22.7	Male	10,793	1,084	1,027	906	1,040	1,865	1,676	986	998	1,211	32.2
		Female	11,907	920	989	894	1,162	1,780	1,696	1,143	1,280	2,043	36.2
Stewart	5.8	Male	2,740	288	267	333	250	391	337	267	265	342	30.9
		Female	3,060	278	275	306	278	382	351	293	319	578	35.3
Sumter	30.2	Male	13,924	1,517	1,505	1,363	1,737	2,414	1,850	1,151	1,009	1,378	28.5
		Female	16,276	1,501	1,489	1,362	1,874	2,526	2,019	1,418	1,373	2,714	32.6
Talbot	6.7	Male	3,213	341	321	325	314	518	445	287	248	414	30.9
		Female	3,487	304	305	324	325	538	475	358	288	570	34.0
Taliaferro	2.1	Male	956	98	80	106	72	135	110	81	95	179	34.0
		Female	1,144	81	77	89	73	146	117	105	139	317	44.1
Tattnall	18.3	Male	9,373	910	820	801	953	1,911	1,403	882	739	954	31.3
		Female	8,927	877	788	771	769	1,282	1,278	834	861	1,467	34.8
Taylor	8.0	Male	3,806	362	412	408	357	554	592	357	313	451	31.6
		Female	4,194	340	377	368	404	570	637	358	430	710	35.6
Telfair	10.9	Male	5,101	526	542	481	453	774	675	516	454	680	32.1
		Female	5,799	577	473	464	505	805	694	506	628	1,147	36.1
Terrell	12.0	Male	5,597	676	582	627	554	871	737	474	433	643	29.1
		Female	6,403	649	577	607	593	917	776	567	595	1,122	33.5
Thomas	38.3	Male	18,014	1,803	1,868	1,881	1,758	2,902	2,580	1,779	1,501	1,942	30.8
		Female	20,286	1,891	1,753	1,840	1,845	2,969	2,840	2,010	1,899	3,239	34.5
Tift	35.1	Male	16,882	1,885	1,735	1,576	2,158	2,850	2,442	1,477	1,247	1,512	28.8
		Female	18,218	1,807	1,672	1,531	2,039	2,927	2,578	1,695	1,462	2,507	32.0
Toombs	25.0	Male	11,756	1,369	1,218	1,188	1,126	1,810	1,785	1,125	1,004	1,131	30.4
		Female	13,244	1,288	1,227	1,164	1,181	2,019	2,033	1,199	1,191	1,942	33.7
Towns	6.7	Male	3,273	194	236	283	400	427	435	326	376	596	37.2
		Female	3,427	202	227	203	434	419	459	373	438	672	40.0
Treutlen	6.1	Male	2,889	325	305	302	274	442	389	256	236	360	30.4
		Female	3,211	300	326	263	254	470	413	315	288	582	34.8
Troup	55.0	Male	25,827	2,661	2,618	2,270	2,699	4,525	3,463	2,470	2,233	2,888	30.9
		Female	29,173	2,592	2,503	2,131	2,761	4,536	3,656	2,932	2,874	5,188	35.2
Turner	9.7	Male	4,637	616	506	443	440	681	624	428	372	527	29.6
		Female	5,063	531	498	465	433	750	693	440	463	790	33.1
Twiggs	10.5	Male	5,112	619	529	553	556	749	731	485	404	486	29.0
		Female	5,388	553	514	520	582	760	757	493	486	723	31.9
Union	11.6	Male	5,681	459	509	517	540	850	849	575	531	851	34.6
		Female	5,919	442	490	495	446	882	792	688	569	1,115	37.6
Upson	27.2	Male	12,742	1,195	1,245	1,126	1,136	1,983	1,908	1,296	1,273	1,580	33.4
		Female	14,458	1,114	1,115	1,157	1,225	2,048	1,971	1,523	1,555	2,750	37.9
☐ Walker	57.1	Male	27,709	2,813	2,641	2,513	2,542	4,628	4,566	2,876	2,372	2,758	32.2
		Female	29,391	2,588	2,557	2,235	2,575	4,604	4,647	3,127	2,923	4,135	35.3
Walton	37.3	Male	17,923	1,862	1,934	1,815	1,674	2,922	2,924	1,716	1,378	1,698	30.7
		Female	19,377	1,808	1,869	1,817	1,630	2,993	3,033	1,869	1,588	2,770	33.6
Ware	37.7	Male	17,858	1,997	1,818	1,727	1,682	3,001	2,506	1,845	1,527	1,755	30.7
		Female	19,842	1,800	1,799	1,611	1,750	3,059	2,634	2,074	1,683	3,232	34.7
Warren	6.4	Male	2,977	310	313	324	271	453	342	293	264	407	31.0
		Female	3,423	307	294	323	273	503	425	334	323	641	35.3
Washington	19.5	Male	9,120	1,038	907	1,010	898	1,529	1,174	817	760	987	29.6
		Female	10,380	963	923	940	1,005	1,518	1,345	958	903	1,825	34.0
Wayne	22.1	Male	10,734	1,084	1,078	1,020	1,030	1,878	1,572	1,111	857	1,104	31.2
		Female	11,366	1,170	1,044	1,020	1,049	1,762	1,649	1,180	1,019	1,473	32.9
Webster	2.2	Male	1,045	103	112	95	103	165	159	91	102	115	31.6
		Female	1,155	110	109	124	102	172	124	129	98	187	32.7
Wheeler	5.5	Male	2,652	294	261	282	209	414	365	203	243	381	31.8
		Female	2,848	279	299	243	202	408	357	254	294	512	34.8
White	12.6	Male	6,139	503	545	531	606	1,009	1,026	598	568	753	33.8
		Female	6,461	525	507	511	616	961	1,046	665	602	1,028	36.1
Whitfield	73.2	Male	35,786	3,731	3,644	3,224	3,733	6,474	6,249	3,650	2,459	2,622	30.5
		Female	37,414	3,436	3,556	3,093	3,535	6,538	6,153	3,846	2,948	4,309	32.8
Wilcox	7.8	Male	3,710	363	379	354	329	551	456	356	393	529	32.8
		Female	4,090	380	319	352	325	572	530	395	417	800	36.8

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
GEORGIA (continued)													
ALL COUNTIES (continued)													
Wilkes	11.2	Male	5,281	503	472	492	496	826	745	540	518	689	33.2
		Female	5,919	502	487	477	479	847	792	592	629	1,114	37.1
Wilkinson	11.1	Male	5,407	601	536	587	618	826	779	507	403	550	29.4
		Female	5,693	538	564	536	543	868	800	573	477	794	32.7
Worth	19.7	Male	9,522	960	1,064	1,051	911	1,522	1,386	900	739	989	30.1
		Female	10,178	949	974	939	939	1,648	1,491	937	867	1,434	32.8
TOTAL METRO COUNTIES	**4,172.7**	**Male**	**2,021,515**	**197,768**	**196,640**	**180,706**	**232,290**	**405,245**	**339,574**	**197,923**	**138,534**	**132,835**	**30.0**
		Female	**2,151,185**	**189,743**	**189,822**	**172,735**	**225,557**	**419,859**	**348,032**	**208,932**	**161,354**	**235,151**	**32.1**
TOTAL STATE	**6,439.0**	**Male**	**3,112,359**	**310,277**	**306,150**	**285,217**	**352,550**	**585,916**	**499,540**	**301,311**	**226,898**	**244,500**	**30.2**
		Female	**3,326,641**	**297,768**	**295,236**	**272,068**	**341,459**	**601,481**	**514,482**	**323,147**	**266,844**	**414,156**	**32.6**
HAWAII													
HONOLULU	**844.3**	**Male**	**434,831**	**41,844**	**36,328**	**33,323**	**64,142**	**88,522**	**66,066**	**39,528**	**32,730**	**32,348**	**29.7**
		Female	**409,469**	**39,550**	**34,546**	**31,665**	**45,812**	**82,133**	**63,514**	**43,252**	**33,307**	**35,690**	**31.5**
Honolulu	844.3	Male	434,831	41,844	36,328	33,323	64,142	88,522	66,066	39,528	32,730	32,348	29.7
		Female	409,469	39,550	34,546	31,665	45,812	82,133	63,514	43,252	33,307	35,690	31.5
ALL COUNTIES													
Hawaii	117.1	Male	59,572	6,634	5,357	4,742	5,311	11,289	8,481	5,511	5,260	6,987	31.9
		Female	57,528	6,375	5,202	4,572	5,274	10,700	8,004	6,043	5,233	6,125	31.9
Honolulu	844.3	Male	434,831	41,844	36,328	33,323	64,142	88,522	66,066	39,528	32,730	32,348	29.7
		Female	409,469	39,550	34,546	31,665	45,812	82,133	63,514	43,252	33,307	35,690	31.5
Kauai	48.4	Male	24,910	2,600	2,272	1,990	2,072	4,788	3,410	2,249	2,241	3,288	32.4
		Female	23,490	2,563	2,132	1,948	2,041	4,205	3,378	2,434	2,207	2,582	32.3
Maui	94.7	Male	48,174	5,000	4,228	3,931	4,231	9,810	6,980	4,186	4,468	5,340	31.8
		Female	46,526	4,622	3,961	3,701	4,324	8,985	6,873	4,700	4,349	5,011	32.4
TOTAL METRO COUNTIES	**844.3**	**Male**	**434,831**	**41,844**	**36,328**	**33,323**	**64,142**	**88,522**	**66,066**	**39,528**	**32,730**	**32,348**	**29.7**
		Female	**409,469**	**39,550**	**34,546**	**31,665**	**45,812**	**82,133**	**63,514**	**43,252**	**33,307**	**35,690**	**31.5**
TOTAL STATE	**1,104.5**	**Male**	**567,487**	**56,078**	**48,185**	**43,986**	**75,756**	**114,409**	**84,937**	**51,474**	**44,699**	**47,963**	**30.2**
		Female	**537,013**	**53,110**	**45,841**	**41,886**	**57,451**	**106,023**	**81,769**	**56,429**	**45,096**	**49,408**	**31.6**
IDAHO													
BOISE	**205.9**	**Male**	**101,606**	**11,313**	**9,440**	**8,143**	**11,087**	**21,555**	**16,477**	**8,754**	**6,939**	**7,898**	**30.0**
		Female	**104,294**	**10,791**	**9,121**	**8,023**	**11,630**	**20,436**	**16,072**	**8,779**	**7,776**	**11,666**	**31.2**
Ada	205.9	Male	101,606	11,313	9,440	8,143	11,087	21,555	16,477	8,754	6,939	7,898	30.0
		Female	104,294	10,791	9,121	8,023	11,630	20,436	16,072	8,779	7,776	11,666	31.2
ALL COUNTIES													
Ada	205.9	Male	101,606	11,313	9,440	8,143	11,087	21,555	16,477	8,754	6,939	7,898	30.0
		Female	104,294	10,791	9,121	8,023	11,630	20,436	16,072	8,779	7,776	11,666	31.2
Adams	3.6	Male	1,814	155	185	168	147	284	315	177	150	233	33.9
		Female	1,786	180	165	161	127	274	311	159	154	255	34.5
Bannock	68.4	Male	34,253	4,772	3,343	2,575	4,403	6,972	4,707	2,787	2,184	2,510	27.9
		Female	34,147	4,434	3,251	2,569	4,508	6,297	4,539	2,662	2,337	3,550	28.7
Bear Lake	6.7	Male	3,320	531	381	285	271	496	413	271	269	403	28.9
		Female	3,380	552	339	261	283	476	420	249	300	500	30.4
Benewah	8.9	Male	4,559	459	446	412	378	813	748	423	362	518	32.2
		Female	4,341	506	414	374	350	741	633	412	355	556	32.1
Bingham	38.1	Male	19,144	3,157	2,309	1,800	1,697	3,077	2,625	1,612	1,289	1,578	27.0
		Female	18,956	2,979	2,189	1,834	1,596	2,981	2,564	1,632	1,317	1,864	28.0
Blaine	13.4	Male	6,903	627	516	472	758	1,981	1,234	518	435	362	30.4
		Female	6,497	598	451	422	708	1,811	1,104	502	396	505	30.9
Boise	3.7	Male	1,930	223	177	157	145	394	320	174	174	166	31.7
		Female	1,770	186	166	143	164	328	278	159	162	184	31.9
Bonner	27.8	Male	13,862	1,480	1,193	1,121	1,020	2,730	2,107	1,361	1,234	1,616	32.8
		Female	13,938	1,482	1,214	1,120	1,017	2,567	2,112	1,315	1,303	1,808	33.3

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IDAHO (continued)													
ALL COUNTIES (continued)													
Bonneville	72.7	Male	36,735	5,362	4,124	3,308	3,927	6,486	5,462	3,246	2,403	2,417	27.5
		Female	35,965	5,011	3,874	3,090	3,409	6,278	5,323	3,236	2,460	3,284	29.1
Boundary	7.8	Male	3,892	501	376	350	270	688	570	399	302	436	31.5
		Female	3,908	443	382	342	299	687	521	405	284	545	32.1
Butte	3.2	Male	1,649	235	168	150	122	265	234	161	130	184	30.6
		Female	1,551	233	171	114	117	226	213	141	132	204	31.2
Camas	.7	Male	369	35	46	28	33	57	65	37	25	43	32.5
		Female	331	26	37	30	27	56	54	26	30	45	33.1
Canyon	91.0	Male	44,568	5,387	4,479	3,892	4,539	7,426	6,347	3,788	3,560	5,150	30.4
		Female	46,432	5,137	4,316	3,774	4,672	7,409	6,318	4,057	3,997	6,752	32.2
Caribou	8.1	Male	4,097	714	425	371	396	728	563	336	274	290	27.0
		Female	4,003	712	408	326	395	633	534	323	265	407	27.5
Cassia	20.5	Male	10,269	1,656	1,187	945	955	1,577	1,304	884	798	963	27.5
		Female	10,231	1,539	1,079	933	882	1,572	1,297	899	816	1,214	29.3
Clark	.7	Male	368	44	36	31	41	52	59	35	35	35	31.2
		Female	332	42	29	39	24	47	57	27	27	40	31.8
Clearwater	9.3	Male	4,804	486	445	445	453	802	836	436	397	504	32.1
		Female	4,496	462	424	405	385	738	768	424	371	519	32.8
Custer	4.6	Male	2,348	246	222	181	153	398	397	235	242	274	34.3
		Female	2,252	252	212	168	144	364	384	218	225	285	34.6
Elmore	21.6	Male	11,556	1,401	1,106	838	2,257	2,298	1,723	781	593	559	25.8
		Female	10,044	1,365	1,061	799	1,335	1,955	1,518	731	556	724	27.4
Franklin	9.2	Male	4,629	819	544	432	402	616	550	355	326	585	26.9
		Female	4,571	731	521	390	332	589	536	337	373	762	30.3
Fremont	10.9	Male	5,525	899	576	619	491	785	746	484	405	520	27.3
		Female	5,375	835	598	505	421	802	706	467	388	653	29.1
Gem	12.0	Male	5,936	689	574	499	507	855	869	523	525	895	33.2
		Female	6,064	615	555	512	440	891	872	533	648	998	35.2
Gooding	12.1	Male	6,136	677	574	505	554	862	884	564	560	956	33.8
		Female	5,964	655	527	473	400	856	776	587	614	1,076	35.9
Idaho	13.8	Male	7,030	727	636	642	601	1,166	1,071	684	604	899	32.8
		Female	6,770	705	577	611	532	1,042	962	688	612	1,041	34.2
Jefferson	17.3	Male	8,828	1,514	997	811	845	1,418	1,215	672	578	778	26.7
		Female	8,472	1,448	987	786	747	1,264	1,059	710	619	852	27.1
Jerome	15.2	Male	7,601	995	768	661	689	1,213	1,050	690	700	835	30.7
		Female	7,599	985	718	557	652	1,239	993	738	723	994	32.2
Kootenai	72.7	Male	35,862	3,742	3,335	3,195	3,059	6,471	6,032	3,382	2,798	3,848	32.1
		Female	36,838	3,635	3,281	3,031	3,152	6,634	5,718	3,345	3,232	4,810	33.0
Latah	29.0	Male	15,059	1,277	996	920	3,523	3,218	1,914	1,105	892	1,214	27.5
		Female	13,941	1,217	1,002	876	2,772	2,554	1,793	1,035	918	1,774	29.3
Lemhi	7.0	Male	3,533	408	313	286	255	577	599	309	345	441	33.7
		Female	3,467	363	347	287	256	572	523	320	324	475	33.4
Lewis	3.9	Male	1,986	216	171	170	163	314	292	194	184	282	33.7
		Female	1,914	210	155	145	151	265	287	200	191	310	36.1
Lincoln	3.3	Male	1,711	242	150	119	140	298	227	165	148	222	31.9
		Female	1,589	199	141	128	106	259	198	167	148	243	33.5
Madison	22.7	Male	10,675	1,890	1,062	778	2,729	1,550	1,035	609	456	566	22.1
		Female	12,025	1,680	1,054	790	4,254	1,287	1,060	610	501	789	22.1
Minidoka	20.7	Male	10,425	1,468	1,048	1,012	1,064	1,651	1,372	896	968	916	28.6
		Female	10,275	1,511	1,064	948	916	1,520	1,344	947	959	1,066	29.6
Nez Perce	33.9	Male	16,711	1,618	1,529	1,424	1,588	2,910	2,433	1,664	1,502	2,043	32.5
		Female	17,189	1,430	1,404	1,345	1,671	2,790	2,526	1,691	1,600	2,732	34.8
Oneida	3.5	Male	1,745	250	190	159	136	217	235	124	166	268	31.3
		Female	1,755	223	177	128	93	226	207	133	195	373	36.5
Owyhee	8.5	Male	4,456	554	458	482	455	548	554	397	360	548	29.3
		Female	4,044	514	408	368	312	605	555	360	353	569	31.9
Payette	16.8	Male	8,233	901	858	745	669	1,137	1,215	731	783	1,194	33.3
		Female	8,567	868	800	701	649	1,202	1,285	713	841	1,508	35.5
Power	7.5	Male	3,741	505	411	331	300	730	560	340	261	303	29.4
		Female	3,759	535	441	311	305	665	518	333	289	362	29.3
Shoshone	15.9	Male	8,104	892	825	716	747	1,447	1,199	747	718	813	31.0
		Female	7,796	826	753	679	686	1,320	1,089	726	717	1,000	32.2
Teton	3.3	Male	1,701	248	180	147	163	306	209	140	140	168	28.7
		Female	1,599	250	158	146	132	269	191	144	138	171	29.2

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IDAHO (continued)													
ALL COUNTIES (continued)													
Twin Falls	55.0	Male	27,035	3,203	2,598	2,161	2,646	4,487	3,912	2,404	2,288	3,336	31.5
		Female	27,965	3,041	2,404	2,125	2,535	4,297	3,799	2,519	2,585	4,660	34.0
Valley	6.7	Male	3,467	321	316	277	275	802	569	311	305	291	31.8
		Female	3,233	340	296	231	251	710	518	313	296	278	32.0
Washington	8.3	Male	4,035	454	392	335	293	577	517	373	377	717	34.4
		Female	4,265	440	383	332	271	561	521	410	430	917	37.8
TOTAL METRO COUNTIES	**205.9**	**Male**	**101,606**	**11,313**	**9,440**	**8,143**	**11,087**	**21,555**	**16,477**	**8,754**	**6,939**	**7,898**	**30.0**
		Female	**104,294**	**10,791**	**9,121**	**8,023**	**11,630**	**20,436**	**16,072**	**8,779**	**7,776**	**11,666**	**31.2**
TOTAL STATE	**1,025.9**	**Male**	**512,210**	**63,323**	**50,105**	**43,098**	**55,346**	**93,334**	**75,765**	**44,278**	**38,184**	**48,777**	**29.7**
		Female	**513,690**	**60,186**	**48,054**	**41,332**	**54,108**	**88,295**	**73,056**	**44,382**	**40,957**	**63,320**	**31.0**
ILLINOIS													
AURORA - ELGIN	**359.3**	**Male**	**176,523**	**19,424**	**17,520**	**16,377**	**18,138**	**34,097**	**28,416**	**17,116**	**12,476**	**12,959**	**29.9**
		Female	**182,777**	**18,647**	**16,734**	**15,098**	**17,793**	**33,504**	**27,901**	**17,038**	**13,512**	**22,550**	**31.9**
Kane	318.4	Male	156,027	17,186	15,341	14,406	16,288	30,205	24,620	15,130	11,185	11,666	29.9
		Female	162,373	16,537	14,679	13,217	15,934	29,589	24,321	15,200	12,162	20,734	32.0
Kendall	40.9	Male	20,496	2,238	2,179	1,971	1,850	3,892	3,796	1,986	1,291	1,293	30.2
		Female	20,404	2,110	2,055	1,881	1,859	3,915	3,580	1,838	1,350	1,816	30.9
BLOOMINGTON - NORMAL	**126.3**	**Male**	**60,082**	**5,446**	**4,793**	**4,333**	**11,954**	**11,230**	**8,202**	**5,108**	**4,125**	**4,891**	**28.1**
		Female	**66,218**	**5,264**	**4,358**	**4,166**	**14,050**	**10,870**	**8,177**	**5,509**	**4,781**	**9,043**	**29.8**
McLean	126.3	Male	60,082	5,446	4,793	4,333	11,954	11,230	8,202	5,108	4,125	4,891	28.1
		Female	66,218	5,264	4,358	4,166	14,050	10,870	8,177	5,509	4,781	9,043	29.8
CHAMPAIGN - URBANA - RANTOUL	**173.1**	**Male**	**89,112**	**7,083**	**5,971**	**5,504**	**25,327**	**18,108**	**10,450**	**6,653**	**4,929**	**5,087**	**25.4**
		Female	**83,988**	**6,715**	**5,718**	**5,146**	**18,706**	**16,040**	**10,474**	**6,719**	**5,477**	**8,993**	**28.6**
Champaign	173.1	Male	89,112	7,083	5,971	5,504	25,327	18,108	10,450	6,653	4,929	5,087	25.4
		Female	83,988	6,715	5,718	5,146	18,706	16,040	10,474	6,719	5,477	8,993	28.6
CHICAGO	**6,203.1**	**Male**	**2,979,265**	**280,468**	**263,518**	**259,872**	**322,009**	**549,132**	**456,366**	**313,672**	**264,255**	**269,883**	**31.6**
		Female	**3,223,835**	**270,076**	**255,408**	**251,635**	**322,130**	**560,254**	**483,755**	**333,494**	**298,490**	**448,593**	**34.2**
Cook	5,276.0	Male	2,520,785	236,363	220,578	218,561	277,938	457,250	372,468	265,447	230,490	241,690	31.7
		Female	2,755,215	228,130	214,336	212,215	278,666	467,898	402,235	286,580	263,294	401,861	34.5
Du Page	754.5	Male	372,768	35,454	34,392	33,210	36,583	75,978	68,406	39,836	27,709	21,200	31.2
		Female	381,732	33,833	32,999	31,643	36,263	76,252	66,899	38,928	28,629	36,286	32.4
McHenry	172.6	Male	85,712	8,651	8,548	8,101	7,578	15,904	15,492	8,389	6,056	6,993	31.3
		Female	86,888	8,113	8,073	7,777	7,201	16,104	14,621	7,986	6,567	10,446	32.6
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***8,193.8***	***Male***	***3,969,067***	***384,447***	***359,252***	***351,593***	***436,306***	***731,552***	***613,131***	***412,930***	***339,362***	***340,494***	***31.2***
		Female	***4,224,733***	***369,893***	***347,360***	***338,010***	***421,440***	***738,977***	***639,975***	***432,104***	***377,617***	***559,357***	***33.6***
DAVENPORT - ROCK ISLAND - MOLINE	**369.4**	**Male**	**180,308**	**18,704**	**16,200**	**16,035**	**19,377**	**33,447**	**27,301**	**17,536**	**14,652**	**17,056**	**30.9**
		Female	**189,092**	**17,749**	**15,670**	**15,091**	**19,762**	**31,891**	**26,886**	**18,178**	**16,222**	**27,643**	**33.2**
Henry	54.3	Male	26,593	2,790	2,419	2,456	2,471	4,317	4,169	2,620	2,242	3,109	32.3
		Female	27,707	2,518	2,344	2,309	2,262	4,173	3,995	2,725	2,524	4,857	35.6
Rock Island	157.0	Male	75,941	7,613	6,482	6,536	8,478	13,270	11,253	7,663	6,683	7,963	31.7
		Female	81,059	7,184	6,215	6,185	8,724	12,930	11,154	8,132	7,590	12,945	34.5
Scott, Iowa	*158.1*	*Male*	*77,774*	*8,301*	*7,299*	*7,043*	*8,428*	*15,860*	*11,879*	*7,253*	*5,727*	*5,984*	*29.9*
		Female	*80,326*	*8,047*	*7,111*	*6,597*	*8,776*	*14,788*	*11,737*	*7,321*	*6,108*	*9,841*	*31.5*
DECATUR	**124.7**	**Male**	**59,877**	**6,092**	**5,578**	**5,205**	**6,316**	**10,437**	**8,867**	**6,239**	**5,170**	**5,973**	**31.5**
		Female	**64,823**	**5,908**	**5,211**	**4,889**	**6,338**	**10,385**	**9,245**	**6,584**	**5,858**	**10,405**	**34.7**
Macon	124.7	Male	59,877	6,092	5,578	5,205	6,316	10,437	8,867	6,239	5,170	5,973	31.5
		Female	64,823	5,908	5,211	4,889	6,338	10,385	9,245	6,584	5,858	10,405	34.7
JOLIET	**386.9**	**Male**	**193,461**	**21,798**	**20,114**	**17,595**	**20,164**	**38,289**	**32,215**	**17,779**	**12,853**	**12,654**	**29.5**
		Female	**193,439**	**20,434**	**19,182**	**16,943**	**18,244**	**37,012**	**30,568**	**17,120**	**13,514**	**20,422**	**30.9**
Grundy	34.1	Male	17,005	1,774	1,657	1,514	1,666	2,971	2,625	1,679	1,453	1,666	31.4
		Female	17,095	1,615	1,513	1,370	1,607	2,829	2,567	1,686	1,480	2,428	33.6
Will	352.8	Male	176,456	20,024	18,457	16,081	18,498	35,318	29,590	16,100	11,400	10,988	29.3
		Female	176,344	18,819	17,669	15,573	16,637	34,183	28,001	15,434	12,034	17,994	30.7

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POPULATION BY AGE AND SEX

SAMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex									Median Age By Sex
				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
ILLINOIS (continued)													
KANKAKEE	**101.3**	**Male**	**48,993**	**5,196**	**4,793**	**4,591**	**5,086**	**8,274**	**7,167**	**4,804**	**4,196**	**4,886**	**30.8**
		Female	**52,307**	**5,004**	**4,632**	**4,337**	**5,500**	**8,616**	**7,223**	**4,982**	**4,656**	**7,357**	**32.8**
Kankakee	101.3	Male	48,993	5,196	4,793	4,591	5,086	8,274	7,167	4,804	4,196	4,886	30.8
		Female	52,307	5,004	4,632	4,337	5,500	8,616	7,223	4,982	4,656	7,357	32.8
LAKE COUNTY	**498.3**	**Male**	**255,387**	**23,695**	**22,871**	**23,735**	**36,491**	**46,668**	**42,251**	**26,009**	**18,354**	**15,313**	**29.5**
		Female	**242,913**	**23,143**	**21,837**	**21,321**	**22,601**	**44,520**	**41,613**	**25,137**	**18,367**	**24,374**	**32.3**
Lake	498.3	Male	255,387	23,695	22,871	23,735	36,491	46,668	42,251	26,009	18,354	15,313	29.5
		Female	242,913	23,143	21,837	21,321	22,601	44,520	41,613	25,137	18,367	24,374	32.3
PEORIA	**349.2**	**Male**	**169,068**	**17,628**	**15,644**	**14,433**	**17,989**	**30,996**	**24,962**	**17,468**	**13,770**	**16,178**	**31.1**
		Female	**180,132**	**16,915**	**15,112**	**13,833**	**18,496**	**30,752**	**25,608**	**17,910**	**15,260**	**26,246**	**33.4**
Peoria	187.2	Male	89,803	9,223	8,062	7,481	10,150	16,559	12,747	8,816	7,542	9,223	31.0
		Female	97,397	8,824	7,771	7,176	10,601	16,627	13,077	9,352	8,606	15,363	33.6
Tazewell	128.3	Male	62,695	6,583	5,958	5,437	6,139	11,516	9,790	7,024	4,967	5,281	31.3
		Female	65,605	6,357	5,856	5,258	6,320	11,350	10,104	6,937	5,279	8,144	32.9
Woodford	33.7	Male	16,570	1,822	1,624	1,515	1,700	2,921	2,425	1,628	1,261	1,674	30.6
		Female	17,130	1,734	1,485	1,399	1,575	2,775	2,427	1,621	1,375	2,739	33.5
ROCKFORD	**284.3**	**Male**	**138,195**	**13,314**	**13,287**	**12,481**	**13,930**	**24,920**	**21,862**	**14,195**	**11,710**	**12,496**	**31.5**
		Female	**146,105**	**12,818**	**13,030**	**12,112**	**14,081**	**25,259**	**21,771**	**14,686**	**12,629**	**19,719**	**33.3**
Boone	30.6	Male	15,149	1,479	1,537	1,414	1,390	2,556	2,681	1,498	1,157	1,437	31.9
		Female	15,451	1,406	1,548	1,414	1,398	2,534	2,494	1,411	1,221	2,025	32.7
Winnebago	253.7	Male	123,046	11,835	11,750	11,067	12,540	22,364	19,181	12,697	10,553	11,059	31.4
		Female	130,654	11,412	11,482	10,698	12,683	22,725	19,277	13,275	11,408	17,694	33.4
SPRINGFIELD	**194.8**	**Male**	**91,446**	**8,877**	**8,045**	**7,905**	**8,916**	**17,348**	**13,658**	**9,171**	**7,729**	**9,797**	**31.9**
		Female	**103,354**	**8,618**	**7,702**	**7,429**	**9,580**	**18,413**	**14,537**	**10,040**	**9,428**	**17,607**	**35.0**
Menard	12.5	Male	5,997	562	514	563	538	979	956	618	485	782	33.4
		Female	6,503	567	517	517	422	1,000	991	581	599	1,309	37.3
Sangamon	182.3	Male	85,449	8,315	7,531	7,342	8,378	16,369	12,702	8,553	7,244	9,015	31.8
		Female	96,851	8,051	7,185	6,912	9,158	17,413	13,546	9,459	8,829	16,298	34.8
ALL COUNTIES													
Adams	68.1	Male	32,552	3,212	2,837	2,797	3,463	5,245	4,474	3,246	2,998	4,280	32.6
		Female	35,548	2,899	2,646	2,707	3,414	5,316	4,689	3,506	3,437	6,934	36.7
Alexander	11.7	Male	5,443	598	499	485	460	754	659	485	527	976	34.0
		Female	6,257	577	503	457	509	831	727	584	670	1,399	38.5
Bond	16.6	Male	8,011	723	661	685	1,016	1,185	1,024	796	755	1,166	32.8
		Female	8,589	726	594	574	1,003	1,110	1,122	825	845	1,790	37.6
Boone	30.6	Male	15,149	1,479	1,537	1,414	1,390	2,556	2,681	1,498	1,157	1,437	31.9
		Female	15,451	1,406	1,548	1,414	1,398	2,534	2,494	1,411	1,221	2,025	32.7
Brown	5.1	Male	2,472	240	205	220	201	361	281	235	276	453	35.3
		Female	2,628	177	207	191	180	325	318	254	282	694	42.4
Bureau	37.4	Male	18,062	1,671	1,589	1,676	1,625	2,780	2,545	1,788	1,722	2,666	33.9
		Female	19,338	1,606	1,560	1,554	1,564	2,693	2,583	1,841	1,966	3,971	37.7
Calhoun	5.8	Male	2,892	240	253	269	246	372	423	308	267	514	36.6
		Female	2,908	218	203	241	224	355	400	282	307	678	40.3
Carroll	17.7	Male	8,623	756	796	736	761	1,362	1,192	901	873	1,246	34.3
		Female	9,077	755	697	727	719	1,272	1,174	983	959	1,791	38.1
Cass	14.3	Male	6,854	664	611	610	613	1,094	989	696	634	943	33.5
		Female	7,446	638	586	551	566	1,051	1,013	742	704	1,595	38.3
Champaign	173.1	Male	89,112	7,083	5,971	5,504	25,327	18,108	10,450	6,653	4,929	5,087	25.4
		Female	83,988	6,715	5,718	5,146	18,706	16,040	10,474	6,719	5,477	8,993	28.6
Christian	36.0	Male	17,104	1,590	1,506	1,595	1,625	2,670	2,427	1,745	1,576	2,370	33.4
		Female	18,896	1,503	1,424	1,507	1,497	2,619	2,528	1,893	1,917	4,008	38.6
Clark	16.6	Male	7,933	732	647	689	735	1,174	1,160	786	815	1,195	34.9
		Female	8,667	675	617	620	674	1,165	1,164	845	890	2,017	40.0
Clay	15.0	Male	7,148	656	608	632	546	1,094	937	653	723	1,199	34.4
		Female	7,852	644	534	601	620	1,007	1,016	738	865	1,827	40.1
☐ Clinton	34.2	Male	16,770	1,767	1,594	1,615	1,865	2,705	2,332	1,643	1,404	1,845	30.7
		Female	17,430	1,698	1,527	1,611	1,790	2,492	2,276	1,665	1,510	2,861	33.4
Coles	52.1	Male	24,461	2,079	1,786	1,616	5,217	3,973	3,065	2,241	1,931	2,553	28.9
		Female	27,639	2,002	1,660	1,620	5,981	3,748	3,238	2,413	2,246	4,731	31.8
Cook	5,276.0	Male	2,520,785	236,363	220,578	218,561	277,938	457,250	372,468	265,447	230,490	241,690	31.7
		Female	2,755,215	228,130	214,336	212,215	278,666	467,898	402,235	286,580	263,294	401,861	34.5

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
ILLINOIS (continued)													
ALL COUNTIES (continued)													
Crawford	20.4	Male	9,797	903	825	749	924	1,506	1,394	998	975	1,523	34.9
		Female	10,603	829	761	706	832	1,523	1,416	1,097	1,124	2,315	39.6
Cumberland	11.1	Male	5,490	565	523	514	503	883	756	504	484	758	32.2
		Female	5,610	511	466	440	506	785	777	543	552	1,030	36.2
De Kalb	75.0	Male	36,662	2,902	2,736	2,501	8,976	6,492	4,596	3,021	2,544	2,894	26.9
		Female	38,338	2,766	2,573	2,457	9,607	5,855	4,642	3,058	2,792	4,588	28.0
De Witt	18.1	Male	8,797	895	772	721	807	1,445	1,323	916	847	1,071	33.3
		Female	9,303	825	687	733	758	1,358	1,348	910	921	1,763	37.2
Douglas	20.1	Male	9,648	980	808	866	967	1,550	1,377	1,067	922	1,111	32.8
		Female	10,452	975	857	764	925	1,476	1,485	1,138	1,000	1,832	36.5
Du Page	754.5	Male	372,768	35,454	34,392	33,210	36,583	75,978	68,406	39,836	27,709	21,200	31.2
		Female	381,732	33,833	32,999	31,643	36,263	76,252	66,899	38,928	28,629	36,286	32.4
Edgar	20.3	Male	9,581	933	852	753	827	1,500	1,377	963	966	1,410	34.5
		Female	10,719	942	828	731	823	1,474	1,435	1,048	1,127	2,311	38.9
Edwards	8.4	Male	4,001	385	347	291	364	635	548	352	397	682	34.7
		Female	4,399	408	330	279	382	601	557	396	487	959	38.6
Effingham	33.3	Male	16,229	1,818	1,526	1,532	1,633	2,818	2,276	1,450	1,275	1,901	30.7
		Female	17,071	1,764	1,394	1,481	1,648	2,629	2,300	1,544	1,441	2,870	33.6
Fayette	22.1	Male	11,094	1,010	840	896	1,264	1,856	1,478	1,041	1,007	1,702	33.3
		Female	11,006	947	876	798	844	1,428	1,442	1,092	1,099	2,480	39.2
Ford	14.3	Male	6,802	623	546	568	634	1,035	925	799	699	982	35.0
		Female	7,498	642	556	576	575	972	1,041	795	778	1,563	39.1
Franklin	43.3	Male	20,396	1,861	1,788	1,704	1,759	3,112	2,927	1,829	2,075	3,341	34.9
		Female	22,904	1,703	1,690	1,553	1,732	2,967	3,016	2,071	2,702	5,470	41.0
Fulton	39.2	Male	19,023	1,869	1,702	1,659	1,695	2,984	2,772	1,831	1,797	2,714	33.7
		Female	20,177	1,755	1,499	1,525	1,686	2,934	2,817	1,974	2,057	3,930	37.4
Gallatin	7.4	Male	3,590	322	314	321	295	500	596	348	316	578	35.7
		Female	3,810	287	307	298	302	535	536	358	431	756	38.3
Greene	15.9	Male	7,642	757	672	687	719	1,077	1,013	769	757	1,191	34.2
		Female	8,258	686	577	669	665	1,047	1,087	841	846	1,840	39.5
Grundy	34.1	Male	17,005	1,774	1,657	1,514	1,666	2,971	2,625	1,679	1,453	1,666	31.4
		Female	17,095	1,615	1,513	1,370	1,607	2,829	2,567	1,686	1,480	2,428	33.6
Hamilton	9.2	Male	4,344	364	338	346	366	600	599	448	449	834	37.6
		Female	4,856	365	312	314	384	585	648	453	574	1,221	42.2
Hancock	23.2	Male	11,006	1,064	900	952	1,004	1,739	1,480	1,135	1,077	1,655	34.1
		Female	12,194	1,013	928	919	1,103	1,629	1,602	1,211	1,224	2,565	38.2
Hardin	5.7	Male	2,753	218	241	248	218	409	381	293	320	425	36.1
		Female	2,947	235	216	209	203	421	394	307	339	623	39.8
Henderson	9.2	Male	4,560	453	398	384	438	712	708	450	418	599	33.5
		Female	4,640	429	372	409	408	664	675	471	490	722	35.6
Henry	54.3	Male	26,593	2,790	2,419	2,456	2,471	4,317	4,169	2,620	2,242	3,109	32.3
		Female	27,707	2,518	2,344	2,309	2,262	4,173	3,995	2,725	2,524	4,857	35.6
Iroquois	32.1	Male	15,555	1,490	1,372	1,375	1,423	2,356	2,306	1,540	1,510	2,183	34.0
		Female	16,545	1,347	1,292	1,297	1,330	2,305	2,253	1,731	1,687	3,303	38.1
Jackson	61.2	Male	31,517	2,239	1,948	1,928	9,157	6,174	3,401	2,118	1,822	2,730	25.8
		Female	29,683	2,150	1,816	1,787	6,819	4,957	3,400	2,283	2,205	4,266	29.6
Jasper	11.5	Male	5,580	566	485	494	551	828	724	533	508	891	33.4
		Female	5,920	543	452	509	536	772	777	547	589	1,195	36.9
Jefferson	37.9	Male	18,103	1,811	1,570	1,502	1,638	3,116	2,562	1,675	1,720	2,509	33.1
		Female	19,797	1,751	1,592	1,385	1,668	3,015	2,633	1,901	2,007	3,845	36.9
Jersey	21.3	Male	10,459	1,001	900	1,005	1,232	1,618	1,575	1,099	906	1,123	31.7
		Female	10,841	929	892	892	1,288	1,578	1,514	1,097	994	1,657	34.0
Jo Daviess	23.8	Male	11,759	1,160	1,128	1,123	1,083	1,940	1,674	1,165	1,120	1,366	32.1
		Female	12,041	1,065	1,070	1,063	968	1,763	1,657	1,185	1,193	2,077	35.6
Johnson	10.2	Male	5,849	328	344	353	771	1,438	937	477	462	739	32.8
		Female	4,351	323	302	339	339	561	632	410	491	954	39.9
Kane	318.4	Male	156,027	17,186	15,341	14,406	16,288	30,205	24,620	15,130	11,185	11,666	29.9
		Female	162,373	16,537	14,679	13,217	15,934	29,589	24,321	15,200	12,162	20,734	32.0
Kankakee	101.3	Male	48,993	5,196	4,793	4,591	5,086	8,274	7,167	4,804	4,196	4,886	30.8
		Female	52,307	5,004	4,632	4,337	5,500	8,616	7,223	4,982	4,656	7,357	32.8
Kendall	40.9	Male	20,496	2,238	2,179	1,971	1,850	3,892	3,796	1,986	1,291	1,293	30.2
		Female	20,404	2,110	2,055	1,881	1,859	3,915	3,580	1,838	1,350	1,816	30.9
Knox	57.8	Male	27,644	2,592	2,325	2,169	2,986	4,746	3,942	2,849	2,485	3,550	32.9
		Female	30,156	2,488	2,184	2,171	2,872	4,599	4,084	3,012	2,904	5,842	36.9

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex									Median Age By Sex
				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
ILLINOIS (continued)													
ALL COUNTIES (continued)													
Lake	498.3	Male	255,387	23,695	22,871	23,735	36,491	46,668	42,251	26,009	18,354	15,313	29.5
		Female	242,913	23,143	21,837	21,321	22,601	44,520	41,613	25,137	18,367	24,374	32.3
La Salle	107.6	Male	52,176	4,892	4,364	4,499	5,486	8,285	7,295	5,464	5,183	6,708	33.3
		Female	55,424	4,439	4,134	4,281	4,956	7,751	7,334	5,671	5,811	11,047	37.9
Lawrence	16.9	Male	7,899	719	684	664	702	1,221	1,036	809	823	1,241	34.7
		Female	9,001	722	626	614	712	1,164	1,063	904	947	2,249	41.2
Lee	35.2	Male	17,168	1,633	1,496	1,538	1,751	3,021	2,528	1,735	1,513	1,953	32.2
		Female	18,032	1,476	1,412	1,451	1,660	2,857	2,526	1,747	1,744	3,159	35.6
Livingston	41.6	Male	20,832	1,809	1,672	1,754	2,614	3,954	2,884	1,970	1,767	2,408	31.5
		Female	20,768	1,728	1,536	1,661	1,881	2,949	2,883	2,064	1,986	4,080	37.2
Logan	30.5	Male	15,282	1,144	1,023	1,137	2,258	2,876	2,277	1,437	1,247	1,883	32.2
		Female	15,218	1,157	976	1,017	1,609	2,143	2,029	1,476	1,350	3,461	38.5
McDonough	35.4	Male	17,298	1,225	1,095	1,076	4,977	2,647	1,970	1,305	1,228	1,775	26.0
		Female	18,102	1,215	1,147	1,047	4,384	2,454	1,947	1,436	1,449	3,023	30.1
McHenry	172.6	Male	85,712	8,651	8,548	8,101	7,578	15,904	15,492	8,389	6,056	6,993	31.3
		Female	86,888	8,113	8,073	7,777	7,201	16,104	14,621	7,986	6,567	10,446	32.6
McLean	126.3	Male	60,082	5,446	4,793	4,333	11,954	11,230	8,202	5,108	4,125	4,891	28.1
		Female	66,218	5,264	4,358	4,166	14,050	10,870	8,177	5,509	4,781	9,043	29.8
Macon	124.7	Male	59,877	6,092	5,578	5,205	6,316	10,437	8,867	6,239	5,170	5,973	31.5
		Female	64,823	5,908	5,211	4,889	6,338	10,385	9,245	6,584	5,858	10,405	34.7
Macoupin	51.0	Male	24,227	2,340	2,127	1,994	2,262	3,774	3,258	2,514	2,341	3,617	34.0
		Female	26,773	2,246	2,026	2,055	2,336	3,669	3,371	2,643	2,705	5,722	38.1
☐ Madison	252.4	Male	120,795	10,983	11,033	10,634	13,316	19,709	17,960	13,357	11,128	12,675	32.3
		Female	131,605	10,747	10,571	10,394	13,427	20,177	18,868	14,342	12,694	20,385	35.3
Marion	44.8	Male	21,238	2,165	1,902	1,862	2,002	3,196	3,035	2,107	1,929	3,040	33.4
		Female	23,562	1,931	1,771	1,741	2,039	3,364	3,218	2,180	2,355	4,963	37.9
Marshall	13.4	Male	6,636	652	618	573	603	1,039	984	645	605	917	33.4
		Female	6,764	574	553	541	551	960	906	665	698	1,316	37.2
Mason	17.9	Male	8,733	866	826	805	759	1,363	1,323	835	782	1,174	33.1
		Female	9,167	883	765	754	724	1,392	1,289	847	873	1,640	35.5
Massac	15.2	Male	7,216	665	590	570	661	1,062	1,017	763	745	1,143	35.6
		Female	7,984	611	609	539	665	1,033	1,107	849	883	1,688	39.8
Menard	12.5	Male	5,997	562	514	563	538	979	956	618	485	782	33.4
		Female	6,503	567	517	517	422	1,000	991	581	599	1,309	37.3
Mercer	19.1	Male	9,381	895	904	857	797	1,504	1,528	923	811	1,162	33.2
		Female	9,719	860	845	880	782	1,443	1,559	885	910	1,555	35.3
☐ Monroe	22.2	Male	10,796	1,030	942	983	1,020	1,683	1,644	1,253	933	1,308	33.5
		Female	11,404	909	894	1,055	1,063	1,591	1,697	1,211	1,072	1,912	36.1
Montgomery	32.5	Male	15,357	1,420	1,360	1,296	1,451	2,345	2,008	1,500	1,564	2,413	34.2
		Female	17,143	1,371	1,224	1,321	1,363	2,296	2,107	1,648	1,809	4,004	39.7
Morgan	38.0	Male	17,922	1,631	1,490	1,601	2,183	2,899	2,617	1,747	1,534	2,220	32.1
		Female	20,078	1,516	1,444	1,486	2,262	2,941	2,637	1,924	1,857	4,011	36.5
Moultrie	14.9	Male	7,092	721	614	557	645	1,170	1,033	719	617	1,016	33.6
		Female	7,808	684	619	535	633	1,110	1,077	780	721	1,649	38.0
Ogle	45.9	Male	22,495	2,030	2,115	2,196	2,101	3,687	3,720	2,269	1,932	2,445	32.6
		Female	23,405	2,070	2,071	2,071	2,068	3,561	3,653	2,304	2,076	3,531	34.6
Peoria	187.2	Male	89,803	9,223	8,062	7,481	10,150	16,559	12,747	8,816	7,542	9,223	31.0
		Female	97,397	8,824	7,771	7,176	10,601	16,627	13,077	9,352	8,606	15,363	33.6
Perry	22.8	Male	10,921	1,070	1,004	920	968	1,788	1,542	1,073	1,013	1,543	33.4
		Female	11,879	1,012	936	905	926	1,725	1,523	1,135	1,184	2,533	37.9
Piatt	16.8	Male	8,203	716	780	753	730	1,379	1,327	882	731	905	33.1
		Female	8,597	788	717	683	646	1,326	1,357	832	802	1,446	36.0
Pike	17.9	Male	8,590	745	728	705	714	1,278	1,126	889	862	1,543	36.1
		Female	9,310	712	734	655	680	1,217	1,192	906	1,045	2,169	40.5
Pope	4.7	Male	2,413	177	205	266	319	290	329	210	218	399	33.3
		Female	2,287	163	159	181	166	305	320	201	263	529	40.3
Pulaski	8.8	Male	4,166	438	389	393	355	542	462	416	398	773	34.4
		Female	4,634	471	327	384	380	538	528	439	481	1,086	39.1
Putnam	6.2	Male	3,069	310	288	265	280	548	481	286	273	338	32.1
		Female	3,131	305	257	266	296	500	460	287	307	453	33.8
Randolph	36.2	Male	18,989	1,672	1,415	1,413	2,370	3,918	2,699	1,674	1,489	2,339	31.7
		Female	17,211	1,571	1,328	1,318	1,416	2,504	2,279	1,641	1,698	3,456	37.1
Richland	16.8	Male	8,044	716	689	699	839	1,267	1,184	801	707	1,142	33.5
		Female	8,756	714	609	628	812	1,229	1,221	890	861	1,792	38.2

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POPULATION BY AGE AND SEX

SaMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
ILLINOIS (continued)													
ALL COUNTIES (continued)													
Rock Island	157.0	Male	75,941	7,613	6,482	6,536	8,478	13,270	11,253	7,663	6,683	7,963	31.7
		Female	81,059	7,184	6,215	6,185	8,724	12,930	11,154	8,132	7,590	12,945	34.5
St. Clair	270.1	Male	128,812	13,810	13,136	12,690	14,282	20,955	17,507	13,063	10,827	12,542	30.0
		Female	141,288	13,038	12,592	12,161	14,297	21,966	19,405	14,676	12,390	20,763	33.4
Saline	28.4	Male	13,140	1,107	1,052	1,066	1,190	1,914	1,878	1,301	1,268	2,364	36.3
		Female	15,260	1,071	1,004	987	1,172	1,944	2,013	1,429	1,680	3,960	42.2
Sangamon	182.3	Male	85,449	8,315	7,531	7,342	8,378	16,369	12,702	8,553	7,244	9,015	31.8
		Female	96,851	8,051	7,185	6,912	9,158	17,413	13,546	9,459	8,829	16,298	34.8
Schuyler	8.0	Male	3,889	367	338	298	318	624	535	399	397	613	35.0
		Female	4,111	306	320	296	302	580	535	410	416	946	39.7
Scott	6.1	Male	2,948	277	241	242	304	436	392	313	270	473	34.4
		Female	3,152	240	219	248	268	389	425	328	333	702	40.0
Shelby	24.2	Male	11,923	1,203	1,089	1,092	1,036	1,754	1,693	1,175	1,147	1,734	33.8
		Female	12,277	999	961	950	1,029	1,680	1,682	1,242	1,251	2,483	38.1
Stark	7.0	Male	3,376	340	290	289	304	504	498	328	334	489	34.2
		Female	3,624	308	280	322	286	500	463	332	361	772	37.5
Stephenson	49.7	Male	23,804	2,176	2,205	2,213	2,315	3,891	3,520	2,446	2,137	2,901	32.7
		Female	25,896	2,145	2,018	1,928	2,417	3,889	3,626	2,586	2,538	4,749	36.5
Tazewell	128.3	Male	62,695	6,583	5,958	5,437	6,139	11,516	9,790	7,024	4,967	5,281	31.3
		Female	65,605	6,357	5,856	5,258	6,320	11,350	10,104	6,937	5,279	8,144	32.9
Union	18.3	Male	8,899	637	637	613	680	1,437	1,247	750	1,252	1,646	38.6
		Female	9,401	630	647	629	612	1,377	1,208	1,024	1,071	2,203	41.7
Vermilion	90.9	Male	43,786	4,376	3,957	3,592	4,122	7,257	6,325	4,499	4,369	5,289	33.1
		Female	47,114	4,196	3,892	3,499	4,238	7,080	6,437	4,734	4,587	8,451	36.0
Wabash	14.0	Male	6,714	681	554	562	726	1,130	900	672	623	866	32.4
		Female	7,286	638	615	487	681	1,076	905	759	739	1,386	36.6
Warren	20.8	Male	10,008	999	877	858	1,185	1,585	1,375	977	878	1,274	31.8
		Female	10,792	918	850	842	1,110	1,491	1,470	1,005	989	2,117	36.3
Washington	15.9	Male	7,701	699	621	622	676	1,179	1,011	768	813	1,312	35.5
		Female	8,199	718	629	635	620	1,093	1,043	783	856	1,822	38.9
Wayne	17.8	Male	8,511	731	727	706	781	1,184	1,186	851	915	1,430	36.1
		Female	9,289	725	701	639	741	1,168	1,271	925	1,036	2,083	40.3
White	17.7	Male	8,407	676	634	674	756	1,253	1,157	899	845	1,513	36.8
		Female	9,293	657	593	603	716	1,259	1,262	956	1,083	2,164	41.5
Whiteside	63.9	Male	31,266	3,172	2,989	2,907	3,250	5,168	4,589	3,163	2,700	3,328	31.4
		Female	32,634	3,110	2,829	2,727	3,034	5,010	4,608	3,368	3,003	4,945	34.2
Will	352.8	Male	176,456	20,024	18,457	16,081	18,498	35,318	29,590	16,100	11,400	10,988	29.3
		Female	176,344	18,819	17,669	15,573	16,637	34,183	28,001	15,434	12,034	17,994	30.7
Williamson	61.6	Male	29,792	2,596	2,496	2,367	2,749	5,270	4,667	2,908	2,782	3,957	33.9
		Female	31,808	2,358	2,402	2,207	2,645	4,858	4,534	3,034	3,334	6,436	38.2
Winnebago	253.7	Male	123,046	11,835	11,750	11,067	12,540	22,364	19,181	12,697	10,553	11,059	31.4
		Female	130,654	11,412	11,482	10,698	12,683	22,725	19,277	13,275	11,408	17,694	33.4
Woodford	33.7	Male	16,570	1,822	1,624	1,515	1,700	2,921	2,425	1,628	1,261	1,674	30.6
		Female	17,130	1,734	1,485	1,399	1,575	2,775	2,427	1,621	1,375	2,739	33.5
TOTAL METRO COUNTIES	**9,612.8**	**Male**	**4,651,575**	**448,015**	**418,640**	**407,950**	**529,074**	**853,756**	**710,856**	**478,912**	**393,690**	**410,682**	**31.1**
		Female	**4,961,225**	**430,565**	**403,959**	**391,516**	**510,370**	**860,532**	**739,781**	**503,067**	**440,746**	**680,689**	**33.6**
TOTAL STATE	**11,674.3**	**Male**	**5,650,063**	**539,972**	**503,023**	**491,090**	**644,903**	**1,016,910**	**850,740**	**575,785**	**484,772**	**542,868**	**31.4**
		Female	**6,024,237**	**517,972**	**483,912**	**470,291**	**619,054**	**1,012,704**	**881,475**	**605,618**	**544,986**	**888,225**	**34.1**
INDIANA													
ANDERSON	**131.2**	**Male**	**63,776**	**6,105**	**6,227**	**5,743**	**6,536**	**11,129**	**9,879**	**6,734**	**5,327**	**6,096**	**31.5**
		Female	**67,424**	**5,778**	**5,772**	**5,592**	**6,343**	**10,827**	**9,933**	**7,027**	**6,262**	**9,890**	**34.4**
Madison	131.2	Male	63,776	6,105	6,227	5,743	6,536	11,129	9,879	6,734	5,327	6,096	31.5
		Female	67,424	5,778	5,772	5,592	6,343	10,827	9,933	7,027	6,262	9,890	34.4
BLOOMINGTON	**102.7**	**Male**	**50,748**	**3,745**	**3,453**	**3,142**	**13,698**	**10,448**	**6,315**	**3,838**	**2,821**	**3,288**	**26.3**
		Female	**51,952**	**3,457**	**3,182**	**2,983**	**13,489**	**9,666**	**6,485**	**4,076**	**3,303**	**5,311**	**28.0**
Monroe	102.7	Male	50,748	3,745	3,453	3,142	13,698	10,448	6,315	3,838	2,821	3,288	26.3
		Female	51,952	3,457	3,182	2,983	13,489	9,666	6,485	4,076	3,303	5,311	28.0

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				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
INDIANA (continued)													
ELKHART - GOSHEN	**150.3**	**Male**	**72,610**	**7,758**	**7,079**	**6,578**	**7,047**	**13,652**	**11,545**	**7,196**	**5,657**	**6,098**	**30.7**
		Female	**77,690**	**7,523**	**7,104**	**6,233**	**7,416**	**13,726**	**11,630**	**7,549**	**6,466**	**10,043**	**32.7**
Elkhart	150.3	Male	72,610	7,758	7,079	6,578	7,047	13,652	11,545	7,196	5,657	6,098	30.7
		Female	77,690	7,523	7,104	6,233	7,416	13,726	11,630	7,549	6,466	10,043	32.7
EVANSVILLE	**284.0**	**Male**	**135,784**	**13,214**	**12,188**	**11,287**	**14,672**	**24,238**	**20,228**	**13,677**	**11,860**	**14,420**	**31.8**
		Female	**148,216**	**12,522**	**11,504**	**11,147**	**14,895**	**24,296**	**20,782**	**14,917**	**14,091**	**24,062**	**34.9**
Posey	26.4	Male	13,079	1,405	1,247	1,143	1,315	2,383	2,077	1,227	1,025	1,257	31.0
		Female	13,321	1,263	1,171	1,140	1,239	2,306	2,041	1,233	1,083	1,845	33.0
Vanderburgh	167.0	Male	78,362	7,190	6,382	6,124	9,223	13,812	10,822	8,145	7,426	9,238	32.4
		Female	88,638	6,933	6,125	6,110	9,451	13,815	11,449	9,223	9,272	16,260	36.6
Warrick	47.8	Male	23,642	2,549	2,537	2,169	2,071	4,355	4,238	2,218	1,673	1,832	30.7
		Female	24,158	2,360	2,355	2,118	2,086	4,477	4,114	2,211	1,792	2,645	32.1
Henderson, Ky.	*42.8*	*Male*	*20,701*	*2,070*	*2,022*	*1,851*	*2,063*	*3,688*	*3,091*	*2,087*	*1,736*	*2,093*	*31.4*
		Female	*22,099*	*1,966*	*1,853*	*1,779*	*2,119*	*3,698*	*3,178*	*2,250*	*1,944*	*3,312*	*34.0*
FORT WAYNE	**364.8**	**Male**	**177,002**	**18,837**	**17,272**	**15,944**	**18,788**	**33,395**	**26,491**	**17,435**	**13,906**	**14,934**	**30.3**
		Female	**187,798**	**18,038**	**16,591**	**15,228**	**19,126**	**33,199**	**26,704**	**18,205**	**15,660**	**25,047**	**32.5**
Allen	302.6	Male	146,547	15,496	14,222	13,195	15,813	28,120	21,879	14,433	11,489	11,900	30.2
		Female	156,053	14,877	13,680	12,615	16,234	28,079	22,123	15,133	12,940	20,372	32.3
De Kalb	34.7	Male	17,000	1,905	1,713	1,600	1,644	2,946	2,572	1,662	1,302	1,656	30.6
		Female	17,700	1,802	1,625	1,457	1,624	2,834	2,598	1,633	1,517	2,610	33.3
Whitley	27.5	Male	13,455	1,436	1,337	1,149	1,331	2,329	2,040	1,340	1,115	1,378	31.3
		Female	14,045	1,359	1,286	1,156	1,268	2,286	1,983	1,439	1,203	2,065	33.5
GARY - HAMMOND	**624.3**	**Male**	**304,587**	**33,450**	**29,917**	**28,463**	**32,712**	**52,985**	**44,650**	**32,304**	**26,252**	**23,854**	**30.2**
		Female	**319,713**	**32,342**	**29,042**	**27,584**	**33,976**	**53,591**	**47,154**	**33,343**	**28,158**	**34,523**	**31.9**
Lake	496.1	Male	241,100	26,641	23,565	22,631	25,559	40,716	34,014	26,037	21,953	19,984	30.4
		Female	255,000	25,824	22,861	21,984	26,582	41,454	36,738	27,373	23,568	28,616	32.3
Porter	128.2	Male	63,487	6,809	6,352	5,832	7,153	12,269	10,636	6,267	4,299	3,870	29.6
		Female	64,713	6,518	6,181	5,600	7,394	12,137	10,416	5,970	4,590	5,907	30.5
INDIANAPOLIS	**1,243.4**	**Male**	**598,568**	**58,744**	**57,061**	**54,696**	**63,924**	**111,133**	**92,874**	**61,810**	**48,337**	**49,989**	**30.8**
		Female	**644,832**	**56,120**	**54,691**	**52,563**	**64,761**	**114,323**	**96,858**	**65,534**	**54,622**	**85,360**	**33.2**
Boone	39.6	Male	19,102	1,773	1,845	1,783	1,716	3,292	3,338	2,059	1,510	1,786	32.4
		Female	20,498	1,740	1,791	1,765	1,625	3,392	3,461	1,979	1,636	3,109	34.8
Hamilton	103.3	Male	50,776	4,893	5,346	5,000	3,975	8,947	10,033	5,604	3,690	3,283	31.9
		Female	52,524	4,756	5,089	4,921	3,953	9,532	10,023	5,422	3,820	5,008	32.9
Hancock	48.0	Male	23,599	2,284	2,599	2,391	2,011	3,899	4,419	2,523	1,733	1,740	31.4
		Female	24,401	2,166	2,401	2,261	1,978	4,293	4,382	2,413	1,846	2,661	32.9
Hendricks	78.4	Male	39,568	3,748	4,006	4,240	4,020	7,020	7,048	4,013	2,817	2,656	30.4
		Female	38,832	3,437	3,750	3,445	2,995	7,230	6,925	3,806	2,945	4,299	33.0
Johnson	87.3	Male	42,340	4,161	4,471	4,109	4,512	7,713	7,201	4,285	2,947	2,941	30.1
		Female	44,960	4,021	4,178	3,929	4,293	8,049	7,390	4,336	3,010	5,754	32.5
Marion	792.0	Male	376,751	37,225	34,063	32,588	43,439	72,487	52,964	38,388	32,029	33,568	30.7
		Female	415,249	35,621	32,738	31,910	45,721	73,820	56,890	42,716	37,498	58,335	33.3
Morgan	54.9	Male	27,098	2,721	2,848	2,728	2,479	4,523	4,717	2,879	2,039	2,164	31.1
		Female	27,802	2,540	2,806	2,560	2,380	4,710	4,692	2,817	2,120	3,177	32.7
Shelby	39.9	Male	19,334	1,934	1,883	1,857	1,772	3,252	3,154	2,059	1,572	1,851	31.8
		Female	20,566	1,839	1,938	1,772	1,816	3,297	3,095	2,045	1,747	3,017	33.9
KOKOMO	**102.0**	**Male**	**49,134**	**5,018**	**4,909**	**4,631**	**4,639**	**8,379**	**8,230**	**5,461**	**3,906**	**3,961**	**31.4**
		Female	**52,866**	**4,741**	**4,744**	**4,482**	**4,819**	**8,846**	**8,336**	**5,683**	**4,405**	**6,810**	**33.6**
Howard	85.5	Male	41,142	4,222	4,141	3,906	3,918	7,084	6,911	4,637	3,213	3,110	31.2
		Female	44,358	4,046	4,032	3,781	4,109	7,538	7,039	4,809	3,625	5,379	33.2
Tipton	16.5	Male	7,992	796	768	725	721	1,295	1,319	824	693	851	32.6
		Female	8,508	695	712	701	710	1,308	1,297	874	780	1,431	36.0
LAFAYETTE - WEST LAFAYETTE	**123.7**	**Male**	**62,360**	**4,945**	**4,509**	**4,054**	**16,936**	**11,346**	**7,658**	**4,768**	**3,877**	**4,267**	**25.6**
		Female	**61,340**	**4,694**	**4,281**	**3,926**	**13,488**	**10,693**	**7,629**	**5,009**	**4,377**	**7,243**	**29.0**
Tippecanoe	123.7	Male	62,360	4,945	4,509	4,054	16,936	11,346	7,658	4,768	3,877	4,267	25.6
		Female	61,340	4,694	4,281	3,926	13,488	10,693	7,629	5,009	4,377	7,243	29.0
MUNCIE	**120.9**	**Male**	**57,552**	**5,008**	**5,175**	**4,927**	**9,063**	**9,572**	**8,537**	**5,770**	**4,451**	**5,049**	**29.8**
		Female	**63,348**	**4,802**	**4,931**	**4,682**	**10,430**	**9,721**	**8,820**	**6,070**	**5,233**	**8,659**	**32.0**
Delaware	120.9	Male	57,552	5,008	5,175	4,927	9,063	9,572	8,537	5,770	4,451	5,049	29.8
		Female	63,348	4,802	4,931	4,682	10,430	9,721	8,820	6,070	5,233	8,659	32.0

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex									Median Age By Sex
				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
INDIANA (continued)													
SOUTH BEND - MISHAWAKA	**241.5**	**Male**	**116,420**	**10,786**	**10,155**	**9,656**	**15,198**	**20,415**	**15,327**	**11,617**	**10,747**	**12,519**	**31.1**
		Female	**125,080**	**10,249**	**9,711**	**9,379**	**13,906**	**20,026**	**16,240**	**13,058**	**12,246**	**20,265**	**34.6**
St. Joseph	241.5	Male	116,420	10,786	10,155	9,656	15,198	20,415	15,327	11,617	10,747	12,519	31.1
		Female	125,080	10,249	9,711	9,379	13,906	20,026	16,240	13,058	12,246	20,265	34.6
TERRE HAUTE	**132.7**	**Male**	**63,498**	**5,678**	**5,162**	**5,103**	**9,178**	**11,074**	**8,460**	**5,872**	**5,693**	**7,278**	**31.0**
		Female	**69,202**	**5,357**	**4,912**	**4,793**	**8,555**	**10,193**	**8,771**	**6,431**	**7,031**	**13,159**	**35.9**
Clay	25.1	Male	11,932	1,172	1,055	1,028	1,153	1,914	1,657	1,210	1,095	1,648	33.1
		Female	13,168	1,136	958	976	1,117	1,865	1,809	1,289	1,339	2,679	37.9
Vigo	107.6	Male	51,566	4,506	4,107	4,075	8,025	9,160	6,803	4,662	4,598	5,670	30.5
		Female	56,034	4,221	3,954	3,817	7,438	8,328	6,962	5,142	5,692	10,480	35.4
ALL COUNTIES													
Adams	31.3	Male	15,490	1,954	1,716	1,432	1,535	2,603	2,166	1,341	1,198	1,545	29.3
		Female	15,810	1,766	1,548	1,379	1,430	2,449	2,119	1,416	1,381	2,322	32.3
Allen	302.6	Male	146,547	15,496	14,222	13,195	15,813	28,120	21,879	14,433	11,489	11,900	30.2
		Female	156,053	14,877	13,680	12,615	16,234	28,079	22,123	15,133	12,940	20,372	32.3
Bartholomew	66.7	Male	32,393	3,130	3,290	3,075	2,833	5,932	5,798	3,429	2,421	2,485	31.5
		Female	34,307	3,111	3,211	2,951	3,136	5,997	5,784	3,442	2,644	4,031	32.9
Benton	9.4	Male	4,538	451	410	448	423	657	659	446	454	590	33.2
		Female	4,862	440	407	433	372	646	640	500	505	919	37.1
Blackford	15.1	Male	7,296	684	777	657	640	1,200	1,147	754	665	772	32.4
		Female	7,804	630	703	639	667	1,178	1,161	819	719	1,288	35.7
Boone	39.6	Male	19,102	1,773	1,845	1,783	1,716	3,292	3,338	2,059	1,510	1,786	32.4
		Female	20,498	1,740	1,791	1,765	1,625	3,392	3,461	1,979	1,636	3,109	34.8
Brown	13.7	Male	6,887	651	606	641	586	1,226	1,096	720	627	734	32.8
		Female	6,813	545	575	560	583	1,228	1,079	679	683	881	34.3
Carroll	19.2	Male	9,421	918	855	864	861	1,570	1,413	973	866	1,101	32.7
		Female	9,779	856	848	786	806	1,466	1,433	992	963	1,629	35.9
Cass	40.7	Male	19,519	1,960	1,856	1,731	1,876	3,232	2,914	2,084	1,864	2,002	32.2
		Female	21,181	1,874	1,777	1,647	1,771	3,253	3,069	2,117	2,168	3,505	35.9
☐ Clark	89.3	Male	43,154	4,488	4,378	3,940	4,252	8,260	6,678	4,411	3,327	3,420	30.5
		Female	46,146	4,280	4,188	3,726	4,515	8,481	7,033	4,638	3,804	5,481	32.5
Clay	25.1	Male	11,932	1,172	1,055	1,028	1,153	1,914	1,657	1,210	1,095	1,648	33.1
		Female	13,168	1,136	958	976	1,117	1,865	1,809	1,289	1,339	2,679	37.9
Clinton	31.3	Male	14,993	1,536	1,434	1,327	1,400	2,474	2,207	1,559	1,310	1,746	32.3
		Female	16,307	1,564	1,303	1,198	1,403	2,465	2,300	1,634	1,551	2,889	36.0
Crawford	10.6	Male	5,262	558	488	488	321	852	764	476	439	676	31.8
		Female	5,338	462	501	457	478	778	760	528	437	937	34.9
Daviess	28.8	Male	13,811	1,560	1,290	1,202	1,293	2,166	1,881	1,292	1,310	1,817	32.2
		Female	14,989	1,410	1,235	1,165	1,247	2,185	1,962	1,422	1,581	2,782	36.3
☐ Dearborn	39.1	Male	19,194	2,011	1,969	1,885	1,713	3,219	3,003	1,942	1,576	1,876	31.3
		Female	19,906	1,891	1,856	1,724	1,685	3,180	3,052	2,029	1,704	2,785	33.8
Decatur	23.5	Male	11,430	1,273	1,176	1,061	1,087	1,881	1,666	1,054	952	1,280	30.9
		Female	12,070	1,255	1,082	1,032	1,112	1,793	1,726	1,118	1,013	1,939	33.7
De Kalb	34.7	Male	17,000	1,905	1,713	1,600	1,644	2,946	2,572	1,662	1,302	1,656	30.6
		Female	17,700	1,802	1,625	1,457	1,624	2,834	2,598	1,633	1,517	2,610	33.3
Delaware	120.9	Male	57,552	5,008	5,175	4,927	9,063	9,572	8,537	5,770	4,451	5,049	29.8
		Female	63,348	4,802	4,931	4,682	10,430	9,721	8,820	6,070	5,233	8,659	32.0
Dubois	36.9	Male	18,079	1,816	1,634	1,849	2,025	3,201	2,608	1,736	1,329	1,881	30.4
		Female	18,821	1,789	1,536	1,873	1,926	2,949	2,590	1,819	1,459	2,880	32.8
Elkhart	150.3	Male	72,610	7,758	7,079	6,578	7,047	13,652	11,545	7,196	5,657	6,098	30.7
		Female	77,690	7,523	7,104	6,233	7,416	13,726	11,630	7,549	6,466	10,043	32.7
Fayette	27.2	Male	13,206	1,436	1,401	1,196	1,161	2,239	1,950	1,361	1,164	1,296	31.3
		Female	13,994	1,422	1,282	1,121	1,185	2,286	1,983	1,384	1,324	2,007	33.7
☐ Floyd	64.2	Male	30,779	2,911	2,984	2,802	2,965	5,544	4,931	3,098	2,633	2,911	31.7
		Female	33,421	2 809	2,865	2,783	3,097	5,625	5,069	3,328	2,967	4,878	34.2
Fountain	18.5	Male	8,912	839	835	793	839	1,347	1,394	925	875	1,065	33.5
		Female	9,588	801	799	766	778	1,406	1,405	943	940	1,750	36.7
Franklin	20.5	Male	10,164	1,102	1,142	1,047	929	1,649	1,548	982	749	1,016	30.2
		Female	10,336	1,097	1,015	972	906	1,588	1,511	983	794	1,470	32.4
Fulton	19.5	Male	9,446	947	867	791	887	1,436	1,362	964	942	1,250	33.6
		Female	10,054	881	812	742	826	1,434	1,421	1,009	1,067	1,862	37.3
Gibson	33.9	Male	16,432	1,565	1,401	1,479	1,805	2,553	2,451	1,656	1,453	2,069	32.7
		Female	17,468	1,456	1,321	1,291	1,604	2,528	2,452	1,839	1,716	3,261	37.2

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
INDIANA (continued)													
ALL COUNTIES (continued)													
Grant	77.5	Male	37,426	3,572	3,574	3,463	4,156	5,841	5,551	4,277	3,383	3,609	31.8
		Female	40,074	3,372	3,359	3,345	4,596	6,103	5,922	4,316	3,527	5,534	33.8
Greene	31.3	Male	14,874	1,379	1,346	1,246	1,243	2,366	2,270	1,461	1,395	2,168	34.4
		Female	16,426	1,333	1,263	1,242	1,222	2,384	2,331	1,614	1,678	3,359	38.3
Hamilton	103.3	Male	50,776	4,898	5,346	5,000	3,975	8,947	10,033	5,604	3,690	3,283	31.9
		Female	52,524	4,756	5,089	4,921	3,953	9,532	10,023	5,422	3,820	5,008	32.9
Hancock	48.0	Male	23,599	2,284	2,599	2,391	2,011	3,899	4,439	2,523	1,733	1,740	31.4
		Female	24,401	2,166	2,401	2,261	1,978	4,293	4,382	2,413	1,846	2,661	32.9
Harrison	30.3	Male	14,970	1,593	1,423	1,412	1,464	2,598	2,423	1,450	1,172	1,435	31.1
		Female	15,330	1,467	1,446	1,357	1,385	2,540	2,336	1,557	1,226	2,016	32.9
Hendricks	78.4	Male	39,568	3,748	4,006	4,240	4,020	7,020	7,048	4,013	2,817	2,656	30.4
		Female	38,832	3,457	3,750	3,445	2,995	7,230	6,925	3,806	2,945	4,299	33.0
Henry	50.5	Male	24,302	2,310	2,411	2,289	2,218	4,022	3,839	2,508	2,070	2,635	32.3
		Female	26,198	2,288	2,218	2,255	2,193	4,060	3,948	2,671	2,397	4,168	35.2
Howard	85.5	Male	41,142	4,222	4,141	3,906	3,918	7,084	6,911	4,637	3,213	3,110	31.2
		Female	44,358	4,046	4,032	3,781	4,109	7,538	7,039	4,809	3,625	5,379	33.2
Huntington	37.4	Male	17,889	1,890	1,760	1,554	1,967	2,866	2,574	1,743	1,530	2,005	31.2
		Female	19,511	1,808	1,575	1,533	1,891	2,892	2,668	1,824	1,798	3,522	35.2
Jackson	37.2	Male	17,930	1,886	1,726	1,565	1,728	3,021	2,729	1,818	1,455	2,002	31.8
		Female	19,270	1,830	1,673	1,521	1,758	3,002	2,785	1,911	1,644	3,146	34.5
Jasper	27.5	Male	13,612	1,543	1,332	1,269	1,732	2,206	2,041	1,285	970	1,234	29.2
		Female	13,888	1,415	1,300	1,272	1,552	2,164	2,020	1,215	1,126	1,824	31.5
Jay	22.1	Male	10,667	1,060	1,041	1,014	979	1,641	1,640	1,040	962	1,290	32.6
		Female	11,433	972	1,004	992	958	1,623	1,638	1,155	1,091	2,000	36.0
Jefferson	29.6	Male	14,420	1,399	1,296	1,247	1,789	2,471	2,192	1,356	1,168	1,502	31.0
		Female	15,180	1,362	1,208	1,257	1,802	2,422	2,174	1,487	1,318	2,150	33.1
Jennings	24.2	Male	12,142	1,129	1,232	1,173	1,256	2,256	1,984	1,124	861	1,127	30.7
		Female	12,058	1,074	1,141	1,110	1,130	2,093	1,890	1,111	990	1,519	32.5
Johnson	87.3	Male	42,340	4,161	4,471	4,109	4,512	7,713	7,201	4,285	2,947	2,941	30.1
		Female	44,960	4,021	4,178	3,929	4,293	8,049	7,390	4,336	3,010	5,754	32.5
Knox	40.7	Male	19,633	1,674	1,574	1,538	3,138	2,989	2,572	1,886	1,666	2,596	31.3
		Female	21,067	1,537	1,443	1,470	2,401	2,876	2,800	2,122	2,141	4,277	37.9
Kosciusko	65.9	Male	32,265	3,582	3,043	2,575	3,308	5,949	5,022	3,021	2,572	3,193	31.1
		Female	33,635	3,446	2,945	2,620	3,344	5,828	4,864	3,195	2,958	4,435	32.7
La Grange	29.9	Male	14,703	1,980	1,738	1,450	1,366	2,424	2,060	1,253	1,080	1,352	28.4
		Female	15,197	1,880	1,736	1,487	1,365	2,370	2,069	1,300	1,221	1,769	29.8
Lake	496.1	Male	241,100	26,641	23,565	22,631	25,559	40,716	34,014	26,037	21,953	19,984	30.4
		Female	255,000	25,824	22,861	21,984	26,582	41,454	36,738	27,373	23,568	28,616	32.3
La Porte	107.0	Male	53,694	5,144	4,765	4,663	5,538	10,447	8,166	5,360	4,609	5,002	31.4
		Female	53,306	4,851	4,510	4,518	4,782	8,638	7,503	5,519	5,131	7,854	34.3
Lawrence	43.7	Male	20,966	2,020	2,006	1,830	1,842	3,517	3,215	2,220	1,881	2,435	32.9
		Female	22,734	1,897	2,001	1,805	1,853	3,585	3,311	2,422	2,066	3,794	35.7
Madison	131.2	Male	63,776	6,105	6,227	5,743	6,536	11,129	9,879	6,734	5,327	6,096	31.5
		Female	67,424	5,778	5,772	5,592	6,343	10,827	9,933	7,027	6,262	9,890	34.4
Marion	792.0	Male	376,751	37,225	34,063	32,588	43,439	72,487	52,964	38,388	32,029	33,568	30.7
		Female	415,249	35,621	32,738	31,910	45,721	73,820	56,890	42,716	37,498	58,335	33.3
Marshall	42.2	Male	20,456	2,123	2,004	1,864	1,985	3,438	2,948	2,123	1,722	2,249	31.6
		Female	21,744	2,069	1,779	1,789	1,925	3,300	3,076	2,172	1,976	3,658	35.0
Martin	10.9	Male	5,387	531	510	574	496	884	799	527	488	578	31.6
		Female	5,513	493	509	495	506	880	812	559	507	752	33.6
Miami	39.3	Male	19,527	2,161	1,960	1,686	2,401	3,537	2,894	1,768	1,452	1,668	29.4
		Female	19,773	2,094	1,780	1,640	1,998	3,356	2,798	1,818	1,602	2,687	32.1
Monroe	102.7	Male	50,748	3,745	3,453	3,142	13,698	10,448	6,315	3,838	2,821	3,288	26.3
		Female	51,952	3,457	3,182	2,983	13,489	9,666	6,485	4,076	3,303	5,311	28.0
Montgomery	35.5	Male	17,381	1,512	1,574	1,461	2,284	2,756	2,651	1,810	1,419	1,914	31.7
		Female	18,119	1,485	1,461	1,451	1,520	2,726	2,686	1,890	1,704	3,196	36.6
Morgan	54.9	Male	27,098	2,721	2,848	2,728	2,479	4,523	4,717	2,879	2,039	2,164	31.1
		Female	27,802	2,540	2,806	2,560	2,380	4,710	4,692	2,817	2,120	3,177	32.7
Newton	14.5	Male	7,153	857	713	667	636	1,193	1,114	643	575	755	30.9
		Female	7,347	745	694	611	638	1,175	1,080	620	635	1,149	33.4
Noble	39.4	Male	19,219	2,196	1,905	1,736	1,901	3,410	2,813	1,822	1,609	1,827	30.5
		Female	20,181	2,043	1,888	1,608	1,857	3,336	2,835	1,887	1,821	2,906	33.1
Ohio	5.2	Male	2,549	255	230	247	213	417	376	311	209	291	32.9
		Female	2,651	233	195	218	260	355	413	254	232	491	36.6

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
INDIANA (continued)													
ALL COUNTIES (continued)													
Orange	19.2	Male	9,392	931	847	849	898	1,545	1,331	912	852	1,227	32.6
		Female	9,808	894	788	745	824	1,479	1,353	972	989	1,764	36.3
Owen	18.0	Male	8,904	778	813	910	769	1,396	1,359	966	758	1,155	33.5
		Female	9,096	735	849	763	666	1,411	1,384	935	797	1,556	35.9
Parke	16.1	Male	7,973	647	788	806	666	1,236	1,206	798	704	1,122	33.7
		Female	8,127	609	655	630	647	1,175	1,164	855	794	1,598	38.0
Perry	18.9	Male	9,241	866	816	867	956	1,478	1,228	890	823	1,317	32.5
		Female	9,659	899	756	775	861	1,356	1,220	1,000	923	1,869	36.5
Pike	13.3	Male	6,422	586	533	558	558	1,018	1,027	652	556	934	34.6
		Female	6,878	534	537	540	569	987	1,001	695	679	1,336	37.7
Porter	128.2	Male	63,487	6,809	6,352	5,832	7,153	12,269	10,636	6,267	4,299	3,870	29.6
		Female	64,713	6,518	6,181	5,600	7,394	12,137	10,416	5,970	4,590	5,907	30.5
Posey	26.4	Male	13,079	1,405	1,247	1,143	1,315	2,383	2,077	1,227	1,025	1,257	31.0
		Female	13,321	1,263	1,171	1,140	1,239	2,306	2,041	1,233	1,083	1,845	33.0
Pulaski	13.5	Male	6,604	734	656	603	512	991	896	648	592	872	32.0
		Female	6,896	664	571	554	585	935	878	699	683	1,327	36.6
Putnam	30.6	Male	15,370	1,080	1,166	1,335	2,600	2,363	2,297	1,654	1,223	1,652	31.4
		Female	15,230	1,141	1,167	1,192	2,114	1,924	2,236	1,527	1,281	2,648	35.3
Randolph	28.8	Male	13,985	1,415	1,367	1,261	1,253	2,298	2,167	1,471	1,176	1,577	32.4
		Female	14,815	1,301	1,310	1,222	1,274	2,207	2,224	1,562	1,335	2,380	35.4
Ripley	25.9	Male	12,668	1,328	1,293	1,200	1,177	2,030	1,797	1,185	1,072	1,586	31.6
		Female	13,232	1,285	1,263	1,171	1,145	1,928	1,777	1,289	1,162	2,212	34.1
Rush	18.5	Male	8,952	878	886	904	896	1,349	1,253	918	797	1,071	31.8
		Female	9,548	869	850	883	802	1,337	1,337	948	874	1,648	35.2
St. Joseph	241.5	Male	116,420	10,786	10,155	9,656	15,198	20,415	15,327	11,617	10,747	12,519	31.1
		Female	125,080	10,249	9,711	9,379	13,906	20,026	16,240	13,058	12,246	20,265	34.6
Scott	21.2	Male	10,447	1,106	1,130	1,044	991	1,728	1,627	991	768	1,062	30.5
		Female	10,753	1,044	992	1,011	974	1,743	1,657	1,022	864	1,446	32.8
Shelby	39.9	Male	19,334	1,934	1,883	1,857	1,772	3,252	3,154	2,059	1,572	1,851	31.8
		Female	20,566	1,839	1,938	1,772	1,816	3,297	3,095	2,045	1,747	3,017	33.9
Spencer	20.1	Male	10,128	944	917	921	1,108	1,718	1,489	946	807	1,278	31.8
		Female	9,972	953	855	849	872	1,505	1,422	974	875	1,667	34.7
Starke	22.4	Male	10,983	1,152	1,126	1,087	995	1,698	1,624	1,071	850	1,380	31.7
		Female	11,417	1,084	1,057	1,008	942	1,740	1,637	1,084	1,033	1,832	34.3
Steuben	28.5	Male	14,287	1,323	1,222	1,249	1,863	2,273	2,136	1,365	1,199	1,657	31.5
		Female	14,213	1,243	1,212	1,100	1,340	2,221	2,040	1,391	1,447	2,219	35.0
Sullivan	20.8	Male	9,883	921	905	834	823	1,613	1,405	958	987	1,437	34.0
		Female	10,917	884	829	818	822	1,535	1,431	1,034	1,212	2,352	39.0
Switzerland	7.7	Male	3,799	346	351	356	314	545	597	354	355	581	34.8
		Female	3,901	358	308	316	316	509	594	428	380	692	37.4
Tippecanoe	123.7	Male	62,360	4,945	4,509	4,054	16,936	11,346	7,658	4,768	3,877	4,267	25.6
		Female	61,340	4,694	4,281	3,926	13,488	10,693	7,629	5,009	4,377	7,243	29.0
Tipton	16.5	Male	7,992	796	768	725	721	1,295	1,319	824	693	851	32.6
		Female	8,508	695	712	701	710	1,308	1,297	874	780	1,431	36.0
Union	6.8	Male	3,316	355	305	319	298	543	518	314	298	366	32.0
		Female	3,484	349	305	296	303	520	533	317	296	565	34.4
Vanderburgh	167.0	Male	78,362	7,190	6,382	6,124	9,223	13,812	10,822	8,145	7,426	9,238	32.4
		Female	88,638	6,933	6,125	6,110	9,451	13,815	11,449	9,223	9,272	16,260	36.6
Vermillion	17.7	Male	8,465	790	829	654	746	1,363	1,294	804	764	1,221	33.9
		Female	9,235	737	756	695	704	1,391	1,246	866	993	1,847	37.7
Vigo	107.6	Male	51,566	4,506	4,107	4,075	8,025	9,160	6,803	4,662	4,598	5,630	30.5
		Female	56,034	4,221	3,954	3,817	7,438	8,328	6,962	5,142	5,692	10,480	35.4
Wabash	35.6	Male	17,164	1,725	1,590	1,604	2,033	2,757	2,550	1,703	1,425	1,777	30.9
		Female	18,436	1,626	1,465	1,554	2,008	2,701	2,616	1,815	1,607	3,044	34.5
Warren	8.5	Male	4,172	402	401	402	358	636	681	428	387	477	33.2
		Female	4,328	381	406	370	351	645	687	436	396	656	35.2
Warrick	47.8	Male	23,642	2,549	2,537	2,169	2,071	4,355	4,238	2,218	1,673	1,832	30.7
		Female	24,158	2,360	2,355	2,118	2,086	4,477	4,114	2,211	1,792	2,645	32.1
Washington	23.5	Male	11,601	1,270	1,185	1,084	1,091	1,825	1,752	1,096	966	1,332	31.4
		Female	11,899	1,125	1,028	986	1,133	1,809	1,707	1,187	1,031	1,892	34.3
Wayne	71.7	Male	34,015	3,330	3,221	3,109	3,314	5,377	5,142	3,643	3,055	3,824	32.5
		Female	37,685	3,151	3,103	3,008	3,530	5,611	5,446	3,989	3,561	6,286	35.8
Wells	25.8	Male	12,521	1,384	1,185	1,148	1,219	2,169	1,920	1,230	995	1,271	31.1
		Female	13,279	1,245	1,151	1,107	1,209	2,090	2,017	1,287	1,171	2,002	34.2

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
INDIANA (continued)													
ALL COUNTIES (continued)													
White	24.2	Male	11,764	1,206	1,134	966	1,069	1,934	1,669	1,134	1,152	1,500	32.8
		Female	12,436	1,183	1,053	938	1,009	1,931	1,679	1,226	1,259	2,158	35.6
Whitley	27.5	Male	13,455	1,436	1,337	1,149	1,331	2,329	2,040	1,340	1,115	1,378	31.3
		Female	14,045	1,359	1,286	1,156	1,268	2,286	1,983	1,439	1,203	2,065	33.5
TOTAL METRO COUNTIES	**3,801.6**	**Male**	**1,839,435**	**182,221**	**171,839**	**162,412**	**220,722**	**333,699**	**274,138**	**185,296**	**149,806**	**159,302**	**30.5**
		Female	**1,962,165**	**174,104**	**164,967**	**156,403**	**219,767**	**335,235**	**283,654**	**196,204**	**139,611**	**262,220**	**32.9**
TOTAL STATE	**5,597.2**	**Male**	**2,714,965**	**270,301**	**255,423**	**241,676**	**310,206**	**479,451**	**405,577**	**272,535**	**224,061**	**255,735**	**30.8**
		Female	**2,882,235**	**257,985**	**243,870**	**232,185**	**304,548**	**476,722**	**415,958**	**287,448**	**253,761**	**409,758**	**33.4**
IOWA													
CEDAR RAPIDS	**169.1**	**Male**	**81,843**	**8,055**	**7,435**	**7,147**	**9,196**	**15,805**	**12,760**	**8,077**	**6,319**	**7,029**	**30.7**
		Female	**87,257**	**7,553**	**7,254**	**7,055**	**9,826**	**15,637**	**12,866**	**8,191**	**6,833**	**12,042**	**32.6**
Linn	169.1	Male	81,843	8,055	7,455	7,147	9,196	15,805	12,760	8,077	6,319	7,029	30.7
		Female	87,257	7,553	7,254	7,055	9,826	15,637	12,866	8,191	6,833	12,042	32.6
DAVENPORT - ROCK ISLAND - MOLINE	**369.4**	**Male**	**180,308**	**18,704**	**16,200**	**16,035**	**19,377**	**33,447**	**27,301**	**17,536**	**14,652**	**17,056**	**30.9**
		Female	**189,092**	**17,749**	**15,670**	**15,091**	**19,762**	**31,891**	**26,886**	**18,178**	**16,222**	**27,643**	**33.2**
Scott	158.1	Male	77,774	8,301	7,299	7,043	8,428	15,860	11,879	7,253	5,727	5,984	29.9
		Female	80,326	8,047	7,111	6,597	8,776	14,788	11,737	7,321	6,108	9,841	31.5
Henry, Ill.	*54.3*	*Male*	*26,593*	*2,790*	*2,419*	*2,456*	*2,471*	*4,317*	*4,169*	*2,620*	*2,242*	*3,109*	*32.3*
		Female	*27,707*	*2,518*	*2,344*	*2,309*	*2,262*	*4,173*	*3,995*	*2,725*	*2,524*	*4,857*	*35.6*
Rock Island, Ill.	*157.0*	*Male*	*75,941*	*7,613*	*6,482*	*6,536*	*8,478*	*13,270*	*11,253*	*7,663*	*6,683*	*7,963*	*31.7*
		Female	*81,059*	*7,184*	*6,215*	*6,185*	*8,724*	*12,930*	*11,154*	*8,132*	*7,390*	*12,945*	*34.5*
DES MOINES	**389.1**	**Male**	**185,821**	**18,203**	**16,946**	**15,829**	**20,140**	**36,232**	**28,689**	**18,656**	**14,834**	**16,292**	**31.0**
		Female	**203,279**	**17,179**	**16,560**	**14,995**	**21,860**	**37,295**	**29,714**	**19,685**	**16,907**	**29,084**	**33.3**
Dallas	30.1	Male	14,588	1,471	1,377	1,310	1,216	2,538	2,336	1,463	1,226	1,651	32.6
		Female	15,512	1,400	1,325	1,213	1,240	2,579	2,320	1,410	1,366	2,659	35.0
Polk	321.6	Male	152,981	14,801	13,633	12,837	17,107	30,436	23,160	15,410	12,411	13,186	31.0
		Female	168,619	14,007	13,234	12,113	18,812	31,256	24,205	16,595	14,301	24,096	33.4
Warren	37.4	Male	18,252	1,931	1,936	1,682	1,817	3,258	3,193	1,783	1,197	1,455	30.4
		Female	19,148	1,772	2,001	1,669	1,808	3,460	3,189	1,680	1,240	2,329	31.7
DUBUQUE	**90.8**	**Male**	**43,800**	**4,534**	**4,278**	**4,629**	**5,500**	**7,504**	**6,059**	**4,077**	**3,313**	**3,906**	**28.9**
		Female	**47,000**	**4,375**	**4,139**	**4,384**	**5,561**	**7,330**	**5,928**	**4,190**	**3,715**	**7,378**	**31.9**
Dubuque	90.8	Male	43,800	4,534	4,278	4,629	5,500	7,504	6,059	4,077	3,313	3,906	28.9
		Female	47,000	4,375	4,139	4,384	5,561	7,330	5,928	4,190	3,715	7,378	31.9
IOWA CITY	**86.2**	**Male**	**42,547**	**3,413**	**2,752**	**2,538**	**10,311**	**10,646**	**5,311**	**2,911**	**2,163**	**2,502**	**27.1**
		Female	**43,653**	**3,210**	**2,655**	**2,501**	**10,696**	**9,592**	**5,270**	**3,017**	**2,354**	**4,358**	**27.9**
Johnson	86.2	Male	42,547	3,413	2,752	2,538	10,311	10,646	5,311	2,911	2,163	2,502	27.1
		Female	43,653	3,210	2,655	2,501	10,696	9,592	5,270	3,017	2,354	4,358	27.9
SIOUX CITY	**115.6**	**Male**	**55,029**	**6,049**	**5,053**	**4,689**	**5,711**	**9,713**	**7,331**	**5,396**	**4,786**	**6,301**	**31.2**
		Female	**60,571**	**6,033**	**4,943**	**4,488**	**6,205**	**9,797**	**7,481**	**5,825**	**5,455**	**10,344**	**33.8**
Woodbury	97.8	Male	46,274	4,988	4,183	3,924	4,807	8,018	6,081	4,637	4,183	5,453	31.5
		Female	51,526	5,029	4,044	3,755	5,327	8,152	6,299	5,043	4,753	9,124	34.3
Dakota, Neb.	*17.8*	*Male*	*8,755*	*1,061*	*870*	*765*	*904*	*1,695*	*1,250*	*759*	*603*	*848*	*29.6*
		Female	*9,045*	*1,004*	*899*	*733*	*878*	*1,645*	*1,182*	*782*	*702*	*1,220*	*31.1*
WATERLOO - CEDAR FALLS	**148.9**	**Male**	**72,235**	**7,431**	**6,172**	**6,192**	**10,062**	**13,347**	**10,050**	**6,599**	**5,637**	**6,745**	**29.7**
		Female	**76,665**	**7,037**	**5,946**	**5,850**	**10,943**	**12,768**	**10,086**	**6,850**	**6,377**	**10,808**	**31.7**
Black Hawk	125.2	Male	60,631	6,284	5,154	5,155	8,552	11,524	8,324	5,531	4,755	5,352	29.5
		Female	64,569	5,994	4,980	4,856	9,470	11,020	8,368	5,819	5,343	8,719	31.3
Bremer	23.7	Male	11,604	1,147	1,018	1,037	1,510	1,823	1,726	1,068	882	1,393	31.0
		Female	12,096	1,043	966	994	1,473	1,748	1,718	1,031	1,034	2,089	34.0
ALL COUNTIES													
Adair	8.7	Male	4,253	433	326	341	383	607	517	439	425	782	35.7
		Female	4,447	382	332	295	298	518	583	419	491	1,129	41.8
Adams	5.3	Male	2,611	236	196	231	220	362	329	309	259	469	36.8
		Female	2,689	228	177	198	172	336	391	266	320	601	41.0

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
IOWA (continued)													
ALL COUNTIES (continued)													
Allamakee	14.8	Male	7,282	710	680	711	666	1,047	924	697	706	1,141	33.3
		Female	7,518	707	596	691	582	957	909	692	748	1,636	37.5
Appanoose	14.4	Male	6,786	666	563	569	626	1,008	874	596	715	1,169	34.6
		Female	7,614	684	585	528	575	1,014	884	737	791	1,816	39.8
Audubon	7.4	Male	3,564	344	291	315	297	500	487	355	391	584	35.7
		Female	3,836	305	257	315	267	430	502	399	402	959	41.9
Benton	22.8	Male	11,121	1,085	983	1,071	1,050	1,727	1,606	1,103	992	1,504	32.9
		Female	11,679	1,074	951	1,001	954	1,596	1,636	1,154	1,093	2,220	36.6
Black Hawk	125.2	Male	60,631	6,284	5,154	5,155	8,552	11,524	8,324	5,531	4,755	5,352	29.5
		Female	64,569	5,994	4,980	4,856	9,470	11,020	8,368	5,819	5,343	8,719	31.3
Boone	25.6	Male	12,200	1,096	937	961	1,242	2,192	1,711	1,221	1,089	1,751	33.5
		Female	13,400	1,015	927	930	1,181	2,005	1,738	1,256	1,248	3,100	38.7
Bremer	23.7	Male	11,604	1,147	1,018	1,037	1,510	1,823	1,726	1,068	882	1,393	31.0
		Female	12,096	1,043	966	994	1,473	1,748	1,718	1,031	1,034	2,089	34.0
Buchanan	21.9	Male	10,844	1,293	1,044	1,097	1,109	1,785	1,430	945	906	1,235	29.9
		Female	11,056	1,204	1,033	1,011	1,005	1,648	1,402	963	1,025	1,765	32.7
Buena Vista	20.0	Male	9,673	873	746	733	1,410	1,507	1,082	965	965	1,392	32.1
		Female	10,327	880	712	726	1,220	1,367	1,184	1,053	1,055	2,130	37.2
Butler	16.3	Male	7,984	805	715	691	690	1,287	1,031	759	770	1,236	33.5
		Female	8,316	751	690	645	615	1,144	1,040	814	859	1,758	38.0
Calhoun	11.8	Male	5,564	517	448	459	489	785	689	567	601	1,009	36.2
		Female	6,236	449	441	476	471	712	783	612	695	1,597	42.3
Carroll	22.5	Male	10,859	1,181	1,020	1,162	1,092	1,667	1,303	1,043	959	1,432	30.8
		Female	11,641	1,213	952	1,053	992	1,488	1,404	1,132	1,129	2,278	35.9
Cass	15.8	Male	7,561	725	606	627	699	1,141	1,004	755	694	1,310	34.8
		Female	8,239	679	566	600	619	1,081	1,061	818	846	1,969	40.4
Cedar	18.4	Male	9,033	841	780	839	801	1,509	1,336	880	850	1,197	33.3
		Female	9,367	892	719	773	744	1,362	1,327	917	871	1,762	36.5
Cerro Gordo	48.1	Male	22,644	2,095	1,830	1,826	2,367	3,887	3,175	2,400	2,173	2,891	33.2
		Female	25,456	2,007	1,829	1,674	2,665	3,915	3,278	2,670	2,574	4,844	36.9
Cherokee	14.5	Male	7,036	663	564	616	666	1,154	909	762	692	1,010	33.7
		Female	7,464	688	570	559	574	1,020	952	808	759	1,534	38.4
Chickasaw	14.3	Male	7,050	727	634	722	712	1,035	1,028	664	587	941	32.1
		Female	7,250	689	610	721	623	935	983	671	659	1,359	35.5
Clarke	8.8	Male	4,229	405	352	345	393	638	582	423	388	703	34.7
		Female	4,571	380	367	326	355	611	626	460	431	1,015	38.9
Clay	18.0	Male	8,631	944	724	675	864	1,558	1,163	869	765	1,069	32.1
		Female	9,369	918	712	708	930	1,454	1,185	905	856	1,701	34.7
Clayton	20.9	Male	10,381	1,035	918	959	977	1,531	1,354	1,009	980	1,618	33.5
		Female	10,519	1,010	832	863	878	1,340	1,342	1,049	1,034	2,171	37.5
Clinton	53.1	Male	25,766	2,581	2,392	2,425	2,491	4,307	3,776	2,536	2,285	2,973	32.0
		Female	27,334	2,457	2,199	2,274	2,513	4,163	3,778	2,692	2,553	4,705	35.2
Crawford	18.0	Male	8,839	943	791	797	888	1,371	1,211	860	832	1,146	32.3
		Female	9,161	913	766	803	758	1,262	1,188	867	890	1,714	35.7
Dallas	30.1	Male	14,588	1,471	1,377	1,310	1,216	2,538	2,336	1,463	1,226	1,651	32.6
		Female	15,512	1,400	1,325	1,213	1,240	2,579	2,320	1,410	1,366	2,659	35.0
Davis	9.0	Male	4,418	439	406	388	436	631	591	414	418	695	33.6
		Female	4,582	413	357	350	348	595	631	449	447	992	38.6
Decatur	8.9	Male	4,272	342	336	320	653	599	523	381	374	744	33.1
		Female	4,628	341	328	297	665	554	543	408	418	1,074	37.4
Delaware	19.0	Male	9,328	1,027	905	998	990	1,392	1,248	918	800	1,050	30.3
		Female	9,672	1,021	894	1,028	871	1,256	1,228	909	862	1,603	33.1
Des Moines	44.5	Male	21,243	2,068	1,907	1,873	1,970	3,699	3,112	2,105	1,958	2,551	32.6
		Female	23,257	1,980	1,768	1,733	1,991	3,651	3,077	2,287	2,219	4,551	36.6
Dickinson	15.0	Male	7,253	700	600	560	575	1,229	983	716	761	1,129	34.7
		Female	7,747	698	530	541	588	1,180	949	819	867	1,575	38.5
Dubuque	90.8	Male	43,800	4,534	4,278	4,629	5,500	7,504	6,059	4,077	3,313	3,906	28.9
		Female	47,000	4,375	4,139	4,384	5,561	7,330	5,928	4,190	3,715	7,378	31.9
Emmet	11.6	Male	5,638	606	510	471	606	936	732	546	493	738	31.7
		Female	5,962	559	463	461	558	841	710	594	603	1,173	36.4
Fayette	23.2	Male	11,347	1,122	962	1,070	1,188	1,681	1,469	1,076	1,069	1,710	32.9
		Female	11,853	1,030	935	1,030	1,009	1,523	1,500	1,112	1,187	2,527	37.7
Floyd	18.2	Male	8,712	837	791	830	707	1,346	1,304	862	866	1,169	33.8
		Female	9,488	828	760	775	739	1,283	1,296	940	939	1,928	37.8

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IOWA (continued)													
ALL COUNTIES (continued)													
Franklin	12.0	Male	5,802	555	468	468	489	920	800	596	565	941	35.0
		Female	6,198	504	427	469	451	837	809	646	661	1,394	40.1
Fremont	9.3	Male	4,458	457	365	346	356	661	586	443	493	751	35.8
		Female	4,842	425	372	326	320	651	569	500	522	1,157	40.7
Greene	10.8	Male	5,158	508	414	453	431	793	663	484	522	890	34.7
		Female	5,642	449	399	433	386	728	670	562	609	1,406	41.4
Grundy	13.4	Male	6,511	615	561	603	562	1,020	1,005	623	632	890	34.0
		Female	6,889	576	534	534	479	946	974	705	702	1,439	38.9
Guthrie	11.6	Male	5,510	491	423	453	430	781	733	577	601	1,021	37.4
		Female	6,090	493	467	450	349	770	722	611	689	1,539	42.1
Hamilton	16.5	Male	8,033	778	658	679	768	1,282	1,060	874	819	1,115	33.8
		Female	8,467	747	617	638	655	1,175	1,132	922	886	1,695	38.5
Hancock	13.4	Male	6,558	665	584	576	589	1,123	872	636	613	900	32.7
		Female	6,842	672	567	493	560	985	841	672	634	1,418	36.7
Hardin	20.4	Male	9,849	862	787	970	1,055	1,455	1,300	976	969	1,475	33.6
		Female	10,551	829	700	789	921	1,354	1,358	1,034	1,067	2,499	40.0
Harrison	15.5	Male	7,475	746	692	676	697	1,009	998	748	712	1,197	34.2
		Female	8,025	656	655	656	626	1,027	1,016	813	779	1,797	38.9
Henry	19.1	Male	9,147	829	763	731	1,019	1,573	1,375	793	796	1,268	32.8
		Female	9,953	854	735	718	966	1,522	1,233	879	942	2,104	36.5
Howard	10.3	Male	4,993	476	404	436	461	669	609	496	524	918	35.8
		Female	5,307	452	389	478	367	616	612	509	541	1,343	40.7
Humboldt	11.4	Male	5,532	517	441	472	484	801	732	602	628	855	35.7
		Female	5,868	499	432	462	437	750	762	642	648	1,236	39.6
Ida	8.7	Male	4,259	404	389	341	383	615	546	451	438	692	35.0
		Female	4,441	377	318	326	305	568	537	504	481	1,025	41.1
Iowa	15.1	Male	7,299	676	587	663	706	1,143	974	795	713	1,042	33.9
		Female	7,801	646	564	626	609	1,062	1,036	799	785	1,674	38.8
Jackson	22.2	Male	10,932	1,132	1,031	1,149	1,059	1,615	1,500	1,092	911	1,443	31.8
		Female	11,268	1,097	991	1,087	973	1,507	1,494	1,119	989	2,011	34.9
Jasper	36.3	Male	17,650	1,699	1,579	1,485	1,627	2,849	2,615	1,970	1,654	2,172	33.5
		Female	18,650	1,595	1,426	1,429	1,495	2,768	2,726	2,028	1,792	3,391	37.2
Jefferson	16.9	Male	8,359	752	664	569	917	1,882	1,109	709	660	1,097	31.8
		Female	8,541	596	596	605	788	1,592	1,120	787	771	1,686	35.8
Johnson	86.2	Male	42,547	3,413	2,752	2,538	10,311	10,646	5,311	2,911	2,163	2,502	27.1
		Female	43,653	3,210	2,655	2,501	10,696	9,592	5,270	3,017	2,354	4,358	27.9
Jones	20.1	Male	10,212	984	902	883	1,264	1,721	1,382	959	879	1,238	31.2
		Female	9,888	900	800	913	771	1,396	1,366	997	950	1,795	36.2
Keokuk	11.3	Male	5,727	516	449	504	505	829	698	558	580	1,088	35.9
		Female	6,073	481	428	501	444	747	677	611	625	1,559	41.4
Kossuth	19.9	Male	9,823	1,015	882	938	998	1,473	1,208	993	930	1,386	32.3
		Female	10,077	912	833	901	796	1,313	1,303	1,017	1,015	1,987	37.2
Lee	41.9	Male	20,544	1,973	1,729	1,817	2,017	3,712	2,966	2,045	1,905	2,380	32.4
		Female	21,356	1,878	1,660	1,667	1,864	3,207	2,821	2,110	2,154	3,995	36.4
Linn	169.1	Male	81,843	8,055	7,455	7,147	9,196	15,805	12,760	8,077	6,319	7,029	30.7
		Female	87,257	7,553	7,254	7,055	9,826	15,637	12,866	8,191	6,833	12,042	32.6
Louisa	12.4	Male	6,100	609	567	570	575	997	906	585	487	804	32.3
		Female	6,300	640	536	550	511	965	902	600	530	1,066	34.5
Lucas	9.7	Male	4,587	410	398	377	354	648	684	495	467	754	36.6
		Female	5,113	417	378	370	387	639	654	528	536	1,204	40.6
Lyon	12.2	Male	6,011	680	578	539	541	920	692	642	572	847	32.3
		Female	6,189	649	535	502	460	842	729	657	603	1,212	36.5
Madison	12.4	Male	6,033	568	595	533	444	931	893	582	541	946	34.4
		Female	6,367	572	498	470	403	862	896	591	629	1,446	39.2
Mahaska	23.0	Male	11,109	1,073	901	870	1,288	1,851	1,439	1,049	1,060	1,578	32.7
		Female	11,891	1,025	874	778	1,199	1,734	1,418	1,131	1,193	2,539	37.4
Marion	30.2	Male	14,826	1,492	1,251	1,122	1,820	2,401	2,099	1,391	1,288	1,962	32.2
		Female	15,374	1,342	1,192	1,190	1,894	2,252	2,058	1,378	1,347	2,721	34.2
Marshall	39.6	Male	19,180	1,750	1,737	1,641	1,738	3,388	2,837	1,875	1,745	2,469	33.0
		Female	20,420	1,700	1,627	1,583	1,895	3,260	2,878	1,910	1,861	3,706	35.5
Mills	13.8	Male	6,854	678	608	589	678	1,308	1,014	654	558	767	31.7
		Female	6,946	596	618	527	573	1,197	958	644	623	1,210	34.7
Mitchell	11.2	Male	5,385	481	464	517	503	734	668	561	533	924	34.9
		Female	5,815	473	444	501	456	619	698	581	575	1,468	40.9

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IOWA (continued)													
ALL COUNTIES (continued)													
Monona	10.8	Male	5,194	439	417	406	425	765	654	536	558	994	37.2
		Female	5,606	469	400	407	370	649	673	573	626	1,439	42.5
Monroe	8.5	Male	4,100	371	350	371	385	588	527	397	407	704	34.7
		Female	4,400	372	297	314	359	565	536	422	472	1,063	40.5
Montgomery	12.6	Male	5,931	568	489	429	530	945	712	616	572	1,070	35.1
		Female	6,669	556	477	438	495	890	764	681	686	1,682	41.3
Muscatine	41.3	Male	20,166	2,148	1,996	1,809	2,057	3,558	3,009	1,913	1,566	2,110	30.8
		Female	21,134	2,100	1,822	1,738	1,988	3,378	3,059	1,891	1,767	3,391	33.6
O'Brien	15.7	Male	7,526	763	594	626	805	1,109	897	796	720	1,216	33.8
		Female	8,174	740	562	621	657	1,017	961	890	817	1,909	40.1
Osceola	7.9	Male	3,884	408	328	355	356	543	482	404	375	633	34.1
		Female	4,016	315	336	317	323	482	498	405	441	899	39.7
Page	18.0	Male	8,563	861	723	642	729	1,326	1,148	822	881	1,431	35.0
		Female	9,437	758	645	604	741	1,234	1,127	923	1,016	2,389	41.5
Palo Alto	11.0	Male	5,377	526	458	508	620	733	632	559	515	826	32.9
		Female	5,623	475	404	481	467	675	664	620	552	1,285	39.7
Plymouth	24.6	Male	12,105	1,304	1,081	1,139	1,340	1,824	1,537	1,240	1,062	1,578	31.5
		Female	12,495	1,208	1,067	1,038	1,234	1,702	1,554	1,252	1,185	2,255	35.0
Pocahontas	10.3	Male	4,987	428	413	464	435	711	663	488	551	834	35.6
		Female	5,313	425	369	453	347	618	697	526	600	1,278	41.4
Polk	321.6	Male	152,981	14,801	13,633	12,837	17,107	30,436	23,160	15,410	12,411	13,186	31.0
		Female	168,619	14,007	13,234	12,113	18,812	31,256	24,205	16,595	14,301	24,096	33.4
Pottawattamie	87.8	Male	42,098	4,372	4,022	3,942	4,263	6,933	5,987	4,531	3,618	4,430	31.4
		Female	45,702	4,167	3,880	3,924	4,477	7,121	6,371	4,843	3,946	6,973	34.0
Poweshiek	18.8	Male	9,093	803	769	718	1,387	1,394	1,181	863	819	1,159	31.2
		Female	9,707	739	708	714	1,226	1,326	1,284	879	917	1,914	36.1
Ringgold	5.6	Male	2,613	212	185	184	207	397	320	304	276	528	38.8
		Female	2,987	244	210	208	191	366	339	303	331	795	43.1
Sac	12.6	Male	6,065	579	482	482	542	888	769	633	642	1,048	35.8
		Female	6,535	579	461	491	446	816	746	671	721	1,604	41.4
Scott	158.1	Male	77,774	8,301	7,299	7,043	8,428	15,860	11,879	7,253	5,727	5,984	29.9
		Female	80,326	8,047	7,111	6,597	8,776	14,788	11,737	7,321	6,108	9,841	31.5
Shelby	14.2	Male	7,002	648	641	723	649	996	924	702	697	1,022	33.4
		Female	7,198	641	600	674	510	931	920	756	716	1,450	37.6
Sioux	30.9	Male	14,933	1,791	1,294	1,365	2,084	2,226	1,877	1,321	1,205	1,770	29.2
		Female	15,967	1,753	1,347	1,301	2,094	2,098	1,953	1,384	1,363	2,674	32.1
Story	72.9	Male	37,463	2,720	2,158	2,129	12,079	7,249	4,176	2,465	1,974	2,513	24.8
		Female	35,437	2,798	2,091	2,036	9,247	6,045	4,034	2,570	2,183	4,433	27.6
Tama	18.0	Male	8,707	816	745	810	750	1,283	1,225	878	832	1,368	34.6
		Female	9,293	814	734	775	658	1,218	1,198	955	915	2,026	38.7
Taylor	7.6	Male	3,601	323	277	302	295	505	437	361	414	687	37.3
		Female	3,999	326	262	268	272	481	452	378	458	1,102	43.6
Union	13.2	Male	6,210	608	523	519	583	988	820	574	605	990	33.8
		Female	6,990	597	522	513	585	955	828	643	684	1,663	38.9
Van Buren	8.0	Male	3,928	385	350	349	302	575	524	367	368	708	35.1
		Female	4,072	363	281	303	318	511	547	366	417	966	39.8
Wapello	37.6	Male	17,880	1,651	1,494	1,423	1,719	2,862	2,390	1,836	1,760	2,745	34.3
		Female	19,720	1,562	1,412	1,380	1,738	2,803	2,484	2,031	2,017	4,293	38.9
Warren	37.4	Male	18,252	1,931	1,936	1,682	1,817	3,258	3,193	1,783	1,197	1,455	30.4
		Female	19,148	1,772	2,001	1,669	1,808	3,460	3,189	1,680	1,240	2,329	31.7
Washington	19.9	Male	9,541	951	840	874	889	1,568	1,290	922	859	1,348	32.8
		Female	10,359	905	788	798	811	1,501	1,309	1,002	966	2,279	37.9
Wayne	7.3	Male	3,498	296	255	273	269	470	403	352	413	767	39.6
		Female	3,802	294	236	227	252	435	442	378	446	1,092	45.4
Webster	42.7	Male	20,282	1,985	1,696	1,788	2,164	3,298	2,723	2,138	1,870	2,620	32.6
		Female	22,418	1,899	1,624	1,745	2,244	3,229	2,807	2,263	2,181	4,426	36.7
Winnebago	12.6	Male	6,088	560	474	480	672	953	780	582	592	995	34.0
		Female	6,512	499	518	500	571	868	799	616	641	1,500	38.8
Winneshiek	21.4	Male	10,492	917	858	963	1,766	1,461	1,249	999	920	1,359	30.1
		Female	10,908	877	824	907	1,786	1,296	1,296	968	932	2,022	33.2
Woodbury	97.8	Male	46,274	4,988	4,183	3,924	4,807	8,018	6,081	4,637	4,183	5,453	31.5
		Female	51,526	5,029	4,044	3,755	5,327	8,152	6,299	5,043	4,753	9,124	34.3
Worth	8.6	Male	4,215	416	337	321	360	647	585	415	383	751	35.5
		Female	4,385	344	325	296	306	615	580	422	466	1,031	40.3

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POPULATION BY AGE AND SEX

SaMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
IOWA (continued)													
ALL COUNTIES (continued)													
Wright	15.1	Male	7,219	657	551	598	638	1,082	1,000	734	764	1,195	35.8
		Female	7,881	684	542	573	592	994	967	793	873	1,863	40.7
TOTAL METRO COUNTIES	**1,227.8**	**Male**	**592,392**	**59,297**	**53,107**	**51,244**	**72,707**	**114,345**	**86,816**	**56,741**	**45,794**	**52,341**	**30.2**
		Female	**635,408**	**56,597**	**51,589**	**49,061**	**77,466**	**112,683**	**88,271**	**59,140**	**50,993**	**89,608**	**32.4**
TOTAL STATE	**2,847.4**	**Male**	**1,379,093**	**135,161**	**119,713**	**118,946**	**159,759**	**240,511**	**192,196**	**133,387**	**117,952**	**161,468**	**31.5**
		Female	**1,468,307**	**129,380**	**114,923**	**113,538**	**156,394**	**229,513**	**194,668**	**140,060**	**131,392**	**258,239**	**34.6**
KANSAS													
KANSAS CITY	**1,567.6**	**Male**	**755,487**	**72,981**	**68,642**	**64,240**	**76,440**	**142,181**	**121,026**	**79,480**	**63,197**	**67,300**	**31.7**
		Female	**812,113**	**69,789**	**65,705**	**62,026**	**78,660**	**144,878**	**123,982**	**83,561**	**69,571**	**113,941**	**34.0**
Johnson	344.7	Male	167,637	15,740	15,604	14,706	14,637	33,838	30,164	18,039	13,690	11,219	31.8
		Female	177,063	15,102	14,913	14,127	15,012	35,803	30,951	19,159	14,422	17,574	33.2
Leavenworth	63.7	Male	33,963	2,921	3,083	2,555	3,545	6,639	6,339	3,377	2,630	2,874	32.3
		Female	29,737	2,761	2,877	2,449	2,652	5,115	4,850	2,720	2,306	4,007	33.1
Miami	23.5	Male	11,462	1,057	1,046	1,102	1,009	1,732	1,760	1,211	1,004	1,541	33.8
		Female	12,038	1,023	945	984	934	1,722	1,716	1,223	1,069	2,422	37.4
Wyandotte	173.9	Male	82,244	9,034	7,864	7,235	9,200	14,320	10,683	8,195	7,298	8,415	30.4
		Female	91,656	8,641	7,636	7,021	9,879	14,793	11,808	9,091	8,467	14,320	33.6
Cass, Mo.	*60.4*	*Male*	*29,755*	*3,046*	*3,053*	*2,897*	*2,622*	*4,851*	*5,374*	*3,277*	*2,155*	*2,480*	*31.7*
		Female	*30,645*	*2,815*	*2,916*	*2,761*	*2,608*	*5,099*	*5,441*	*2,993*	*2,250*	*3,762*	*33.3*
Clay, Mo.	*150.4*	*Male*	*73,109*	*6,817*	*6,478*	*6,220*	*7,761*	*14,118*	*12,512*	*8,207*	*6,023*	*4,973*	*31.6*
		Female	*77,291*	*6,451*	*6,271*	*6,073*	*8,342*	*14,617*	*12,811*	*8,354*	*6,321*	*8,051*	*32.9*
Jackson, Mo.	*641.1*	*Male*	*303,035*	*29,240*	*26,359*	*24,674*	*32,839*	*57,425*	*44,362*	*31,664*	*25,925*	*30,547*	*31.7*
		Female	*338,065*	*28,209*	*25,374*	*24,120*	*34,493*	*58,178*	*47,101*	*34,584*	*30,254*	*55,752*	*34.8*
Lafayette, Mo.	*31.9*	*Male*	*15,490*	*1,354*	*1,393*	*1,394*	*1,393*	*2,261*	*2,403*	*1,630*	*1,409*	*2,253*	*34.8*
		Female	*16,410*	*1,279*	*1,227*	*1,214*	*1,262*	*2,257*	*2,347*	*1,642*	*1,577*	*3,605*	*39.1*
Platte, Mo.	*54.2*	*Male*	*27,200*	*2,644*	*2,658*	*2,362*	*2,489*	*5,288*	*5,344*	*2,687*	*2,103*	*1,625*	*31.5*
		Female	*27,000*	*2,490*	*2,512*	*2,249*	*2,530*	*5,477*	*4,934*	*2,601*	*1,883*	*2,324*	*31.8*
Ray, Mo.	*23.8*	*Male*	*11,592*	*1,128*	*1,104*	*1,095*	*945*	*1,709*	*2,085*	*1,193*	*960*	*1,373*	*33.9*
		Female	*12,208*	*1,018*	*1,034*	*1,028*	*948*	*1,817*	*2,023*	*1,194*	*1,022*	*2,124*	*36.3*
LAWRENCE	**75.0**	**Male**	**37,791**	**2,883**	**2,380**	**2,081**	**10,881**	**8,125**	**4,436**	**2,587**	**2,048**	**2,370**	**25.8**
		Female	**37,209**	**2,770**	**2,257**	**2,111**	**9,824**	**7,047**	**4,404**	**2,693**	**2,207**	**3,896**	**27.3**
Douglas	75.0	Male	37,791	2,883	2,380	2,081	10,881	8,125	4,436	2,587	2,048	2,370	25.8
		Female	37,209	2,770	2,257	2,111	9,824	7,047	4,404	2,693	2,207	3,896	27.3
TOPEKA	**163.6**	**Male**	**78,700**	**7,666**	**6,734**	**6,665**	**8,384**	**14,813**	**11,340**	**8,403**	**6,699**	**7,996**	**31.7**
		Female	**84,900**	**7,058**	**6,356**	**6,131**	**8,673**	**14,906**	**11,887**	**8,600**	**7,174**	**14,115**	**34.5**
Shawnee	163.6	Male	78,700	7,666	6,734	6,665	8,384	14,813	11,340	8,403	6,699	7,996	31.7
		Female	84,900	7,058	6,356	6,131	8,673	14,906	11,887	8,600	7,174	14,115	34.5
WICHITA	**448.8**	**Male**	**219,250**	**22,752**	**18,684**	**17,294**	**26,260**	**43,614**	**31,141**	**22,650**	**18,384**	**18,471**	**30.6**
		Female	**229,550**	**22,142**	**18,148**	**16,867**	**25,286**	**40,257**	**31,669**	**23,456**	**20,478**	**31,247**	**33.0**
Butler	49.4	Male	23,995	2,427	2,076	2,139	2,280	4,042	3,624	2,643	2,102	2,662	32.6
		Female	25,405	2,366	2,071	2,033	2,170	3,940	3,725	2,619	2,249	4,232	35.3
Sedgwick	399.4	Male	195,255	20,325	16,608	15,155	23,980	39,572	27,517	20,007	16,282	15,809	30.4
		Female	204,145	19,776	16,077	14,834	23,116	36,317	27,944	20,837	18,229	27,015	32.8
ALL COUNTIES													
Allen	15.4	Male	7,261	750	633	553	716	1,061	954	690	703	1,201	34.2
		Female	8,139	742	609	555	677	1,086	963	782	778	1,947	39.2
Anderson	8.6	Male	4,167	397	318	368	381	565	526	386	395	831	36.0
		Female	4,433	369	316	362	304	504	548	396	482	1,152	41.6
Atchison	18.0	Male	8,607	826	748	816	1,132	1,254	1,093	881	733	1,124	31.2
		Female	9,393	770	722	747	1,096	1,149	1,193	845	854	2,017	36.8
Barber	6.5	Male	3,159	283	239	224	268	483	393	358	355	556	37.1
		Female	3,341	279	211	221	230	415	414	352	398	821	42.6
Barton	31.6	Male	15,290	1,665	1,203	1,261	1,659	2,588	2,005	1,619	1,416	1,874	32.2
		Female	16,310	1,427	1,153	1,251	1,641	2,380	2,122	1,726	1,600	3,010	36.4
Bourbon	15.6	Male	7,269	692	566	518	711	1,117	916	679	749	1,321	35.3
		Female	8,331	664	559	537	695	1,080	933	809	865	2,189	41.8
Brown	11.7	Male	5,539	564	451	432	462	788	666	516	545	1,115	36.1
		Female	6,161	537	465	389	461	756	664	507	684	1,698	42.1

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KANSAS (continued)													
ALL COUNTIES (continued)													
Butler	49.4	Male	23,995	2,427	2,076	2,139	2,280	4,042	3,624	2,643	2,102	2,662	32.6
		Female	25,405	2,366	2,071	2,033	2,170	3,940	3,725	2,619	2,249	4,232	35.3
Chase	3.1	Male	1,478	120	117	112	100	219	201	139	179	291	38.5
		Female	1,622	124	99	101	115	189	171	155	203	465	45.7
Chautauqua	4.8	Male	2,310	182	153	185	175	273	301	205	268	568	41.2
		Female	2,490	145	155	157	144	252	337	212	322	766	47.5
Cherokee	22.7	Male	10,677	991	986	953	933	1,591	1,541	990	1,076	1,616	34.3
		Female	12,023	920	930	928	863	1,573	1,649	1,152	1,240	2,768	39.8
Cheyenne	3.4	Male	1,609	128	113	125	117	233	192	210	211	280	39.6
		Female	1,791	135	128	110	100	204	187	240	226	461	46.3
Clark	2.5	Male	1,180	86	89	98	63	160	173	126	134	251	40.4
		Female	1,320	85	83	98	64	140	151	159	159	381	47.1
Clay	9.5	Male	4,553	433	351	337	396	660	575	445	481	875	36.7
		Female	4,947	430	339	321	296	636	563	509	513	1,340	43.0
Cloud	11.6	Male	5,383	487	395	422	601	748	671	480	531	1,048	35.6
		Female	6,217	450	364	418	573	732	684	550	648	1,798	43.4
Coffey	9.6	Male	4,748	460	403	357	405	763	655	417	412	876	34.8
		Female	4,852	441	384	357	394	681	611	364	456	1,164	37.8
Comanche	2.5	Male	1,210	102	99	93	81	161	172	126	135	241	39.0
		Female	1,290	89	74	84	79	142	148	125	161	388	46.9
Cowley	37.3	Male	17,666	1,704	1,519	1,402	1,805	2,786	2,480	1,873	1,577	2,520	33.6
		Female	19,634	1,589	1,457	1,352	1,782	2,870	2,550	1,855	1,838	4,341	38.0
Crawford	37.4	Male	17,616	1,540	1,265	1,320	2,442	2,699	2,231	1,491	1,662	2,966	33.3
		Female	19,784	1,384	1,185	1,219	2,274	2,524	2,290	1,689	2,105	5,114	40.7
Decatur	4.1	Male	1,976	170	157	160	171	256	232	217	220	393	38.2
		Female	2,124	162	129	149	147	225	223	248	237	604	46.0
Dickinson	20.3	Male	9,787	905	829	824	824	1,345	1,403	1,060	914	1,683	36.2
		Female	10,513	833	733	784	722	1,276	1,420	1,063	1,032	2,650	41.4
Doniphan	9.5	Male	4,676	468	379	394	481	722	601	408	436	787	33.5
		Female	4,824	416	392	396	460	671	539	478	459	1,013	36.4
Douglas	75.0	Male	37,791	2,883	2,380	2,081	10,881	8,125	4,436	2,587	2,048	2,370	25.8
		Female	37,209	2,770	2,257	2,111	9,824	7,047	4,404	2,693	2,207	3,896	27.3
Edwards	4.0	Male	1,972	172	146	147	152	287	282	199	197	390	37.9
		Female	2,028	167	108	149	149	240	229	208	247	531	43.8
Elk	3.6	Male	1,710	132	113	146	106	181	225	173	202	432	42.9
		Female	1,890	133	88	114	103	196	220	190	225	621	49.5
Ellis	27.1	Male	13,241	1,359	1,014	1,071	2,367	2,550	1,603	1,126	931	1,220	28.2
		Female	13,859	1,349	891	1,017	2,582	2,243	1,596	1,173	1,106	1,902	29.9
Ellsworth	6.7	Male	3,227	279	239	280	250	438	392	332	335	682	38.3
		Female	3,473	290	227	216	211	433	377	330	391	998	44.5
Finney	30.2	Male	14,983	1,978	1,489	1,280	1,755	3,045	2,069	1,229	1,041	1,097	28.2
		Female	15,217	1,865	1,491	1,308	1,692	2,763	2,007	1,341	1,110	1,640	29.5
Ford	27.0	Male	13,183	1,454	1,161	1,106	1,591	2,280	1,829	1,221	1,107	1,434	30.6
		Female	13,817	1,402	1,059	1,017	1,633	2,115	1,860	1,288	1,196	2,247	33.5
Franklin	22.2	Male	10,755	1,043	907	897	1,184	1,581	1,544	1,057	912	1,630	33.5
		Female	11,445	926	866	838	1,100	1,510	1,589	1,054	1,076	2,486	38.0
Geary	30.4	Male	15,827	2,078	1,195	1,074	3,529	2,902	2,105	1,138	854	952	25.1
		Female	14,573	1,791	1,154	1,103	2,422	2,506	1,963	1,223	957	1,454	28.3
Gove	3.5	Male	1,721	174	130	155	167	262	227	185	150	271	34.0
		Female	1,779	177	163	171	121	237	204	190	152	364	36.0
Graham	3.6	Male	1,766	174	142	164	147	229	237	193	178	302	36.1
		Female	1,834	146	130	144	139	207	258	218	179	413	40.9
Grant	7.4	Male	3,732	461	383	340	367	701	585	381	275	239	29.5
		Female	3,668	447	337	343	354	630	574	375	250	358	30.6
Gray	5.5	Male	2,747	342	251	217	260	482	406	255	221	313	31.3
		Female	2,753	301	241	203	261	453	369	262	239	424	33.2
Greeley	1.8	Male	903	88	79	71	95	140	124	92	89	125	33.5
		Female	897	96	75	76	76	116	110	113	95	140	35.9
Greenwood	8.0	Male	3,816	306	295	285	282	471	465	391	414	907	40.8
		Female	4,184	307	276	284	216	481	498	414	464	1,244	45.7
Hamilton	2.3	Male	1,131	104	90	99	86	153	154	131	109	205	37.2
		Female	1,169	85	90	86	70	148	155	137	118	280	41.8
Harper	7.3	Male	3,444	305	277	252	229	475	457	393	372	684	39.0
		Female	3,856	254	246	246	234	442	472	385	434	1,143	45.8

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KANSAS (continued)													
ALL COUNTIES (continued)													
Harvey	31.6	Male	14,993	1,481	1,237	1,197	1,747	2,611	2,012	1,523	1,254	1,931	32.0
		Female	16,607	1,353	1,125	1,159	1,737	2,451	2,206	1,597	1,402	3,577	37.2
Haskell	4.0	Male	2,028	246	210	176	198	373	305	195	158	167	29.9
		Female	1,972	238	195	163	160	337	300	200	159	220	31.8
Hodgeman	2.2	Male	1,115	95	86	107	101	157	130	134	128	177	35.9
		Female	1,085	78	62	92	79	132	166	124	126	226	41.0
Jackson	12.1	Male	5,968	592	569	561	445	899	933	599	489	881	34.1
		Female	6,132	557	525	500	421	905	877	600	538	1,209	36.8
Jefferson	17.0	Male	8,432	765	772	808	612	1,340	1,368	870	755	1,142	34.4
		Female	8,568	661	741	754	583	1,341	1,307	812	810	1,559	36.6
Jewell	4.6	Male	2,233	198	156	175	164	306	254	254	245	481	39.6
		Female	2,367	179	153	153	156	263	261	268	241	693	45.6
Johnson	344.7	Male	167,637	15,740	15,604	14,706	14,637	33,838	30,164	18,039	13,690	11,219	31.8
		Female	177,063	15,102	14,913	14,127	15,012	35,803	30,951	19,159	14,422	17,574	33.2
Kearny	3.8	Male	1,915	235	195	157	196	327	254	202	170	179	30.3
		Female	1,885	244	157	182	167	274	276	193	156	236	32.0
Kingman	8.9	Male	4,322	425	329	348	396	651	561	467	457	688	35.2
		Female	4,578	388	337	340	346	569	583	439	519	1,057	40.3
Kiowa	3.8	Male	1,831	176	143	120	158	301	235	207	188	303	35.7
		Female	1,969	196	108	139	168	245	223	207	231	452	40.8
Labette	25.2	Male	11,911	1,157	1,082	1,080	1,145	1,884	1,596	1,070	1,075	1,822	32.9
		Female	13,289	1,111	1,043	1,030	1,023	1,894	1,658	1,187	1,366	2,977	38.3
Lane	2.5	Male	1,213	134	82	99	97	182	170	144	104	201	35.7
		Female	1,287	110	95	109	75	167	193	127	143	268	39.5
Leavenworth	63.7	Male	33,963	2,921	3,083	2,555	3,545	6,639	6,339	3,377	2,630	2,874	32.3
		Female	29,737	2,761	2,877	2,449	2,652	5,115	4,850	2,720	2,306	4,007	33.1
Lincoln	3.7	Male	1,760	153	102	130	123	246	186	209	195	416	41.8
		Female	1,940	148	115	110	97	215	193	203	219	640	49.9
Linn	8.6	Male	4,128	365	335	327	286	577	560	419	436	823	38.1
		Female	4,472	359	313	335	247	589	544	444	487	1,154	42.2
Logan	3.2	Male	1,579	157	123	147	143	238	194	189	155	233	34.2
		Female	1,621	121	110	142	121	205	216	170	158	378	40.2
Lyon	35.6	Male	17,436	1,833	1,338	1,124	3,033	3,787	2,124	1,268	1,113	1,816	28.7
		Female	18,164	1,727	1,268	1,057	3,292	3,122	2,033	1,391	1,315	2,959	30.6
McPherson	27.7	Male	13,350	1,219	998	1,020	1,703	2,228	1,775	1,308	1,187	1,912	32.8
		Female	14,350	1,188	967	957	1,528	2,048	1,791	1,391	1,343	3,037	37.2
Marion	13.1	Male	6,207	426	462	472	642	814	782	615	687	1,307	38.7
		Female	6,893	484	399	468	559	797	740	709	748	1,989	45.0
Marshall	12.9	Male	6,173	506	452	465	543	818	731	654	809	1,195	39.1
		Female	6,727	495	387	517	505	743	815	632	924	1,709	43.8
Meade	4.5	Male	2,231	220	201	183	224	330	282	250	198	343	33.7
		Female	2,269	188	168	151	181	281	279	257	227	537	40.9
Miami	23.5	Male	11,462	1,057	1,046	1,102	1,009	1,732	1,760	1,211	1,004	1,541	33.8
		Female	12,038	1,023	945	984	934	1,722	1,716	1,223	1,069	2,422	37.4
Mitchell	7.8	Male	3,694	336	309	297	376	583	452	361	311	669	34.1
		Female	4,106	365	265	339	313	525	409	364	381	1,145	41.0
Montgomery	42.1	Male	19,911	1,959	1,706	1,623	1,916	3,032	2,772	1,867	1,914	3,122	34.1
		Female	22,189	1,879	1,675	1,483	1,826	3,054	2,806	2,083	2,287	5,096	39.2
Morris	6.3	Male	3,045	259	195	231	243	393	415	309	337	663	39.9
		Female	3,255	242	237	242	203	352	410	307	359	903	43.6
Morton	3.3	Male	1,672	183	179	140	152	271	287	162	141	157	31.7
		Female	1,628	188	160	103	164	268	237	168	159	181	32.4
Nemaha	10.9	Male	5,343	543	454	506	487	724	638	524	517	950	34.4
		Female	5,557	484	415	456	418	618	611	552	572	1,431	41.3
Neosho	18.2	Male	8,676	866	730	694	833	1,329	1,189	855	827	1,353	34.1
		Female	9,524	822	702	717	754	1,270	1,213	909	923	2,214	39.1
Ness	4.1	Male	1,999	173	134	170	190	301	240	190	220	381	36.3
		Female	2,101	179	127	137	159	225	258	221	220	575	43.7
Norton	6.3	Male	3,042	209	234	233	233	501	442	337	293	560	37.5
		Female	3,258	207	228	224	193	412	438	299	335	922	43.3
Osage	16.2	Male	7,956	754	728	684	681	1,216	1,133	846	710	1,204	34.3
		Female	8,244	718	654	604	635	1,186	1,130	802	763	1,752	37.9
Osborne	5.6	Male	2,648	228	200	200	201	335	313	265	305	601	40.1
		Female	2,952	238	166	209	192	305	303	281	338	920	47.1

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
KANSAS (continued)													
ALL COUNTIES (continued)													
Ottawa	5.8	Male	2,796	244	199	239	204	384	418	298	263	547	38.1
		Female	3,004	206	229	222	196	342	411	280	310	808	42.5
Pawnee	7.4	Male	3,684	314	252	310	318	660	532	372	380	546	34.8
		Female	3,716	281	246	276	257	505	484	382	452	833	41.1
Phillips	7.0	Male	3,397	301	261	295	242	508	448	348	365	629	37.0
		Female	3,603	291	244	246	204	441	481	380	380	936	42.8
Pottawatomie	15.9	Male	7,919	855	683	599	813	1,442	1,077	730	642	1,078	32.0
		Female	7,981	733	661	608	736	1,289	1,060	675	675	1,544	34.7
Pratt	10.2	Male	4,861	482	323	348	552	779	620	503	479	775	34.3
		Female	5,339	438	339	339	497	703	649	553	556	1,265	40.4
Rawlins	3.7	Male	1,796	153	135	154	140	266	236	190	187	335	37.1
		Female	1,904	174	154	134	127	240	234	195	198	448	40.3
Reno	66.5	Male	32,616	3,206	2,620	2,536	4,099	5,822	4,517	3,083	2,787	3,946	31.6
		Female	33,884	2,946	2,546	2,366	3,272	5,332	4,569	3,251	3,182	6,420	36.1
Republic	6.8	Male	3,264	266	216	227	253	423	390	346	382	761	41.3
		Female	3,536	242	205	216	220	373	407	374	394	1,105	47.7
Rice	11.5	Male	5,458	465	439	422	592	735	743	580	530	952	36.0
		Female	6,042	478	397	406	551	699	762	617	623	1,509	41.4
Riley	63.0	Male	35,161	3,234	2,078	1,517	13,258	7,461	3,303	1,503	1,292	1,515	23.7
		Female	27,839	3,036	2,050	1,401	7,437	5,489	2,858	1,613	1,371	2,584	25.0
Rooks	6.2	Male	2,965	274	263	261	271	421	337	306	295	537	34.8
		Female	3,235	285	235	246	228	371	362	328	350	830	42.0
Rush	4.1	Male	1,974	163	148	155	148	251	226	233	252	398	40.4
		Female	2,126	144	138	123	120	239	236	234	262	630	47.4
Russell	8.3	Male	4,009	356	285	312	327	603	508	431	446	741	37.4
		Female	4,291	328	257	291	303	542	517	484	507	1,062	43.2
Saline	51.3	Male	24,699	2,412	2,104	2,081	2,906	4,495	3,610	2,431	2,026	2,634	31.3
		Female	26,601	2,298	1,981	1,962	3,040	4,443	3,714	2,527	2,274	4,362	34.0
Scott	5.9	Male	2,927	325	304	245	227	543	402	270	254	357	31.7
		Female	2,973	295	271	241	244	472	413	289	275	473	34.2
Sedgwick	399.4	Male	195,255	20,325	16,608	15,155	23,980	39,572	27,517	20,007	16,282	15,809	30.4
		Female	204,145	19,776	16,077	14,834	23,116	36,317	27,944	20,837	18,229	27,015	32.8
Seward	18.4	Male	9,209	1,137	872	719	1,178	1,729	1,241	930	690	713	29.0
		Female	9,191	1,078	838	695	1,067	1,564	1,238	937	701	1,073	30.9
Shawnee	163.6	Male	78,700	7,666	6,734	6,665	8,384	14,813	11,340	8,403	6,699	7,996	31.7
		Female	84,900	7,058	6,356	6,131	8,673	14,906	11,887	8,600	7,174	14,115	34.5
Sheridan	3.2	Male	1,624	175	144	156	149	227	195	181	159	238	33.3
		Female	1,576	145	139	146	101	195	197	189	132	332	38.1
Sherman	7.2	Male	3,543	323	316	329	397	564	521	342	331	420	32.2
		Female	3,657	345	286	298	293	545	524	393	330	643	36.2
Smith	5.5	Male	2,614	220	179	207	188	324	297	314	313	572	41.4
		Female	2,886	195	166	168	180	294	368	301	306	908	47.4
Stafford	5.5	Male	2,597	236	186	187	182	350	312	262	281	601	40.0
		Female	2,903	211	155	197	177	297	367	277	374	848	46.6
Stanton	2.2	Male	1,100	136	89	98	102	179	173	139	80	104	32.0
		Female	1,100	133	108	91	101	155	196	111	74	131	32.5
Stevens	5.3	Male	2,641	332	254	193	249	440	389	232	243	309	31.6
		Female	2,659	319	229	198	234	405	374	227	285	388	33.6
Sumner	26.2	Male	12,607	1,336	1,037	1,006	1,109	1,907	1,786	1,304	1,225	1,897	34.5
		Female	13,593	1,202	1,021	987	1,046	1,823	1,757	1,377	1,385	2,995	39.1
Thomas	8.7	Male	4,214	462	367	340	563	694	564	394	343	487	30.4
		Female	4,486	446	360	327	628	668	556	376	379	746	32.2
Trego	4.5	Male	2,198	241	175	167	185	319	260	224	231	396	35.5
		Female	2,302	203	143	176	165	291	237	237	265	585	42.3
Wabaunsee	7.0	Male	3,485	278	289	331	252	495	513	353	354	620	36.9
		Female	3,515	291	283	277	238	449	478	362	341	796	39.6
Wallace	1.9	Male	976	107	109	60	82	160	115	100	97	146	33.1
		Female	924	86	72	79	70	148	106	108	97	158	35.7
Washington	7.4	Male	3,579	303	258	296	276	452	409	373	389	823	40.0
		Female	3,821	330	255	299	209	382	408	360	394	1,184	45.7
Wichita	2.8	Male	1,440	183	131	147	136	233	180	165	110	155	30.3
		Female	1,360	150	124	120	111	209	196	138	116	196	33.4
Wilson	12.2	Male	5,794	553	488	474	451	816	760	526	620	1,106	36.5
		Female	6,406	536	476	450	437	844	749	617	681	1,616	41.1

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
KANSAS (continued)													
ALL COUNTIES (continued)													
Woodson	4.4	Male	2,140	169	147	145	173	293	256	214	271	472	40.6
		Female	2,260	187	103	160	158	259	241	223	297	632	45.9
Wyandotte	173.9	Male	82,244	9,034	7,864	7,235	9,200	14,320	10,683	8,195	7,298	8,415	30.4
		Female	91,656	8,641	7,636	7,021	9,879	14,793	11,808	9,091	8,467	14,320	33.6
TOTAL METRO COUNTIES	**1,293.2**	**Male**	**631,047**	**62,053**	**55,395**	**51,638**	**73,916**	**123,081**	**95,863**	**64,462**	**51,753**	**52,886**	**30.9**
		Female	**662,153**	**59,497**	**53,132**	**49,690**	**72,260**	**119,643**	**97,285**	**66,942**	**56,123**	**87,581**	**33.1**
TOTAL STATE	**2,511.3**	**Male**	**1,225,464**	**120,589**	**103,411**	**98,206**	**147,696**	**220,459**	**174,219**	**120,244**	**103,967**	**136,673**	**31.5**
		Female	**1,285,836**	**114,403**	**98,669**	**94,158**	**135,789**	**208,649**	**175,751**	**125,411**	**115,037**	**217,969**	**34.6**
KENTUCKY													
CLARKSVILLE - HOPKINSVILLE	**159.2**	**Male**	**81,990**	**8,701**	**6,940**	**6,280**	**16,455**	**15,807**	**10,805**	**6,720**	**4,483**	**5,799**	**26.7**
		Female	**77,210**	**8,495**	**6,700**	**5,934**	**10,165**	**13,960**	**10,936**	**6,882**	**5,260**	**8,878**	**30.2**
Christian	64.5	Male	34,073	3,636	2,900	2,483	7,840	6,300	4,127	2,380	1,858	2,549	25.3
		Female	30,427	3,674	2,777	2,337	3,532	5,295	4,051	2,601	2,103	4,057	30.5
Montgomery, Tenn.	*94.7*	*Male*	*47,917*	*5,065*	*4,040*	*3,797*	*8,613*	*9,507*	*6,678*	*4,340*	*2,625*	*3,250*	*27.6*
		Female	*46,783*	*4,821*	*3,923*	*3,597*	*6,653*	*8,665*	*6,885*	*4,281*	*3,157*	*4,821*	*30.1*
HUNTINGTON - ASHLAND	**330.5**	**Male**	**159,217**	**15,644**	**14,856**	**13,919**	**16,277**	**26,796**	**24,376**	**16,791**	**13,833**	**16,725**	**32.1**
		Female	**171,283**	**14,588**	**14,373**	**12,982**	**16,648**	**27,010**	**25,342**	**18,140**	**16,077**	**26,123**	**35.0**
Boyd	52.9	Male	25,680	2,408	2,181	2,191	2,490	4,588	4,006	2,834	2,277	2,705	32.8
		Female	27,220	2,225	2,194	1,968	2,444	4,274	4,127	2,995	2,692	4,301	36.2
Carter	25.7	Male	12,628	1,369	1,290	1,194	1,338	2,060	1,894	1,138	948	1,397	30.5
		Female	13,072	1,330	1,275	1,112	1,351	2,067	1,912	1,222	1,067	1,736	32.1
Greenup	39.0	Male	19,123	1,988	1,913	1,837	1,746	3,241	3,158	2,132	1,511	1,597	31.4
		Female	19,877	1,799	1,904	1,746	1,707	3,347	3,309	2,191	1,611	2,263	33.3
Lawrence, Ohio	*63.8*	*Male*	*30,857*	*3,212*	*3,121*	*2,846*	*2,844*	*4,956*	*4,721*	*3,299*	*2,691*	*3,167*	*31.9*
		Female	*32,943*	*3,039*	*2,946*	*2,710*	*2,837*	*5,223*	*4,993*	*3,469*	*3,096*	*4,630*	*34.5*
Cabell, W. Va.	*103.2*	*Male*	*48,335*	*4,386*	*4,084*	*3,753*	*5,693*	*8,294*	*7,042*	*5,000*	*4,516*	*5,567*	*32.5*
		Female	*54,865*	*4,065*	*3,926*	*3,562*	*6,200*	*8,301*	*7,410*	*5,751*	*5,506*	*10,144*	*36.9*
Wayne, W. Va.	*45.9*	*Male*	*22,594*	*2,281*	*2,267*	*2,098*	*2,166*	*3,657*	*3,555*	*2,388*	*1,890*	*2,292*	*31.8*
		Female	*23,306*	*2,130*	*2,128*	*1,884*	*2,109*	*3,798*	*3,591*	*2,512*	*2,105*	*3,049*	*34.0*
LEXINGTON-FAYETTE	**344.1**	**Male**	**166,573**	**15,981**	**14,586**	**13,125**	**22,412**	**33,831**	**25,360**	**15,664**	**12,159**	**13,385**	**30.1**
		Female	**177,527**	**15,100**	**13,861**	**12,720**	**22,875**	**34,639**	**26,155**	**16,799**	**13,547**	**21,831**	**32.0**
Bourbon	19.4	Male	9,459	918	907	898	853	1,560	1,444	971	843	1,065	32.4
		Female	9,941	867	775	771	798	1,594	1,480	1,052	961	1,643	36.1
Clark	29.8	Male	14,462	1,496	1,461	1,323	1,315	2,620	2,320	1,486	1,122	1,319	31.2
		Female	15,338	1,392	1,324	1,258	1,323	2,750	2,331	1,556	1,258	2,146	33.6
Fayette	220.6	Male	106,357	9,697	8,760	7,765	16,237	22,890	15,645	9,807	7,658	7,898	29.7
		Female	114,243	9,092	8,444	7,602	16,428	23,352	16,453	10,757	8,564	13,551	31.7
Jessamine	31.2	Male	15,390	1,785	1,492	1,173	1,866	3,195	2,412	1,345	974	1,148	29.3
		Female	15,810	1,667	1,397	1,276	2,010	3,134	2,329	1,344	1,049	1,604	30.0
Scott	23.6	Male	11,540	1,198	1,074	1,018	1,391	1,928	1,854	1,124	825	1,128	30.6
		Female	12,060	1,165	1,026	918	1,391	2,064	1,789	1,149	945	1,613	32.4
Woodford	19.5	Male	9,365	887	892	948	820	1,638	1,685	931	737	827	31.9
		Female	10,135	917	895	895	925	1,745	1,773	941	770	1,274	33.2
LOUISVILLE	**968.3**	**Male**	**464,429**	**45,284**	**43,290**	**40,832**	**49,174**	**87,749**	**70,424**	**48,049**	**38,635**	**41,032**	**31.1**
		Female	**503,871**	**43,502**	**41,995**	**39,156**	**49,524**	**88,389**	**73,872**	**52,190**	**44,250**	**70,993**	**33.8**
Bullitt	48.8	Male	24,388	2,608	3,041	2,748	2,244	4,463	4,462	2,249	1,349	1,224	28.5
		Female	24,412	2,550	3,022	2,560	2,217	4,864	4,210	2,024	1,347	1,618	28.8
Jefferson	676.9	Male	320,779	31,082	28,645	27,186	35,002	60,756	46,143	34,072	28,212	29,681	31.3
		Female	356,121	29,755	27,566	26,233	36,024	61,504	50,202	38,206	32,893	53,738	34.5
Oldham	33.9	Male	18,277	1,526	1,804	1,534	2,099	4,155	3,770	1,543	930	916	30.2
		Female	15,623	1,579	1,819	1,469	1,164	3,247	3,027	1,175	912	1,231	30.5
Shelby	24.9	Male	12,082	1,036	1,015	1,210	1,148	1,973	2,017	1,226	1,012	1,445	33.3
		Female	12,818	1,062	1,089	1,028	1,122	2,128	1,995	1,262	1,101	2,031	34.9
Clark, Ind.	*89.3*	*Male*	*43,154*	*4,488*	*4,378*	*3,940*	*4,252*	*8,260*	*6,678*	*4,411*	*3,327*	*3,420*	*30.5*
		Female	*46,146*	*4,280*	*4,188*	*3,726*	*4,515*	*8,481*	*7,033*	*4,638*	*3,804*	*5,481*	*32.5*
Floyd, Ind.	*64.2*	*Male*	*30,779*	*2,911*	*2,984*	*2,802*	*2,965*	*5,544*	*4,931*	*3,098*	*2,633*	*2,911*	*31.7*
		Female	*33,421*	*2,809*	*2,865*	*2,783*	*3,097*	*5,625*	*5,069*	*3,328*	*2,967*	*4,878*	*34.2*
Harrison, Ind.	*30.3*	*Male*	*14,970*	*1,593*	*1,423*	*1,412*	*1,464*	*2,598*	*2,423*	*1,450*	*1,172*	*1,435*	*31.1*
		Female	*15,330*	*1,467*	*1,446*	*1,357*	*1,385*	*2,540*	*2,336*	*1,557*	*1,226*	*2,016*	*32.9*

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
KENTUCKY (continued)													
OWENSBORO	**87.9**	**Male**	**42,070**	**4,333**	**4,013**	**3,924**	**4,533**	**7,320**	**6,278**	**4,304**	**3,315**	**4,050**	**30.8**
		Female	**45,830**	**4,171**	**3,961**	**3,737**	**4,568**	**7,356**	**6,533**	**4,734**	**4,085**	**6,685**	**33.8**
Daviess	87.9	Male	42,070	4,333	4,013	3,924	4,533	7,320	6,278	4,304	3,315	4,050	30.8
		Female	45,830	4,171	3,961	3,737	4,568	7,356	6,533	4,734	4,085	6,685	33.8
ALL COUNTIES													
Adair	16.1	Male	7,825	664	719	712	694	1,110	1,196	813	779	1,138	35.1
		Female	8,275	618	640	708	711	1,089	1,205	845	890	1,569	38.1
Allen	15.1	Male	7,355	678	619	615	681	1,052	1,126	752	776	1,056	35.3
		Female	7,745	612	595	603	594	1,087	1,147	831	800	1,476	38.3
Anderson	14.5	Male	7,096	740	693	617	630	1,229	1,155	670	563	799	32.1
		Female	7,404	652	678	601	630	1,310	1,098	689	621	1,125	33.7
Ballard	8.2	Male	3,935	336	361	334	324	610	616	380	337	637	35.0
		Female	4,265	340	332	312	318	595	607	422	415	924	38.9
Barren	33.9	Male	16,256	1,463	1,446	1,392	1,507	2,722	2,421	1,675	1,459	2,171	33.5
		Female	17,644	1,449	1,455	1,338	1,518	2,610	2,625	1,842	1,675	3,132	36.7
Bath	9.9	Male	4,881	484	430	461	475	754	706	482	433	656	32.8
		Female	5,019	455	445	399	422	772	727	501	420	878	35.2
Bell	33.4	Male	16,187	1,674	1,759	1,579	1,557	2,781	2,384	1,418	1,307	1,728	30.5
		Female	17,213	1,601	1,655	1,512	1,555	2,696	2,349	1,641	1,557	2,647	33.5
☐ Boone	53.7	Male	26,425	3,062	2,906	2,473	2,544	4,966	4,419	2,688	1,742	1,625	29.5
		Female	27,275	2,821	2,630	2,387	2,643	5,311	4,461	2,671	1,871	2,480	30.9
Bourbon	19.4	Male	9,459	918	907	898	853	1,560	1,444	971	843	1,065	32.4
		Female	9,941	867	775	771	798	1,594	1,480	1,052	961	1,643	36.1
Boyd	52.9	Male	25,680	2,408	2,181	2,191	2,490	4,588	4,006	2,834	2,277	2,705	32.8
		Female	27,220	2,225	2,194	1,968	2,444	4,274	4,127	2,995	2,692	4,301	36.2
Boyle	25.8	Male	12,392	1,027	1,239	1,282	1,398	1,992	1,804	1,248	1,098	1,304	31.3
		Female	13,408	972	1,123	1,147	1,316	2,105	1,949	1,342	1,292	2,162	35.2
Bracken	7.7	Male	3,729	332	348	345	324	552	524	386	358	560	34.3
		Female	3,971	344	337	335	325	529	553	387	397	764	37.1
Breathitt	17.0	Male	8,412	1,012	868	902	919	1,420	1,130	739	544	878	28.6
		Female	8,588	954	861	867	926	1,411	1,140	725	639	1,065	29.9
Breckinridge	17.1	Male	8,504	864	789	772	765	1,355	1,194	772	807	1,186	32.8
		Female	8,596	763	748	753	745	1,311	1,207	834	783	1,452	34.8
Bullitt	48.8	Male	24,388	2,608	3,041	2,748	2,244	4,463	4,462	2,249	1,349	1,224	28.5
		Female	24,412	2,550	3,022	2,560	2,217	4,864	4,210	2,024	1,347	1,618	28.8
Butler	11.8	Male	5,847	568	526	553	541	911	903	526	502	817	33.1
		Female	5,953	542	491	489	544	890	870	510	536	1,081	35.2
Caldwell	12.7	Male	6,004	476	538	497	517	924	855	622	590	985	35.6
		Female	6,696	467	467	469	519	922	879	715	709	1,549	40.7
Calloway	31.7	Male	15,229	1,118	1,003	1,053	2,827	2,336	2,151	1,282	1,306	2,153	31.9
		Female	16,471	1,026	1,051	988	2,953	2,290	2,189	1,363	1,505	3,106	34.7
☐ Campbell	82.0	Male	39,009	3,927	3,699	3,783	4,348	6,525	5,238	4,075	3,389	4,025	30.7
		Female	42,991	3,905	3,494	3,637	4,412	6,428	5,756	4,407	4,135	6,817	34.4
Carlisle	5.2	Male	2,530	216	229	228	221	348	349	279	235	425	35.7
		Female	2,670	196	204	184	198	337	377	290	291	593	40.7
Carroll	9.5	Male	4,621	448	404	418	440	698	723	459	428	603	33.6
		Female	4,879	431	398	399	433	735	728	489	484	782	35.6
Carter	25.7	Male	12,628	1,369	1,290	1,194	1,338	2,060	1,894	1,138	948	1,397	30.5
		Female	13,072	1,330	1,275	1,112	1,351	2,067	1,912	1,222	1,067	1,736	32.1
Casey	15.1	Male	7,422	704	711	702	674	1,149	1,027	755	709	991	33.0
		Female	7,678	726	681	687	630	1,140	1,045	782	736	1,251	34.8
Christian	64.5	Male	34,073	3,636	2,900	2,483	7,840	6,300	4,127	2,380	1,858	2,549	25.3
		Female	30,427	3,674	2,777	2,337	3,532	5,295	4,051	2,601	2,103	4,057	30.5
Clark	29.8	Male	14,462	1,496	1,461	1,323	1,315	2,620	2,320	1,486	1,122	1,319	31.2
		Female	15,338	1,392	1,324	1,258	1,323	2,750	2,331	1,556	1,258	2,146	33.6
Clay	24.2	Male	12,098	1,348	1,391	1,398	1,246	1,938	1,743	1,029	820	1,185	28.4
		Female	12,102	1,315	1,291	1,249	1,175	1,982	1,689	1,069	904	1,428	30.2
Clinton	9.6	Male	4,655	427	428	400	419	716	730	477	400	658	34.1
		Female	4,945	418	424	395	451	673	763	496	491	834	36.5
Crittenden	9.0	Male	4,289	360	376	346	392	679	658	404	422	652	34.9
		Female	4,711	363	347	341	365	651	719	397	471	1,057	39.0
Cumberland	7.0	Male	3,367	282	270	273	329	470	478	375	338	552	36.2
		Female	3,633	284	267	304	275	524	491	399	391	698	38.3

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex									Median Age By Sex
				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
KENTUCKY (continued)													
ALL COUNTIES (continued)													
Daviess	87.9	Male	42,070	4,333	4,013	3,924	4,533	7,320	6,278	4,304	3,315	4,050	30.8
		Female	45,830	4,171	3,961	3,737	4,568	7,356	6,533	4,734	4,085	6,685	33.8
Edmonson	10.5	Male	5,217	528	487	487	532	764	822	520	450	627	32.5
		Female	5,283	502	475	453	413	813	824	531	473	799	34.8
Elliott	7.0	Male	3,540	422	381	324	308	619	495	315	265	411	30.4
		Female	3,460	394	334	329	336	556	486	302	277	446	31.1
Estill	14.6	Male	7,051	718	742	704	652	1,066	1,127	642	526	874	31.7
		Female	7,549	651	682	681	638	1,149	1,108	716	601	1,323	34.8
Fayette	220.6	Male	106,357	9,697	8,760	7,765	16,237	22,890	15,645	9,807	7,658	7,898	29.7
		Female	114,243	9,092	8,444	7,602	16,428	23,352	16,453	10,757	8,564	13,551	31.7
Fleming	12.4	Male	6,082	598	567	541	571	1,007	866	563	529	840	32.6
		Female	6,318	517	538	542	530	971	828	623	578	1,191	35.7
Floyd	52.6	Male	26,028	3,008	2,757	2,464	2,470	4,674	3,749	2,395	2,033	2,478	30.0
		Female	26,572	2,865	2,507	2,207	2,589	4,527	3,688	2,532	2,277	3,380	31.9
Franklin	44.4	Male	21,404	1,940	1,958	1,758	2,247	4,272	3,352	2,230	1,740	1,907	31.6
		Female	22,996	1,874	1,894	1,650	2,296	4,328	3,577	2,311	2,012	3,054	33.7
Fulton	7.8	Male	3,541	324	332	355	318	499	473	353	316	571	33.8
		Female	4,259	315	338	335	322	532	527	354	450	1,086	40.5
Gallatin	5.0	Male	2,528	278	251	254	235	379	397	266	210	258	31.5
		Female	2,472	212	204	239	217	396	399	242	200	363	34.2
Garrard	11.1	Male	5,453	499	476	429	468	898	837	599	524	723	34.5
		Female	5,647	458	415	447	477	888	827	626	530	979	36.7
Grant	14.8	Male	7,254	737	757	693	626	1,108	1,234	651	570	878	32.3
		Female	7,546	728	699	684	619	1,193	1,177	678	676	1,092	33.7
Graves	33.7	Male	16,105	1,394	1,322	1,324	1,401	2,543	2,440	1,530	1,601	2,550	35.3
		Female	17,595	1,323	1,213	1,256	1,384	2,432	2,469	1,662	1,926	3,930	39.8
Grayson	22.6	Male	11,215	1,095	1,041	1,062	1,048	1,699	1,600	1,069	1,048	1,553	33.0
		Female	11,385	1,071	1,012	935	985	1,751	1,587	1,099	1,075	1,870	34.6
Green	10.5	Male	5,110	431	412	467	446	774	765	534	527	754	35.3
		Female	5,390	385	420	428	413	777	796	569	535	1,067	38.4
Greenup	39.0	Male	19,123	1,988	1,913	1,837	1,746	3,241	3,158	2,132	1,511	1,597	31.4
		Female	19,877	1,799	1,904	1,746	1,707	3,347	3,309	2,191	1,611	2,263	33.3
Hancock	7.9	Male	3,998	434	407	396	345	704	639	375	275	423	30.9
		Female	3,902	408	407	368	375	666	550	361	289	478	30.9
Hardin	94.7	Male	54,211	5,098	3,919	5,384	15,473	9,363	6,400	3,704	2,292	2,578	23.7
		Female	40,489	4,793	3,788	3,463	5,073	7,313	6,290	3,731	2,466	3,572	29.3
Harlan	40.8	Male	19,821	2,234	2,152	1,922	2,023	3,540	2,683	1,676	1,581	2,010	29.5
		Female	20,979	2,235	2,064	1,830	1,975	3,397	2,608	1,955	1,914	3,001	32.0
Harrison	15.8	Male	7,634	719	696	670	687	1,143	1,105	788	718	1,108	34.1
		Female	8,166	701	593	613	686	1,150	1,167	809	784	1,663	37.9
Hart	15.9	Male	7,742	701	715	747	720	1,149	1,123	793	800	994	33.6
		Female	8,158	709	683	712	699	1,163	1,198	836	832	1,326	35.9
☐ Henderson	42.8	Male	20,701	2,070	2,022	1,857	2,063	3,688	3,091	2,087	1,736	2,093	31.4
		Female	22,099	1,966	1,853	1,779	2,119	3,698	3,178	2,250	1,944	3,312	34.0
Henry	13.1	Male	6,475	550	590	565	578	1,021	1,043	663	624	841	34.3
		Female	6,625	505	547	571	520	1,002	1,030	658	656	1,136	36.6
Hickman	5.3	Male	2,509	224	200	213	216	370	363	224	251	448	35.9
		Female	2,791	197	207	198	208	349	376	254	282	720	41.3
Hopkins	47.3	Male	22,651	2,302	2,154	2,009	2,101	4,024	3,377	2,115	1,900	2,669	31.9
		Female	24,649	2,213	1,976	1,881	2,232	3,988	3,496	2,283	2,289	4,291	35.1
Jackson	12.5	Male	6,270	708	684	575	559	1,013	844	553	513	821	31.0
		Female	6,230	621	604	562	593	948	865	581	555	901	32.8
Jefferson	676.9	Male	320,779	31,082	28,645	27,186	35,002	60,756	46,143	34,072	28,212	29,681	31.3
		Female	356,121	29,755	27,566	26,233	36,024	61,504	50,202	38,206	32,893	53,738	34.5
Jessamine	31.2	Male	15,390	1,785	1,492	1,173	1,866	3,195	2,412	1,345	974	1,148	29.3
		Female	15,810	1,667	1,397	1,276	2,010	3,134	2,329	1,344	1,049	1,604	30.0
Johnson	26.1	Male	12,876	1,348	1,280	1,209	1,219	2,273	1,983	1,230	959	1,375	31.1
		Female	13,224	1,278	1,207	1,094	1,205	2,211	1,987	1,188	1,150	1,904	33.3
☐ Kenton	140.0	Male	66,734	7,279	6,323	6,106	7,196	12,365	9,402	6,491	5,256	6,316	30.2
		Female	73,266	6,907	6,084	5,947	7,334	12,269	9,975	7,038	6,472	11,240	33.4
Knott	18.7	Male	9,418	1,095	1,081	1,015	995	1,687	1,296	758	614	877	28.1
		Female	9,282	1,045	939	904	950	1,542	1,276	766	770	1,090	30.2
Knox	31.5	Male	15,228	1,708	1,685	1,565	1,469	2,438	2,213	1,271	1,157	1,722	29.9
		Female	16,272	1,622	1,598	1,462	1,517	2,514	2,325	1,351	1,433	2,450	32.7

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KENTUCKY (continued)													
ALL COUNTIES (continued)													
Larue	11.8	Male	5,769	539	508	510	508	906	858	613	512	815	34.0
		Female	6,031	473	472	484	507	863	908	600	589	1,135	37.4
Laurel	44.5	Male	22,004	2,374	2,336	2,158	2,114	3,830	3,191	2,041	1,668	2,292	30.3
		Female	22,496	2,241	2,036	2,003	2,116	3,698	3,319	2,166	1,861	3,056	32.7
Lawrence	14.8	Male	7,263	742	711	733	662	1,166	1,081	664	569	935	31.7
		Female	7,537	742	748	639	675	1,155	1,112	634	630	1,202	33.4
Lee	7.6	Male	3,757	370	379	358	329	555	476	410	320	560	33.0
		Female	3,843	353	309	340	300	564	550	378	302	747	36.0
Leslie	14.9	Male	7,477	983	799	826	817	1,250	1,059	704	442	597	27.5
		Female	7,423	925	759	719	825	1,309	1,068	670	464	684	28.7
Letcher	30.1	Male	14,789	1,718	1,602	1,443	1,449	2,619	2,063	1,334	1,081	1,480	29.5
		Female	15,311	1,708	1,512	1,422	1,432	2,462	2,177	1,381	1,263	1,954	31.4
Lewis	14.2	Male	7,137	792	781	755	697	1,076	1,051	656	506	823	30.1
		Female	7,063	753	722	660	668	1,111	1,023	628	579	919	31.6
Lincoln	19.3	Male	9,542	971	924	924	812	1,476	1,390	941	814	1,290	32.7
		Female	9,758	929	857	812	783	1,483	1,411	961	949	1,573	35.1
Livingston	9.2	Male	4,563	437	400	352	407	755	714	463	414	621	34.1
		Female	4,637	371	358	337	382	756	690	478	449	816	36.7
Logan	26.3	Male	12,726	1,237	1,130	1,095	1,220	1,885	1,944	1,324	1,097	1,794	33.9
		Female	13,574	1,190	1,109	1,080	1,146	1,919	2,047	1,308	1,376	2,399	36.7
Lyon	6.5	Male	3,749	194	182	216	480	861	617	369	341	489	34.3
		Female	2,751	168	177	182	196	354	430	283	335	626	41.9
McCracken	60.2	Male	28,306	2,644	2,483	2,186	2,678	4,976	4,220	2,966	2,680	3,473	33.4
		Female	31,894	2,581	2,391	2,192	2,683	5,056	4,432	3,367	3,131	6,061	37.4
McCreary	16.7	Male	8,298	953	924	976	878	1,308	1,136	674	609	840	28.2
		Female	8,402	850	944	864	721	1,328	1,160	724	724	1,087	31.2
McLean	9.9	Male	4,834	432	433	442	398	786	776	451	429	687	34.1
		Female	5,066	433	430	388	415	810	749	452	514	875	35.8
Madison	56.7	Male	26,909	2,354	2,236	2,043	5,750	4,560	3,647	2,279	1,796	2,244	27.3
		Female	29,791	2,345	2,090	1,953	7,000	4,532	3,917	2,471	1,982	3,501	28.3
Magoffin	14.6	Male	7,290	910	843	741	760	1,182	1,049	678	464	663	28.3
		Female	7,310	889	761	754	734	1,163	1,042	593	529	845	29.4
Marion	17.4	Male	8,445	952	824	989	887	1,393	1,118	752	632	898	29.1
		Female	8,955	918	842	932	817	1,342	1,183	839	680	1,402	32.2
Marshall	27.1	Male	13,318	1,180	1,067	1,101	1,150	2,049	2,131	1,472	1,298	1,870	35.5
		Female	13,782	1,010	1,012	1,030	1,160	1,994	2,220	1,495	1,434	2,427	38.1
Martin	14.7	Male	7,367	1,008	845	741	733	1,433	994	579	468	566	27.5
		Female	7,333	971	852	754	786	1,333	906	588	463	680	27.3
Mason	16.6	Male	7,941	770	718	725	740	1,300	1,070	840	798	980	32.8
		Female	8,659	734	692	676	748	1,264	1,142	945	905	1,553	36.9
Meade	24.1	Male	12,313	1,795	1,407	1,016	1,218	2,947	1,812	839	629	650	27.4
		Female	11,787	1,688	1,284	939	1,297	2,649	1,631	808	604	887	27.6
Menifee	5.3	Male	2,733	282	266	323	329	423	354	239	203	314	28.9
		Female	2,567	248	257	229	227	435	372	238	220	341	32.4
Mercer	20.0	Male	9,577	895	840	819	864	1,532	1,502	1,024	912	1,189	33.9
		Female	10,423	904	855	838	835	1,608	1,530	1,052	985	1,816	36.1
Metcalfe	9.8	Male	4,818	431	439	461	436	666	724	528	431	702	34.6
		Female	4,982	396	396	401	409	712	746	518	497	907	37.4
Monroe	12.2	Male	5,918	532	513	542	570	861	886	602	530	882	34.3
		Female	6,282	518	534	518	503	886	923	651	619	1,130	37.0
Montgomery	21.1	Male	10,229	1,102	1,126	923	958	1,809	1,592	926	793	1,000	30.6
		Female	10,871	1,110	1,027	821	980	1,926	1,556	1,063	904	1,484	32.8
Morgan	11.7	Male	5,842	641	620	542	596	930	780	555	455	723	30.[illegible]
		Female	5,858	590	547	504	599	899	807	581	485	846	32.7
Muhlenberg	32.0	Male	15,634	1,600	1,484	1,413	1,585	2,558	2,249	1,443	1,336	1,966	31.8
		Female	16,366	1,522	1,343	1,249	1,432	2,560	2,294	1,539	1,548	2,879	35.3
Nelson	30.1	Male	14,649	1,646	1,449	1,557	1,589	2,561	2,077	1,343	1,110	1,317	29.2
		Female	15,451	1,558	1,462	1,581	1,500	2,513	2,126	1,343	1,242	2,126	31.5
Nicholas	7.3	Male	3,518	316	322	305	325	569	503	364	325	489	33.6
		Female	3,782	357	302	292	305	578	539	363	368	678	36.1
Ohio	21.7	Male	10,586	1,088	985	912	925	1,732	1,565	1,017	917	1,445	33.0
		Female	11,114	1,059	991	903	944	1,743	1,562	1,019	1,012	1,881	34.5
Oldham	33.9	Male	18,277	1,526	1,804	1,534	2,099	4,155	3,770	1,543	930	916	30.2
		Female	15,623	1,579	1,819	1,469	1,164	3,247	3,027	1,175	912	1,231	30.5

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex									Median Age By Sex
				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
KENTUCKY (continued)													
ALL COUNTIES (continued)													
Owen	9.3	Male	4,584	448	412	386	370	688	655	489	443	693	34.8
		Female	4,716	460	403	357	337	708	641	443	451	916	36.5
Owsley	5.6	Male	2,859	293	257	274	229	433	440	240	254	439	33.7
		Female	2,741	251	273	267	249	391	388	262	222	438	33.5
Pendleton	11.2	Male	5,544	538	561	595	547	868	766	540	457	672	31.1
		Female	5,656	524	538	481	481	832	866	562	493	879	34.7
Perry	35.6	Male	17,545	2,049	1,934	1,751	1,844	3,127	2,481	1,604	1,180	1,575	28.8
		Female	18,055	1,952	1,815	1,759	1,767	3,084	2,479	1,559	1,408	2,232	30.6
Pike	82.3	Male	40,688	4,742	4,372	3,817	4,199	7,571	6,027	3,728	3,005	3,227	29.2
		Female	41,612	4,658	4,236	3,670	4,173	7,427	5,766	4,018	3,259	4,405	30.5
Powell	12.4	Male	6,205	742	674	633	585	1,033	970	539	408	621	29.5
		Female	6,195	638	637	577	587	1,059	972	527	438	760	31.2
Pulaski	50.4	Male	24,489	2,230	2,318	2,200	2,327	4,026	3,790	2,504	2,157	2,937	32.9
		Female	25,911	2,241	2,173	2,098	2,342	4,058	3,823	2,649	2,404	4,123	35.1
Robertson	2.1	Male	1,042	97	87	93	74	151	146	118	98	178	36.3
		Female	1,058	71	70	92	87	149	161	113	110	205	38.7
Rockcastle	14.8	Male	7,376	728	743	769	691	1,098	1,102	717	594	934	31.9
		Female	7,424	637	710	650	617	1,121	1,099	745	655	1,190	34.8
Rowan	19.1	Male	9,263	825	726	774	1,996	1,433	1,291	746	630	842	27.2
		Female	9,837	778	692	743	2,191	1,477	1,286	806	647	1,217	28.5
Russell	14.5	Male	7,036	576	668	603	645	1,074	1,019	707	744	1,000	34.6
		Female	7,464	579	587	644	614	1,051	1,048	793	780	1,368	37.5
Scott	23.6	Male	11,540	1,198	1,074	1,018	1,391	1,928	1,854	1,124	825	1,128	30.6
		Female	12,060	1,165	1,026	918	1,391	2,064	1,789	1,149	945	1,613	32.4
Shelby	24.9	Male	12,082	1,036	1,015	1,210	1,148	1,973	2,017	1,226	1,012	1,445	33.3
		Female	12,818	1,062	1,089	1,028	1,122	2,128	1,995	1,262	1,101	2,031	34.9
Simpson	14.7	Male	7,038	745	674	647	663	1,141	1,007	668	623	870	31.9
		Female	7,662	684	665	615	651	1,179	1,101	731	726	1,310	35.3
Spencer	6.4	Male	3,226	324	313	315	275	505	547	318	263	366	32.6
		Female	3,174	278	269	283	279	546	484	325	280	430	33.8
Taylor	22.3	Male	10,782	1,019	910	943	1,136	1,765	1,692	1,175	883	1,259	32.8
		Female	11,518	912	935	886	1,179	1,809	1,748	1,220	1,049	1,780	35.2
Todd	11.4	Male	5,496	516	480	528	498	811	785	526	527	825	34.0
		Female	5,904	525	498	473	521	818	764	572	583	1,150	36.5
Trigg	9.3	Male	4,546	366	383	421	342	655	695	456	520	708	36.5
		Female	4,754	383	365	387	328	667	672	527	548	877	38.7
Trimble	6.4	Male	3,177	294	318	293	273	545	522	292	280	360	32.5
		Female	3,223	286	304	257	257	559	492	320	282	466	34.1
Union	17.7	Male	9,169	868	776	1,261	1,713	1,343	1,022	689	651	846	24.9
		Female	8,531	826	717	778	1,074	1,330	1,014	796	688	1,308	31.5
Warren	84.1	Male	40,667	3,893	3,405	3,063	6,906	7,517	5,839	3,592	2,849	3,603	29.1
		Female	43,433	3,777	3,206	2,935	7,461	7,349	5,925	3,756	3,293	5,731	30.9
Washington	10.1	Male	4,900	482	447	544	488	751	696	459	431	622	31.5
		Female	5,200	483	440	472	478	715	715	493	505	899	35.2
Wayne	18.1	Male	8,888	882	900	866	842	1,407	1,237	838	774	1,142	31.8
		Female	9,212	883	827	766	831	1,375	1,363	933	836	1,398	34.4
Webster	14.6	Male	6,956	680	595	605	648	1,102	973	660	617	1,076	33.6
		Female	7,644	674	667	576	664	1,056	988	698	721	1,600	36.9
Whitley	37.0	Male	17,780	1,856	1,769	1,699	2,099	2,925	2,538	1,576	1,378	1,940	30.0
		Female	19,220	1,724	1,618	1,592	2,304	2,831	2,621	1,681	1,683	3,166	33.4
Wolfe	7.2	Male	3,611	428	339	362	378	537	490	340	286	451	30.6
		Female	3,589	378	311	311	335	544	531	316	313	550	33.4
Woodford	19.5	Male	9,365	887	892	948	820	1,638	1,685	931	737	827	31.9
		Female	10,135	917	895	895	925	1,745	1,773	941	770	1,274	33.2
TOTAL METRO COUNTIES	**1,717.1**	**Male**	**828,542**	**82,305**	**76,338**	**71,645**	**97,073**	**156,231**	**123,365**	**82,883**	**65,694**	**73,008**	**30.6**
		Female	**888,558**	**78,844**	**73,529**	**68,660**	**93,512**	**156,427**	**128,891**	**89,575**	**75,780**	**123,340**	**33.3**
TOTAL STATE	**3,773.2**	**Male**	**1,840,705**	**184,128**	**172,168**	**165,225**	**214,292**	**325,464**	**269,823**	**176,834**	**146,559**	**186,212**	**30.7**
		Female	1,932,495	176,130	164,390	154,749	200,299	321,782	277,228	188,143	166,834	282,940	33.4

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
LOUISIANA													
ALEXANDRIA	**139.1**	**Male**	**66,691**	**7,358**	**6,536**	**6,370**	**7,806**	**11,026**	**9,729**	**6,378**	**5,206**	**6,282**	**29.8**
		Female	**72,409**	**7,236**	**6,325**	**6,270**	**7,191**	**11,408**	**10,551**	**7,024**	**6,281**	**10,123**	**33.0**
Rapides	139.1	Male	66,691	7,358	6,536	6,370	7,806	11,026	9,729	6,378	5,206	6,282	29.8
		Female	72,409	7,236	6,325	6,270	7,191	11,408	10,551	7,024	6,281	10,123	33.0
BATON ROUGE	**543.2**	**Male**	**264,950**	**29,436**	**26,295**	**24,061**	**36,765**	**53,035**	**38,806**	**22,824**	**16,994**	**16,734**	**28.0**
		Female	**278,250**	**28,952**	**25,721**	**23,404**	**30,830**	**52,858**	**40,322**	**24,521**	**19,448**	**26,194**	**29.6**
Ascension	59.7	Male	29,408	3,663	3,321	3,036	3,188	5,482	4,373	2,557	1,753	2,035	27.7
		Female	30,292	3,561	3,138	2,948	3,208	5,419	4,483	2,495	2,070	2,970	29.2
East Baton Rouge	388.6	Male	188,344	20,328	17,770	16,359	28,525	38,777	26,914	15,959	12,231	11,481	27.9
		Female	200,256	19,938	17,532	15,951	28,598	38,671	28,677	17,784	14,149	18,956	29.7
Livingston	74.0	Male	36,880	4,284	4,078	3,552	3,764	7,035	6,091	3,336	2,310	2,430	28.9
		Female	37,120	4,348	3,965	3,449	3,794	7,058	5,627	3,268	2,406	3,205	29.3
West Baton Rouge	20.9	Male	10,318	1,161	1,126	1,114	1,288	1,741	1,428	972	700	788	27.7
		Female	10,582	1,105	1,086	1,056	1,230	1,710	1,535	974	823	1,063	29.8
HOUMA - THIBODAUX	**184.2**	**Male**	**91,694**	**11,093**	**9,322**	**9,687**	**11,735**	**16,828**	**13,282**	**8,407**	**5,707**	**5,633**	**27.4**
		Female	**92,506**	**10,486**	**9,047**	**9,417**	**11,296**	**15,930**	**13,381**	**8,402**	**6,196**	**8,351**	**28.8**
Lafourche	86.5	Male	42,836	4,839	4,204	4,636	5,732	7,511	6,179	4,039	2,884	2,812	27.7
		Female	43,664	4,532	4,108	4,485	5,626	7,254	6,261	4,047	3,104	4,247	29.2
Terrebonne	97.7	Male	48,858	6,254	5,118	5,051	6,003	9,317	7,103	4,368	2,823	2,821	27.1
		Female	48,842	5,954	4,939	4,932	5,670	8,676	7,120	4,355	3,092	4,104	28.4
LAFAYETTE	**213.1**	**Male**	**104,880**	**11,707**	**10,227**	**9,864**	**14,821**	**21,031**	**14,632**	**9,599**	**6,463**	**6,536**	**27.8**
		Female	**108,220**	**11,267**	**9,883**	**9,731**	**14,738**	**19,464**	**15,522**	**9,989**	**7,184**	**10,442**	**29.4**
Lafayette	167.0	Male	82,291	8,894	7,768	7,371	12,206	17,340	11,476	7,621	4,905	4,710	27.8
		Female	84,709	8,634	7,478	7,225	12,098	15,802	12,190	7,914	5,432	7,936	29.4
St. Martin	46.1	Male	22,589	2,813	2,459	2,493	2,615	3,691	3,156	1,978	1,558	1,826	27.5
		Female	23,511	2,633	2,405	2,506	2,640	3,662	3,332	2,075	1,752	2,506	29.3
LAKE CHARLES	**172.8**	**Male**	**84,362**	**9,123**	**8,381**	**7,824**	**10,003**	**15,031**	**12,152**	**8,674**	**6,390**	**6,784**	**29.6**
		Female	**88,438**	**9,038**	**8,036**	**7,517**	**9,848**	**14,812**	**12,814**	**9,172**	**7,196**	**10,005**	**31.6**
Calcasieu	172.8	Male	84,362	9,123	8,381	7,824	10,003	15,031	12,152	8,674	6,390	6,784	29.6
		Female	88,438	9,038	8,036	7,517	9,848	14,812	12,814	9,172	7,196	10,005	31.6
MONROE	**145.1**	**Male**	**68,828**	**8,113**	**7,226**	**6,561**	**8,705**	**11,505**	**9,330**	**6,293**	**4,866**	**6,229**	**28.3**
		Female	**76,272**	**7,696**	**6,836**	**6,112**	**9,347**	**12,129**	**10,462**	**7,416**	**6,123**	**10,151**	**31.7**
Ouachita	145.1	Male	68,828	8,113	7,226	6,561	8,705	11,505	9,330	6,293	4,866	6,229	28.3
		Female	76,272	7,696	6,836	6,112	9,347	12,129	10,462	7,416	6,123	10,151	31.7
NEW ORLEANS	**1,324.4**	**Male**	**638,071**	**68,372**	**60,291**	**58,389**	**72,402**	**124,553**	**94,997**	**61,132**	**48,404**	**49,531**	**29.8**
		Female	**686,329**	**66,360**	**59,177**	**57,445**	**73,405**	**125,995**	**98,873**	**66,213**	**55,118**	**83,743**	**31.9**
Jefferson	470.7	Male	230,792	24,517	21,842	20,879	25,477	47,429	37,186	22,788	16,601	14,073	29.8
		Female	239,908	23,635	21,123	20,507	25,745	47,127	37,280	23,387	18,231	22,873	31.1
Orleans	546.5	Male	255,347	26,700	22,919	22,214	31,624	49,515	33,147	22,703	20,956	25,569	29.9
		Female	291,153	26,212	22,984	22,613	32,640	50,476	37,135	27,069	25,623	46,401	33.1
St. Bernard	68.9	Male	33,524	3,585	3,106	3,239	3,716	6,116	4,952	3,760	2,923	2,127	30.1
		Female	35,376	3,302	3,170	3,048	3,728	6,150	5,236	4,187	3,115	3,440	32.2
St. Charles	44.6	Male	22,296	2,637	2,342	2,357	2,602	3,950	3,355	2,337	1,425	1,291	28.1
		Female	22,304	2,606	2,133	2,227	2,429	3,972	3,382	2,268	1,408	1,879	29.4
St. John the Baptist	41.8	Male	20,736	2,657	2,218	2,183	2,383	3,858	3,190	1,792	1,141	1,314	27.4
		Female	21,064	2,611	2,144	2,106	2,320	3,978	3,116	1,750	1,253	1,786	28.4
St. Tammany	151.9	Male	75,376	8,276	7,864	7,517	6,600	13,685	13,167	7,752	5,358	5,157	30.4
		Female	76,524	7,994	7,623	6,944	6,543	14,292	12,724	7,552	5,488	7,364	31.4
SHREVEPORT	**362.7**	**Male**	**172,304**	**19,140**	**17,173**	**15,555**	**19,634**	**30,933**	**24,484**	**16,777**	**13,042**	**15,566**	**29.7**
		Female	**190,396**	**18,663**	**16,715**	**15,008**	**19,441**	**32,150**	**26,954**	**19,275**	**15,771**	**26,419**	**32.9**
Bossier	91.5	Male	45,608	5,132	4,507	4,172	6,213	8,423	7,258	4,466	2,750	2,687	28.3
		Female	45,892	4,817	4,353	3,929	5,056	8,370	7,470	4,600	3,029	4,268	30.7
Caddo	271.2	Male	126,696	14,008	12,666	11,383	13,421	22,510	17,226	12,311	10,292	12,879	30.3
		Female	144,504	13,846	12,362	11,079	14,385	23,780	19,484	14,675	12,742	22,151	33.7
ALL COUNTIES													
Acadia	59.2	Male	28,469	3,393	2,954	3,064	3,046	4,319	3,915	2,729	2,173	2,876	29.1
		Female	30,731	3,418	2,919	2,934	2,988	4,406	4,146	2,998	2,568	4,354	32.1
Allen	21.6	Male	10,424	1,129	1,034	1,020	938	1,506	1,428	1,029	896	1,444	32.2
		Female	11,176	1,054	980	1,002	882	1,465	1,540	1,087	1,006	2,160	36.3

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LOUISIANA (continued)													
ALL COUNTIES (continued)													
Ascension	59.7	Male	29,408	3,663	3,321	3,036	3,188	5,482	4,373	2,557	1,753	2,035	27.7
		Female	30,292	3,561	3,138	2,948	3,208	5,419	4,483	2,495	2,070	2,970	29.2
Assumption	22.5	Male	11,163	1,340	1,235	1,266	1,329	1,799	1,569	936	721	968	27.3
		Female	11,337	1,399	1,159	1,156	1,221	1,776	1,519	937	814	1,356	29.1
Avoyelles	42.8	Male	20,361	2,205	2,111	2,155	1,923	2,898	2,755	1,917	1,780	2,617	31.2
		Female	22,439	2,147	2,057	2,126	1,898	2,974	2,874	2,188	2,114	4,061	35.1
Beauregard	33.6	Male	16,996	1,876	1,727	1,639	1,910	2,997	2,491	1,624	1,171	1,561	29.5
		Female	16,604	1,698	1,644	1,536	1,487	2,627	2,550	1,643	1,290	2,129	32.4
Bienville	17.0	Male	8,114	783	791	764	729	1,134	1,035	799	688	1,391	33.7
		Female	8,886	790	691	782	720	1,111	1,077	869	884	1,962	38.2
Bossier	91.5	Male	45,608	5,132	4,507	4,172	6,213	8,423	7,258	4,466	2,750	2,687	28.3
		Female	45,892	4,817	4,353	3,929	5,056	8,370	7,470	4,600	3,029	4,268	30.7
Caddo	271.2	Male	126,696	14,008	12,666	11,383	13,421	22,510	17,226	12,311	10,292	12,879	30.3
		Female	144,504	13,846	12,362	11,079	14,385	23,780	19,484	14,675	12,742	22,151	33.7
Calcasieu	172.8	Male	84,362	9,123	8,381	7,824	10,003	15,031	12,152	8,674	6,390	6,784	29.6
		Female	88,438	9,038	8,036	7,517	9,848	14,812	12,814	9,172	7,196	10,005	31.6
Caldwell	12.2	Male	5,943	626	608	582	522	865	806	580	496	858	32.3
		Female	6,257	566	560	506	506	823	876	608	598	1,214	36.9
Cameron	9.6	Male	4,819	534	457	481	591	769	633	556	385	413	29.5
		Female	4,781	546	411	447	574	691	676	514	352	570	31.0
Catahoula	12.8	Male	6,128	719	587	601	642	909	840	575	506	749	30.7
		Female	6,672	735	610	581	634	931	867	673	599	1,042	33.3
Claiborne	18.1	Male	8,456	819	799	859	750	1,135	996	746	788	1,564	33.8
		Female	9,644	810	728	745	736	1,100	1,083	936	971	2,535	41.5
Concordia	22.9	Male	10,819	1,275	1,128	1,108	1,085	1,617	1,475	1,093	913	1,125	30.0
		Female	12,081	1,289	1,173	1,115	1,141	1,743	1,743	1,322	1,050	1,505	32.6
De Soto	28.6	Male	13,639	1,440	1,307	1,387	1,271	1,984	1,775	1,322	1,142	2,011	32.1
		Female	14,961	1,384	1,311	1,253	1,309	2,070	1,904	1,442	1,444	2,844	35.8
East Baton Rouge	388.6	Male	188,344	20,328	17,770	16,359	28,525	38,777	26,914	15,959	12,231	11,481	27.9
		Female	200,256	19,938	17,532	15,951	28,598	38,671	28,677	17,784	14,149	18,956	29.7
East Carroll	11.1	Male	5,235	784	622	647	543	669	540	398	381	651	25.3
		Female	5,865	737	641	576	541	780	614	517	499	960	30.6
East Feliciana	21.3	Male	10,896	1,145	1,029	980	1,340	1,999	1,498	1,019	782	1,104	29.8
		Female	10,404	1,086	891	957	1,024	1,555	1,425	955	789	1,722	33.0
Evangeline	35.3	Male	17,062	1,987	1,837	1,810	1,740	2,402	2,271	1,616	1,463	1,936	29.8
		Female	18,238	1,905	1,725	1,773	1,666	2,451	2,413	1,843	1,680	2,782	33.4
Franklin	23.8	Male	11,223	1,307	1,149	1,207	997	1,521	1,403	1,027	947	1,665	31.3
		Female	12,577	1,297	1,156	1,105	1,044	1,643	1,578	1,238	1,157	2,359	35.3
Grant	18.6	Male	8,975	905	945	831	794	1,240	1,281	848	845	1,286	33.2
		Female	9,625	887	885	830	729	1,342	1,363	888	935	1,766	36.0
Iberia	67.4	Male	32,889	3,959	3,455	3,370	3,886	5,470	4,640	3,060	2,378	2,671	28.2
		Female	34,511	3,800	3,297	3,413	3,783	5,330	4,822	3,274	2,694	4,098	30.6
Iberville	33.1	Male	16,199	1,752	1,601	1,628	2,222	2,848	1,988	1,397	1,179	1,584	28.1
		Female	16,901	1,704	1,564	1,685	1,859	2,645	2,274	1,561	1,368	2,241	31.2
Jackson	18.1	Male	8,529	940	798	808	750	1,165	1,189	788	754	1,337	33.3
		Female	9,571	878	791	755	752	1,266	1,264	903	980	1,982	37.7
Jefferson	470.7	Male	230,792	24,517	21,842	20,879	25,477	47,429	37,186	22,788	16,601	14,073	29.8
		Female	239,908	23,635	21,123	20,507	25,745	47,127	37,280	23,387	18,231	22,873	31.1
Jefferson Davis	32.7	Male	15,790	1,898	1,639	1,610	1,716	2,309	2,174	1,577	1,238	1,629	29.5
		Female	16,910	1,865	1,622	1,601	1,632	2,433	2,263	1,685	1,431	2,378	32.1
Lafayette	167.0	Male	82,291	8,894	7,768	7,371	12,206	17,340	11,476	7,621	4,905	4,710	27.8
		Female	84,709	8,634	7,478	7,225	12,098	15,802	12,190	7,914	5,432	7,936	29.4
Lafourche	86.5	Male	42,836	4,839	4,204	4,636	5,732	7,511	6,179	4,039	2,884	2,812	27.7
		Female	43,664	4,532	4,108	4,485	5,626	7,254	6,261	4,047	3,104	4,247	29.2
La Salle	16.7	Male	8,016	829	785	652	808	1,270	1,131	792	660	1,089	32.4
		Female	8,684	821	718	729	705	1,204	1,171	851	833	1,652	36.4
Lincoln	43.0	Male	21,381	1,702	1,589	1,512	6,473	2,989	2,275	1,494	1,340	2,007	24.4
		Female	21,619	1,612	1,418	1,452	5,327	2,719	2,551	1,759	1,563	3,218	28.7
Livingston	74.0	Male	36,880	4,284	4,078	3,552	3,764	7,035	6,091	3,336	2,310	2,430	28.9
		Female	37,120	4,348	3,965	3,449	3,794	7,058	5,627	3,268	2,406	3,205	29.3
Madison	15.4	Male	7,115	1,054	854	764	640	926	816	566	510	985	27.7
		Female	8,285	1,067	867	716	753	1,083	898	720	677	1,504	31.8
Morehouse	37.5	Male	17,561	2,124	1,869	1,766	1,658	2,541	2,118	1,730	1,569	2,186	30.4
		Female	19,939	2,086	1,866	1,830	1,751	2,696	2,390	2,161	1,804	3,355	34.0

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
LOUISIANA (continued)													
ALL COUNTIES (continued)													
Natchitoches	40.5	Male	19,063	2,146	1,890	1,880	2,481	2,870	2,352	1,626	1,469	2,349	29.0
		Female	21,437	2,009	1,838	1,720	2,986	3,016	2,642	1,884	1,823	3,519	32.2
Orleans	546.5	Male	255,347	26,700	22,919	22,214	31,624	49,515	33,147	22,703	20,956	25,569	29.9
		Female	291,153	26,212	22,984	22,613	32,640	50,476	37,135	27,069	25,623	46,401	33.1
Ouachita	145.1	Male	68,828	8,113	7,226	6,561	8,705	11,505	9,330	6,293	4,866	6,229	28.3
		Female	76,272	7,696	6,836	6,112	9,347	12,129	10,462	7,416	6,123	10,151	31.7
Plaquemines	26.2	Male	13,503	1,602	1,357	1,401	1,716	2,302	2,072	1,336	856	861	27.9
		Female	12,697	1,455	1,298	1,305	1,423	2,158	1,917	1,279	860	1,002	29.0
Pointe Coupee	24.2	Male	11,843	1,258	1,126	1,295	1,309	1,923	1,627	1,051	957	1,297	29.9
		Female	12,357	1,293	1,155	1,208	1,203	1,862	1,624	1,201	1,046	1,765	32.1
Rapides	139.1	Male	66,691	7,358	6,536	6,370	7,806	11,026	9,729	6,378	5,206	6,282	29.8
		Female	72,409	7,236	6,325	6,270	7,191	11,408	10,551	7,024	6,281	10,123	33.0
Red River	10.7	Male	5,113	609	519	503	468	709	645	462	447	751	31.5
		Female	5,587	567	480	518	486	763	694	513	543	1,023	34.7
Richland	22.7	Male	10,770	1,227	1,146	1,092	1,025	1,489	1,284	963	967	1,577	31.0
		Female	11,930	1,230	1,100	1,070	1,000	1,524	1,473	1,181	1,165	2,187	35.3
Sabine	28.1	Male	13,658	1,408	1,314	1,263	1,141	1,852	2,013	1,283	1,302	2,082	34.2
		Female	14,442	1,361	1,283	1,212	1,153	1,903	1,928	1,360	1,577	2,665	36.6
St. Bernard	68.9	Male	33,524	3,585	3,106	3,239	3,716	6,116	4,952	3,760	2,923	2,127	30.1
		Female	35,376	3,302	3,170	3,048	3,728	6,150	5,236	4,187	3,115	3,440	32.2
St. Charles	44.6	Male	22,296	2,637	2,342	2,357	2,602	3,950	3,355	2,337	1,425	1,291	28.1
		Female	22,304	2,606	2,133	2,227	2,429	3,972	3,382	2,268	1,408	1,879	29.4
St. Helena	9.8	Male	4,717	554	537	544	491	704	562	408	333	584	28.3
		Female	5,083	520	519	564	481	720	641	472	430	736	31.4
St. James	22.3	Male	10,725	1,232	1,090	1,284	1,367	1,804	1,433	963	679	873	27.2
		Female	11,575	1,274	1,132	1,224	1,352	1,785	1,618	1,042	764	1,384	29.5
St. John the Baptist	41.8	Male	20,736	2,657	2,218	2,183	2,383	3,858	3,190	1,792	1,141	1,314	27.4
		Female	21,064	2,611	2,144	2,106	2,320	3,978	3,116	1,750	1,253	1,786	28.4
St. Landry	87.6	Male	41,920	4,884	4,473	4,617	4,430	6,281	5,576	4,033	3,313	4,313	29.1
		Female	45,680	4,863	4,348	4,659	4,529	6,422	6,216	4,495	3,867	6,281	31.9
St. Martin	46.1	Male	22,589	2,813	2,459	2,493	2,615	3,691	3,156	1,978	1,558	1,826	27.5
		Female	23,511	2,633	2,405	2,506	2,640	3,662	3,332	2,075	1,752	2,506	29.3
St. Mary	61.7	Male	30,743	3,617	3,218	3,257	3,691	5,455	4,684	2,786	1,973	2,062	27.9
		Female	30,957	3,435	3,091	3,287	3,520	5,105	4,541	2,851	2,112	3,015	29.2
St. Tammany	151.9	Male	75,376	8,276	7,864	7,517	6,600	13,685	13,167	7,752	5,358	5,157	30.4
		Female	76,524	7,994	7,623	6,944	6,543	14,292	12,724	7,552	5,488	7,364	31.4
Tangipahoa	91.9	Male	44,092	5,352	4,633	4,253	5,824	7,105	5,887	3,654	3,156	4,228	27.8
		Female	47,808	5,056	4,296	3,998	6,271	7,459	6,270	4,301	3,788	6,369	30.7
Tensas	8.4	Male	3,936	476	451	435	328	514	433	308	359	632	30.4
		Female	4,464	460	422	416	371	575	456	417	465	882	34.8
Terrebonne	97.7	Male	48,858	6,254	5,118	5,051	6,003	9,317	7,103	4,368	2,823	2,821	27.1
		Female	48,842	5,954	4,939	4,932	5,670	8,676	7,120	4,355	3,092	4,104	28.4
Union	22.9	Male	10,946	1,056	1,034	1,025	1,010	1,599	1,509	1,048	1,014	1,651	33.4
		Female	11,954	1,089	1,000	963	931	1,577	1,610	1,140	1,210	2,434	37.6
Vermilion	53.1	Male	25,691	2,990	2,520	2,636	2,771	3,890	3,518	2,582	2,090	2,694	30.0
		Female	27,409	2,829	2,489	2,482	2,722	3,985	3,591	2,695	2,464	4,152	33.0
Vernon	60.9	Male	34,365	3,877	2,673	2,296	9,821	6,396	4,067	2,092	1,372	1,771	23.9
		Female	26,535	3,719	2,475	2,130	3,979	4,760	3,557	1,992	1,571	2,352	27.0
Washington	48.0	Male	22,597	2,453	2,227	2,207	2,294	3,418	3,050	2,192	2,051	2,705	31.2
		Female	25,403	2,401	2,200	2,010	2,239	3,478	3,332	2,590	2,447	4,706	36.1
Webster	45.7	Male	21,794	2,200	2,011	1,963	2,118	3,161	3,118	2,211	2,036	2,976	33.2
		Female	23,906	2,134	1,874	1,829	2,028	3,323	3,325	2,455	2,546	4,392	37.3
West Baton Rouge	20.9	Male	10,318	1,161	1,126	1,114	1,288	1,741	1,428	972	700	788	27.7
		Female	10,582	1,105	1,086	1,056	1,230	1,710	1,535	974	823	1,063	29.8
West Carroll	13.0	Male	6,248	678	595	621	520	876	894	610	531	923	33.1
		Female	6,752	608	640	567	515	896	932	649	706	1,239	36.6
West Feliciana	13.5	Male	9,376	408	454	405	1,617	3,225	1,666	742	398	461	30.6
		Female	4,124	453	405	343	432	650	508	438	326	569	31.6
Winn	17.2	Male	8,236	957	773	738	714	1,208	1,157	754	748	1,187	32.7
		Female	8,964	886	796	716	705	1,292	1,145	859	921	1,644	35.8
TOTAL METRO COUNTIES	**3,084.6**	**Male**	**1,491,780**	**164,342**	**145,451**	**138,311**	**181,871**	**283,942**	**217,412**	**140,084**	**107,072**	**113,295**	**29.1**
		Female	**1,592,820**	**159,698**	**141,740**	**134,904**	**182,096**	**284,746**	**228,879**	**152,012**	**123,317**	**185,428**	**31.3**
TOTAL STATE	**4,467.9**	**Male**	**2,167,318**	**239,851**	**212,402**	**204,537**	**265,310**	**390,004**	**308,001**	**201,406**	**158,828**	**186,979**	**29.1**
		Female	**2,300,582**	**232,921**	**206,265**	**198,730**	**256,084**	**386,863**	**322,780**	**219,398**	**184,048**	**293,493**	**31.6**

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
MAINE													
BANGOR	**139.3**	**Male**	**68,070**	**5,980**	**5,934**	**5,993**	**10,007**	**12,052**	**9,757**	**6,862**	**5,250**	**6,235**	**30.1**
		Female	**71,230**	**5,789**	**5,723**	**5,812**	**9,286**	**11,787**	**9,885**	**7,111**	**5,678**	**10,159**	**32.6**
Penobscot	139.3	Male	68,070	5,980	5,934	5,993	10,007	12,052	9,757	6,862	5,250	6,235	30.1
		Female	71,230	5,789	5,723	5,812	9,286	11,787	9,885	7,111	5,678	10,159	32.6
LEWISTON - AUBURN	**102.0**	**Male**	**48,404**	**4,594**	**4,479**	**4,539**	**5,283**	**8,268**	**6,935**	**4,823**	**4,167**	**5,316**	**31.4**
		Female	**53,596**	**4,532**	**4,336**	**4,481**	**5,481**	**8,255**	**7,006**	**5,238**	**4,920**	**9,347**	**34.7**
Androscoggin	102.0	Male	48,404	4,594	4,479	4,539	5,283	8,268	6,935	4,823	4,167	5,316	31.4
		Female	53,596	4,532	4,336	4,481	5,481	8,255	7,006	5,238	4,920	9,347	34.7
PORTLAND	**234.3**	**Male**	**111,272**	**9,404**	**9,746**	**9,754**	**12,095**	**20,775**	**16,705**	**11,014**	**9,523**	**12,256**	**32.0**
		Female	**123,028**	**9,043**	**9,262**	**9,223**	**12,679**	**21,098**	**17,055**	**12,076**	**11,324**	**21,268**	**35.1**
Cumberland	234.3	Male	111,272	9,404	9,746	9,754	12,095	20,775	16,705	11,014	9,523	12,256	32.0
		Female	123,028	9,043	9,262	9,223	12,679	21,098	17,055	12,076	11,324	21,268	35.1
ALL COUNTIES													
Androscoggin	102.0	Male	48,404	4,594	4,479	4,539	5,283	8,268	6,935	4,823	4,167	5,316	31.4
		Female	53,596	4,532	4,336	4,481	5,481	8,255	7,006	5,238	4,920	9,347	34.7
Aroostook	86.1	Male	43,105	4,394	4,026	4,212	5,436	7,445	6,015	4,163	3,219	4,195	29.7
		Female	42,995	4,014	3,919	4,037	4,303	6,921	6,132	4,235	3,526	5,908	32.5
Cumberland	234.3	Male	111,272	9,404	9,746	9,754	12,095	20,775	16,705	11,014	9,523	12,256	32.0
		Female	123,028	9,043	9,262	9,223	12,679	21,098	17,055	12,076	11,324	21,268	35.1
Franklin	29.5	Male	14,213	1,295	1,340	1,424	1,470	2,312	2,242	1,422	1,130	1,578	31.8
		Female	15,287	1,225	1,265	1,274	1,939	2,376	2,095	1,465	1,318	2,330	33.2
Hancock	45.9	Male	22,282	1,765	1,894	1,874	2,337	3,852	3,202	2,320	1,986	3,052	33.5
		Female	23,618	1,772	1,810	1,752	1,790	3,910	3,223	2,342	2,255	4,764	37.4
Kennebec	116.4	Male	55,973	5,079	5,190	5,199	5,761	9,621	8,449	5,704	4,844	6,126	32.0
		Female	60,427	4,949	4,844	4,927	6,108	9,798	8,517	6,045	5,485	9,754	34.6
Knox	35.3	Male	17,005	1,376	1,489	1,378	1,469	3,042	2,477	1,749	1,646	2,379	34.2
		Female	18,295	1,293	1,396	1,364	1,309	2,886	2,424	1,771	1,897	3,955	38.7
Lincoln	29.5	Male	14,308	1,310	1,252	1,223	1,057	2,441	2,146	1,477	1,339	2,063	34.5
		Female	15,192	1,164	1,157	1,183	1,070	2,432	2,096	1,525	1,483	3,082	37.8
Oxford	51.5	Male	25,065	2,197	2,316	2,383	2,114	4,126	3,598	2,731	2,375	3,225	33.5
		Female	26,435	2,107	2,179	2,304	2,094	3,894	3,628	2,799	2,631	4,799	36.9
Penobscot	139.3	Male	68,070	5,980	5,934	5,993	10,007	12,052	9,757	6,862	5,250	6,235	30.1
		Female	71,230	5,789	5,723	5,812	9,286	11,787	9,885	7,111	5,678	10,159	32.6
Piscataquis	18.3	Male	8,816	806	841	761	757	1,393	1,334	928	820	1,176	33.9
		Female	9,484	847	780	780	780	1,410	1,244	932	912	1,799	36.2
Sagadahoc	33.7	Male	16,487	1,561	1,629	1,447	1,634	3,175	2,674	1,476	1,243	1,648	31.2
		Female	17,213	1,557	1,592	1,390	1,513	3,067	2,568	1,452	1,445	2,629	33.3
Somerset	47.2	Male	23,085	2,256	2,308	2,255	1,948	3,772	3,524	2,365	1,967	2,690	32.4
		Female	24,115	2,104	2,197	2,140	1,894	3,858	3,396	2,433	2,174	3,919	34.6
Waldo	31.8	Male	15,746	1,567	1,535	1,474	1,430	2,823	2,319	1,535	1,328	1,735	31.6
		Female	16,054	1,472	1,381	1,380	1,349	2,797	2,236	1,608	1,423	2,408	33.7
Washington	35.5	Male	17,327	1,702	1,577	1,483	1,590	2,766	2,391	1,783	1,648	2,387	33.4
		Female	18,173	1,634	1,444	1,454	1,634	2,660	2,335	1,888	1,726	3,398	36.1
York	168.2	Male	82,151	7,649	7,578	7,271	8,183	15,174	12,129	7,952	7,121	9,094	31.9
		Female	86,049	7,083	7,239	6,927	7,356	14,671	11,874	8,359	7,993	14,547	34.8
TOTAL METRO COUNTIES	**475.6**	**Male**	**227,746**	**19,978**	**20,159**	**20,286**	**27,385**	**41,095**	**33,397**	**22,699**	**18,940**	**23,807**	**31.3**
		Female	**247,854**	**19,364**	**19,321**	**19,516**	**27,446**	**41,140**	**33,946**	**24,425**	**21,922**	**40,774**	**34.3**
TOTAL STATE	**1,204.5**	**Male**	**583,309**	**52,935**	**53,134**	**52,670**	**62,571**	**103,037**	**85,897**	**58,304**	**49,606**	**65,155**	**31.8**
		Female	**621,191**	**50,585**	**50,524**	**50,428**	**60,585**	**101,820**	**85,714**	**61,279**	**56,190**	**104,066**	**34.7**
MARYLAND													
BALTIMORE	**2,367.4**	**Male**	**1,147,275**	**94,514**	**96,340**	**103,600**	**129,063**	**215,576**	**185,436**	**123,010**	**101,016**	**98,720**	**32.0**
		Female	**1,220,125**	**90,705**	**92,677**	**99,473**	**124,631**	**217,910**	**191,062**	**128,503**	**114,165**	**160,999**	**34.3**
Anne Arundel	432.9	Male	221,426	18,355	18,802	19,552	29,125	43,253	39,800	23,559	16,210	12,770	30.8
		Female	211,474	17,229	17,806	18,321	21,475	40,558	37,098	22,561	17,047	19,379	32.6
Baltimore	686.0	Male	328,830	23,512	24,476	28,233	35,637	61,852	51,318	38,573	34,420	30,809	33.5
		Female	357,170	22,563	23,751	26,757	37,671	62,908	54,977	41,242	38,001	49,300	35.9
Baltimore city	756.2	Male	351,956	31,287	29,534	32,379	41,348	63,757	45,971	34,524	33,274	39,882	31.5
		Female	404,244	30,350	28,978	31,848	44,356	66,255	51,877	40,123	41,256	69,201	35.1

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POPULATION BY AGE AND SEX

SsMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
MARYLAND (continued)													
BALTIMORE (continued)													
Carroll	122.1	Male	60,057	5,154	5,737	5,448	5,580	10,995	11,638	6,178	4,430	4,897	32.4
		Female	62,043	5,045	5,430	5,419	5,510	11,347	11,059	5,871	4,804	7,558	33.5
Harford	170.7	Male	85,547	7,603	8,453	8,606	9,010	15,686	16,083	9,218	6,026	4,862	30.8
		Female	85,153	7,277	7,972	8,065	7,760	15,926	15,785	8,715	6,318	7,335	32.2
Howard	167.0	Male	83,451	7,268	8,060	7,990	6,960	17,260	18,148	9,198	5,039	3,528	31.6
		Female	83,549	6,903	7,528	7,660	6,403	18,244	17,723	8,248	5,023	5,817	32.3
Queen Anne's	32.5	Male	16,008	1,335	1,278	1,392	1,403	2,773	2,478	1,760	1,617	1,972	34.4
		Female	16,492	1,338	1,212	1,403	1,456	2,672	2,543	1,743	1,716	2,409	35.6
CUMBERLAND	**103.1**	**Male**	**48,830**	**4,044**	**4,179**	**4,253**	**5,167**	**7,307**	**7,304**	**5,301**	**4,970**	**6,305**	**34.3**
		Female	**54,270**	**3,784**	**3,930**	**4,113**	**5,239**	**7,478**	**7,524**	**5,809**	**6,046**	**10,347**	**38.4**
Allegany	75.4	Male	35,313	2,729	2,815	3,025	3,910	5,088	5,150	3,968	3,789	4,839	35.2
		Female	40,087	2,549	2,748	2,964	3,997	5,212	5,435	4,416	4,625	8,141	39.7
Mineral, W. Va.	*27.7*	*Male*	*13,517*	*1,315*	*1,364*	*1,228*	*1,257*	*2,219*	*2,154*	*1,333*	*1,181*	*1,466*	*32.2*
		Female	*14,183*	*1,235*	*1,182*	*1,149*	*1,242*	*2,266*	*2,089*	*1,393*	*1,421*	*2,206*	*35.1*
HAGERSTOWN	**115.8**	**Male**	**57,694**	**4,336**	**4,655**	**4,906**	**7,223**	**10,579**	**8,722**	**6,123**	**5,128**	**6,022**	**32.3**
		Female	**58,106**	**4,097**	**4,418**	**4,684**	**5,214**	**9,137**	**8,640**	**6,377**	**5,798**	**9,741**	**36.7**
Washington	115.8	Male	57,694	4,336	4,655	4,906	7,223	10,579	8,722	6,123	5,128	6,022	32.3
		Female	58,106	4,097	4,418	4,684	5,214	9,137	8,640	6,377	5,798	9,741	36.7
ALL COUNTIES													
Allegany	75.4	Male	35,313	2,729	2,815	3,025	3,910	5,088	5,150	3,968	3,789	4,839	35.2
		Female	40,087	2,549	2,748	2,964	3,997	5,212	5,435	4,416	4,625	8,141	39.7
Anne Arundel	432.9	Male	221,426	18,355	18,802	19,552	29,125	43,253	39,800	23,559	16,210	12,770	30.8
		Female	211,474	17,229	17,806	18,321	21,475	40,558	37,098	22,561	17,047	19,379	32.6
Baltimore	686.0	Male	328,830	23,512	24,476	28,233	35,637	61,852	51,318	38,573	34,420	30,809	33.5
		Female	357,170	22,563	23,751	26,757	37,671	62,908	54,977	41,242	38,001	49,300	35.9
Baltimore city	756.2	Male	351,956	31,287	29,534	32,379	41,348	63,757	45,971	34,524	33,274	39,882	31.5
		Female	404,244	30,350	28,978	31,848	44,356	66,235	51,877	40,123	41,256	69,201	35.1
☐ Calvert	50.6	Male	25,254	2,561	2,590	2,717	2,043	4,612	4,591	2,333	1,870	1,937	30.9
		Female	25,346	2,414	2,418	2,464	2,058	4,823	4,104	2,339	2,071	2,655	31.9
Caroline	25.3	Male	12,221	1,123	1,045	1,176	1,120	1,925	1,845	1,197	1,172	1,618	33.6
		Female	13,079	1,026	1,069	1,071	1,122	2,028	1,815	1,371	1,316	2,261	36.2
Carroll	122.1	Male	60,057	5,154	5,737	5,448	5,580	10,995	11,638	6,178	4,430	4,897	32.4
		Female	62,043	5,045	5,430	5,419	5,510	11,347	11,059	5,871	4,804	7,558	33.5
☐ Cecil	71.0	Male	35,404	3,187	3,592	3,643	3,319	5,989	5,865	3,731	3,043	3,035	31.6
		Female	35,596	3,096	3,370	3,384	3,116	6,143	5,615	3,635	3,081	4,156	32.9
☐ Charles	97.5	Male	48,889	5,012	5,547	5,458	4,642	8,835	9,691	4,514	2,687	2,503	29.3
		Female	48,611	4,861	5,116	5,345	4,392	9,173	9,256	4,045	2,956	3,467	30.0
Dorchester	30.9	Male	14,633	1,153	1,184	1,282	1,317	2,286	2,086	1,565	1,611	2,149	35.5
		Female	16,267	1,109	1,150	1,234	1,413	2,342	2,254	1,742	1,846	3,177	38.9
☐ Frederick	144.0	Male	70,628	6,718	6,881	6,320	6,739	13,757	12,625	7,011	5,071	5,506	31.3
		Female	73,372	6,448	6,482	6,025	7,423	13,928	11,706	7,151	5,606	8,603	32.4
Garrett	28.1	Male	13,853	1,352	1,296	1,408	1,349	2,222	2,123	1,308	1,207	1,588	31.8
		Female	14,247	1,306	1,405	1,151	1,303	2,229	2,053	1,419	1,245	2,136	33.8
Harford	170.7	Male	85,547	7,603	8,453	8,606	9,010	15,686	16,083	9,218	6,026	4,862	30.8
		Female	85,153	7,277	7,972	8,065	7,760	15,926	15,785	8,715	6,318	7,335	32.2
Howard	167.0	Male	83,451	7,268	8,060	7,990	6,960	17,260	18,148	9,198	5,039	3,528	31.6
		Female	83,549	6,903	7,528	7,660	6,403	18,244	17,723	8,248	5,023	5,817	32.3
Kent	17.2	Male	8,262	600	608	649	1,089	1,246	1,155	846	872	1,197	34.5
		Female	8,938	586	583	679	1,056	1,230	1,206	936	958	1,704	37.8
☐ Montgomery	712.5	Male	342,418	25,884	28,692	31,179	32,431	63,998	62,558	41,248	31,123	25,305	33.3
		Female	370,082	24,653	27,628	30,246	30,962	67,955	67,787	43,112	34,055	43,684	35.5
☐ Prince George's	700.6	Male	341,237	30,731	31,160	32,355	43,819	70,562	60,268	34,637	21,865	15,840	29.6
		Female	359,363	29,249	29,962	31,270	45,168	75,020	62,897	34,185	24,511	27,101	30.9
Queen Anne's	32.5	Male	16,008	1,335	1,278	1,392	1,403	2,773	2,478	1,760	1,617	1,972	34.4
		Female	16,492	1,338	1,212	1,403	1,456	2,672	2,543	1,743	1,716	2,409	35.6
St. Mary's	71.2	Male	36,579	3,847	3,570	3,513	4,904	7,080	6,007	3,071	2,292	2,295	28.5
		Female	34,621	3,510	3,550	3,509	4,025	6,431	5,298	2,869	2,453	2,976	29.2
Somerset	19.8	Male	9,449	793	770	763	1,197	1,394	1,207	983	958	1,384	33.6
		Female	10,351	793	714	814	1,103	1,368	1,307	1,066	1,123	2,063	37.9
Talbot	28.0	Male	13,172	912	966	1,125	1,142	2,070	1,880	1,391	1,501	2,185	37.0
		Female	14,828	883	886	1,057	1,213	2,141	2,031	1,563	1,813	3,241	41.1

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
MARYLAND (continued)													
ALL COUNTIES (continued)													
Washington	115.8	Male	57,694	4,336	4,655	4,906	7,223	10,579	8,722	6,123	5,128	6,022	32.3
		Female	58,106	4,097	4,418	4,684	5,214	9,137	8,640	6,377	5,798	9,741	36.7
Wicomico	72.9	Male	34,400	2,993	2,721	2,973	3,982	5,994	5,336	3,688	3,136	3,577	32.6
		Female	38,500	2,907	2,769	2,957	4,248	6,232	5,517	4,044	3,648	6,178	35.2
Worcester	37.8	Male	18,180	1,422	1,337	1,566	1,797	3,147	2,610	2,006	1,985	2,310	34.4
		Female	19,620	1,434	1,329	1,568	1,806	2,928	2,791	2,139	2,166	3,459	37.7
TOTAL METRO COUNTIES	**4,334.8**	**Male**	**2,104,112**	**175,672**	**182,272**	**193,203**	**233,189**	**398,996**	**354,906**	**226,575**	**175,592**	**163,707**	**31.7**
		Female	**2,230,688**	**168,072**	**174,819**	**185,855**	**226,961**	**409,301**	**366,502**	**233,763**	**196,868**	**268,547**	**33.8**
TOTAL STATE	**4,666.0**	**Male**	**2,264,861**	**189,867**	**195,769**	**207,658**	**251,086**	**426,360**	**379,155**	**242,630**	**190,326**	**182,010**	**31.8**
		Female	**2,401,139**	**181,626**	**188,274**	**199,895**	**244,250**	**436,230**	**390,774**	**250,912**	**213,436**	**295,742**	**33.9**
MASSACHUSETTS													
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**3,725.5**	**Male**	**1,765,206**	**134,399**	**144,583**	**158,212**	**211,709**	**331,422**	**264,535**	**185,101**	**156,047**	**179,198**	**32.1**
		Female	**1,960,294**	**128,239**	**138,533**	**152,119**	**213,224**	**339,331**	**279,590**	**197,758**	**180,915**	**330,585**	**35.3**
Essex	653.8	Male	307,444	24,838	26,055	28,596	30,814	53,280	45,761	33,349	30,214	34,537	33.1
		Female	346,356	23,691	25,066	27,272	32,125	55,267	48,880	36,346	34,860	62,849	37.0
Middlesex	1,367.8	Male	650,486	47,858	52,477	57,557	80,471	124,874	99,293	69,976	56,198	61,782	32.0
		Female	717,314	45,809	50,196	55,634	77,522	127,572	105,118	74,255	65,047	116,161	35.2
Norfolk	609.8	Male	286,889	19,754	23,575	27,460	30,903	50,049	44,483	32,946	27,493	30,226	33.3
		Female	322,911	18,852	22,378	26,240	31,909	52,373	47,965	35,546	31,335	56,313	37.0
Plymouth	439.3	Male	212,347	20,017	21,923	21,421	19,148	37,643	35,126	21,068	16,671	19,330	31.3
		Female	226,953	18,897	20,683	20,565	19,851	39,354	35,695	20,735	18,449	32,724	33.5
Suffolk	654.8	Male	308,040	21,932	20,553	23,178	50,373	65,576	39,872	27,762	25,471	33,323	30.8
		Female	346,760	20,990	20,210	22,408	51,817	64,765	41,932	30,876	31,224	62,538	33.9
NEW BEDFORD - FALL RIVER - ATTLEBORO	**500.3**	**Male**	**236,540**	**21,008**	**21,819**	**21,858**	**23,574**	**39,615**	**34,703**	**24,217**	**23,073**	**26,673**	**32.6**
		Female	**263,760**	**20,133**	**20,738**	**20,838**	**24,781**	**40,981**	**36,157**	**26,447**	**27,607**	**46,078**	**36.2**
Bristol	500.3	Male	236,540	21,008	21,819	21,858	23,574	39,615	34,703	24,217	23,073	26,673	32.6
		Female	263,760	20,133	20,738	20,838	24,781	40,981	36,157	26,447	27,607	46,078	36.2
PITTSFIELD	**142.6**	**Male**	**67,579**	**5,259**	**5,481**	**6,067**	**7,588**	**11,021**	**9,449**	**7,194**	**6,980**	**8,540**	**33.5**
		Female	**75,021**	**4,994**	**5,314**	**5,765**	**7,611**	**11,050**	**9,918**	**7,764**	**8,212**	**14,393**	**37.8**
Berkshire	142.6	Male	67,579	5,259	5,481	6,067	7,588	11,021	9,449	7,194	6,980	8,540	33.5
		Female	75,021	4,994	5,314	5,765	7,611	11,050	9,918	7,764	8,212	14,393	37.8
SPRINGFIELD	**590.9**	**Male**	**279,145**	**22,574**	**23,503**	**24,723**	**36,893**	**48,438**	**38,057**	**27,856**	**27,261**	**29,840**	**31.6**
		Female	**311,755**	**21,227**	**22,101**	**23,479**	**41,207**	**49,592**	**40,567**	**30,390**	**31,438**	**51,754**	**34.7**
Hampden	448.2	Male	210,734	18,127	18,539	19,536	22,773	35,146	29,110	22,070	21,689	23,744	32.5
		Female	237,466	17,132	17,638	18,671	24,177	36,752	31,681	24,347	25,164	41,904	36.4
Hampshire	142.7	Male	68,411	4,447	4,964	5,187	14,120	13,292	8,947	5,786	5,572	6,096	29.1
		Female	74,289	4,095	4,463	4,808	17,030	12,840	8,886	6,043	6,274	9,850	30.3
WORCESTER - FITCHBURG - LEOMINSTER	**677.6**	**Male**	**324,161**	**27,524**	**28,242**	**28,916**	**37,305**	**56,250**	**47,069**	**32,239**	**30,375**	**36,241**	**32.1**
		Female	**353,439**	**26,607**	**27,438**	**28,031**	**36,518**	**55,427**	**47,908**	**34,294**	**35,695**	**61,521**	**35.6**
Worcester	677.6	Male	324,161	27,524	28,242	28,916	37,305	56,250	47,069	32,239	30,375	36,241	32.1
		Female	353,439	26,607	27,438	28,031	36,518	55,427	47,908	34,294	35,695	61,521	35.6
ALL COUNTIES													
Barnstable	184.4	Male	85,984	6,173	6,552	6,779	7,136	13,900	11,354	7,907	9,247	16,936	37.2
		Female	98,416	5,994	6,378	6,457	6,530	14,520	12,140	9,127	12,017	25,253	42.7
Berkshire	142.6	Male	67,579	5,259	5,481	6,067	7,588	11,021	9,449	7,194	6,980	8,540	33.5
		Female	75,021	4,994	5,314	5,765	7,611	11,050	9,918	7,764	8,212	14,393	37.8
Bristol	500.3	Male	236,540	21,008	21,819	21,858	23,574	39,615	34,703	24,217	23,073	26,673	32.6
		Female	263,760	20,133	20,738	20,838	24,781	40,981	36,157	26,447	27,607	46,078	36.2
Dukes	11.7	Male	5,428	425	372	352	406	1,202	807	480	527	857	34.6
		Female	6,272	418	441	337	412	1,204	747	536	641	1,536	39.3
Essex	653.8	Male	307,444	24,838	26,055	28,596	30,814	53,280	45,761	33,349	30,214	34,537	33.1
		Female	346,356	23,691	25,066	27,272	32,125	55,267	48,880	36,346	34,860	62,849	37.0
Franklin	69.0	Male	33,476	2,776	2,761	2,690	3,352	6,770	4,765	3,069	3,304	3,989	32.6
		Female	35,524	2,667	2,693	2,485	3,302	6,429	4,638	3,374	3,546	6,390	35.4

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION BY AGE AND SEX

SMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
MASSACHUSETTS (continued)													
ALL COUNTIES (continued)													
Hampden	448.2	Male	210,734	18,127	18,539	19,536	22,773	35,146	29,110	22,070	21,689	23,744	32.5
		Female	237,466	17,132	17,638	18,671	24,177	36,752	31,681	24,347	25,164	41,904	36.4
Hampshire	142.7	Male	68,411	4,447	4,964	5,187	14,120	13,292	8,947	5,786	5,572	6,096	29.1
		Female	74,289	4,095	4,463	4,808	17,030	12,840	8,886	6,043	6,274	9,850	30.3
Middlesex	1,367.8	Male	650,486	47,858	52,477	57,557	80,471	124,874	99,293	69,976	56,198	61,782	32.0
		Female	717,314	45,809	50,196	55,634	77,522	127,572	105,118	74,255	65,047	116,161	35.2
Nantucket	6.0	Male	2,877	204	190	196	231	652	415	307	267	415	34.5
		Female	3,123	155	186	203	231	561	381	360	325	721	40.9
Norfolk	609.8	Male	286,889	19,754	23,575	27,460	30,903	50,049	44,483	32,946	27,493	30,226	33.3
		Female	322,911	18,852	22,378	26,240	31,909	52,373	47,965	35,546	31,335	56,313	37.0
Plymouth	439.3	Male	212,347	20,017	21,923	21,421	19,148	37,643	35,126	21,068	16,671	19,330	31.3
		Female	226,953	18,897	20,683	20,565	19,851	39,354	35,695	20,735	18,449	32,724	33.5
Suffolk	654.8	Male	308,040	21,932	20,553	23,178	50,373	65,576	39,872	27,762	25,471	33,323	30.8
		Female	346,760	20,990	20,210	22,408	51,817	64,765	41,932	30,876	31,224	62,538	33.9
Worcester	677.6	Male	324,161	27,524	28,242	28,916	37,305	56,250	47,069	32,239	30,375	36,241	32.1
		Female	353,439	26,607	27,438	28,031	36,518	55,427	47,908	34,294	35,695	61,521	35.6
TOTAL METRO COUNTIES	**5,636.9**	**Male**	**2,672,631**	**210,764**	**223,628**	**239,776**	**317,069**	**486,746**	**393,813**	**276,607**	**243,736**	**280,492**	**32.1**
		Female	**2,964,269**	**201,200**	**214,124**	**230,232**	**323,341**	**496,381**	**414,140**	**296,653**	**283,867**	**504,331**	**35.4**
TOTAL STATE	**5,908.0**	**Male**	**2,800,396**	**220,342**	**233,503**	**249,793**	**328,194**	**509,270**	**411,154**	**288,370**	**257,081**	**302,689**	**32.2**
		Female	**3,107,604**	**210,434**	**223,822**	**239,714**	**333,816**	**519,095**	**432,046**	**310,050**	**300,396**	**538,231**	**35.6**
MICHIGAN													
ANN ARBOR	**273.8**	**Male**	**136,983**	**11,325**	**10,338**	**9,403**	**27,104**	**32,942**	**19,829**	**10,926**	**7,733**	**7,383**	**28.1**
		Female	**136,817**	**10,638**	**10,018**	**8,985**	**25,033**	**30,742**	**19,396**	**11,195**	**8,344**	**12,466**	**29.5**
Washtenaw	273.8	Male	136,983	11,325	10,338	9,403	27,104	32,942	19,829	10,926	7,733	7,383	28.1
		Female	136,817	10,638	10,018	8,985	25,033	30,742	19,396	11,195	8,344	12,466	29.5
BATTLE CREEK	**139.5**	**Male**	**67,435**	**6,586**	**6,321**	**5,905**	**6,909**	**11,437**	**9,841**	**7,305**	**6,342**	**6,789**	**32.0**
		Female	**72,065**	**6,081**	**6,111**	**5,594**	**7,072**	**11,755**	**10,380**	**7,680**	**6,602**	**10,790**	**34.5**
Calhoun	139.5	Male	67,435	6,586	6,321	5,905	6,909	11,437	9,841	7,305	6,342	6,789	32.0
		Female	72,065	6,081	6,111	5,594	7,072	11,755	10,380	7,680	6,602	10,790	34.5
BENTON HARBOR	**167.9**	**Male**	**80,803**	**8,192**	**8,071**	**7,714**	**8,042**	**13,424**	**11,932**	**8,255**	**7,025**	**8,148**	**31.2**
		Female	**87,097**	**7,824**	**7,730**	**7,359**	**8,247**	**14,280**	**12,449**	**8,811**	**7,959**	**12,438**	**33.7**
Berrien	167.9	Male	80,803	8,192	8,071	7,714	8,042	13,424	11,932	8,255	7,025	8,148	31.2
		Female	87,097	7,824	7,730	7,359	8,247	14,280	12,449	8,811	7,959	12,438	33.7
DETROIT	**4,396.4**	**Male**	**2,129,268**	**199,651**	**206,076**	**198,717**	**223,417**	**385,528**	**320,757**	**225,893**	**188,187**	**181,042**	**31.1**
		Female	**2,267,132**	**191,795**	**197,685**	**191,571**	**225,883**	**392,390**	**334,483**	**241,083**	**208,936**	**283,306**	**33.3**
Lapeer	74.7	Male	37,062	4,013	4,238	4,027	3,489	6,535	6,491	3,459	2,301	2,509	29.2
		Female	37,638	3,943	4,124	3,800	3,384	6,857	6,267	3,386	2,458	3,419	30.2
Livingston	114.5	Male	57,936	5,668	6,450	6,411	4,967	10,446	11,074	5,655	3,551	3,714	30.2
		Female	56,564	5,218	5,886	5,544	4,620	10,649	10,566	5,075	3,793	5,213	31.6
Macomb	714.6	Male	349,470	30,841	32,766	34,537	37,934	62,666	56,635	40,053	30,094	23,944	31.2
		Female	365,130	29,468	31,641	33,659	37,651	62,532	58,979	41,124	32,411	37,665	33.0
Monroe	137.3	Male	67,948	7,069	7,355	6,908	6,813	11,953	10,886	6,917	4,960	5,087	29.9
		Female	69,352	6,921	6,789	6,618	6,660	11,808	10,724	6,873	5,267	7,692	31.5
Oakland	1,053.3	Male	513,329	44,507	47,097	47,186	51,401	95,861	85,554	57,499	44,524	39,700	31.9
		Female	539,971	42,640	45,145	44,976	51,044	97,171	86,999	59,716	47,842	64,438	33.9
St. Clair	146.1	Male	71,044	7,163	7,262	7,229	6,953	11,822	10,781	7,024	5,834	6,976	30.8
		Female	75,056	6,777	6,969	6,731	7,151	12,054	10,835	7,311	6,645	10,583	33.2
Wayne	2,155.9	Male	1,032,479	100,390	100,908	92,419	111,860	186,245	139,336	105,286	96,923	99,112	30.9
		Female	1,123,421	96,828	97,131	90,243	115,373	191,319	150,113	117,598	110,520	154,296	33.5
DETROIT - ANN ARBOR CONSOLIDATED AREA	***4,670.2***	***Male***	***2,266,251***	***210,976***	***216,414***	***208,120***	***250,521***	***418,470***	***340,586***	***236,819***	***195,920***	***188,425***	***30.9***
		Female	***2,403,949***	***202,433***	***207,703***	***200,556***	***250,916***	***423,132***	***353,879***	***252,278***	***217,280***	***295,772***	***33.0***
FLINT	**440.4**	**Male**	**212,978**	**22,243**	**22,035**	**21,359**	**24,056**	**37,038**	**32,155**	**23,626**	**15,497**	**14,969**	**29.5**
		Female	**227,422**	**21,449**	**21,238**	**20,725**	**24,600**	**39,398**	**34,397**	**23,953**	**17,140**	**24,522**	**31.5**
Genesee	440.4	Male	212,978	22,243	22,035	21,359	24,056	37,038	32,155	23,626	15,497	14,969	29.5
		Female	227,422	21,449	21,238	20,725	24,600	39,398	34,397	23,953	17,140	24,522	31.5

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POPULATION BY AGE AND SEX

S&MM. ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
MICHIGAN (continued)													
GRAND RAPIDS	**665.7**	**Male**	**322,048**	**34,008**	**30,104**	**29,524**	**39,057**	**60,023**	**46,560**	**30,503**	**24,206**	**28,063**	**29.7**
		Female	**343,652**	**32,778**	**28,831**	**28,130**	**40,161**	**60,113**	**48,452**	**32,227**	**27,289**	**45,671**	**32.0**
Kent	487.4	Male	234,211	24,632	21,490	21,141	28,570	44,077	32,827	22,321	18,107	21,046	29.8
		Female	253,189	23,823	20,403	20,316	29,848	44,572	34,588	24,016	20,524	35,099	32.2
Ottawa	178.3	Male	87,837	9,376	8,614	8,383	10,487	15,946	13,733	8,182	6,099	7,017	29.4
		Female	90,463	8,955	8,428	7,814	10,313	15,541	13,864	8,211	6,765	10,572	31.3
JACKSON	**150.0**	**Male**	**76,337**	**6,850**	**6,718**	**6,314**	**8,223**	**16,140**	**12,280**	**7,471**	**5,996**	**6,345**	**31.2**
		Female	**73,663**	**6,575**	**6,509**	**6,323**	**7,182**	**12,366**	**10,618**	**7,263**	**6,536**	**10,291**	**33.3**
Jackson	150.0	Male	76,337	6,850	6,718	6,314	8,223	16,140	12,280	7,471	5,996	6,345	31.2
		Female	73,663	6,575	6,509	6,323	7,182	12,366	10,618	7,263	6,536	10,291	33.3
KALAMAZOO	**222.1**	**Male**	**107,482**	**9,601**	**9,434**	**8,771**	**16,868**	**20,917**	**15,897**	**10,148**	**7,746**	**8,100**	**29.3**
		Female	**114,618**	**9,347**	**8,866**	**8,278**	**17,097**	**20,967**	**16,365**	**10,685**	**8,819**	**14,194**	**31.5**
Kalamazoo	222.1	Male	107,482	9,601	9,434	8,771	16,868	20,917	15,897	10,148	7,746	8,100	29.3
		Female	114,618	9,347	8,866	8,278	17,097	20,967	16,365	10,685	8,819	14,194	31.5
LANSING - EAST LANSING	**437.7**	**Male**	**213,865**	**20,468**	**19,648**	**18,129**	**35,068**	**43,054**	**31,043**	**18,807**	**13,569**	**14,079**	**28.2**
		Female	**223,835**	**19,876**	**18,765**	**17,473**	**35,769**	**42,916**	**31,488**	**19,254**	**15,059**	**23,435**	**29.7**
Clinton	58.0	Male	28,898	3,011	3,087	3,172	2,767	4,996	4,985	2,929	1,928	2,023	29.8
		Female	29,102	2,833	2,911	2,988	2,547	5,037	5,025	2,854	1,988	2,919	31.5
Eaton	96.0	Male	47,138	4,542	4,850	4,467	4,986	8,913	8,027	4,789	3,215	3,349	30.3
		Female	48,862	4,475	4,578	4,412	4,920	9,262	7,933	4,684	3,468	5,130	31.5
Ingham	283.7	Male	137,829	12,915	11,711	10,490	27,315	29,145	18,031	11,089	8,426	8,707	27.2
		Female	145,871	12,368	11,276	10,073	28,302	28,617	18,530	11,716	9,603	15,386	28.8
MUSKEGON	**159.9**	**Male**	**77,111**	**7,910**	**7,417**	**7,404**	**8,291**	**13,290**	**10,631**	**7,605**	**6,893**	**7,670**	**30.7**
		Female	**82,789**	**7,778**	**7,042**	**7,186**	**8,186**	**13,230**	**11,376**	**8,426**	**7,865**	**11,700**	**33.5**
Muskegon	159.9	Male	77,111	7,910	7,417	7,404	8,291	13,290	10,631	7,605	6,893	7,670	30.7
		Female	82,789	7,778	7,042	7,186	8,186	13,230	11,376	8,426	7,865	11,700	33.5
SAGINAW - BAY CITY - MIDLAND	**408.5**	**Male**	**199,104**	**20,482**	**20,246**	**19,927**	**21,312**	**35,025**	**30,510**	**19,824**	**15,350**	**16,428**	**30.0**
		Female	**209,396**	**19,622**	**19,438**	**18,986**	**21,544**	**35,835**	**31,198**	**20,546**	**17,065**	**25,162**	**32.0**
Bay	114.6	Male	55,934	5,557	5,322	5,441	6,008	9,921	8,403	5,536	4,624	5,122	30.7
		Female	58,666	5,398	5,064	5,114	6,174	9,663	8,365	5,752	5,313	7,823	32.8
Midland	76.0	Male	37,953	3,887	3,911	3,751	4,088	6,901	6,319	3,906	2,691	2,499	29.8
		Female	38,047	3,532	3,652	3,460	3,737	6,916	6,386	3,898	2,830	3,636	31.7
Saginaw	217.9	Male	105,217	11,038	11,013	10,735	11,216	18,203	15,788	10,382	8,035	8,807	29.7
		Female	112,683	10,692	10,722	10,412	11,633	19,256	16,447	10,896	8,922	13,703	31.7
ALL COUNTIES													
Alcona	10.7	Male	5,241	389	408	471	368	553	717	526	677	1,132	41.0
		Female	5,459	350	397	467	326	588	714	534	795	1,288	43.4
Alger	8.8	Male	4,416	377	386	405	376	716	655	430	468	603	34.3
		Female	4,384	407	390	411	326	637	597	437	504	675	35.4
Allegan	91.0	Male	45,044	4,625	4,525	4,341	4,627	7,992	6,776	4,163	3,600	4,395	30.5
		Female	45,956	4,526	4,362	4,128	4,179	7,711	6,851	4,310	3,895	5,994	32.5
Alpena	31.4	Male	15,295	1,419	1,400	1,585	1,633	2,315	2,321	1,642	1,256	1,724	32.0
		Female	16,105	1,399	1,378	1,551	1,587	2,288	2,381	1,663	1,429	2,429	34.3
Antrim	17.7	Male	8,697	852	764	774	744	1,339	1,265	808	843	1,308	34.1
		Female	9,003	745	786	768	669	1,306	1,247	865	963	1,654	36.8
Arenac	15.7	Male	7,763	743	705	754	715	1,118	1,068	722	815	1,123	33.6
		Female	7,937	658	747	761	642	1,143	1,033	762	893	1,298	35.2
Baraga	8.2	Male	4,199	393	363	400	380	694	577	332	407	653	33.1
		Female	4,001	372	377	381	267	565	516	333	444	746	35.7
Barry	49.5	Male	24,752	2,387	2,343	2,443	2,217	4,214	4,128	2,548	2,071	2,401	32.1
		Female	24,748	2,340	2,288	2,230	1,996	4,148	4,000	2,497	2,085	3,164	33.5
Bay	114.6	Male	55,934	5,557	5,322	5,441	6,008	9,921	8,403	5,536	4,624	5,122	30.7
		Female	58,666	5,398	5,064	5,114	6,174	9,663	8,365	5,752	5,313	7,823	32.8
Benzie	12.3	Male	6,007	526	534	551	539	941	920	582	545	869	34.1
		Female	6,293	495	483	581	519	917	917	578	644	1,159	36.7
Berrien	167.9	Male	80,803	8,192	8,071	7,714	8,042	13,424	11,932	8,255	7,025	8,148	31.2
		Female	87,097	7,824	7,730	7,359	8,247	14,280	12,449	8,811	7,959	12,438	33.7
Branch	41.7	Male	20,524	2,058	1,966	1,823	2,024	3,483	3,166	2,010	1,749	2,245	31.9
		Female	21,176	1,830	1,834	1,699	2,062	3,295	3,137	2,036	1,898	3,385	34.6
Calhoun	139.5	Male	67,435	6,586	6,321	5,905	6,909	11,437	9,841	7,305	6,342	6,789	32.0
		Female	72,065	6,081	6,111	5,594	7,072	11,755	10,380	7,680	6,602	10,790	34.5

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MICHIGAN (continued)													
ALL COUNTIES (continued)													
Cass	50.1	Male	24,640	2,403	2,380	2,307	2,197	4,053	3,873	2,581	2,253	2,593	32.5
		Female	25,460	2,321	2,359	2,147	2,102	4,180	3,843	2,624	2,373	3,511	34.1
Charlevoix	21.5	Male	10,515	1,032	934	1,033	1,014	1,763	1,641	978	915	1,205	32.1
		Female	10,985	1,002	909	923	978	1,746	1,591	1,090	1,016	1,730	34.6
Cheboygan	21.5	Male	10,588	967	1,008	1,048	915	1,607	1,535	996	1,009	1,503	33.4
		Female	10,912	976	949	943	851	1,587	1,582	1,017	1,164	1,843	35.9
Chippewa	29.0	Male	14,900	1,266	1,228	1,200	2,079	2,782	1,945	1,420	1,253	1,727	31.0
		Female	14,100	1,226	1,059	1,127	1,761	1,961	1,842	1,384	1,374	2,366	34.6
Clare	26.6	Male	12,869	1,115	1,135	1,264	1,059	1,742	1,778	1,263	1,430	2,083	35.7
		Female	13,731	1,115	1,149	1,151	1,102	1,807	1,828	1,371	1,725	2,483	38.0
Clinton	58.0	Male	28,898	3,011	3,087	3,172	2,767	4,996	4,985	2,929	1,928	2,023	29.8
		Female	29,102	2,833	2,911	2,988	2,547	5,037	5,025	2,854	1,988	2,919	31.5
Crawford	10.9	Male	5,411	529	448	588	489	851	772	511	521	702	32.7
		Female	5,489	523	439	505	456	783	801	577	593	812	35.5
Delta	38.0	Male	18,598	1,887	1,779	1,837	1,640	3,081	2,616	1,835	1,648	2,275	32.0
		Female	19,402	1,700	1,752	1,773	1,657	2,890	2,706	1,976	1,814	3,134	34.8
Dickinson	26.8	Male	13,051	1,188	1,068	1,131	1,122	2,096	1,709	1,299	1,344	2,094	34.6
		Female	13,749	1,127	991	1,030	1,122	1,918	1,713	1,401	1,521	2,926	39.0
Eaton	96.0	Male	47,138	4,542	4,850	4,467	4,986	8,913	8,027	4,789	3,215	3,349	30.3
		Female	48,862	4,475	4,578	4,412	4,920	9,262	7,933	4,684	3,468	5,130	31.5
Emmet	25.2	Male	12,203	1,107	1,206	1,110	1,203	2,220	1,847	1,131	970	1,409	31.6
		Female	12,997	1,118	1,041	1,059	1,237	2,183	1,850	1,203	1,175	2,131	34.4
Genesee	440.4	Male	212,978	22,243	22,035	21,359	24,056	37,038	32,155	23,626	15,497	14,969	29.5
		Female	227,422	21,449	21,238	20,725	24,600	39,398	34,397	23,953	17,140	24,522	31.5
Gladwin	23.2	Male	11,493	1,043	1,098	1,070	953	1,545	1,564	1,177	1,286	1,757	35.2
		Female	11,707	1,015	977	1,015	969	1,583	1,570	1,257	1,428	1,893	36.9
Gogebic	18.3	Male	8,848	619	699	723	763	1,234	1,061	880	1,128	1,741	38.6
		Female	9,452	636	638	724	650	1,032	1,122	959	1,237	2,454	44.3
Grand Traverse	62.5	Male	30,267	3,020	2,820	2,719	3,229	6,149	4,559	2,738	2,145	2,888	30.4
		Female	32,233	2,869	2,665	2,580	3,393	6,114	4,697	2,815	2,585	4,515	32.5
Gratiot	39.5	Male	19,123	2,033	1,870	1,845	2,226	3,023	2,799	1,797	1,514	2,016	30.3
		Female	20,377	1,890	1,781	1,769	2,238	3,076	2,877	1,859	1,713	3,174	33.2
Hillsdale	44.1	Male	21,616	2,086	2,091	2,046	2,369	3,334	3,195	2,109	1,837	2,549	31.6
		Female	22,484	2,041	1,972	1,899	2,286	3,442	3,198	2,130	2,036	3,480	33.8
Houghton	37.8	Male	20,000	1,463	1,353	1,366	4,969	2,629	2,120	1,429	1,711	2,960	28.2
		Female	17,800	1,433	1,198	1,280	2,390	2,233	2,090	1,348	1,922	3,906	36.8
Huron	36.5	Male	17,915	1,771	1,656	1,691	1,628	2,693	2,301	1,676	1,842	2,657	33.2
		Female	18,585	1,662	1,645	1,643	1,510	2,461	2,276	1,819	2,083	3,486	36.6
Ingham	283.7	Male	137,829	12,915	11,711	10,490	27,315	29,145	18,031	11,089	8,426	8,707	27.2
		Female	145,871	12,368	11,276	10,073	28,302	28,617	18,530	11,716	9,603	15,386	28.8
Ionia	55.6	Male	29,239	2,928	2,690	2,611	5,227	5,064	3,982	2,444	1,949	2,344	27.3
		Female	26,361	2,699	2,557	2,483	2,498	4,272	3,707	2,407	2,028	3,710	31.9
Iosco	30.6	Male	15,424	1,584	1,288	1,253	2,215	2,419	1,960	1,359	1,291	2,055	30.7
		Female	15,176	1,456	1,243	1,183	1,544	2,232	2,017	1,413	1,573	2,515	34.7
Iron	13.7	Male	6,557	509	454	495	457	885	770	654	908	1,425	41.2
		Female	7,143	505	438	511	433	792	793	776	1,050	1,845	46.3
Isabella	55.8	Male	27,062	2,419	2,133	2,102	7,048	4,640	3,236	1,946	1,606	1,932	24.8
		Female	28,738	2,310	2,075	2,014	8,367	4,271	3,201	2,031	1,799	2,670	24.7
Jackson	150.0	Male	76,337	6,850	6,718	6,314	8,223	16,140	12,280	7,471	5,996	6,345	31.2
		Female	73,663	6,575	6,509	6,323	7,182	12,366	10,618	7,263	6,536	10,291	33.3
Kalamazoo	222.1	Male	107,482	9,601	9,434	8,771	16,868	20,917	15,897	10,148	7,746	8,100	29.3
		Female	114,618	9,347	8,866	8,278	17,097	20,967	16,365	10,685	8,819	14,194	31.5
Kalkaska	13.5	Male	6,783	817	684	619	572	1,153	948	598	571	821	31.1
		Female	6,717	675	705	561	578	1,093	958	557	676	914	32.7
Kent	487.4	Male	234,211	24,632	21,490	21,141	28,570	44,077	32,827	22,321	18,107	21,046	29.8
		Female	253,189	23,823	20,403	20,316	29,848	44,572	34,588	24,016	20,524	35,099	32.2
Keweenaw	1.9	Male	979	82	57	56	59	136	121	76	109	283	43.2
		Female	921	57	57	42	49	111	98	72	150	285	50.7
Lake	9.0	Male	4,401	340	369	396	277	495	539	425	558	1,002	41.0
		Female	4,599	369	314	371	263	541	502	489	669	1,081	43.8
Lapeer	74.7	Male	37,062	4,013	4,238	4,027	3,489	6,535	6,491	3,459	2,301	2,509	29.2
		Female	37,638	3,943	4,124	3,800	3,384	6,857	6,267	3,386	2,458	3,419	30.2
Leelanau	16.2	Male	8,110	667	718	708	678	1,480	1,250	791	748	1,070	33.7
		Female	8,090	618	668	748	576	1,383	1,201	795	802	1,299	35.4

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex									Median Age By Sex
				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
MICHIGAN (continued)													
ALL COUNTIES (continued)													
Lenawee	91.5	Male	44,444	4,694	4,522	4,224	4,520	7,714	6,726	4,259	3,769	4,016	30.5
		Female	47,056	4,308	4,301	3,973	4,582	7,722	6,774	4,675	4,217	6,504	33.2
Livingston	114.5	Male	57,936	5,668	6,450	6,411	4,967	10,446	11,074	5,655	3,551	3,714	30.2
		Female	56,564	5,218	5,886	5,544	4,620	10,649	10,566	5,075	3,793	5,213	31.6
Luce	6.5	Male	3,217	322	274	317	265	510	448	326	314	441	33.4
		Female	3,283	293	274	244	258	482	486	345	357	544	36.9
Mackinac	10.4	Male	5,159	497	446	536	401	788	691	506	525	769	33.9
		Female	5,241	439	406	479	421	711	719	560	551	955	37.3
Macomb	714.6	Male	349,470	30,841	32,766	34,537	37,934	62,666	56,635	40,053	30,094	23,944	31.2
		Female	365,130	29,468	31,641	33,659	37,651	62,532	58,979	41,124	32,411	37,665	33.0
Manistee	22.8	Male	11,049	912	939	1,031	1,018	1,723	1,534	1,137	1,103	1,652	34.4
		Female	11,751	912	912	1,005	957	1,656	1,535	1,180	1,276	2,318	37.8
Marquette	72.7	Male	37,409	3,852	3,069	2,812	6,180	8,023	5,189	2,925	2,395	2,964	28.5
		Female	35,291	3,710	2,942	2,596	5,351	6,533	4,434	2,893	2,585	4,247	29.7
Mason	26.8	Male	13,110	1,197	1,104	1,111	1,198	2,128	1,905	1,293	1,289	1,885	34.1
		Female	13,690	1,168	1,080	1,094	1,185	1,986	1,873	1,291	1,454	2,559	36.8
Mecosta	40.4	Male	20,728	1,641	1,434	1,383	6,647	2,802	2,145	1,426	1,399	1,851	24.2
		Female	19,672	1,536	1,420	1,316	5,089	2,609	2,263	1,503	1,639	2,297	26.8
Menominee	26.0	Male	12,820	1,242	1,116	1,235	1,222	2,097	1,704	1,214	1,201	1,789	32.6
		Female	13,180	1,271	1,056	1,181	1,122	1,941	1,660	1,269	1,371	2,309	35.1
Midland	76.0	Male	37,953	3,887	3,911	3,751	4,088	6,901	6,319	3,906	2,691	2,499	29.8
		Female	38,047	3,532	3,652	3,460	3,737	6,916	6,386	3,898	2,830	3,636	31.7
Missaukee	11.7	Male	5,831	607	567	585	531	912	867	485	510	767	31.9
		Female	5,869	602	529	554	503	875	792	537	632	845	33.5
Monroe	137.3	Male	67,948	7,069	7,355	6,908	6,813	11,953	10,886	6,917	4,960	5,087	29.9
		Female	69,352	6,921	6,789	6,618	6,660	11,808	10,724	6,873	5,267	7,692	31.5
Montcalm	52.2	Male	25,597	2,607	2,676	2,457	2,415	3,953	3,748	2,491	2,195	3,055	31.7
		Female	26,603	2,552	2,408	2,331	2,338	4,003	3,805	2,562	2,546	4,058	34.2
Montmorency	8.3	Male	4,087	357	329	380	320	528	476	393	522	782	37.7
		Female	4,213	351	318	328	319	506	494	418	605	874	40.8
Muskegon	159.9	Male	77,111	7,910	7,417	7,404	8,291	13,290	10,631	7,605	6,893	7,670	30.7
		Female	82,789	7,778	7,042	7,186	8,186	13,230	11,376	8,426	7,865	11,700	33.5
Newaygo	39.6	Male	19,407	1,982	1,828	1,967	1,611	2,943	2,773	1,951	1,815	2,537	32.9
		Female	20,193	1,870	1,829	1,821	1,638	2,847	2,949	1,980	2,045	3,214	35.3
Oakland	1,053.3	Male	513,329	44,507	47,097	47,186	51,401	95,861	85,554	57,499	44,524	39,700	31.9
		Female	539,971	42,640	45,145	44,976	51,044	97,171	86,999	59,716	47,842	64,438	33.9
Oceana	23.6	Male	11,521	1,153	1,165	1,145	1,018	1,789	1,693	1,167	1,001	1,390	32.2
		Female	12,079	1,236	1,080	1,133	992	1,744	1,741	1,142	1,133	1,878	34.2
Ogemaw	18.6	Male	9,077	870	774	822	750	1,252	1,256	848	1,007	1,498	35.6
		Female	9,523	783	854	805	772	1,261	1,284	940	1,205	1,619	37.2
Ontonagon	9.2	Male	4,650	394	418	451	280	645	727	512	471	752	36.7
		Female	4,550	341	428	437	292	601	666	436	505	844	37.6
Osceola	20.8	Male	10,233	1,048	1,033	1,052	871	1,543	1,458	982	906	1,340	32.2
		Female	10,567	973	967	910	890	1,573	1,495	980	1,056	1,723	34.8
Oscoda	7.4	Male	3,629	301	303	343	240	493	495	351	436	667	37.7
		Female	3,771	304	266	338	307	394	536	379	489	758	40.2
Otsego	17.0	Male	8,320	888	832	809	745	1,402	1,277	805	691	871	31.3
		Female	8,680	855	799	853	721	1,378	1,320	835	727	1,192	33.1
Ottawa	178.3	Male	87,837	9,376	8,614	8,383	10,487	15,946	13,733	8,182	6,099	7,017	29.4
		Female	90,463	8,955	8,428	7,814	10,313	15,541	13,864	8,211	6,765	10,572	31.3
Presque Isle	14.4	Male	7,209	680	618	704	592	1,062	935	772	754	1,092	34.5
		Female	7,191	637	584	651	572	925	927	766	814	1,315	37.4
Roscommon	20.2	Male	9,924	756	698	892	757	1,225	1,160	908	1,429	2,099	40.5
		Female	10,276	681	631	760	720	1,209	1,302	1,041	1,719	2,213	43.7
Saginaw	217.9	Male	105,217	11,038	11,013	10,735	11,216	18,203	15,788	10,382	8,035	8,807	29.7
		Female	112,683	10,692	10,722	10,412	11,633	19,256	16,447	10,896	8,922	13,703	31.7
St. Clair	146.1	Male	71,044	7,163	7,262	7,229	6,953	11,822	10,781	7,024	5,834	6,976	30.8
		Female	75,056	6,777	6,969	6,731	7,151	12,054	10,835	7,311	6,645	10,583	33.2
St. Joseph	60.7	Male	29,570	3,151	2,925	2,633	2,866	5,085	4,323	2,918	2,441	3,228	31.3
		Female	31,130	3,104	2,708	2,444	2,787	5,090	4,352	3,035	2,782	4,828	33.9
Sanilac	42.3	Male	20,775	2,033	2,022	2,086	1,884	3,155	2,802	1,931	1,961	2,901	32.5
		Female	21,525	1,984	1,968	1,900	1,855	3,014	2,851	2,117	2,181	3,655	35.1
Schoolcraft	8.2	Male	3,919	390	324	374	292	604	526	386	392	631	34.6
		Female	4,281	372	378	350	361	579	529	445	487	780	36.9

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
MICHIGAN (continued)													
ALL COUNTIES (continued)													
Shiawassee	71.3	Male	35,013	3,791	3,738	3,629	3,423	6,135	5,605	3,457	2,545	2,690	29.8
		Female	36,287	3,604	3,636	3,439	3,350	6,187	5,647	3,387	2,792	4,245	31.7
Tuscola	57.2	Male	28,360	2,923	2,963	2,975	2,726	4,863	4,430	2,647	2,210	2,623	30.3
		Female	28,840	2,704	2,893	2,753	2,632	4,783	4,429	2,679	2,349	3,618	32.2
Van Buren	71.0	Male	34,654	3,640	3,556	3,256	3,139	5,762	5,201	3,324	2,819	3,957	31.5
		Female	36,346	3,467	3,370	3,059	3,044	5,970	5,141	3,434	3,118	5,743	33.8
Washtenaw	273.8	Male	136,983	11,325	10,338	9,403	27,104	32,942	19,829	10,926	7,733	7,383	28.1
		Female	136,817	10,638	10,018	8,985	25,033	30,742	19,396	11,195	8,344	12,466	29.5
Wayne	2,155.9	Male	1,032,479	100,390	100,908	92,419	111,860	186,245	139,336	105,286	96,923	99,112	30.9
		Female	1,123,421	96,828	97,131	90,243	115,373	191,319	150,113	117,598	110,520	154,296	33.5
Wexford	27.8	Male	13,346	1,366	1,278	1,256	1,184	2,156	1,859	1,341	1,221	1,685	32.4
		Female	14,454	1,299	1,241	1,259	1,274	2,155	2,013	1,393	1,405	2,415	35.0
TOTAL METRO COUNTIES	**7,461.9**	**Male**	**3,623,414**	**347,316**	**346,408**	**333,167**	**418,347**	**668,818**	**541,435**	**370,363**	**298,544**	**299,016**	**30.5**
		Female	**3,838,486**	**333,563**	**332,233**	**320,610**	**420,774**	**673,992**	**560,602**	**391,123**	**331,614**	**473,975**	**32.6**
TOTAL STATE	**9,335.3**	**Male**	**4,549,002**	**437,254**	**431,919**	**418,397**	**523,453**	**820,549**	**673,102**	**456,994**	**378,842**	**408,492**	**30.6**
		Female	**4,786,298**	**419,384**	**414,134**	**401,081**	**516,689**	**819,015**	**692,075**	**480,730**	**421,710**	**621,480**	**32.8**
MINNESOTA													
DULUTH	**245.8**	**Male**	**120,173**	**11,217**	**9,896**	**9,885**	**14,704**	**21,505**	**15,968**	**11,289**	**10,868**	**14,841**	**31.7**
		Female	**125,627**	**10,737**	**9,471**	**9,405**	**14,148**	**19,760**	**15,763**	**11,649**	**12,129**	**22,565**	**34.6**
St. Louis	203.9	Male	99,676	9,313	8,155	8,192	12,219	17,886	13,280	9,406	9,040	12,185	31.7
		Female	104,224	8,858	7,795	7,816	11,881	16,430	13,174	9,711	10,019	18,540	34.6
Douglas, Wisc.	*41.9*	*Male*	*20,497*	*1,904*	*1,741*	*1,693*	*2,485*	*3,619*	*2,688*	*1,683*	*1,828*	*2,656*	*31.7*
		Female	*21,403*	*1,879*	*1,676*	*1,589*	*2,267*	*3,330*	*2,589*	*1,938*	*2,110*	*4,025*	*34.9*
FARGO - MOORHEAD	**150.8**	**Male**	**74,351**	**7,134**	**5,853**	**5,520**	**12,917**	**15,190**	**9,724**	**6,440**	**5,154**	**6,419**	**28.8**
		Female	**76,449**	**6,875**	**5,527**	**5,263**	**13,434**	**13,856**	**9,534**	**6,579**	**5,375**	**10,006**	**30.1**
Clay	48.9	Male	23,813	2,170	1,819	1,923	4,781	3,976	3,005	2,133	1,769	2,237	28.1
		Female	25,087	2,108	1,783	1,824	5,456	3,644	3,028	2,221	1,799	3,224	28.8
Cass, N. D.	*101.9*	*Male*	*50,538*	*4,964*	*4,034*	*3,597*	*8,136*	*11,214*	*6,719*	*4,307*	*3,385*	*4,182*	*29.0*
		Female	*51,362*	*4,767*	*3,744*	*3,439*	*7,978*	*10,212*	*6,506*	*4,358*	*3,576*	*6,782*	*30.6*
MINNEAPOLIS - ST. PAUL	**2,377.2**	**Male**	**1,156,871**	**109,630**	**103,175**	**102,095**	**132,986**	**236,503**	**187,009**	**110,708**	**83,270**	**91,495**	**30.5**
		Female	**1,220,329**	**105,294**	**99,169**	**98,022**	**133,305**	**236,726**	**186,260**	**111,952**	**91,543**	**158,058**	**32.4**
Anoka	232.5	Male	116,572	13,109	13,034	12,056	12,039	23,288	21,698	11,056	5,937	4,355	28.5
		Female	115,928	12,485	12,522	11,578	11,794	24,036	21,155	10,119	5,855	6,384	29.0
Carver	44.5	Male	22,427	2,475	2,157	2,107	2,511	4,193	3,513	2,203	1,411	1,857	29.7
		Female	22,073	2,257	2,048	2,032	2,372	3,878	3,439	2,010	1,439	2,598	31.0
Chisago	29.6	Male	14,909	1,681	1,509	1,473	1,268	2,391	2,451	1,285	1,124	1,727	31.4
		Female	14,691	1,513	1,413	1,372	1,186	2,374	2,258	1,250	1,129	2,196	32.8
Dakota	247.9	Male	122,618	13,335	13,084	12,015	12,375	24,310	22,730	11,386	6,989	6,394	29.3
		Female	125,282	13,060	12,718	11,748	11,975	25,553	22,421	10,613	7,193	10,001	30.1
Hennepin	1,010.1	Male	484,440	39,614	37,227	38,089	59,117	105,097	74,904	47,807	39,399	43,186	31.5
		Female	525,660	38,456	35,811	36,667	59,890	104,870	76,076	50,424	44,117	79,349	33.8
Isanti	26.7	Male	13,341	1,450	1,417	1,349	1,189	2,317	2,245	1,183	803	1,388	30.5
		Female	13,359	1,390	1,325	1,277	1,103	2,321	2,147	1,096	884	1,816	31.8
Ramsey	477.2	Male	227,065	20,851	18,246	19,021	29,762	45,902	31,855	21,561	18,332	21,535	30.6
		Female	250,135	19,865	17,522	18,278	31,255	45,338	32,867	23,284	21,575	40,151	33.4
Scott	56.1	Male	28,288	3,085	3,103	3,073	2,778	5,163	5,044	2,503	1,631	1,908	29.1
		Female	27,812	2,940	2,813	2,882	2,588	5,195	4,736	2,319	1,616	2,723	30.2
Washington	135.3	Male	68,499	7,233	7,285	7,187	6,335	13,293	13,263	6,650	3,755	3,498	29.7
		Female	66,801	6,766	7,101	6,729	5,705	13,129	12,430	6,049	3,732	5,160	30.4
Wright	67.9	Male	34,036	4,111	3,701	3,332	3,130	5,963	5,453	2,783	2,199	3,364	29.6
		Female	33,864	3,998	3,530	3,264	2,998	5,821	4,981	2,574	2,316	4,382	30.4
St. Croix, Wisc.	*49.4*	*Male*	*24,676*	*2,686*	*2,412*	*2,393*	*2,482*	*4,586*	*3,853*	*2,291*	*1,690*	*2,283*	*30.2*
		Female	*24,724*	*2,564*	*2,366*	*2,195*	*2,439*	*4,211*	*3,750*	*2,214*	*1,687*	*3,298*	*31.6*
ROCHESTER	**98.9**	**Male**	**47,092**	**4,822**	**4,361**	**4,306**	**4,986**	**9,208**	**8,151**	**4,530**	**3,116**	**3,612**	**30.5**
		Female	**51,808**	**4,611**	**4,239**	**4,118**	**6,329**	**9,665**	**8,247**	**4,456**	**3,459**	**6,684**	**31.8**
Olmsted	98.9	Male	47,092	4,822	4,361	4,306	4,986	9,208	8,151	4,530	3,116	3,612	30.5
		Female	51,808	4,611	4,239	4,118	6,329	9,665	8,247	4,456	3,459	6,684	31.8

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
MINNESOTA (continued)													
ST. CLOUD	184.1	Male	92,286	10,132	8,616	9,061	14,087	15,988	12,068	7,759	6,047	8,528	27.7
		Female	91,814	9,601	8,294	8,519	13,834	14,961	11,676	7,387	6,135	11,407	28.8
Benton	28.6	Male	14,155	1,724	1,401	1,273	1,633	2,758	1,826	1,144	974	1,422	28.8
		Female	14,445	1,679	1,305	1,256	1,661	2,572	1,779	1,100	1,012	2,081	30.1
Sherburne	37.3	Male	18,992	2,207	2,015	1,795	2,272	3,654	3,099	1,471	1,039	1,440	28.3
		Female	18,308	2,142	2,028	1,706	1,765	3,493	2,798	1,360	1,065	1,951	29.3
Stearns	118.2	Male	59,139	6,201	5,200	5,993	10,182	9,576	7,143	5,144	4,034	5,666	27.1
		Female	59,061	5,780	4,961	5,557	10,408	8,896	7,099	4,927	4,058	7,375	28.2
ALL COUNTIES													
Aitkin	14.2	Male	7,054	640	581	608	535	930	930	620	783	1,427	37.5
		Female	7,146	542	560	586	454	916	927	686	852	1,623	40.6
Anoka	232.5	Male	116,572	13,109	13,034	12,056	12,039	23,288	21,698	11,056	5,937	4,355	28.5
		Female	115,928	12,485	12,522	11,578	11,794	24,036	21,155	10,119	5,855	6,384	29.0
Becker	31.1	Male	15,586	1,657	1,521	1,477	1,453	2,374	2,113	1,429	1,281	2,281	32.1
		Female	15,514	1,484	1,367	1,421	1,285	2,284	2,059	1,398	1,457	2,759	34.6
Beltrami	34.4	Male	17,178	1,718	1,458	1,544	2,762	2,866	2,250	1,475	1,189	1,916	28.9
		Female	17,222	1,701	1,409	1,435	2,674	2,686	2,169	1,458	1,324	2,366	30.2
Benton	28.6	Male	14,155	1,724	1,401	1,273	1,633	2,758	1,826	1,144	974	1,422	28.8
		Female	14,445	1,679	1,305	1,256	1,661	2,572	1,779	1,100	1,012	2,081	30.1
Big Stone	7.4	Male	3,591	307	278	315	305	494	436	373	382	701	37.2
		Female	3,809	306	291	316	253	447	439	370	394	993	41.6
Blue Earth	51.7	Male	25,204	2,401	1,793	1,893	4,785	4,722	3,023	2,124	1,858	2,605	28.7
		Female	26,496	2,291	1,719	1,801	5,119	4,142	2,957	2,173	2,140	4,154	30.6
Brown	27.7	Male	13,468	1,313	1,180	1,289	1,430	2,039	1,729	1,324	1,222	1,942	32.5
		Female	14,232	1,219	1,099	1,178	1,564	1,960	1,713	1,328	1,312	2,859	35.6
Carlton	30.4	Male	15,185	1,463	1,466	1,475	1,305	2,496	2,182	1,589	1,357	1,852	32.5
		Female	15,215	1,413	1,296	1,391	1,248	2,325	2,121	1,544	1,432	2,445	34.7
Carver	44.5	Male	22,427	2,475	2,157	2,107	2,511	4,193	3,513	2,203	1,411	1,857	29.7
		Female	22,073	2,257	2,048	2,032	2,372	3,878	3,439	2,010	1,439	2,598	31.0
Cass	21.9	Male	10,834	945	884	1,006	746	1,434	1,459	1,040	1,173	2,147	37.8
		Female	11,066	974	911	962	660	1,379	1,503	1,051	1,326	2,300	39.3
Chippewa	14.0	Male	6,819	692	541	590	579	1,073	880	631	664	1,169	34.4
		Female	7,181	691	520	536	561	961	875	696	728	1,613	38.7
Chisago	29.6	Male	14,909	1,681	1,509	1,473	1,268	2,391	2,451	1,285	1,124	1,727	31.4
		Female	14,691	1,513	1,413	1,372	1,186	2,374	2,258	1,250	1,129	2,196	32.8
Clay	48.9	Male	23,813	2,170	1,819	1,923	4,781	3,976	3,005	2,133	1,769	2,237	28.1
		Female	25,087	2,108	1,783	1,824	5,456	3,644	3,028	2,221	1,799	3,224	28.8
Clearwater	8.8	Male	4,463	459	396	465	369	538	623	411	393	789	34.7
		Female	4,337	416	409	391	317	538	612	370	406	878	36.6
Cook	4.1	Male	2,096	150	164	174	163	378	328	214	204	321	35.6
		Female	2,004	153	133	167	151	338	314	186	219	343	36.9
Cottonwood	13.7	Male	6,623	690	541	575	549	1,017	870	635	592	1,154	34.4
		Female	7,077	637	576	548	486	912	835	665	711	1,707	39.5
Crow Wing	47.3	Male	22,848	2,169	2,011	2,064	1,929	3,465	3,298	2,144	2,164	3,604	34.4
		Female	24,452	2,169	2,002	1,996	2,019	3,536	3,307	2,252	2,591	4,580	36.5
Dakota	247.9	Male	122,618	13,335	13,084	12,015	12,375	24,310	22,730	11,386	6,989	6,394	29.3
		Female	125,282	13,060	12,718	11,748	11,975	25,553	22,421	10,613	7,193	10,001	30.1
Dodge	15.6	Male	7,686	869	726	714	680	1,314	1,144	684	627	928	31.5
		Female	7,914	919	690	708	663	1,244	1,117	676	623	1,274	32.9
Douglas	30.1	Male	14,781	1,432	1,221	1,245	1,601	2,234	2,023	1,311	1,401	2,313	33.5
		Female	15,319	1,430	1,215	1,204	1,584	2,074	1,957	1,370	1,438	3,047	35.8
Faribault	18.0	Male	8,693	847	682	788	780	1,277	1,121	886	872	1,440	34.8
		Female	9,307	808	629	724	701	1,163	1,132	930	1,010	2,210	40.6
Fillmore	20.9	Male	10,356	1,022	913	925	849	1,489	1,332	999	1,018	1,809	34.9
		Female	10,544	891	820	851	730	1,335	1,331	1,028	1,093	2,465	39.8
Freeborn	34.4	Male	16,797	1,536	1,452	1,504	1,582	2,661	2,395	1,669	1,687	2,311	33.7
		Female	17,603	1,559	1,324	1,433	1,424	2,458	2,408	1,767	1,751	3,479	37.5
Goodhue	40.4	Male	19,847	1,919	1,719	1,912	1,824	3,249	2,902	1,831	1,658	2,833	32.8
		Female	20,553	1,813	1,717	1,729	1,600	3,020	2,858	1,889	1,755	4,172	36.4
Grant	7.0	Male	3,426	312	260	284	255	470	429	328	363	725	38.1
		Female	3,574	285	268	279	231	421	450	342	372	926	41.7
Hennepin	1,010.1	Male	484,440	39,614	37,227	38,089	59,117	105,097	74,904	47,807	39,399	43,186	31.5
		Female	525,660	38,456	35,811	36,667	59,890	104,870	76,076	50,424	44,117	79,349	33.8

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MINNESOTA (continued)													
ALL COUNTIES (continued)													
Houston	19.2	Male	9,512	940	864	874	902	1,588	1,198	954	817	1,375	32.4
		Female	9,688	884	808	902	771	1,427	1,238	944	874	1,840	35.4
Hubbard	15.9	Male	7,818	714	647	775	578	1,127	1,115	756	774	1,332	35.6
		Female	8,082	788	672	709	561	1,083	1,173	802	777	1,517	36.9
Isanti	26.7	Male	13,341	1,450	1,417	1,349	1,189	2,317	2,245	1,183	803	1,388	30.5
		Female	13,359	1,390	1,325	1,277	1,103	2,321	2,147	1,096	884	1,816	31.8
Itasca	44.1	Male	22,149	2,395	2,078	2,031	1,901	3,765	3,105	2,087	2,020	2,767	32.1
		Female	21,951	2,171	1,931	1,934	1,901	3,451	3,070	2,090	2,146	3,257	33.8
Jackson	12.5	Male	6,198	618	502	502	702	929	772	603	622	948	33.3
		Female	6,302	548	498	483	559	834	738	673	638	1,331	38.1
Kanabec	12.8	Male	6,321	669	604	616	538	903	932	592	577	890	33.1
		Female	6,479	635	606	602	515	895	942	617	581	1,086	34.8
Kandiyohi	39.1	Male	19,263	1,939	1,682	1,545	2,244	3,272	2,531	1,751	1,644	2,655	31.8
		Female	19,837	1,906	1,484	1,526	2,302	3,097	2,547	1,756	1,822	3,397	33.7
Kittson	6.3	Male	3,143	286	257	244	242	492	411	305	320	586	36.2
		Female	3,157	278	227	242	222	417	379	321	306	765	40.1
Koochiching	15.6	Male	7,764	730	727	752	694	1,303	1,109	775	712	912	32.1
		Female	7,836	755	735	664	698	1,211	1,125	814	726	1,108	33.8
Lac qui Parle	9.7	Male	4,836	441	353	402	418	697	591	469	522	943	36.8
		Female	4,864	422	375	390	349	573	578	487	543	1,147	40.6
Lake	11.6	Male	5,978	589	492	497	555	1,027	922	725	554	617	33.3
		Female	5,622	528	470	493	479	841	857	653	496	805	35.0
Lake of the Woods	4.0	Male	2,013	177	157	208	153	278	309	168	231	332	36.1
		Female	1,987	146	157	171	145	238	302	221	215	389	39.4
Le Sueur	23.8	Male	11,855	1,203	1,079	1,221	1,112	1,842	1,699	1,048	992	1,659	32.1
		Female	11,945	1,228	1,037	1,086	940	1,680	1,671	1,053	1,068	2,182	35.0
Lincoln	7.6	Male	3,765	340	328	361	296	486	482	385	396	691	36.5
		Female	3,835	369	304	334	241	422	512	349	413	891	39.8
Lyon	25.2	Male	12,528	1,324	1,050	1,129	1,766	2,031	1,609	1,019	1,032	1,568	29.9
		Female	12,672	1,143	981	1,019	1,695	1,759	1,594	1,108	1,135	2,238	33.5
McLeod	31.5	Male	15,619	1,635	1,467	1,380	1,476	2,593	2,292	1,432	1,297	2,047	32.1
		Female	15,881	1,507	1,340	1,331	1,332	2,518	2,185	1,435	1,401	2,832	34.7
Mahnomen	5.3	Male	2,688	299	269	293	219	333	337	261	246	431	32.9
		Female	2,612	283	273	288	184	304	337	223	267	453	34.1
Marshall	12.3	Male	6,281	706	589	586	503	922	826	585	652	932	33.2
		Female	6,019	588	532	573	424	834	793	562	587	1,126	35.7
Martin	24.0	Male	11,709	1,319	1,008	975	1,101	1,907	1,538	1,142	1,120	1,799	33.7
		Female	12,291	1,073	893	924	1,042	1,741	1,536	1,183	1,238	2,661	38.1
Meeker	21.4	Male	10,599	1,116	938	956	920	1,657	1,362	1,007	983	1,660	33.3
		Female	10,801	1,086	919	908	802	1,482	1,331	1,020	1,051	2,202	36.5
Mille Lacs	19.1	Male	9,505	1,050	846	961	803	1,366	1,283	829	821	1,546	33.0
		Female	9,595	901	768	817	762	1,321	1,314	850	875	1,987	36.7
Morrison	30.9	Male	15,296	1,729	1,536	1,673	1,344	2,215	1,888	1,456	1,298	2,157	31.2
		Female	15,604	1,694	1,447	1,646	1,272	2,065	1,963	1,450	1,390	2,677	33.4
Mower	37.9	Male	18,333	1,643	1,490	1,712	1,691	2,755	2,240	2,053	2,042	2,707	34.5
		Female	19,567	1,554	1,434	1,638	1,602	2,497	2,392	2,227	2,243	3,980	39.4
Murray	10.4	Male	5,184	510	463	512	418	789	611	518	554	809	33.7
		Female	5,216	502	425	490	388	662	606	568	550	1,025	37.3
Nicollet	30.0	Male	14,926	1,464	1,188	1,259	2,291	2,841	2,048	1,341	1,005	1,489	29.4
		Female	15,074	1,419	1,178	1,153	2,460	2,335	1,990	1,296	1,021	2,222	30.7
Nobles	20.2	Male	9,846	921	883	914	1,038	1,446	1,298	1,009	911	1,426	33.1
		Female	10,354	916	813	881	895	1,395	1,276	1,072	996	2,110	37.2
Norman	8.6	Male	4,288	390	371	364	306	567	512	415	455	908	37.9
		Female	4,312	415	334	331	271	503	529	407	426	1,096	40.7
Olmsted	98.9	Male	47,092	4,822	4,361	4,306	4,986	9,208	8,151	4,530	3,116	3,612	30.5
		Female	51,808	4,611	4,239	4,118	6,329	9,665	8,247	4,456	3,459	6,684	31.8
Otter Tail	53.5	Male	26,559	2,368	2,117	2,418	2,308	3,840	3,466	2,675	2,645	4,722	35.7
		Female	26,941	2,212	2,056	2,177	2,117	3,517	3,444	2,692	2,809	5,917	39.0
Pennington	14.6	Male	7,187	785	647	590	824	1,220	976	603	573	969	31.1
		Female	7,413	717	608	579	819	1,126	973	648	567	1,376	33.7
Pine	21.2	Male	10,851	1,068	963	1,018	958	1,731	1,493	1,031	952	1,637	33.2
		Female	10,349	1,044	896	913	810	1,326	1,466	943	1,009	1,942	36.3
Pipestone	10.7	Male	5,116	480	435	457	537	704	614	495	509	885	34.2
		Female	5,584	517	426	437	454	668	633	536	567	1,346	39.6

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MINNESOTA (continued)													
ALL COUNTIES (continued)													
Polk	33.7	Male	16,589	1,658	1,515	1,464	1,863	2,540	2,047	1,572	1,465	2,465	32.1
		Female	17,111	1,515	1,414	1,416	1,687	2,366	2,150	1,583	1,631	3,349	35.7
Pope	11.6	Male	5,759	550	460	488	481	835	681	559	632	1,073	36.0
		Female	5,841	526	468	440	404	700	717	579	630	1,377	40.3
Ramsey	477.2	Male	227,065	20,851	18,246	19,021	29,762	45,902	31,855	21,561	18,332	21,535	30.6
		Female	250,135	19,865	17,522	18,278	31,255	45,338	32,867	23,284	21,575	40,151	33.4
Red Lake	5.1	Male	2,586	264	221	268	260	357	344	237	218	417	32.8
		Female	2,514	276	250	257	195	303	311	221	236	465	34.2
Redwood	17.8	Male	8,760	859	745	808	783	1,251	1,168	792	897	1,457	34.5
		Female	9,040	843	718	770	652	1,176	1,118	789	912	2,062	38.2
Renville	19.1	Male	9,484	912	819	867	882	1,389	1,085	965	960	1,605	34.1
		Female	9,616	907	719	821	734	1,208	1,125	976	1,004	2,122	38.7
Rice	48.8	Male	23,974	2,230	2,082	2,173	4,016	3,796	3,475	2,029	1,622	2,551	28.9
		Female	24,826	2,266	2,021	1,990	3,723	3,727	3,342	2,018	1,846	3,893	31.5
Rock	10.3	Male	5,015	536	445	431	461	757	649	460	549	727	33.4
		Female	5,285	520	453	437	409	696	636	526	553	1,055	37.0
Roseau	14.0	Male	7,203	749	702	632	635	1,080	991	609	657	1,148	33.2
		Female	6,797	712	618	585	593	945	925	610	615	1,194	34.4
St. Louis	203.9	Male	99,676	9,313	8,155	8,192	12,219	17,886	13,280	9,406	9,040	12,185	31.7
		Female	104,224	8,858	7,795	7,816	11,881	16,430	13,174	9,711	10,019	18,540	34.6
Scott	56.1	Male	28,288	3,085	3,103	3,073	2,778	5,163	5,044	2,503	1,631	1,908	29.1
		Female	27,812	2,940	2,813	2,882	2,588	5,195	4,736	2,319	1,616	2,723	30.2
Sherburne	37.3	Male	18,992	2,207	2,015	1,795	2,272	3,654	3,099	1,471	1,039	1,440	28.3
		Female	18,308	2,142	2,028	1,706	1,765	3,493	2,798	1,360	1,065	1,951	29.3
Sibley	14.8	Male	7,355	753	651	620	668	1,054	965	764	677	1,203	34.4
		Female	7,445	722	616	639	569	912	990	780	720	1,497	37.7
Stearns	118.2	Male	59,139	6,201	5,200	5,993	10,182	9,576	7,143	5,144	4,034	5,666	27.1
		Female	59,061	5,780	4,961	5,557	10,408	8,896	7,099	4,927	4,058	7,375	28.2
Steele	31.2	Male	15,335	1,628	1,374	1,341	1,651	2,697	2,186	1,367	1,260	1,831	31.2
		Female	15,865	1,558	1,298	1,319	1,645	2,558	2,152	1,423	1,318	2,594	33.3
Stevens	10.5	Male	5,158	477	415	428	960	758	572	469	418	661	28.9
		Female	5,342	468	377	414	879	670	569	515	477	973	33.0
Swift	12.1	Male	6,000	638	512	554	547	867	699	537	636	1,010	33.6
		Female	6,100	544	480	574	444	748	728	587	677	1,318	38.6
Todd	25.2	Male	13,156	1,459	1,235	1,253	1,174	1,856	1,695	1,212	1,221	2,051	32.9
		Female	13,044	1,362	1,159	1,262	946	1,720	1,713	1,155	1,261	2,466	35.4
Traverse	5.1	Male	2,524	222	213	216	205	304	293	295	261	515	38.5
		Female	2,576	190	184	244	154	266	316	296	274	652	42.9
Wabasha	20.0	Male	9,908	1,017	897	912	870	1,662	1,339	882	897	1,432	32.6
		Female	10,092	995	846	871	816	1,469	1,312	856	869	2,058	35.4
Wadena	13.9	Male	6,791	681	622	698	635	909	923	631	626	1,066	33.4
		Female	7,109	712	623	657	542	874	954	658	666	1,423	36.5
Waseca	18.5	Male	9,159	1,054	797	787	1,074	1,587	1,146	779	825	1,110	30.5
		Female	9,341	1,003	725	704	972	1,436	1,130	852	796	1,723	33.8
Washington	135.3	Male	68,499	7,233	7,285	7,187	6,335	13,293	13,263	6,650	3,755	3,498	29.7
		Female	66,801	6,766	7,101	6,729	5,705	13,129	12,430	6,049	3,732	5,160	30.4
Watonwan	11.6	Male	5,735	561	437	470	525	867	746	599	561	969	35.1
		Female	5,865	536	429	430	469	754	732	632	599	1,284	39.3
Wilkin	8.1	Male	4,016	387	357	419	433	580	472	439	334	595	32.1
		Female	4,084	376	339	333	338	543	503	427	383	842	37.2
Winona	46.4	Male	22,244	2,073	1,825	1,815	3,500	3,727	2,878	1,946	1,696	2,784	30.1
		Female	24,156	1,934	1,700	1,772	4,358	3,418	2,832	1,992	1,866	4,284	31.8
Wright	67.9	Male	34,036	4,111	3,701	3,332	3,130	5,963	5,453	2,783	2,199	3,364	29.6
		Female	33,864	3,998	3,530	3,264	2,998	5,821	4,981	2,574	2,316	4,382	30.4
Yellow Medicine	12.3	Male	6,154	597	468	544	661	854	749	589	589	1,103	34.4
		Female	6,146	535	448	462	571	706	767	622	634	1,401	39.6
TOTAL METRO COUNTIES	**2,863.6**	**Male**	**1,395,062**	**133,381**	**123,714**	**123,184**	**166,577**	**278,975**	**219,660**	**132,245**	**101,552**	**115,774**	**30.4**
		Female	**1,468,538**	**127,908**	**118,914**	**118,104**	**168,366**	**277,215**	**218,635**	**133,513**	**111,268**	**194,615**	**32.2**
TOTAL STATE	**4,326.8**	**Male**	**2,117,632**	**204,925**	**186,323**	**188,444**	**242,180**	**391,868**	**315,799**	**200,183**	**166,697**	**221,213**	**31.0**
		Female	**2,209,168**	**196,338**	**178,381**	**179,801**	**240,202**	**380,771**	**314,235**	**202,789**	**160,906**	**335,745**	**33.1**

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/68 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex									Median Age By Sex
				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
MISSISSIPPI													
BILOXI - GULFPORT	**205.0**	**Male**	**103,061**	**10,494**	**9,619**	**9,328**	**15,295**	**17,601**	**14,449**	**9,752**	**7,990**	**8,533**	**28.9**
		Female	**101,939**	**10,271**	**9,291**	**8,751**	**11,337**	**16,878**	**14,705**	**9,893**	**8,393**	**12,420**	**31.7**
Hancock	32.8	Male	16,378	1,595	1,632	1,867	1,449	2,374	2,355	1,636	1,574	1,896	31.9
		Female	16,422	1,511	1,552	1,497	1,361	2,372	2,419	1,643	1,691	2,376	34.7
Harrison	172.2	Male	86,683	8,899	7,987	7,461	13,846	15,227	12,094	8,116	6,416	6,637	28.4
		Female	85,517	8,760	7,739	7,254	9,976	14,506	12,286	8,250	6,702	10,044	31.2
JACKSON	**402.5**	**Male**	**190,796**	**21,336**	**19,607**	**17,660**	**22,330**	**35,933**	**27,088**	**17,588**	**13,138**	**15,116**	**29.0**
		Female	**211,704**	**20,793**	**18,878**	**17,138**	**24,648**	**38,292**	**30,096**	**20,118**	**15,801**	**25,940**	**31.4**
Hinds	262.1	Male	122,418	13,364	12,197	11,078	15,669	23,393	16,326	11,078	8,788	10,525	28.8
		Female	139,682	13,188	11,904	10,791	17,622	25,102	19,063	13,438	10,706	17,868	31.5
Madison	54.4	Male	26,142	3,290	3,030	2,679	2,801	4,688	3,188	2,136	1,703	2,627	27.7
		Female	28,258	3,201	2,743	2,539	3,183	4,813	3,494	2,475	2,072	3,738	30.1
Rankin	86.0	Male	42,236	4,682	4,380	3,903	3,860	7,852	7,574	4,374	2,647	2,964	30.5
		Female	43,764	4,404	4,231	3,808	3,843	8,377	7,539	4,205	3,023	4,334	31.7
PASCAGOULA	**129.9**	**Male**	**65,081**	**7,420**	**7,060**	**6,506**	**7,054**	**11,735**	**10,661**	**6,556**	**4,299**	**3,790**	**28.8**
		Female	**64,819**	**7,110**	**6,832**	**6,185**	**6,627**	**11,309**	**10,714**	**6,246**	**4,509**	**5,287**	**30.0**
Jackson	129.9	Male	65,081	7,420	7,060	6,506	7,054	11,735	10,661	6,556	4,299	3,790	28.8
		Female	64,819	7,110	6,832	6,185	6,627	11,309	10,714	6,246	4,509	5,287	30.0
ALL COUNTIES													
Adams	37.8	Male	17,515	1,884	1,837	1,799	1,825	2,748	2,312	1,736	1,511	1,863	30.1
		Female	20,285	1,932	1,815	1,748	1,996	3,044	2,795	2,210	1,815	2,930	33.7
Alcorn	33.7	Male	16,229	1,630	1,601	1,486	1,463	2,688	2,611	1,614	1,296	1,840	32.2
		Female	17,471	1,489	1,508	1,374	1,451	2,770	2,718	1,656	1,574	2,931	35.5
Amite	13.4	Male	6,475	728	666	682	611	843	800	569	569	1,007	31.5
		Female	6,925	691	649	662	577	885	846	685	710	1,220	35.0
Attala	19.7	Male	9,412	913	953	963	840	1,232	1,245	899	846	1,521	33.4
		Female	10,288	909	946	853	765	1,296	1,280	1,041	1,053	2,145	37.9
Benton	8.4	Male	4,064	462	391	463	409	541	495	383	350	570	30.7
		Female	4,336	458	416	409	419	541	519	427	386	761	33.6
Bolivar	44.7	Male	20,881	2,870	2,596	2,428	2,642	2,946	2,207	1,365	1,413	2,414	24.7
		Female	23,819	2,705	2,572	2,363	2,933	3,342	2,559	1,822	1,885	3,638	29.0
Calhoun	15.4	Male	7,469	746	746	701	739	1,143	999	661	646	1,088	32.0
		Female	7,931	696	711	650	688	1,052	1,018	786	799	1,531	36.7
Carroll	10.0	Male	4,835	496	476	464	440	667	679	425	426	762	33.1
		Female	5,165	537	484	492	456	656	677	476	513	874	34.4
Chickasaw	18.4	Male	8,776	1,032	925	857	855	1,389	1,232	785	677	1,024	30.2
		Female	9,624	1,016	855	856	852	1,377	1,259	879	828	1,702	34.0
Choctaw	9.2	Male	4,414	495	442	463	413	626	599	406	322	648	31.3
		Female	4,786	499	403	426	392	655	639	418	434	920	35.3
Claiborne	12.4	Male	5,838	642	539	553	1,151	821	603	454	386	689	25.4
		Female	6,562	666	561	501	1,370	829	634	490	528	983	27.2
Clarke	17.3	Male	8,286	927	827	768	758	1,263	1,136	789	679	1,139	31.8
		Female	9,014	866	829	784	784	1,262	1,135	871	805	1,678	34.9
Clay	21.9	Male	10,343	1,271	1,095	1,013	1,173	1,732	1,307	894	745	1,113	28.6
		Female	11,557	1,316	1,089	951	1,265	1,696	1,386	1,060	982	1,812	31.8
Coahoma	35.7	Male	16,596	2,320	1,950	1,973	1,659	2,292	1,804	1,283	1,256	2,059	26.7
		Female	19,104	2,250	1,881	1,908	1,830	2,456	2,265	1,750	1,540	3,224	31.9
Copiah	27.8	Male	13,233	1,490	1,303	1,354	1,706	1,907	1,572	1,139	1,037	1,725	29.0
		Female	14,567	1,432	1,335	1,242	1,475	1,937	1,802	1,324	1,298	2,722	34.3
Covington	17.0	Male	8,133	936	870	798	788	1,118	1,168	752	658	1,045	31.0
		Female	8,867	897	817	861	777	1,183	1,253	805	798	1,476	34.1
De Soto	67.4	Male	33,245	3,509	3,803	3,752	2,897	5,433	6,417	3,228	1,993	2,213	29.9
		Female	34,155	3,358	3,739	3,603	2,864	6,119	6,228	3,095	2,243	2,906	30.7
Forrest	68.9	Male	32,312	3,273	2,983	2,735	5,297	5,641	4,184	2,652	2,437	3,110	28.3
		Female	36,588	3,183	2,921	2,668	5,916	5,688	4,418	3,279	3,055	5,460	31.3
Franklin	8.6	Male	4,101	444	433	382	380	592	502	408	369	591	32.0
		Female	4,499	444	367	338	396	573	585	439	457	900	37.2
George	16.9	Male	8,405	1,014	970	834	761	1,279	1,338	781	570	858	29.9
		Female	8,495	942	905	789	741	1,299	1,310	735	692	1,082	31.7
Greene	10.2	Male	5,004	619	596	458	466	752	729	421	384	579	29.8
		Female	5,196	582	540	457	479	740	721	473	438	766	32.3

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
MISSISSIPPI (continued)													
ALL COUNTIES (continued)													
Grenada	19.4	Male	9,101	1,025	964	885	925	1,403	1,231	830	751	1,087	30.4
		Female	10,299	1,006	998	862	929	1,514	1,375	987	948	1,680	33.9
Hancock	32.8	Male	16,378	1,595	1,632	1,867	1,449	2,374	2,355	1,636	1,574	1,896	31.9
		Female	16,422	1,511	1,552	1,497	1,361	2,372	2,419	1,643	1,691	2,376	34.7
Harrison	172.2	Male	86,683	8,899	7,987	7,461	13,846	15,227	12,094	8,116	6,416	6,637	28.4
		Female	85,517	8,760	7,739	7,254	9,976	14,506	12,286	8,250	6,702	10,044	31.2
Hinds	262.1	Male	122,418	13,364	12,197	11,078	15,669	23,393	16,326	11,078	8,788	10,525	28.8
		Female	139,682	13,188	11,904	10,791	17,622	25,102	19,063	13,438	10,706	17,868	31.5
Holmes	22.6	Male	10,521	1,345	1,187	1,313	1,240	1,236	1,041	799	815	1,545	26.4
		Female	12,079	1,363	1,164	1,235	1,300	1,395	1,254	1,023	1,092	2,253	32.0
Humphreys	13.7	Male	6,389	895	748	824	682	766	702	494	462	816	25.6
		Female	7,311	863	805	786	682	879	824	624	619	1,229	30.9
Issaquena	2.5	Male	1,216	136	165	147	122	191	150	85	85	135	27.0
		Female	1,284	149	131	134	150	155	188	100	108	169	30.0
Itawamba	21.3	Male	10,347	956	914	931	1,049	1,575	1,665	1,062	885	1,310	33.4
		Female	10,953	892	980	863	964	1,608	1,639	1,058	1,073	1,876	36.0
Jackson	129.9	Male	65,081	7,420	7,060	6,506	7,054	11,735	10,661	6,556	4,299	3,790	28.8
		Female	64,819	7,110	6,832	6,185	6,627	11,309	10,714	6,246	4,509	5,287	30.0
Jasper	17.0	Male	8,249	989	921	790	792	1,221	1,009	765	666	1,096	30.2
		Female	8,751	931	821	729	786	1,200	1,143	844	773	1,524	34.2
Jefferson	9.1	Male	4,350	599	517	507	492	575	442	325	293	600	26.0
		Female	4,750	522	462	445	485	677	574	409	360	816	31.8
Jefferson Davis	14.3	Male	6,914	843	832	743	628	994	893	550	573	858	29.1
		Female	7,386	772	762	699	639	1,032	888	666	710	1,218	33.0
Jones	62.7	Male	29,915	2,983	2,936	2,597	3,205	4,940	4,240	3,030	2,469	3,515	31.6
		Female	32,785	2,956	2,762	2,455	3,168	4,994	4,470	3,441	3,040	5,499	35.1
Kemper	10.2	Male	4,917	541	518	505	476	721	559	419	437	741	30.8
		Female	5,283	545	548	483	469	694	572	495	448	1,029	33.6
Lafayette	30.6	Male	15,044	1,141	1,132	1,184	3,680	2,634	1,959	1,081	963	1,270	26.5
		Female	15,556	1,253	1,112	1,141	2,730	2,359	2,126	1,256	1,229	2,350	31.5
Lamar	28.4	Male	14,009	1,585	1,465	1,418	1,608	2,467	2,166	1,272	969	1,059	28.8
		Female	14,391	1,446	1,386	1,361	1,449	2,494	2,211	1,346	1,052	1,646	31.2
Lauderdale	79.3	Male	37,712	3,967	3,642	3,265	4,802	6,449	5,244	3,425	2,999	3,919	29.9
		Female	41,588	3,878	3,730	3,101	4,068	6,358	5,454	4,153	3,705	7,041	34.3
Lawrence	13.0	Male	6,258	745	684	619	613	911	863	622	476	725	30.1
		Female	6,742	675	642	604	645	920	961	628	547	1,120	33.7
Leake	19.0	Male	9,083	953	922	867	824	1,317	1,146	893	745	1,416	32.4
		Female	9,917	897	891	771	816	1,296	1,257	1,005	946	2,038	37.3
Lee	64.9	Male	31,070	3,352	3,181	2,831	2,967	5,479	4,898	3,126	2,274	2,962	30.8
		Female	33,830	3,077	2,998	2,746	3,186	5,598	5,259	3,270	2,816	4,880	33.8
Leflore	41.1	Male	19,029	2,512	2,143	2,009	2,397	2,727	2,202	1,408	1,456	2,175	26.7
		Female	22,071	2,428	2,137	1,924	2,661	3,001	2,535	1,871	1,833	3,681	31.3
Lincoln	31.9	Male	15,345	1,776	1,659	1,434	1,483	2,453	2,035	1,409	1,237	1,859	30.4
		Female	16,555	1,616	1,553	1,337	1,409	2,458	2,162	1,641	1,515	2,864	34.6
Lowndes	61.0	Male	29,023	3,439	2,990	2,716	3,676	5,361	4,101	2,577	1,857	2,306	28.2
		Female	31,977	3,286	2,935	2,737	4,109	5,324	4,402	2,856	2,286	4,042	30.5
Madison	54.4	Male	26,142	3,290	3,030	2,679	2,801	4,688	3,188	2,136	1,703	2,627	27.7
		Female	28,258	3,201	2,743	2,539	3,183	4,813	3,494	2,475	2,072	3,738	30.1
Marion	26.5	Male	12,780	1,519	1,349	1,295	1,251	1,942	1,622	1,228	1,113	1,463	30.0
		Female	13,720	1,390	1,217	1,190	1,244	1,903	1,688	1,425	1,269	2,394	34.6
Marshall	34.0	Male	16,468	1,999	1,875	1,825	1,944	2,322	2,193	1,449	1,238	1,623	27.5
		Female	17,532	1,809	1,733	1,832	1,963	2,457	2,349	1,639	1,399	2,351	30.8
Monroe	36.4	Male	17,365	1,885	1,905	1,716	1,631	2,758	2,472	1,622	1,361	2,015	30.6
		Female	19,035	1,822	1,792	1,629	1,638	2,739	2,669	1,795	1,746	3,205	34.6
Montgomery	12.6	Male	5,848	594	561	581	543	778	777	537	533	944	33.3
		Female	6,752	605	587	600	525	794	820	686	682	1,453	38.2
Neshoba	24.9	Male	11,920	1,347	1,298	1,075	1,073	1,838	1,597	1,135	1,014	1,543	31.3
		Female	12,980	1,320	1,244	1,057	1,058	1,889	1,666	1,343	1,112	2,291	34.6
Newton	20.4	Male	9,687	955	938	835	1,050	1,378	1,251	962	880	1,438	32.7
		Female	10,713	966	897	786	967	1,402	1,354	1,142	1,016	2,183	37.5
Noxubee	12.5	Male	5,943	717	697	676	646	825	661	499	442	780	27.9
		Female	6,557	744	685	652	625	793	745	607	549	1,157	32.2
Oktibbeha	37.6	Male	18,870	1,706	1,559	1,367	5,575	3,066	2,075	1,236	956	1,330	24.0
		Female	18,730	1,657	1,527	1,377	4,486	2,729	2,277	1,406	1,147	2,124	26.2

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
MISSISSIPPI (continued)													
ALL COUNTIES (continued)													
Panola	29.7	Male	14,184	1,733	1,547	1,579	1,421	2,004	1,624	1,223	1,123	1,930	29.1
		Female	15,516	1,623	1,523	1,495	1,364	2,047	1,884	1,484	1,399	2,697	33.6
Pearl River	39.9	Male	19,477	2,150	2,082	1,914	1,932	2,965	3,076	1,993	1,549	1,816	30.6
		Female	20,423	2,024	1,992	1,836	1,891	3,095	3,132	2,110	1,708	2,635	33.0
Perry	10.3	Male	4,982	603	536	535	479	738	719	490	364	518	29.6
		Female	5,318	583	523	510	494	776	786	510	406	730	32.1
Pike	38.3	Male	17,879	2,099	1,972	1,721	1,790	2,648	2,257	1,677	1,520	2,195	30.1
		Female	20,421	2,097	1,840	1,679	1,810	2,889	2,504	1,966	1,870	3,766	34.6
Pontotoc	23.1	Male	11,191	1,219	1,038	1,034	1,056	1,789	1,502	1,132	946	1,475	32.0
		Female	11,909	1,052	1,042	944	997	1,751	1,627	1,147	1,174	2,175	36.0
Prentiss	25.5	Male	12,228	1,178	1,155	1,140	1,298	1,892	1,852	1,195	1,006	1,512	32.1
		Female	13,272	1,187	1,135	1,056	1,249	1,901	1,892	1,283	1,242	2,327	35.6
Quitman	11.5	Male	5,540	739	653	627	520	733	626	388	435	819	28.2
		Female	5,960	679	643	592	537	745	649	546	555	1,014	32.1
Rankin	86.0	Male	42,236	4,682	4,380	3,903	3,860	7,852	7,574	4,374	2,647	2,964	30.5
		Female	43,764	4,404	4,231	3,808	3,843	8,377	7,539	4,205	3,023	4,334	31.7
Scott	26.5	Male	12,839	1,485	1,391	1,311	1,252	1,973	1,733	1,246	905	1,543	30.0
		Female	13,661	1,334	1,275	1,238	1,196	2,002	1,865	1,379	1,126	2,246	33.9
Sharkey	7.6	Male	3,655	486	448	426	372	544	424	256	238	461	26.8
		Female	3,945	498	471	393	398	548	422	344	331	540	28.9
Simpson	25.3	Male	12,221	1,374	1,301	1,141	1,128	1,899	1,707	1,215	939	1,497	31.1
		Female	13,079	1,330	1,230	1,160	1,111	1,946	1,676	1,305	1,108	2,213	33.8
Smith	15.8	Male	7,729	789	794	696	729	1,250	1,089	749	658	975	31.9
		Female	8,071	796	769	716	699	1,141	1,100	805	718	1,327	34.3
Stone	10.7	Male	5,298	512	503	498	751	802	749	479	459	545	29.8
		Female	5,402	517	523	457	650	793	699	517	478	768	32.0
Sunflower	36.7	Male	18,694	2,197	1,981	1,753	2,635	3,497	2,146	1,304	1,189	1,992	27.2
		Female	18,006	2,147	1,893	1,744	1,788	2,462	2,011	1,510	1,456	2,995	30.8
Tallahatchie	16.1	Male	7,628	953	898	950	722	999	883	570	621	1,032	27.9
		Female	8,472	948	858	884	763	1,009	1,014	774	736	1,486	32.8
Tate	22.0	Male	10,609	1,223	1,049	1,116	1,396	1,524	1,453	911	746	1,191	28.4
		Female	11,391	1,108	1,045	1,036	1,346	1,645	1,629	983	925	1,674	32.1
Tippah	19.7	Male	9,489	943	952	903	922	1,379	1,346	906	794	1,344	32.4
		Female	10,211	899	902	823	925	1,409	1,422	966	925	1,940	36.0
Tishomingo	18.6	Male	9,112	807	776	767	851	1,516	1,428	987	804	1,176	33.9
		Female	9,488	766	785	731	760	1,448	1,394	1,051	938	1,615	36.8
Tunica	8.9	Male	4,220	635	547	554	404	523	389	286	332	550	24.5
		Female	4,680	566	537	547	444	588	470	371	378	779	29.2
Union	23.3	Male	11,170	1,087	1,106	956	971	1,837	1,575	1,108	995	1,535	33.0
		Female	12,130	1,065	1,077	935	973	1,778	1,609	1,221	1,156	2,316	36.5
Walthall	14.0	Male	6,778	862	746	718	624	931	872	604	535	886	29.7
		Female	7,222	805	670	605	601	944	943	701	652	1,301	34.9
Warren	52.7	Male	25,068	2,958	2,690	2,316	2,501	4,407	3,659	2,169	1,809	2,559	29.7
		Female	27,632	2,935	2,597	2,412	2,613	4,454	3,750	2,507	2,287	4,077	32.3
Washington	71.3	Male	33,460	4,708	4,113	3,599	3,283	5,191	4,013	2,742	2,331	3,480	27.0
		Female	37,840	4,535	3,970	3,463	3,623	5,651	4,631	3,423	3,051	5,493	30.9
Wayne	20.8	Male	10,081	1,228	1,125	1,011	1,066	1,591	1,364	906	757	1,033	28.8
		Female	10,719	1,156	1,074	968	1,092	1,635	1,476	1,020	794	1,504	31.5
Webster	10.2	Male	4,895	473	409	464	454	663	666	490	454	822	34.8
		Female	5,305	425	410	430	441	629	741	502	530	1,197	39.3
Wilkinson	10.0	Male	4,768	482	509	503	493	638	551	395	428	769	31.2
		Female	5,232	469	458	501	481	726	635	503	496	963	34.7
Winston	19.5	Male	9,326	1,053	973	896	821	1,409	1,175	899	764	1,336	31.5
		Female	10,174	989	956	828	809	1,422	1,263	1,057	905	1,945	35.7
Yalobusha	13.3	Male	6,202	670	642	585	622	894	747	514	568	960	31.5
		Female	7,098	634	633	533	607	938	804	653	771	1,525	37.5
Yazoo	27.0	Male	12,738	1,619	1,301	1,374	1,245	1,855	1,518	1,114	1,030	1,682	29.5
		Female	14,262	1,512	1,344	1,347	1,286	1,782	1,715	1,397	1,333	2,546	34.2
TOTAL METRO COUNTIES	**804.8**	**Male**	**392,183**	**42,759**	**40,089**	**37,246**	**47,576**	**70,702**	**58,615**	**37,124**	**27,420**	**30,652**	**29.0**
		Female	**412,617**	**41,532**	**38,740**	**35,677**	**45,476**	**72,598**	**61,743**	**39,352**	**30,946**	**46,553**	**31.2**
TOTAL STATE	**2,667.4**	**Male**	**1,283,338**	**143,720**	**133,227**	**124,460**	**149,064**	**209,340**	**176,474**	**116,328**	**96,265**	**134,460**	**29.4**
		Female	**1,384,062**	**138,589**	**129,018**	**119,408**	**145,137**	**212,795**	**188,167**	**130,729**	**115,004**	**205,215**	**32.5**

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
MISSOURI													
COLUMBIA	**111.1**	**Male**	**54,466**	**4,443**	**3,872**	**3,705**	**12,469**	**12,073**	**7,120**	**4,036**	**3,002**	**3,746**	**27.3**
		Female	**56,634**	**4,232**	**3,711**	**3,397**	**13,343**	**11,179**	**7,231**	**4,092**	**3,414**	**6,035**	**28.3**
Boone	111.1	Male	54,466	4,443	3,872	3,705	12,469	12,073	7,120	4,036	3,002	3,746	27.3
		Female	56,634	4,232	3,711	3,397	13,343	11,179	7,231	4,092	3,414	6,035	28.3
JOPLIN	**136.5**	**Male**	**64,818**	**6,065**	**5,847**	**5,460**	**6,782**	**10,371**	**9,506**	**6,590**	**5,963**	**8,234**	**33.0**
		Female	**71,682**	**5,764**	**5,618**	**5,205**	**6,661**	**10,487**	**10,040**	**7,196**	**6,938**	**13,773**	**37.1**
Jasper	90.8	Male	42,704	4,123	3,806	3,402	4,671	7,056	6,091	4,222	3,950	5,383	32.6
		Female	48,096	3,902	3,674	3,314	4,682	7,146	6,350	4,715	4,658	9,655	37.1
Newton	45.7	Male	22,114	1,942	2,041	2,058	2,111	3,315	3,415	2,368	2,013	2,851	33.8
		Female	23,586	1,862	1,944	1,891	1,979	3,341	3,690	2,481	2,280	4,118	37.1
KANSAS CITY	**1,567.6**	**Male**	**755,487**	**72,981**	**68,642**	**64,240**	**76,440**	**142,181**	**121,026**	**79,480**	**63,197**	**67,300**	**31.7**
		Female	**812,113**	**69,789**	**65,705**	**62,026**	**78,660**	**144,878**	**123,982**	**83,561**	**69,571**	**113,941**	**34.0**
Cass	60.4	Male	29,755	3,046	3,053	2,897	2,622	4,851	5,374	3,277	2,155	2,480	31.7
		Female	30,645	2,815	2,916	2,761	2,608	5,099	5,441	2,993	2,250	3,762	33.3
Clay	150.4	Male	73,109	6,817	6,478	6,220	7,761	14,118	12,512	8,207	6,023	4,973	31.6
		Female	77,291	6,451	6,271	6,073	8,342	14,617	12,811	8,354	6,321	8,051	32.9
Jackson	641.1	Male	303,035	29,240	26,359	24,674	32,839	57,425	44,362	31,664	25,925	30,547	31.7
		Female	338,065	28,209	25,374	24,120	34,493	58,178	47,101	34,584	30,254	55,752	34.8
Lafayette	31.9	Male	15,490	1,354	1,393	1,394	1,393	2,261	2,403	1,630	1,409	2,253	34.8
		Female	16,410	1,279	1,227	1,214	1,262	2,257	2,347	1,642	1,577	3,605	39.1
Platte	54.2	Male	27,200	2,644	2,658	2,362	2,489	5,288	5,344	2,687	2,103	1,625	31.5
		Female	27,000	2,490	2,512	2,249	2,530	5,477	4,934	2,601	1,883	2,324	31.8
Ray	23.8	Male	11,592	1,128	1,104	1,095	945	1,709	2,085	1,193	960	1,373	33.9
		Female	12,208	1,018	1,034	1,028	948	1,817	2,023	1,194	1,022	2,124	36.3
Johnson, Kans.	*344.7*	*Male*	*167,637*	*15,740*	*15,604*	*14,706*	*14,637*	*33,838*	*30,164*	*18,039*	*13,690*	*11,219*	*31.8*
		Female	*177,063*	*15,102*	*14,913*	*14,127*	*15,012*	*35,803*	*30,951*	*19,159*	*14,422*	*17,574*	*33.2*
Leavenworth, Kans.	*63.7*	*Male*	*33,963*	*2,921*	*3,083*	*2,555*	*3,545*	*6,639*	*6,339*	*3,377*	*2,630*	*2,874*	*32.3*
		Female	*29,737*	*2,761*	*2,877*	*2,449*	*2,652*	*5,115*	*4,850*	*2,720*	*2,306*	*4,007*	*33.1*
Miami, Kans.	*23.5*	*Male*	*11,462*	*1,057*	*1,046*	*1,102*	*1,009*	*1,732*	*1,760*	*1,211*	*1,004*	*1,541*	*33.8*
		Female	*12,038*	*1,023*	*945*	*984*	*934*	*1,722*	*1,716*	*1,223*	*1,069*	*2,422*	*37.4*
Wyandotte, Kans.	*173.9*	*Male*	*82,244*	*9,034*	*7,864*	*7,235*	*9,200*	*14,320*	*10,683*	*8,195*	*7,298*	*8,415*	*30.4*
		Female	*91,656*	*8,641*	*7,636*	*7,021*	*9,879*	*14,793*	*11,808*	*9,091*	*8,467*	*14,320*	*33.6*
ST. JOSEPH	**86.1**	**Male**	**40,459**	**4,015**	**3,464**	**3,384**	**4,429**	**6,607**	**5,355**	**4,047**	**3,881**	**5,277**	**32.5**
		Female	**45,641**	**3,753**	**3,225**	**3,356**	**4,536**	**6,591**	**5,810**	**4,366**	**4,517**	**9,487**	**37.3**
Buchanan	86.1	Male	40,459	4,015	3,464	3,384	4,429	6,607	5,355	4,047	3,881	5,277	32.5
		Female	45,641	3,753	3,225	3,356	4,536	6,591	5,810	4,366	4,517	9,487	37.3
ST. LOUIS	**2,482.1**	**Male**	**1,181,824**	**114,450**	**108,093**	**107,582**	**124,237**	**205,664**	**177,941**	**125,783**	**101,146**	**116,928**	**31.6**
		Female	**1,300,276**	**109,623**	**103,995**	**104,231**	**127,008**	**213,923**	**189,421**	**135,422**	**116,097**	**200,556**	**34.6**
Franklin	81.5	Male	39,877	4,157	3,916	3,863	3,861	6,337	6,156	3,995	3,082	4,510	31.5
		Female	41,623	3,957	3,858	3,663	3,849	6,361	6,180	3,851	3,415	6,489	33.6
Jefferson	171.9	Male	85,695	9,631	8,851	8,039	8,239	16,473	14,572	8,516	5,593	5,781	29.9
		Female	86,205	9,323	8,445	7,611	8,406	16,289	14,225	8,128	5,727	8,051	30.7
St. Charles	195.6	Male	97,066	11,207	10,076	9,155	9,102	18,816	17,802	10,015	6,001	4,892	29.8
		Female	98,534	10,586	9,585	8,870	9,473	19,923	17,136	9,046	5,898	8,017	30.4
St. Louis	1,007.8	Male	482,118	42,098	41,441	43,534	49,070	86,000	77,411	55,171	43,582	43,811	32.5
		Female	525,682	39,912	39,771	42,054	49,089	90,370	83,147	59,070	48,014	74,255	35.2
St. Louis city	425.1	Male	189,436	18,766	16,204	16,064	22,250	31,368	20,982	17,671	17,690	28,441	31.8
		Female	235,664	18,524	15,860	15,920	24,326	33,176	24,973	22,336	24,383	56,166	39.0
Clinton, Ill.	*34.2*	*Male*	*16,770*	*1,767*	*1,594*	*1,615*	*1,865*	*2,705*	*2,332*	*1,643*	*1,404*	*1,845*	*30.7*
		Female	*17,430*	*1,698*	*1,527*	*1,611*	*1,790*	*2,492*	*2,276*	*1,665*	*1,510*	*2,861*	*33.4*
Jersey, Ill.	*21.3*	*Male*	*10,459*	*1,001*	*900*	*1,005*	*1,232*	*1,618*	*1,575*	*1,099*	*906*	*1,123*	*31.7*
		Female	*10,841*	*929*	*892*	*892*	*1,288*	*1,578*	*1,514*	*1,097*	*994*	*1,657*	*34.0*
Madison, Ill.	*252.4*	*Male*	*120,795*	*10,983*	*11,033*	*10,634*	*13,316*	*19,709*	*17,960*	*13,357*	*11,128*	*12,675*	*32.3*
		Female	*131,605*	*10,747*	*10,571*	*10,394*	*13,427*	*20,177*	*18,868*	*14,342*	*12,694*	*20,385*	*35.3*
Monroe, Ill.	*22.2*	*Male*	*10,796*	*1,030*	*942*	*983*	*1,020*	*1,683*	*1,644*	*1,253*	*933*	*1,308*	*33.5*
		Female	*11,404*	*909*	*894*	*1,055*	*1,063*	*1,591*	*1,697*	*1,211*	*1,072*	*1,912*	*36.1*
St. Clair, Ill.	*270.1*	*Male*	*128,812*	*13,810*	*13,136*	*12,690*	*14,282*	*20,955*	*17,507*	*13,063*	*10,827*	*12,542*	*30.0*
		Female	*141,288*	*13,038*	*12,592*	*12,161*	*14,297*	*21,966*	*19,405*	*14,676*	*12,390*	*20,763*	*33.4*
SPRINGFIELD	**234.8**	**Male**	**112,139**	**10,344**	**9,755**	**8,557**	**14,951**	**20,666**	**16,564**	**10,924**	**8,714**	**11,664**	**31.0**
		Female	**122,661**	**9,882**	**9,276**	**8,351**	**15,956**	**20,421**	**17,334**	**11,600**	**10,225**	**19,616**	**33.7**
Christian	30.8	Male	15,064	1,515	1,478	1,388	1,332	2,492	2,449	1,571	1,173	1,666	32.3
		Female	15,736	1,426	1,435	1,261	1,379	2,558	2,565	1,514	1,280	2,318	34.3

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MISSOURI (continued)													
SPRINGFIELD (continued)													
Greene	204.0	Male	97,075	8,829	8,277	7,169	13,619	18,174	14,115	9,353	7,541	9,998	30.9
		Female	106,925	8,456	7,841	7,090	14,577	17,863	14,769	10,086	8,945	17,298	33.7
ALL COUNTIES													
Adair	24.2	Male	11,394	993	822	711	2,549	2,068	1,335	819	811	1,286	28.0
		Female	12,806	887	812	682	2,992	1,935	1,340	932	980	2,246	30.3
Andrew	15.5	Male	7,558	752	659	670	660	1,155	1,135	755	675	1,097	34.0
		Female	7,942	741	623	649	609	1,138	1,158	783	764	1,477	36.8
Atchison	8.0	Male	3,848	326	323	298	397	585	509	364	367	679	34.9
		Female	4,152	286	289	276	374	540	477	416	429	1,065	41.5
Audrain	25.6	Male	12,314	1,291	1,068	1,181	1,139	1,913	1,619	1,191	1,238	1,674	32.7
		Female	13,286	1,228	982	967	1,053	1,910	1,691	1,340	1,409	2,706	38.0
Barry	28.0	Male	13,432	1,230	1,091	1,132	1,070	1,704	1,879	1,383	1,447	2,496	37.6
		Female	14,568	1,158	1,074	965	1,018	1,787	1,971	1,452	1,674	3,369	41.0
Barton	12.0	Male	5,707	506	473	450	534	793	707	539	589	1,116	36.4
		Female	6,293	514	439	425	499	778	731	646	636	1,625	41.7
Bates	16.6	Male	7,948	711	618	675	634	1,085	1,078	813	810	1,524	37.3
		Female	8,652	694	591	664	597	1,037	1,154	881	897	2,137	41.4
Benton	13.8	Male	6,731	504	520	560	440	748	874	731	878	1,476	41.8
		Female	7,069	450	495	494	428	763	926	759	974	1,780	44.8
Bollinger	11.2	Male	5,577	515	501	492	500	769	754	548	555	943	35.2
		Female	5,623	486	457	459	442	750	782	578	626	1,043	37.8
Boone	111.1	Male	54,466	4,443	3,872	3,705	12,469	12,073	7,120	4,036	3,002	3,746	27.3
		Female	56,634	4,232	3,711	3,397	13,343	11,179	7,231	4,092	3,414	6,035	28.3
Buchanan	86.1	Male	40,459	4,015	3,464	3,384	4,429	6,607	5,355	4,047	3,881	5,277	32.5
		Female	45,641	3,753	3,225	3,356	4,536	6,591	5,810	4,366	4,517	9,487	37.3
Butler	39.4	Male	18,576	1,730	1,689	1,694	1,567	2,758	2,612	1,959	1,804	2,763	34.5
		Female	20,824	1,693	1,627	1,604	1,725	3,043	2,926	2,266	2,138	3,802	37.5
Caldwell	8.5	Male	4,094	377	324	373	313	524	593	410	405	775	37.3
		Female	4,406	334	311	334	271	511	612	412	452	1,169	42.2
Callaway	33.4	Male	16,425	1,530	1,456	1,348	2,007	2,894	2,434	1,563	1,239	1,954	31.5
		Female	16,975	1,501	1,369	1,300	2,240	2,789	2,325	1,486	1,294	2,671	32.4
Camden	26.1	Male	12,775	967	917	984	974	1,706	1,743	1,455	1,724	2,305	39.8
		Female	13,325	874	895	940	978	1,772	1,862	1,510	1,893	2,601	41.5
Cape Girardeau	63.2	Male	30,146	2,626	2,397	2,262	4,775	5,344	4,146	2,725	2,412	3,459	30.6
		Female	33,054	2,575	2,384	2,135	5,131	5,229	4,362	2,990	2,772	5,476	33.2
Carroll	11.4	Male	5,414	495	438	427	475	798	743	516	521	1,001	36.0
		Female	5,986	517	490	392	417	746	707	568	609	1,540	41.1
Carter	6.1	Male	3,057	330	293	289	262	427	435	304	262	455	33.3
		Female	3,043	265	240	244	223	461	451	322	285	552	37.0
Cass	60.4	Male	29,755	3,046	3,053	2,897	2,622	4,851	5,374	3,277	2,155	2,480	31.7
		Female	30,645	2,815	2,916	2,761	2,608	5,099	5,441	2,993	2,250	3,762	33.3
Cedar	12.8	Male	6,024	462	446	438	422	732	770	630	715	1,409	41.6
		Female	6,776	491	457	430	411	733	809	667	819	1,959	45.8
Chariton	10.0	Male	4,839	404	362	396	414	663	632	462	514	992	37.9
		Female	5,161	435	325	374	373	639	601	538	567	1,309	42.2
Christian	30.8	Male	15,064	1,515	1,478	1,388	1,332	2,492	2,449	1,571	1,173	1,666	32.3
		Female	15,736	1,426	1,435	1,261	1,379	2,558	2,565	1,514	1,280	2,318	34.3
Clark	8.4	Male	4,120	418	360	392	367	599	606	380	344	654	33.7
		Female	4,280	385	334	363	327	613	552	401	394	911	37.1
Clay	150.4	Male	73,109	6,817	6,478	6,220	7,761	14,116	12,512	8,207	6,023	4,973	31.6
		Female	77,291	6,451	6,271	6,073	8,342	14,617	12,811	8,354	6,321	8,051	32.9
Clinton	17.4	Male	8,406	792	806	856	671	1,212	1,446	881	645	1,097	33.9
		Female	8,994	755	793	775	637	1,295	1,397	856	774	1,712	36.7
Cole	65.5	Male	33,671	3,015	2,593	2,523	4,460	7,502	5,187	3,153	2,376	2,862	30.7
		Female	31,829	2,808	2,519	2,427	3,382	5,506	4,408	3,090	2,679	5,010	33.7
Cooper	15.3	Male	7,503	660	608	888	694	1,058	960	704	769	1,162	33.5
		Female	7,797	615	534	586	609	1,029	999	738	847	1,840	40.3
Crawford	20.6	Male	10,012	1,008	917	845	875	1,321	1,414	1,002	891	1,739	35.3
		Female	10,588	937	892	862	811	1,379	1,397	1,036	1,054	2,220	38.0
Dade	7.6	Male	3,620	305	282	261	265	480	447	354	406	820	39.9
		Female	3,980	282	250	272	255	438	480	400	434	1,169	45.3
Dallas	14.1	Male	6,861	609	581	598	555	852	940	691	688	1,347	37.5
		Female	7,239	562	558	568	492	914	963	762	818	1,602	40.5

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POPULATION BY AGE AND SEX

SaMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
MISSOURI (continued)													
ALL COUNTIES (continued)													
Daviess	8.8	Male	4,219	420	357	339	346	538	561	417	462	779	37.0
		Female	4,581	370	380	324	317	536	544	454	508	1,148	41.7
De Kalb	8.5	Male	4,157	375	346	361	364	554	612	435	401	709	36.3
		Female	4,343	342	324	329	293	556	629	428	420	1,022	40.2
Dent	15.0	Male	7,170	691	626	623	599	1,048	1,033	731	663	1,156	35.0
		Female	7,830	688	596	574	656	1,032	1,079	728	855	1,622	38.4
Douglas	12.6	Male	6,157	591	551	548	482	846	886	702	578	973	35.7
		Female	6,443	536	536	515	474	863	939	705	635	1,240	38.2
Dunklin	34.9	Male	16,203	1,641	1,601	1,519	1,393	2,326	2,310	1,490	1,449	2,474	33.4
		Female	18,697	1,575	1,507	1,438	1,434	2,442	2,551	1,712	1,872	4,166	38.7
Franklin	81.5	Male	39,877	4,157	3,916	3,863	3,861	6,337	6,156	3,995	3,082	4,510	31.5
		Female	41,623	3,957	3,858	3,663	3,849	6,361	6,180	3,851	3,415	6,489	33.6
Gasconade	14.1	Male	6,805	565	520	552	574	919	865	711	772	1,327	38.2
		Female	7,295	548	479	501	509	859	873	728	877	1,921	43.6
Gentry	7.8	Male	3,679	322	278	286	313	467	500	355	379	779	38.5
		Female	4,121	297	272	266	262	465	449	385	480	1,245	46.1
Greene	204.0	Male	97,075	8,829	8,277	7,169	13,619	18,174	14,115	9,353	7,541	9,998	30.9
		Female	106,925	8,456	7,841	7,090	14,577	17,863	14,769	10,086	8,945	17,298	33.7
Grundy	11.8	Male	5,472	490	410	439	468	827	787	547	547	957	36.3
		Female	6,328	473	458	364	453	822	818	599	652	1,689	42.3
Harrison	9.3	Male	4,441	379	310	359	379	586	576	451	466	935	38.6
		Female	4,859	365	288	302	373	511	594	506	530	1,390	44.9
Henry	20.6	Male	9,817	907	841	781	793	1,368	1,402	936	943	1,846	36.6
		Female	10,783	826	728	760	766	1,378	1,381	971	1,161	2,812	41.8
Hickory	7.5	Male	3,656	253	249	278	216	383	416	403	558	900	45.9
		Female	3,844	217	261	262	204	388	445	455	612	1,000	48.2
Holt	6.5	Male	3,131	272	261	229	214	478	372	288	367	650	38.0
		Female	3,369	265	225	228	220	368	398	309	416	940	44.5
Howard	10.0	Male	4,783	442	374	403	623	668	557	447	435	834	33.2
		Female	5,217	338	341	349	594	631	605	497	492	1,370	40.9
Howell	31.5	Male	15,010	1,402	1,371	1,299	1,258	2,131	2,195	1,604	1,454	2,296	35.2
		Female	16,490	1,300	1,294	1,247	1,242	2,252	2,384	1,702	1,702	3,367	38.8
Iron	11.5	Male	5,459	541	524	485	451	764	821	526	520	827	34.5
		Female	6,041	535	513	447	429	810	827	536	578	1,366	38.5
Jackson	641.1	Male	303,035	29,240	26,359	24,674	32,839	57,425	44,362	31,664	25,925	30,547	31.7
		Female	338,065	28,209	25,374	24,120	34,493	58,178	47,101	34,584	30,254	55,752	34.8
Jasper	90.8	Male	42,704	4,123	3,806	3,402	4,671	7,056	6,091	4,222	3,950	5,383	32.6
		Female	48,096	3,902	3,674	3,314	4,682	7,146	6,350	4,715	4,658	9,655	37.1
Jefferson	171.9	Male	85,695	9,631	8,851	8,039	8,239	16,473	14,572	8,516	5,593	5,781	29.9
		Female	86,205	9,323	8,445	7,611	8,406	16,289	14,225	8,128	5,727	8,051	30.7
Johnson	40.4	Male	20,512	1,917	1,574	1,360	5,287	3,416	2,611	1,500	1,139	1,708	25.3
		Female	19,888	1,788	1,428	1,260	4,576	2,974	2,529	1,479	1,287	2,567	28.0
Knox	5.4	Male	2,565	227	226	199	228	334	344	269	253	485	37.0
		Female	2,835	204	216	224	175	294	377	259	298	788	43.1
Laclede	27.5	Male	13,227	1,251	1,209	1,191	1,146	1,920	1,982	1,383	1,226	1,919	34.5
		Female	14,273	1,213	1,142	1,128	1,172	2,084	2,078	1,359	1,433	2,664	36.9
Lafayette	31.9	Male	15,490	1,354	1,393	1,394	1,393	2,261	2,403	1,630	1,409	2,253	34.8
		Female	16,410	1,279	1,227	1,214	1,262	2,257	2,347	1,642	1,577	3,605	39.1
Lawrence	32.0	Male	15,273	1,450	1,431	1,356	1,246	2,175	2,167	1,517	1,452	2,479	34.9
		Female	16,727	1,411	1,338	1,255	1,252	2,099	2,360	1,593	1,687	3,732	39.3
Lewis	10.5	Male	5,050	453	418	442	646	682	706	487	428	788	33.3
		Female	5,450	455	407	398	576	705	726	486	475	1,222	37.5
Lincoln	27.4	Male	13,460	1,352	1,169	1,321	1,212	1,979	2,035	1,416	1,111	1,865	33.5
		Female	13,940	1,237	1,129	1,198	1,216	1,964	1,992	1,384	1,220	2,600	36.1
Linn	15.0	Male	6,981	619	529	490	576	982	876	723	747	1,439	38.4
		Female	8,019	580	534	463	571	934	923	781	977	2,256	45.1
Livingston	15.4	Male	7,068	679	595	559	631	1,018	987	707	685	1,207	35.5
		Female	8,332	669	547	677	588	1,138	1,014	802	827	2,070	40.4
McDonald	17.1	Male	8,413	810	769	783	711	1,136	1,282	948	753	1,221	35.0
		Female	8,687	674	704	749	676	1,146	1,379	917	844	1,598	37.9
Macon	16.8	Male	7,975	674	685	633	643	1,122	1,082	802	824	1,510	37.1
		Female	8,825	721	653	595	608	1,116	1,136	818	976	2,202	41.3
Madison	12.1	Male	5,738	499	447	530	494	732	767	569	592	1,108	37.2
		Female	6,362	488	446	443	480	810	827	634	730	1,504	41.2

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex									Median Age By Sex
				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
MISSOURI (continued)													
ALL COUNTIES (continued)													
Maries	8.4	Male	4,186	369	369	374	320	581	607	435	446	685	36.3
		Female	4,214	412	332	350	300	541	590	441	425	823	37.9
Marion	28.4	Male	13,466	1,353	1,238	1,149	1,280	2,190	1,681	1,313	1,247	2,015	32.8
		Female	14,934	1,334	1,127	1,004	1,267	2,103	1,787	1,447	1,461	3,404	38.5
Mercer	4.2	Male	2,049	153	142	132	188	261	229	236	260	448	41.5
		Female	2,151	146	135	130	153	213	252	245	242	635	46.7
Miller	22.2	Male	10,855	1,124	969	965	930	1,658	1,498	1,055	1,029	1,627	33.7
		Female	11,345	981	885	901	924	1,584	1,550	1,097	1,119	2,304	37.6
Mississippi	15.2	Male	7,193	782	768	738	630	985	1,000	624	613	1,053	31.9
		Female	8,007	733	686	693	679	1,070	1,095	732	819	1,500	36.3
Moniteau	13.1	Male	6,386	586	513	533	609	1,039	887	634	560	1,025	34.2
		Female	6,714	578	544	530	505	905	851	663	672	1,466	38.5
Monroe	9.7	Male	4,690	459	404	399	434	673	658	431	437	795	34.6
		Female	5,010	449	347	363	391	621	685	442	480	1,232	39.9
Montgomery	11.8	Male	5,647	493	493	502	474	715	774	556	569	1,071	36.9
		Female	6,153	507	445	498	445	725	818	580	638	1,497	40.6
Morgan	16.3	Male	7,806	663	588	620	576	905	1,047	859	965	1,583	40.3
		Female	8,494	566	623	656	503	969	1,100	944	1,045	2,088	43.5
New Madrid	21.9	Male	10,412	1,198	1,108	1,056	889	1,442	1,490	930	894	1,405	31.6
		Female	11,488	1,115	1,052	1,027	981	1,581	1,512	1,088	1,132	2,000	34.9
Newton	45.7	Male	22,114	1,942	2,041	2,058	2,111	3,315	3,415	2,368	2,013	2,851	33.8
		Female	23,586	1,862	1,944	1,891	1,979	3,341	3,690	2,481	2,280	4,118	37.1
Nodaway	21.4	Male	10,601	936	744	753	2,195	1,612	1,228	831	800	1,502	29.2
		Female	10,799	903	686	759	1,823	1,361	1,274	880	925	2,188	34.0
Oregon	10.7	Male	5,099	445	446	460	392	676	728	508	507	937	36.8
		Female	5,601	415	451	448	381	706	741	575	603	1,281	40.4
Osage	12.7	Male	6,427	647	593	627	709	923	838	577	536	977	31.9
		Female	6,273	619	594	599	553	796	797	542	604	1,169	34.7
Ozark	9.2	Male	4,548	393	364	375	321	597	582	502	533	881	38.8
		Female	4,652	390	343	348	336	575	630	525	575	930	40.3
Pemiscot	23.8	Male	11,091	1,364	1,187	1,152	987	1,494	1,308	996	997	1,606	30.7
		Female	12,709	1,307	1,148	1,084	1,058	1,596	1,507	1,197	1,300	2,512	36.1
Perry	17.8	Male	8,740	952	762	783	837	1,367	1,092	755	775	1,417	32.6
		Female	9,060	910	714	746	769	1,257	1,063	820	870	1,911	36.3
Pettis	36.9	Male	17,550	1,692	1,538	1,470	1,715	2,739	2,406	1,876	1,604	2,510	33.6
		Female	19,350	1,559	1,401	1,391	1,759	2,624	2,643	2,009	1,871	4,093	38.6
Phelps	35.0	Male	18,115	1,368	1,411	1,397	3,968	2,595	2,355	1,577	1,422	2,022	28.5
		Female	16,885	1,372	1,316	1,320	2,012	2,422	2,452	1,606	1,519	2,866	35.0
Pike	17.0	Male	8,134	833	779	730	728	1,135	1,152	839	726	1,212	33.8
		Female	8,866	846	706	723	698	1,180	1,251	817	824	1,821	37.2
Platte	54.2	Male	27,200	2,644	2,658	2,362	2,489	5,288	5,344	2,687	2,103	1,625	31.5
		Female	27,000	2,490	2,512	2,249	2,530	5,477	4,934	2,601	1,883	2,324	31.8
Polk	21.4	Male	10,326	868	932	847	1,314	1,341	1,433	937	985	1,669	34.0
		Female	11,074	836	746	808	1,373	1,365	1,432	1,034	1,080	2,400	37.9
Pulaski	44.4	Male	25,521	2,217	1,840	2,407	8,068	4,369	2,758	1,567	1,059	1,236	23.5
		Female	18,879	2,183	1,760	1,454	2,729	3,603	2,650	1,538	1,118	1,844	28.6
Putnam	5.6	Male	2,672	218	212	247	208	317	384	257	294	535	38.5
		Female	2,928	204	228	202	187	316	381	296	324	790	43.6
Ralls	9.3	Male	4,581	449	382	407	388	739	669	441	426	680	34.0
		Female	4,719	463	396	360	348	688	613	497	438	916	36.7
Randolph	27.0	Male	13,453	1,245	1,013	983	1,642	2,645	1,829	1,145	1,098	1,853	32.0
		Female	13,547	1,212	1,058	943	1,120	1,970	1,663	1,217	1,179	3,185	37.8
Ray	23.8	Male	11,592	1,128	1,104	1,095	945	1,709	2,085	1,193	960	1,373	33.9
		Female	12,208	1,018	1,034	1,028	948	1,817	2,023	1,194	1,022	2,124	36.3
Reynolds	7.0	Male	3,469	316	330	316	286	510	502	350	316	543	34.5
		Female	3,531	327	307	275	300	505	491	331	363	632	36.0
Ripley	13.8	Male	6,688	614	542	629	532	805	875	726	717	1,248	37.5
		Female	7,112	601	520	541	512	865	980	781	779	1,533	40.3
St. Charles	195.6	Male	97,066	11,207	10,076	9,155	9,102	18,816	17,802	10,015	6,001	4,892	29.8
		Female	98,534	10,586	9,585	8,870	9,473	19,923	17,136	9,046	5,898	8,017	30.4
St. Clair	8.9	Male	4,266	351	366	375	318	457	565	420	447	967	39.7
		Female	4,634	282	357	313	281	553	573	433	561	1,281	44.3
Ste. Genevieve	16.9	Male	8,356	901	736	844	845	1,323	1,160	834	722	991	31.4
		Female	8,544	803	740	818	759	1,164	1,219	882	757	1,402	34.9

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MISSOURI (continued)													
ALL COUNTIES (continued)													
St. Francois	45.8	Male	21,666	2,115	1,971	1,887	1,927	3,154	3,145	2,201	2,045	3,221	34.3
		Female	24,134	1,937	1,867	1,835	1,938	3,286	3,333	2,357	2,447	5,134	38.6
St. Louis	1,007.8	Male	482,118	42,098	41,441	43,534	49,070	86,000	77,411	55,171	43,582	43,811	32.5
		Female	525,682	39,912	39,771	42,054	49,089	90,370	83,147	59,070	48,014	74,255	35.2
St. Louis city	425.1	Male	189,436	18,766	16,204	16,064	22,250	31,368	20,982	17,671	17,690	28,441	31.8
		Female	235,664	18,524	15,860	15,920	24,326	33,176	24,973	22,336	24,383	56,166	39.0
Saline	24.7	Male	11,839	1,102	926	923	1,291	1,882	1,555	1,132	1,124	1,904	33.9
		Female	12,861	1,085	940	880	1,073	1,810	1,636	1,211	1,322	2,904	38.9
Schuyler	4.7	Male	2,245	180	203	177	192	300	323	214	223	433	37.2
		Female	2,455	175	194	175	170	298	312	219	255	657	41.9
Scotland	5.2	Male	2,455	218	210	213	185	307	327	226	272	497	37.9
		Female	2,745	184	205	212	184	276	354	228	297	805	43.8
Scott	41.8	Male	19,847	2,203	2,034	1,920	1,917	3,262	2,909	1,775	1,614	2,213	30.7
		Female	21,953	2,104	1,952	1,785	2,047	3,480	3,139	2,012	2,042	3,392	33.9
Shannon	8.0	Male	3,958	344	373	391	323	566	592	384	405	580	34.7
		Female	4,042	340	351	322	340	572	598	439	412	668	36.6
Shelby	7.6	Male	3,575	330	260	303	331	475	460	332	346	738	36.9
		Female	4,025	326	268	269	285	445	473	354	429	1,176	43.9
Stoddard	29.9	Male	14,259	1,231	1,284	1,357	1,244	2,113	2,127	1,419	1,340	2,144	34.5
		Female	15,641	1,228	1,215	1,199	1,253	2,136	2,245	1,593	1,612	3,160	38.5
Stone	18.7	Male	9,206	658	710	746	594	1,116	1,210	1,045	1,199	1,928	41.4
		Female	9,494	625	647	662	606	1,127	1,322	1,101	1,325	2,079	43.2
Sullivan	6.8	Male	3,302	288	254	246	258	435	428	338	357	698	39.0
		Female	3,498	239	222	238	228	401	455	358	391	966	44.3
Taney	26.5	Male	12,812	937	912	935	1,246	1,471	1,612	1,263	1,557	2,879	40.6
		Female	13,688	789	775	838	1,360	1,579	1,743	1,432	1,839	3,333	43.6
Texas	22.1	Male	10,725	1,006	901	1,011	917	1,404	1,560	1,213	1,040	1,673	35.8
		Female	11,375	917	875	928	865	1,498	1,619	1,242	1,216	2,215	38.7
Vernon	21.0	Male	9,828	945	804	813	776	1,563	1,364	1,026	966	1,571	35.1
		Female	11,172	903	740	808	1,032	1,543	1,414	1,105	1,170	2,457	39.0
Warren	19.7	Male	9,739	963	833	851	838	1,512	1,440	991	863	1,448	34.2
		Female	9,961	906	752	842	799	1,409	1,463	959	957	1,874	36.9
Washington	20.0	Male	9,875	1,126	1,093	945	920	1,504	1,430	931	768	1,158	30.7
		Female	10,125	1,025	992	982	901	1,514	1,446	948	907	1,410	32.7
Wayne	12.6	Male	6,133	498	509	537	492	716	834	657	650	1,240	38.8
		Female	6,467	471	461	524	448	747	900	659	800	1,457	41.5
Webster	23.3	Male	11,624	1,237	1,135	1,103	1,078	1,749	1,850	1,147	886	1,439	32.2
		Female	11,676	1,086	1,057	1,012	904	1,655	1,819	1,099	956	2,088	35.7
Worth	2.6	Male	1,199	98	85	108	80	154	155	121	104	294	39.8
		Female	1,401	96	81	93	78	154	152	144	143	460	47.8
Wright	17.1	Male	8,238	788	723	757	685	1,084	1,158	875	812	1,356	35.7
		Female	8,862	745	701	692	687	1,105	1,240	945	888	1,859	39.0
TOTAL METRO COUNTIES	**3,412.2**	**Male**	**1,626,255**	**154,955**	**144,471**	**140,403**	**179,202**	**294,363**	**247,548**	**169,623**	**136,083**	**159,607**	**31.6**
		Female	**1,785,945**	**148,195**	**138,683**	**135,872**	**185,822**	**302,242**	**260,733**	**181,053**	**155,838**	**277,507**	**34.4**
TOTAL STATE	**5,205.0**	**Male**	**2,497,580**	**235,989**	**218,675**	**215,004**	**274,591**	**424,312**	**367,492**	**253,820**	**215,927**	**291,770**	**32.2**
		Female	**2,707,420**	**225,017**	**209,111**	**205,035**	**270,576**	**428,047**	**383,934**	**270,173**	**247,731**	**467,796**	**35.4**
MONTANA													
BILLINGS	**117.9**	**Male**	**57,837**	**6,175**	**5,273**	**4,747**	**6,230**	**11,574**	**8,924**	**5,627**	**4,518**	**4,769**	**30.6**
		Female	**60,063**	**5,841**	**5,077**	**4,467**	**6,836**	**11,125**	**8,898**	**5,832**	**4,856**	**7,131**	**32.0**
Yellowstone	117.9	Male	57,837	6,175	5,273	4,747	6,230	11,574	8,924	5,627	4,518	4,769	30.6
		Female	60,063	5,841	5,077	4,467	6,836	11,125	8,898	5,832	4,856	7,131	32.0
GREAT FALLS	**78.6**	**Male**	**39,266**	**3,999**	**3,254**	**3,416**	**5,061**	**6,979**	**6,228**	**3,797**	**3,050**	**3,482**	**30.6**
		Female	**39,334**	**3,804**	**3,164**	**3,195**	**4,203**	**6,712**	**6,173**	**3,702**	**3,216**	**5,165**	**32.9**
Cascade	78.6	Male	39,266	3,999	3,254	3,416	5,061	6,979	6,228	3,797	3,050	3,482	30.6
		Female	39,334	3,804	3,164	3,195	4,203	6,712	6,173	3,702	3,216	5,165	32.9
ALL COUNTIES													
Beaverhead	8.4	Male	4,287	466	343	320	502	747	630	409	343	527	31.9
		Female	4,113	424	325	315	478	669	613	344	336	609	32.7

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
MONTANA (continued)													
ALL COUNTIES (continued)													
Big Horn	10.9	Male	5,404	729	557	556	532	951	795	464	366	454	28.4
		Female	5,496	701	583	543	551	983	752	449	398	536	28.8
Blaine	7.1	Male	3,575	420	355	372	354	575	470	300	293	436	30.0
		Female	3,525	400	366	329	303	566	459	321	270	511	31.4
Broadwater	3.8	Male	1,927	214	143	168	157	323	278	198	194	252	33.7
		Female	1,873	196	188	157	144	265	290	178	189	266	34.5
Carbon	8.3	Male	4,096	382	335	344	271	644	556	422	432	710	36.3
		Female	4,204	390	314	298	261	627	542	432	445	895	38.9
Carter	1.7	Male	864	67	64	75	77	122	130	107	93	129	37.1
		Female	836	69	60	83	54	110	127	93	81	159	38.3
Cascade	78.6	Male	39,266	3,999	3,254	3,416	5,061	6,979	6,228	3,797	3,050	3,482	30.6
		Female	39,334	3,804	3,164	3,195	4,203	6,712	6,173	3,702	3,216	5,165	32.9
Chouteau	5.7	Male	2,941	288	256	240	243	484	407	289	343	391	34.2
		Female	2,759	287	226	216	197	421	363	322	279	448	35.9
Custer	12.5	Male	6,125	644	525	589	591	982	831	595	584	784	32.3
		Female	6,375	604	504	486	624	999	817	599	607	1,135	34.7
Daniels	2.7	Male	1,362	144	105	104	91	224	189	140	151	214	35.7
		Female	1,338	123	99	108	86	193	186	135	166	242	38.2
Dawson	10.5	Male	5,320	596	501	447	666	1,002	728	500	396	484	29.5
		Female	5,180	572	475	411	581	854	691	520	416	660	31.5
Deer Lodge	10.6	Male	5,305	441	464	539	517	847	722	493	563	719	33.2
		Female	5,295	399	442	462	372	785	668	551	634	982	37.8
Fallon	3.5	Male	1,760	223	155	150	181	300	210	209	161	171	30.7
		Female	1,740	187	164	156	159	277	250	178	137	232	32.4
Fergus	12.5	Male	6,149	582	510	545	542	974	830	586	614	966	34.2
		Female	6,351	552	513	507	496	906	853	629	633	1,262	37.4
Flathead	59.5	Male	29,622	3,023	2,779	2,528	2,545	5,781	4,753	2,820	2,432	2,961	31.8
		Female	29,878	2,961	2,529	2,477	2,659	5,635	4,488	2,796	2,518	3,815	32.7
Gallatin	49.0	Male	25,225	2,210	1,806	1,645	5,654	5,509	3,388	1,773	1,524	1,716	27.4
		Female	23,775	2,067	1,703	1,572	4,692	4,662	3,248	1,840	1,583	2,408	29.0
Garfield	1.6	Male	825	103	57	73	86	144	106	82	85	89	31.5
		Female	775	85	64	57	65	115	101	84	82	122	35.1
Glacier	11.3	Male	5,537	778	551	542	506	967	713	543	434	503	29.0
		Female	5,763	719	561	513	585	976	788	546	419	656	30.2
Golden Valley	1.0	Male	500	50	44	41	35	58	65	65	55	87	38.4
		Female	500	46	49	53	28	63	76	55	55	75	36.4
Granite	3.0	Male	1,579	145	137	131	121	258	241	145	188	213	34.9
		Female	1,421	136	117	123	87	217	199	134	155	253	36.5
Hill	18.0	Male	8,970	1,022	799	762	1,169	1,698	1,136	858	760	766	29.3
		Female	9,030	987	777	718	1,137	1,497	1,128	875	776	1,135	31.0
Jefferson	8.7	Male	4,383	438	399	453	307	861	793	413	323	396	31.9
		Female	4,317	416	437	414	336	842	722	369	348	433	31.6
Judith Basin	2.5	Male	1,294	101	113	133	95	189	202	133	116	212	35.8
		Female	1,206	116	96	104	76	188	171	133	121	201	36.3
Lake	22.3	Male	11,107	1,282	1,057	1,046	940	1,757	1,540	1,007	951	1,527	32.0
		Female	11,193	1,181	953	934	879	1,762	1,536	1,040	1,045	1,863	34.4
Lewis and Clark	48.3	Male	23,677	2,381	2,189	2,047	2,482	4,862	3,671	2,173	1,827	2,045	30.6
		Female	24,623	2,246	2,080	1,887	2,661	4,760	3,728	2,221	2,002	3,038	32.2
Liberty	2.3	Male	1,163	130	84	104	110	205	159	119	97	155	32.5
		Female	1,137	118	90	94	101	155	169	140	117	153	35.6
Lincoln	18.5	Male	9,360	1,060	906	927	759	1,700	1,613	913	748	734	31.0
		Female	9,140	993	926	857	774	1,604	1,524	853	717	892	31.4
McCone	2.4	Male	1,270	152	123	117	109	186	148	143	146	146	32.2
		Female	1,130	123	118	99	75	176	152	124	121	142	33.5
Madison	5.6	Male	2,818	262	216	225	216	442	448	301	284	424	36.1
		Female	2,782	232	204	219	181	425	410	286	246	579	38.2
Meagher	2.0	Male	1,029	84	80	81	90	166	162	111	109	146	35.8
		Female	971	88	89	77	67	158	151	99	93	149	35.4
Mineral	4.0	Male	2,040	206	165	191	203	364	345	200	175	191	32.0
		Female	1,960	243	172	178	165	374	304	142	187	195	30.9
Missoula	78.6	Male	39,209	3,619	3,107	2,979	5,581	8,934	6,280	3,436	2,392	2,881	29.8
		Female	39,391	3,456	3,009	2,896	5,776	8,223	5,983	3,256	2,618	4,174	30.5
Musselshell	4.5	Male	2,265	251	188	189	154	393	286	196	255	353	33.9
		Female	2,235	213	200	170	137	368	262	208	251	426	36.1

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SaMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
MONTANA (continued)													
ALL COUNTIES (continued)													
Park	11.9	Male	5,935	562	498	456	467	1,140	871	591	547	803	33.6
		Female	5,965	482	476	432	459	1,010	839	605	592	1,070	36.5
Petroleum	.6	Male	323	38	31	35	29	51	34	36	37	32	30.6
		Female	277	28	22	24	25	43	44	28	31	32	34.2
Phillips	5.4	Male	2,738	293	232	230	267	431	348	262	264	411	33.1
		Female	2,662	304	220	248	223	385	360	249	240	433	33.7
Pondera	6.7	Male	3,332	371	313	294	282	520	492	345	292	423	32.8
		Female	3,368	387	280	289	286	497	456	345	311	517	33.9
Powder River	2.3	Male	1,165	135	103	89	100	231	141	127	117	122	31.7
		Female	1,135	124	119	80	80	190	163	142	99	138	33.7
Powell	7.1	Male	4,044	283	285	270	520	941	659	383	321	382	32.1
		Female	3,056	269	263	250	213	495	442	319	299	506	35.9
Prairie	1.7	Male	825	75	69	59	60	133	108	72	92	157	36.5
		Female	875	87	87	76	50	117	116	87	91	164	36.8
Ravalli	26.9	Male	13,344	1,283	1,253	1,326	880	2,070	2,305	1,305	1,205	1,717	34.3
		Female	13,556	1,172	1,154	1,185	837	2,233	2,217	1,270	1,272	2,216	35.9
Richland	12.3	Male	6,343	791	572	501	786	1,215	863	518	490	607	29.3
		Female	5,957	735	525	462	677	980	760	553	459	806	30.9
Roosevelt	11.1	Male	5,497	675	548	523	532	985	731	499	474	530	29.8
		Female	5,603	703	589	498	530	906	704	504	455	714	30.3
Rosebud	12.1	Male	6,218	871	659	588	604	1,180	984	549	446	337	28.3
		Female	5,882	845	672	541	619	1,128	786	491	341	459	27.3
Sanders	9.1	Male	4,625	484	423	395	336	759	698	437	423	670	33.9
		Female	4,475	465	394	362	295	727	697	448	399	688	34.9
Sheridan	5.2	Male	2,592	249	172	211	263	433	320	275	294	375	34.3
		Female	2,608	240	186	222	214	340	339	305	286	476	38.0
Silver Bow	34.6	Male	16,789	1,517	1,457	1,574	1,666	2,690	2,421	1,593	1,656	2,215	33.1
		Female	17,811	1,458	1,459	1,402	1,493	2,577	2,362	1,702	1,848	3,510	37.2
Stillwater	6.6	Male	3,300	328	251	279	245	561	469	332	320	515	34.8
		Female	3,300	286	268	272	200	514	472	314	344	630	37.3
Sweet Grass	3.1	Male	1,586	139	129	137	108	216	244	158	149	306	37.6
		Female	1,514	120	120	98	95	219	197	160	169	336	40.3
Teton	6.4	Male	3,192	353	261	275	232	461	464	350	321	475	35.3
		Female	3,208	328	271	254	208	447	492	298	355	555	37.0
Toole	5.3	Male	2,603	291	229	221	247	448	347	244	279	297	32.0
		Female	2,697	299	206	209	245	416	330	294	271	427	34.4
Treasure	1.0	Male	494	49	37	42	39	86	63	70	45	63	34.3
		Female	506	48	47	45	36	71	77	54	49	79	35.8
Valley	9.2	Male	4,608	538	452	438	391	737	639	490	409	514	31.6
		Female	4,592	479	422	381	389	745	654	482	400	640	33.4
Wheatland	2.2	Male	1,085	103	102	81	72	171	147	117	114	178	35.9
		Female	1,115	111	87	83	72	163	152	111	140	196	37.7
Wibaux	1.3	Male	676	66	83	52	56	122	76	66	63	92	31.6
		Female	624	56	56	72	43	100	64	67	55	111	33.5
Yellowstone	117.9	Male	57,837	6,175	5,273	4,747	6,230	11,574	8,924	5,627	4,518	4,769	30.6
		Female	60,063	5,841	5,077	4,467	6,836	11,125	8,898	5,832	4,856	7,131	32.0
TOTAL METRO COUNTIES	**196.5**	**Male**	**97,103**	**10,174**	**8,527**	**8,163**	**11,291**	**18,553**	**15,152**	**9,424**	**7,568**	**8,251**	**30.6**
		Female	**99,397**	**9,645**	**8,241**	**7,662**	**11,039**	**17,837**	**15,071**	**9,534**	**8,072**	**12,296**	**32.4**
TOTAL STATE	**819.9**	**Male**	**409,405**	**42,161**	**35,799**	**34,902**	**45,359**	**76,783**	**61,401**	**38,386**	**33,360**	**41,254**	**31.1**
		Female	**410,495**	**40,001**	**34,597**	**32,660**	**43,115**	**71,995**	**59,545**	**38,314**	**34,623**	**55,645**	**32.6**
NEBRASKA													
LINCOLN	**210.7**	**Male**	**103,207**	**9,241**	**7,770**	**7,081**	**18,224**	**21,977**	**14,059**	**9,030**	**7,171**	**8,654**	**29.2**
		Female	**107,493**	**8,753**	**7,607**	**6,842**	**17,494**	**20,265**	**13,789**	**9,288**	**8,138**	**15,317**	**31.4**
Lancaster	210.7	Male	103,207	9,241	7,770	7,081	18,224	21,977	14,059	9,030	7,171	8,654	29.2
		Female	107,493	8,753	7,607	6,842	17,494	20,265	13,789	9,288	8,138	15,317	31.4
OMAHA	**622.8**	**Male**	**301,106**	**31,550**	**28,531**	**27,630**	**33,416**	**57,196**	**46,268**	**29,530**	**22,012**	**24,873**	**30.1**
		Female	**321,694**	**30,205**	**27,746**	**26,363**	**34,654**	**58,879**	**46,638**	**30,497**	**24,634**	**42,078**	**32.1**
Douglas	419.7	Male	200,550	20,592	18,142	17,959	22,478	38,629	29,216	19,735	15,729	18,070	30.5
		Female	219,150	19,719	17,715	17,039	24,383	40,102	29,844	20,786	17,983	31,579	32.7

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				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
NEBRASKA (continued)													
OMAHA (continued)													
Sarpy	99.2	Male	50,442	5,825	5,569	4,983	5,865	10,407	9,792	4,532	2,013	1,456	27.9
		Female	48,758	5,632	5,403	4,757	5,095	10,386	9,165	4,059	2,030	2,231	28.4
Washington	16.1	Male	8,016	761	798	746	810	1,227	1,273	832	652	917	32.3
		Female	8,084	687	748	643	699	1,270	1,258	809	675	1,295	35.0
Pottawattamie, Iowa	*87.8*	*Male*	*42,098*	*4,372*	*4,022*	*3,942*	*4,263*	*6,933*	*5,987*	*4,531*	*3,618*	*4,430*	*31.4*
		Female	*45,702*	*4,167*	*3,880*	*3,924*	*4,477*	*7,121*	*6,371*	*4,843*	*3,946*	*6,973*	*34.0*
ALL COUNTIES													
Adams	29.6	Male	14,095	1,351	1,131	1,058	1,826	2,367	1,951	1,338	1,213	1,860	32.1
		Female	15,505	1,215	1,085	1,007	1,766	2,351	1,836	1,467	1,407	3,371	36.8
Antelope	8.3	Male	4,044	438	362	341	317	617	499	393	385	692	34.1
		Female	4,256	417	327	359	294	548	481	404	415	1,011	38.8
Arthur	.5	Male	252	18	23	21	28	36	24	31	26	35	35.0
		Female	248	15	25	27	16	25	44	27	21	48	38.6
Banner	.8	Male	397	37	34	30	32	53	71	42	45	53	36.8
		Female	403	46	38	32	28	60	60	42	54	43	34.6
Blaine	.9	Male	442	34	36	47	42	59	68	44	39	73	35.4
		Female	458	46	51	40	35	58	65	40	37	86	34.8
Boone	6.8	Male	3,342	342	265	298	316	445	420	354	331	571	35.1
		Female	3,458	349	243	319	236	429	403	351	331	797	38.8
Box Butte	14.5	Male	7,214	890	645	486	895	1,503	926	552	494	823	29.6
		Female	7,286	854	628	481	774	1,280	829	608	547	1,285	32.1
Boyd	3.1	Male	1,583	143	100	129	137	205	175	163	179	352	39.4
		Female	1,517	115	86	95	111	146	151	203	200	410	47.5
Brown	3.8	Male	1,822	189	146	152	149	271	240	179	171	325	35.2
		Female	1,978	168	166	147	137	260	261	193	191	455	39.3
Buffalo	37.4	Male	18,028	1,829	1,528	1,329	3,183	3,277	2,212	1,481	1,257	1,932	28.5
		Female	19,372	1,815	1,435	1,200	3,644	3,107	2,127	1,510	1,425	3,109	30.1
Burt	8.4	Male	4,075	358	322	334	310	568	505	448	428	802	37.9
		Female	4,325	357	292	315	260	508	499	484	459	1,151	43.6
Butler	8.9	Male	4,376	399	359	381	387	599	530	442	473	806	36.2
		Female	4,524	419	338	375	281	562	566	434	459	1,090	40.1
Cass	23.0	Male	11,466	1,154	1,062	1,051	1,078	1,861	1,803	1,212	924	1,321	32.5
		Female	11,534	1,072	1,007	949	925	1,811	1,684	1,163	993	1,930	35.0
Cedar	10.7	Male	5,337	597	495	537	487	768	573	511	475	894	32.2
		Female	5,363	547	480	502	395	613	572	507	505	1,242	37.5
Chase	4.8	Male	2,345	279	220	185	181	360	345	231	223	321	33.5
		Female	2,455	244	220	188	171	327	332	238	216	519	37.3
Cherry	6.7	Male	3,382	346	314	261	311	517	500	370	300	463	33.9
		Female	3,318	307	256	240	280	482	486	337	319	611	36.9
Cheyenne	10.1	Male	4,916	458	426	412	543	735	627	525	479	711	33.4
		Female	5,184	477	352	395	405	685	659	589	536	1,086	39.2
Clay	7.7	Male	3,766	360	349	288	347	543	507	365	341	666	34.9
		Female	3,934	361	323	323	288	520	497	389	370	863	38.1
Colfax	9.2	Male	4,510	415	373	395	437	639	541	417	404	889	34.9
		Female	4,690	434	349	382	337	548	537	457	442	1,204	40.5
Cuming	11.2	Male	5,538	511	494	549	534	775	705	564	551	855	33.8
		Female	5,662	568	460	476	380	710	667	590	536	1,275	38.6
Custer	12.6	Male	6,056	633	492	451	469	894	774	617	591	1,135	36.1
		Female	6,544	583	475	463	417	836	804	643	698	1,625	41.2
Dakota	17.8	Male	8,755	1,061	870	765	904	1,695	1,250	759	603	848	29.6
		Female	9,045	1,004	899	733	878	1,645	1,182	782	702	1,220	31.1
Dawes	9.3	Male	4,546	420	324	381	851	725	501	391	372	581	29.1
		Female	4,754	396	321	291	800	647	504	419	423	953	33.8
Dawson	21.3	Male	10,487	1,179	967	840	951	1,870	1,441	999	889	1,351	32.0
		Female	10,813	1,116	971	774	871	1,652	1,465	1,040	953	1,971	35.2
Deuel	2.3	Male	1,121	115	93	93	87	136	131	113	127	226	37.8
		Female	1,179	69	86	91	64	131	160	108	147	323	44.3
Dixon	6.7	Male	3,342	325	311	283	305	481	400	327	301	609	34.3
		Female	3,358	323	287	263	227	413	414	331	301	799	39.0
Dodge	35.7	Male	17,024	1,605	1,504	1,456	1,776	2,711	2,424	1,801	1,456	2,291	33.0
		Female	18,676	1,676	1,403	1,405	1,775	2,664	2,439	1,909	1,652	3,753	36.7
Douglas	419.7	Male	200,550	20,592	18,142	17,959	22,478	38,629	29,216	19,735	15,729	18,070	30.5
		Female	219,150	19,719	17,715	17,039	24,383	40,102	29,844	20,786	17,983	31,579	32.7

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
NEBRASKA (continued)													
ALL COUNTIES (continued)													
Dundy	2.7	Male	1,324	108	93	87	105	206	158	130	166	271	39.0
		Female	1,376	124	105	82	94	161	145	145	175	345	43.4
Fillmore	7.3	Male	3,518	327	280	284	281	520	461	372	356	637	36.5
		Female	3,782	300	261	315	206	498	472	368	377	985	41.6
Franklin	4.0	Male	1,922	148	133	159	131	236	236	215	225	439	41.5
		Female	2,078	147	145	124	119	215	234	206	243	645	47.4
Frontier	3.4	Male	1,651	161	122	120	193	246	235	173	138	263	34.3
		Female	1,749	180	120	139	160	233	231	162	142	382	36.8
Furnas	6.1	Male	2,934	265	239	194	219	388	340	295	302	692	39.8
		Female	3,166	221	198	212	204	370	333	306	344	978	46.4
Gage	23.3	Male	11,149	915	872	888	1,055	1,770	1,560	1,174	1,064	1,851	35.5
		Female	12,151	931	792	836	994	1,675	1,565	1,235	1,252	2,871	40.4
Garden	2.7	Male	1,305	78	99	103	97	172	186	143	155	272	40.6
		Female	1,395	91	101	82	80	166	179	165	151	380	44.9
Garfield	2.2	Male	1,040	94	77	78	70	135	145	101	115	225	39.6
		Female	1,160	89	91	86	62	120	178	88	103	343	42.4
Gosper	2.0	Male	1,010	95	77	88	85	141	137	120	106	161	36.4
		Female	990	92	74	72	67	124	135	117	110	199	39.9
Grant	.9	Male	448	47	39	51	44	74	65	41	37	50	30.8
		Female	452	34	47	35	35	71	63	53	35	79	35.6
Greeley	3.2	Male	1,574	164	131	146	137	211	186	152	174	273	34.9
		Female	1,626	178	127	166	105	164	180	175	151	380	39.1
Hall	48.7	Male	23,541	2,589	2,195	1,937	2,249	4,339	3,449	2,219	1,923	2,641	31.5
		Female	25,159	2,527	2,208	1,911	2,382	4,331	3,302	2,346	1,998	4,154	33.2
Hamilton	9.2	Male	4,494	449	432	404	411	751	627	473	401	546	32.3
		Female	4,706	442	397	393	339	699	635	508	396	897	36.3
Harlan	4.0	Male	1,919	149	133	148	148	274	236	196	224	411	39.6
		Female	2,081	144	165	158	109	253	261	214	234	543	43.1
Hayes	1.4	Male	717	75	52	64	59	120	99	80	80	88	34.0
		Female	683	68	57	47	39	95	97	81	73	126	38.7
Hitchcock	3.8	Male	1,926	227	148	166	163	273	228	186	196	339	34.5
		Female	1,874	173	135	124	125	255	235	183	195	449	40.3
Holt	13.5	Male	6,671	744	608	654	613	1,022	807	667	600	956	32.0
		Female	6,829	721	534	550	542	954	853	652	621	1,402	36.3
Hooker	1.0	Male	470	45	39	35	39	68	63	41	53	87	36.4
		Female	530	43	35	44	37	63	63	54	65	126	41.8
Howard	6.6	Male	3,258	341	309	278	253	436	426	357	321	537	35.3
		Female	3,342	306	294	305	219	423	425	388	310	672	37.9
Jefferson	9.1	Male	4,405	396	297	333	431	628	564	448	479	829	37.1
		Female	4,695	338	296	308	354	587	562	480	542	1,228	43.3
Johnson	4.9	Male	2,378	220	175	201	187	299	303	252	245	496	38.5
		Female	2,522	186	178	181	157	273	298	282	282	685	44.6
Kearney	6.8	Male	3,282	296	284	252	308	528	462	335	322	495	34.5
		Female	3,518	294	257	288	257	489	502	354	318	759	38.5
Keith	9.3	Male	4,536	469	424	387	409	675	676	505	415	576	33.6
		Female	4,764	448	387	340	372	709	714	511	461	822	36.8
Keya Paha	1.2	Male	618	68	64	52	50	79	82	64	65	94	34.5
		Female	582	53	43	49	42	80	90	57	54	114	37.7
Kimball	4.5	Male	2,225	234	208	192	207	337	290	255	214	288	33.1
		Female	2,275	203	171	201	184	302	323	256	238	397	37.4
Knox	10.7	Male	5,308	525	469	469	457	732	609	548	525	974	35.0
		Female	5,392	479	396	433	346	661	638	552	578	1,309	41.0
Lancaster	210.7	Male	103,207	9,241	7,770	7,081	18,224	21,977	14,059	9,030	7,171	8,654	29.2
		Female	107,493	8,753	7,607	6,842	17,494	20,265	13,789	9,288	8,138	15,317	31.4
Lincoln	33.7	Male	16,630	1,861	1,607	1,394	1,663	2,960	2,369	1,628	1,300	1,848	31.0
		Female	17,070	1,759	1,488	1,312	1,623	2,804	2,347	1,647	1,383	2,707	33.4
Logan	.9	Male	437	53	32	41	39	67	55	43	41	66	33.0
		Female	463	57	48	29	32	63	50	59	39	86	35.5
Loup	.8	Male	392	25	30	41	37	41	58	46	44	70	38.8
		Female	408	36	33	36	36	44	56	50	38	79	38.4
McPherson	.6	Male	300	26	26	27	30	36	24	36	31	64	37.1
		Female	300	21	33	22	28	29	42	35	36	54	39.0
Madison	33.0	Male	15,801	1,682	1,314	1,163	1,922	2,783	2,070	1,492	1,267	2,108	31.5
		Female	17,199	1,690	1,282	1,201	2,054	2,679	2,046	1,480	1,467	3,300	33.9

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				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
NEBRASKA (continued)													
ALL COUNTIES (continued)													
Merrick	8.5	Male	4,150	439	364	388	334	604	607	404	374	636	34.1
		Female	4,350	426	347	374	333	576	579	405	397	913	37.1
Morrill	5.8	Male	2,867	297	243	225	257	434	394	292	244	481	34.5
		Female	2,933	278	266	215	214	394	407	290	288	581	37.4
Nance	4.3	Male	2,108	204	160	195	185	302	226	236	217	383	35.4
		Female	2,192	227	168	173	142	240	272	219	216	535	40.4
Nemaha	8.3	Male	3,965	361	285	269	481	682	470	369	364	684	33.6
		Female	4,335	367	300	268	470	610	473	377	429	1,041	38.2
Nuckolls	6.5	Male	3,143	279	258	258	260	413	397	348	348	582	37.6
		Female	3,357	275	231	266	203	411	408	349	350	864	42.2
Otoe	14.8	Male	7,096	627	659	607	576	1,001	954	709	741	1,222	35.8
		Female	7,704	577	557	553	526	989	938	805	795	1,964	41.9
Pawnee	3.6	Male	1,717	113	104	129	115	209	201	197	236	413	44.4
		Female	1,883	132	113	136	102	187	203	215	218	577	48.0
Perkins	3.8	Male	1,925	228	167	161	157	277	254	169	198	314	34.0
		Female	1,875	182	111	123	120	262	263	172	214	428	40.3
Phelps	10.0	Male	4,703	483	411	347	407	759	642	510	415	729	34.3
		Female	5,297	445	393	372	374	754	718	517	491	1,233	39.3
Pierce	8.4	Male	4,118	426	336	364	384	578	556	398	413	663	34.5
		Female	4,282	407	313	385	331	497	564	406	440	939	38.7
Platte	29.3	Male	14,268	1,614	1,355	1,253	1,456	2,521	1,949	1,400	1,148	1,572	30.8
		Female	15,032	1,644	1,304	1,217	1,399	2,386	2,017	1,388	1,242	2,435	33.2
Polk	5.9	Male	2,883	272	245	242	212	424	379	267	288	554	36.2
		Female	3,017	261	260	234	149	393	356	289	305	770	40.9
Red Willow	12.4	Male	5,907	564	484	503	627	956	756	661	528	828	33.1
		Female	6,493	633	498	453	632	882	799	660	613	1,323	36.9
Richardson	10.2	Male	4,797	412	370	386	381	649	644	451	533	971	38.1
		Female	5,403	384	352	358	364	625	628	503	626	1,563	44.8
Rock	2.3	Male	1,131	124	111	79	88	209	135	123	84	178	32.8
		Female	1,169	114	110	85	77	178	161	101	101	242	36.3
Saline	12.9	Male	6,200	541	482	437	790	860	793	556	626	1,115	34.9
		Female	6,700	492	456	433	729	832	705	600	664	1,789	40.8
Sarpy	99.2	Male	50,442	5,825	5,569	4,983	5,865	10,407	9,792	4,532	2,013	1,456	27.9
		Female	48,758	5,632	5,403	4,757	5,095	10,386	9,165	4,059	2,030	2,231	28.4
Saunders	19.1	Male	9,528	943	816	864	804	1,476	1,377	972	833	1,443	34.1
		Female	9,572	896	775	824	665	1,335	1,298	988	894	1,897	37.2
Scotts Bluff	37.9	Male	18,337	2,037	1,738	1,592	1,719	3,097	2,548	1,792	1,550	2,264	31.7
		Female	19,563	1,900	1,669	1,489	1,783	3,164	2,624	1,941	1,773	3,220	34.3
Seward	16.2	Male	8,114	795	634	650	1,327	1,246	1,023	732	659	1,048	30.2
		Female	8,086	749	609	562	973	1,164	1,034	757	698	1,540	34.9
Sheridan	7.3	Male	3,508	398	295	289	282	529	412	386	390	527	34.3
		Female	3,792	350	301	275	273	486	470	397	391	849	39.5
Sherman	3.8	Male	1,862	166	178	159	131	226	221	196	196	389	38.2
		Female	1,938	165	166	177	111	208	233	193	211	474	41.1
Sioux	1.8	Male	902	86	63	70	85	136	121	123	79	139	35.9
		Female	898	73	73	93	57	119	143	120	94	126	37.4
Stanton	6.9	Male	3,499	423	366	307	352	589	467	301	277	417	30.1
		Female	3,401	407	330	311	268	547	457	304	260	517	32.0
Thayer	6.9	Male	3,315	263	270	243	257	448	418	325	392	699	39.2
		Female	3,585	279	244	260	202	434	407	343	387	1,029	44.2
Thomas	.9	Male	450	43	47	37	35	82	74	42	40	50	32.7
		Female	450	58	36	33	38	68	71	38	42	66	33.8
Thurston	7.2	Male	3,504	406	339	353	319	497	456	355	305	474	31.7
		Female	3,696	427	341	379	293	496	458	390	306	606	33.2
Valley	5.6	Male	2,728	265	225	223	212	397	342	259	295	510	36.2
		Female	2,872	250	216	211	180	359	337	295	288	736	41.5
Washington	16.1	Male	8,016	761	798	746	810	1,227	1,273	832	652	917	32.3
		Female	8,084	687	748	643	699	1,270	1,258	809	675	1,295	35.0
Wayne	9.8	Male	4,756	392	331	330	1,053	667	568	461	359	595	29.1
		Female	5,044	397	326	294	1,150	591	549	469	364	904	31.0
Webster	4.7	Male	2,223	184	159	197	150	263	296	227	271	476	40.4
		Female	2,477	199	166	182	111	257	303	247	297	713	45.7
Wheeler	1.0	Male	500	62	44	41	51	85	47	55	46	69	31.1
		Female	500	52	57	50	39	72	56	51	47	76	32.2

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NEBRASKA (continued)													
ALL COUNTIES (continued)													
York	14.7	Male	7,037	688	629	565	742	1,169	959	687	643	955	32.7
		Female	7,663	680	615	552	705	1,145	1,018	735	680	1,533	36.3
TOTAL METRO COUNTIES	**763.5**	**Male**	**370,970**	**37,480**	**33,149**	**31,534**	**48,281**	**73,935**	**55,590**	**34,888**	**26,168**	**29,945**	**29.7**
		Female	**392,530**	**35,795**	**32,372**	**30,014**	**48,549**	**73,668**	**55,238**	**35,724**	**29,528**	**51,642**	**31.7**
TOTAL STATE	**1,610.1**	**Male**	**782,900**	**78,916**	**68,700**	**65,521**	**90,581**	**139,282**	**110,385**	**75,588**	**63,318**	**90,609**	**31.3**
		Female	**827,200**	**75,885**	**66,277**	**62,571**	**87,882**	**135,292**	**109,985**	**77,980**	**69,697**	**141,631**	**33.9**
NEVADA													
LAS VEGAS	**642.0**	**Male**	**324,107**	**28,762**	**27,360**	**26,234**	**35,603**	**62,355**	**57,399**	**35,078**	**27,177**	**24,139**	**32.1**
		Female	**317,893**	**27,917**	**26,156**	**25,090**	**33,765**	**60,825**	**54,347**	**33,360**	**27,147**	**29,286**	**32.6**
Clark	642.0	Male	324,107	28,762	27,360	26,234	35,603	62,355	57,399	35,078	27,177	24,139	32.1
		Female	317,893	27,917	26,156	25,090	33,765	60,825	54,347	33,360	27,147	29,286	32.6
RENO	**243.4**	**Male**	**122,899**	**9,128**	**8,791**	**8,856**	**13,987**	**26,635**	**21,521**	**13,292**	**10,962**	**9,727**	**32.8**
		Female	**120,501**	**8,936**	**8,273**	**8,457**	**13,756**	**24,275**	**19,832**	**12,895**	**11,190**	**12,887**	**33.6**
Washoe	243.4	Male	122,899	9,128	8,791	8,856	13,987	26,635	21,521	13,292	10,962	9,727	32.8
		Female	120,501	8,936	8,273	8,457	13,756	24,275	19,832	12,895	11,190	12,887	33.6
ALL COUNTIES													
Carson City	39.4	Male	20,122	1,432	1,490	1,665	1,994	3,965	3,613	2,097	1,945	1,921	33.8
		Female	19,278	1,346	1,444	1,531	1,673	3,369	3,308	2,043	2,000	2,564	35.8
Churchill	17.3	Male	8,810	840	711	747	1,028	1,383	1,375	830	821	1,075	32.8
		Female	8,490	778	764	686	760	1,321	1,298	852	790	1,241	34.5
Clark	642.0	Male	324,107	28,762	27,360	26,234	35,603	62,355	57,399	35,078	27,177	24,139	32.1
		Female	317,893	27,917	26,156	25,090	33,765	60,825	54,347	33,360	27,147	29,286	32.6
Douglas	26.0	Male	13,356	1,058	972	992	949	2,914	2,550	1,432	1,403	1,086	34.3
		Female	12,644	994	1,011	979	976	2,658	2,231	1,334	1,319	1,142	33.9
Elko	24.0	Male	12,604	1,238	1,101	1,266	1,051	2,150	2,233	1,331	1,141	1,093	32.7
		Female	11,396	1,118	1,056	986	1,044	1,973	1,885	1,089	966	1,279	32.6
Esmeralda	1.2	Male	638	52	40	45	53	101	100	85	80	82	37.8
		Female	562	56	48	41	44	86	81	58	82	66	35.7
Eureka	1.4	Male	752	76	48	63	82	141	109	91	87	55	32.6
		Female	648	76	50	70	59	109	105	71	56	52	31.3
Humboldt	12.0	Male	6,546	708	497	515	651	1,263	1,060	751	633	468	32.1
		Female	5,454	572	507	465	522	968	882	569	459	510	31.8
Lander	4.7	Male	2,562	302	239	191	316	528	401	270	179	136	29.4
		Female	2,138	295	188	185	258	423	336	189	134	130	28 4
Lincoln	3.8	Male	1,834	255	190	159	150	266	269	151	161	233	31.1
		Female	1,966	220	145	349	143	260	259	137	162	291	29.8
Lyon	18.7	Male	9,445	965	838	766	683	1,479	1,476	1,039	1,082	1,117	34.9
		Female	9,255	866	776	712	716	1,461	1,457	1,047	995	1,225	35.7
Mineral	6.1	Male	3,094	270	276	269	264	480	491	359	339	346	34.7
		Female	3,006	287	274	289	206	451	447	349	323	380	34.9
Nye	15.9	Male	8,563	805	694	706	788	1,348	1,465	1,036	924	797	34.6
		Female	7,337	685	603	651	667	1,175	1,211	779	794	772	34.0
Pershing	4.1	Male	2,170	218	145	161	218	379	285	254	265	245	34.1
		Female	1,930	207	165	145	186	267	298	195	192	275	34.8
Storey	2.0	Male	1,037	86	75	80	87	174	204	125	117	89	35.8
		Female	963	85	59	60	109	184	142	134	96	94	34.2
Washoe	243.4	Male	122,899	9,128	8,791	8,856	13,987	26,635	21,521	13,292	10,962	9,727	32.8
		Female	120,501	8,936	8,273	8,457	13,756	24,275	19,832	12,895	11,190	12,887	33.6
White Pine	7.7	Male	3,862	398	355	321	260	623	602	439	392	472	34.6
		Female	3,838	369	339	301	275	606	509	440	387	612	35.6
TOTAL METRO COUNTIES	**885.4**	**Male**	**447,006**	**37,890**	**36,151**	**35,090**	**49,590**	**88,990**	**78,920**	**48,370**	**38,139**	**33,866**	**32.3**
		Female	**438,394**	**36,853**	**34,429**	**33,547**	**47,521**	**85,100**	**74,179**	**46,255**	**38,337**	**42,173**	**32.9**
TOTAL STATE	**1,069.7**	**Male**	**542,401**	**46,593**	**43,822**	**43,036**	**58,164**	**106,184**	**95,153**	**58,660**	**47,708**	**43,081**	**32.5**
		Female	**527,299**	**44,807**	**41,858**	**40,997**	**55,159**	**100,411**	**88,628**	**55,541**	**47,092**	**52,806**	**33.0**

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex									Median Age By Sex
				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
NEW HAMPSHIRE													
MANCHESTER - NASHUA	**333.1**	**Male**	**161,094**	**14,674**	**15,167**	**15,078**	**16,344**	**30,934**	**26,581**	**16,043**	**12,742**	**13,531**	**31.2**
		Female	**172,006**	**14,200**	**14,710**	**14,159**	**16,924**	**31,238**	**25,827**	**16,448**	**14,401**	**24,099**	**33.3**
Hillsborough	333.1	Male	161,094	14,674	15,167	15,078	16,344	30,934	26,581	16,043	12,742	13,531	31.2
		Female	172,006	14,200	14,710	14,159	16,924	31,238	25,827	16,448	14,401	24,099	33.3
PORTSMOUTH - DOVER - ROCHESTER	**336.9**	**Male**	**166,645**	**14,623**	**14,929**	**14,587**	**20,294**	**32,419**	**27,134**	**16,380**	**12,388**	**13,891**	**30.8**
		Female	**170,255**	**13,982**	**14,233**	**13,870**	**18,913**	**31,874**	**25,942**	**15,883**	**13,532**	**22,026**	**32.6**
Rockingham	239.0	Male	119,342	10,604	11,041	10,508	12,555	24,178	20,470	11,666	8,653	9,667	31.2
		Female	119,658	10,282	10,432	9,880	10,762	23,787	19,200	11,071	9,318	14,926	32.8
Strafford	97.9	Male	47,303	4,019	3,888	4,079	7,739	8,241	6,664	4,714	3,735	4,224	29.8
		Female	50,597	3,700	3,801	3,990	8,151	8,087	6,742	4,812	4,214	7,100	32.0
ALL COUNTIES													
Belknap	50.4	Male	24,607	2,200	2,208	2,119	2,154	4,452	3,677	2,549	2,271	2,977	33.1
		Female	25,793	2,089	1,982	1,939	2,171	4,372	3,637	2,594	2,590	4,419	35.9
Carroll	34.9	Male	16,903	1,322	1,291	1,330	1,270	3,033	2,496	1,788	1,809	2,564	35.8
		Female	17,997	1,200	1,236	1,337	1,328	2,924	2,471	1,833	1,972	3,696	38.9
Cheshire	69.7	Male	33,466	2,829	2,874	2,912	3,711	5,917	5,065	3,364	2,989	3,805	32.4
		Female	36,234	2,860	2,771	2,716	4,228	5,965	5,064	3,475	3,330	5,825	34.3
Coos	34.7	Male	16,735	1,507	1,454	1,501	1,491	2,761	2,312	1,832	1,735	2,142	33.7
		Female	17,965	1,455	1,366	1,486	1,482	2,627	2,349	1,997	1,876	3,327	37.4
Grafton	72.3	Male	35,739	2,681	2,719	2,812	6,251	6,299	4,972	3,238	2,830	3,937	30.4
		Female	36,561	2,699	2,602	2,585	4,853	6,260	4,917	3,371	3,220	6,054	33.9
Hillsborough	333.1	Male	161,094	14,674	15,167	15,078	16,344	30,934	26,581	16,043	12,742	13,531	31.2
		Female	172,006	14,200	14,710	14,159	16,924	31,238	25,827	16,448	14,401	24,099	33.3
Merrimack	120.3	Male	57,866	5,047	5,225	4,966	5,699	11,212	8,930	5,845	4,713	6,229	32.1
		Female	62,434	4,905	4,809	4,672	6,079	11,005	8,838	6,025	5,355	10,746	34.8
Rockingham	239.0	Male	119,342	10,604	11,041	10,508	12,555	24,178	20,470	11,666	8,653	9,667	31.2
		Female	119,658	10,282	10,432	9,880	10,762	23,787	19,200	11,071	9,318	14,926	32.8
Strafford	97.9	Male	47,303	4,019	3,888	4,079	7,739	8,241	6,664	4,714	3,735	4,224	29.8
		Female	50,597	3,700	3,801	3,990	8,151	8,087	6,742	4,812	4,214	7,100	32.0
Sullivan	39.2	Male	19,043	1,742	1,795	1,615	1,633	3,380	2,894	1,879	1,773	2,332	33.1
		Female	20,157	1,607	1,638	1,662	1,718	3,379	2,768	1,939	1,956	3,490	35.3
TOTAL METRO COUNTIES	**670.0**	**Male**	**327,739**	**29,297**	**30,096**	**29,665**	**36,638**	**63,353**	**53,715**	**32,423**	**25,130**	**27,422**	**31.0**
		Female	**342,261**	**28,182**	**28,943**	**28,029**	**35,837**	**63,112**	**51,769**	**32,331**	**27,933**	**46,125**	**32.9**
TOTAL STATE	**1,091.5**	**Male**	**532,098**	**46,625**	**47,662**	**46,920**	**58,847**	**100,407**	**84,061**	**52,918**	**43,250**	**51,408**	**31.6**
		Female	**559,402**	**44,997**	**45,347**	**44,426**	**57,696**	**99,644**	**81,813**	**53,565**	**48,232**	**83,682**	**33.8**
NEW JERSEY													
ATLANTIC CITY	**312.4**	**Male**	**147,960**	**11,699**	**12,152**	**12,410**	**16,661**	**23,501**	**19,313**	**14,398**	**14,828**	**22,998**	**34.0**
		Female	**164,440**	**11,299**	**11,618**	**11,725**	**14,051**	**23,600**	**21,000**	**16,122**	**18,536**	**36,439**	**39.7**
Atlantic	213.6	Male	100,537	8,226	8,769	8,675	11,576	16,229	13,447	10,032	9,553	14,030	33.0
		Female	113,063	7,849	8,419	8,284	10,050	16,889	15,038	11,246	11,982	23,306	38.4
Cape May	98.8	Male	47,423	3,473	3,383	3,735	5,085	7,272	5,866	4,366	5,275	8,968	36.3
		Female	51,377	3,450	3,199	3,441	4,001	6,711	5,962	4,876	6,604	13,133	43.2
BERGEN - PASSAIC	**1,295.7**	**Male**	**616,373**	**45,880**	**48,186**	**53,279**	**59,992**	**101,852**	**96,738**	**75,206**	**67,743**	**67,497**	**34.9**
		Female	**679,327**	**43,907**	**46,330**	**51,322**	**60,388**	**105,338**	**105,690**	**81,998**	**75,066**	**109,288**	**38.1**
Bergen	832.7	Male	397,176	26,237	29,010	33,817	37,798	64,583	63,417	51,288	46,646	44,380	36.1
		Female	435,524	25,103	27,666	32,313	36,733	66,326	69,328	56,067	50,736	71,252	39.3
Passaic	463.0	Male	219,197	19,643	19,176	19,462	22,194	37,269	33,321	23,918	21,097	23,117	32.8
		Female	243,803	18,804	18,664	19,009	23,655	39,012	36,362	25,931	24,330	38,036	35.8
JERSEY CITY	**546.5**	**Male**	**257,672**	**23,358**	**20,959**	**21,236**	**27,493**	**44,767**	**37,932**	**28,447**	**25,309**	**28,171**	**33.0**
		Female	**288,828**	**21,755**	**20,688**	**20,592**	**27,589**	**46,251**	**41,448**	**31,436**	**30,958**	**48,111**	**36.8**
Hudson	546.5	Male	257,672	23,358	20,959	21,236	27,493	44,767	37,932	28,447	25,309	28,171	33.0
		Female	288,828	21,755	20,688	20,592	27,589	46,251	41,448	31,436	30,958	48,111	36.8
MIDDLESEX - SOMERSET - HUNTERDON	**978.6**	**Male**	**480,276**	**36,233**	**39,042**	**43,713**	**54,731**	**84,762**	**79,692**	**57,655**	**46,406**	**38,042**	**32.8**
		Female	**498,324**	**34,422**	**37,310**	**41,135**	**52,224**	**84,934**	**82,008**	**58,692**	**48,402**	**59,197**	**34.9**

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
NEW JERSEY (continued)													
MIDDLESEX - SOMERSET - HUNTERDON (continued)													
Hunterdon	101.7	Male	50,531	3,987	4,574	5,040	4,413	8,409	10,049	5,865	4,037	4,157	33.6
		Female	51,169	3,803	4,291	4,667	3,747	8,813	9,860	5,533	4,114	6,341	35.3
Middlesex	651.0	Male	319,370	24,489	25,408	28,023	39,860	57,789	50,231	36,963	31,349	25,258	32.3
		Female	331,630	23,001	24,331	26,530	38,695	57,008	51,510	38,170	33,198	39,187	34.3
Somerset	225.9	Male	110,375	7,757	9,060	10,650	10,458	18,564	19,412	14,827	11,020	8,627	34.3
		Female	115,525	7,618	8,688	9,938	9,782	19,113	20,638	14,989	11,090	13,669	36.3
MONMOUTH - OCEAN	**987.0**	**Male**	**470,390**	**39,915**	**42,163**	**41,873**	**40,325**	**75,229**	**74,108**	**47,249**	**41,971**	**67,557**	**34.4**
		Female	**516,610**	**38,593**	**40,627**	**40,057**	**35,853**	**79,123**	**75,657**	**49,922**	**51,762**	**102,016**	**37.8**
Monmouth	566.0	Male	271,399	22,382	24,918	26,233	25,095	44,002	46,361	30,567	24,020	27,821	33.4
		Female	294,601	21,625	23,975	25,105	24,119	46,582	47,695	32,015	27,207	46,278	36.2
Ocean	421.0	Male	198,991	17,533	17,245	15,640	15,230	31,227	27,747	16,682	17,951	39,736	35.9
		Female	222,009	16,968	16,652	14,952	14,734	32,541	27,962	17,907	24,555	55,738	40.4
NEWARK	**1,902.7**	**Male**	**901,567**	**76,233**	**80,244**	**82,634**	**85,434**	**151,320**	**147,672**	**102,994**	**86,701**	**88,335**	**33.3**
		Female	**1,001,133**	**73,024**	**77,117**	**80,754**	**87,912**	**164,266**	**161,030**	**111,676**	**98,543**	**146,811**	**36.1**
Essex	843.7	Male	391,315	35,655	36,354	36,467	38,673	64,494	59,266	42,724	37,070	40,612	32.5
		Female	452,385	34,678	35,139	36,257	41,446	73,337	69,266	49,057	44,176	69,029	35.8
Morris	428.6	Male	208,528	16,262	18,850	20,238	19,033	35,820	39,585	25,709	17,686	15,345	33.3
		Female	220,072	15,356	18,224	19,258	18,764	37,906	40,770	25,239	18,527	26,028	35.1
Sussex	130.7	Male	64,645	6,689	6,701	5,832	4,777	12,881	12,507	6,002	4,315	4,941	31.5
		Female	66,055	6,369	6,296	5,700	4,816	13,551	11,436	5,693	4,696	7,498	32.3
Union	499.7	Male	237,079	17,627	18,339	20,097	22,951	38,125	36,314	28,559	27,630	27,437	35.4
		Female	262,621	16,621	17,458	19,539	22,886	39,472	39,558	31,687	31,144	44,256	38.9
TRENTON	**327.9**	**Male**	**156,139**	**12,161**	**12,808**	**13,038**	**18,717**	**27,252**	**24,028**	**17,278**	**15,235**	**15,622**	**32.8**
		Female	**171,761**	**11,804**	**12,383**	**12,818**	**18,471**	**27,793**	**25,586**	**18,638**	**17,609**	**26,659**	**36.0**
Mercer	327.9	Male	156,139	12,161	12,808	13,038	18,717	27,252	24,028	17,278	15,235	15,622	32.8
		Female	171,761	11,804	12,383	12,818	18,471	27,793	25,586	18,638	17,609	26,659	36.0
VINELAND - MILLVILLE - BRIDGETON	**139.8**	**Male**	**66,059**	**6,430**	**6,442**	**6,464**	**6,262**	**10,834**	**9,755**	**6,832**	**5,818**	**7,222**	**31.9**
		Female	**73,741**	**6,081**	**6,492**	**6,337**	**6,445**	**11,705**	**10,762**	**7,616**	**7,180**	**11,123**	**34.8**
Cumberland	139.8	Male	66,059	6,430	6,442	6,464	6,262	10,834	9,755	6,832	5,818	7,222	31.9
		Female	73,741	6,081	6,492	6,337	6,445	11,705	10,762	7,616	7,180	11,123	34.8
ALL COUNTIES													
Atlantic	213.6	Male	100,537	8,226	8,769	8,675	11,576	16,229	13,447	10,032	9,553	14,030	33.0
		Female	113,063	7,849	8,419	8,284	10,050	16,889	15,038	11,246	11,982	23,306	38.4
Bergen	832.7	Male	397,176	26,237	29,010	33,817	37,798	64,583	63,417	51,288	46,646	44,380	36.1
		Female	435,524	25,103	27,666	32,313	36,733	66,326	69,328	56,067	50,736	71,252	39.3
☐ Burlington	399.9	Male	199,821	17,346	18,219	19,250	25,126	35,866	32,738	21,766	15,842	13,668	30.6
		Female	200,079	16,679	17,378	17,804	19,215	35,283	33,359	21,928	16,601	21,832	33.2
☐ Camden	497.5	Male	236,743	22,624	22,204	22,043	23,605	40,846	35,290	25,310	22,913	21,908	31.8
		Female	260,757	21,689	21,372	21,265	24,450	43,956	38,200	27,764	25,496	36,565	34.5
Cape May	98.8	Male	47,423	3,473	3,383	3,735	3,085	7,272	5,866	4,366	5,275	8,968	36.3
		Female	51,377	3,450	3,199	3,441	4,001	6,711	5,962	4,876	6,604	13,133	43.2
Cumberland	139.8	Male	66,059	6,430	6,442	6,464	6,262	10,834	9,755	6,832	5,818	7,222	31.9
		Female	73,741	6,081	6,492	6,337	6,445	11,705	10,762	7,616	7,180	11,123	34.8
Essex	843.7	Male	391,315	35,655	36,354	36,467	38,673	64,494	59,266	42,724	37,070	40,612	32.5
		Female	452,385	34,678	35,139	36,257	41,446	73,337	69,266	49,057	44,176	69,029	35.8
☐ Gloucester	219.8	Male	106,979	10,532	10,137	10,017	11,469	19,084	16,783	11,186	9,194	8,577	30.9
		Female	112,821	10,127	9,907	9,422	11,845	19,738	16,960	11,627	10,003	13,192	32.7
Hudson	546.5	Male	257,672	23,358	20,959	21,236	27,493	44,767	37,932	28,447	25,309	28,171	33.0
		Female	288,828	21,755	20,688	20,592	27,589	46,251	41,448	31,436	30,958	48,111	36.8
Hunterdon	101.7	Male	50,531	3,987	4,574	5,040	4,413	8,409	10,049	5,865	4,037	4,157	33.6
		Female	51,169	3,803	4,291	4,667	3,747	8,813	9,860	5,533	4,114	6,341	35.3
Mercer	327.9	Male	156,139	12,161	12,808	13,038	18,717	27,252	24,028	17,278	15,235	15,622	32.8
		Female	171,761	11,804	12,383	12,818	18,471	27,793	25,586	18,638	17,609	26,659	36.0
Middlesex	651.0	Male	319,370	24,489	25,408	28,023	39,860	57,789	50,231	36,963	31,349	25,258	32.3
		Female	331,630	23,001	24,331	26,530	38,695	57,008	51,510	38,170	33,198	39,187	34.3
Monmouth	566.0	Male	271,399	22,382	24,918	26,233	25,095	44,002	46,361	30,567	24,020	27,821	33.4
		Female	294,601	21,625	23,975	25,105	24,119	46,582	47,695	32,015	27,207	46,278	36.2
Morris	428.6	Male	208,528	16,262	18,850	20,238	19,033	35,820	39,585	25,709	17,686	15,345	33.3
		Female	220,072	15,356	18,224	19,258	18,764	37,906	40,770	25,239	18,527	26,028	35.1
Ocean	421.0	Male	198,991	17,533	17,245	15,640	15,230	31,227	27,747	16,682	17,951	39,736	35.9
		Female	222,009	16,968	16,652	14,952	14,734	32,541	27,962	17,907	24,555	55,738	40.4

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
NEW JERSEY (continued)													
ALL COUNTIES (continued)													
Passaic	463.0	Male	219,197	19,643	19,176	19,462	22,194	37,269	33,321	23,918	21,097	23,117	32.8
		Female	243,803	18,804	18,664	19,009	23,655	39,012	36,362	25,931	24,330	38,036	35.8
Salem	66.8	Male	32,449	3,156	3,059	3,050	2,889	5,314	4,889	3,376	3,118	3,598	32.7
		Female	34,351	2,853	2,923	2,847	2,990	5,405	4,984	3,710	3,615	5,024	35.3
Somerset	225.9	Male	110,375	7,757	9,060	10,650	10,458	18,564	19,412	14,827	11,020	8,627	34.3
		Female	115,525	7,618	8,688	9,938	9,782	19,113	20,638	14,989	11,090	13,669	36.3
Sussex	130.7	Male	64,645	6,689	6,701	5,832	4,777	12,881	12,507	6,002	4,315	4,941	31.5
		Female	66,055	6,369	6,296	5,700	4,816	13,551	11,436	5,693	4,696	7,498	32.3
Union	499.7	Male	237,079	17,627	18,339	20,097	22,951	38,125	36,314	28,559	27,630	27,437	35.4
		Female	262,621	16,621	17,458	19,539	22,886	39,472	39,558	31,687	31,144	44,256	38.9
Warren	89.6	Male	43,006	3,771	3,905	3,885	3,748	7,456	7,043	4,626	3,951	4,621	33.3
		Female	46,594	3,587	3,793	3,687	4,143	7,642	6,896	4,829	4,524	7,493	35.6
TOTAL METRO COUNTIES	**7,764.2**	**Male**	**3,715,434**	**309,338**	**319,520**	**332,892**	**376,452**	**628,083**	**585,981**	**416,323**	**359,029**	**387,816**	**33.3**
		Female	**4,048,766**	**295,820**	**307,938**	**319,765**	**368,576**	**655,034**	**623,580**	**445,958**	**408,345**	**623,750**	**36.2**
TOTAL STATE	**7,764.2**	**Male**	**3,715,434**	**309,338**	**319,520**	**332,892**	**376,452**	**628,083**	**585,981**	**416,323**	**359,029**	**387,816**	**33.3**
		Female	**4,048,766**	**295,820**	**307,938**	**319,765**	**368,576**	**655,034**	**623,580**	**445,958**	**408,345**	**623,750**	**36.2**
NEW MEXICO													
ALBUQUERQUE	**497.0**	**Male**	**243,152**	**23,926**	**21,604**	**21,187**	**29,603**	**50,121**	**37,231**	**23,291**	**18,256**	**17,933**	**30.0**
		Female	**253,848**	**23,158**	**20,783**	**20,831**	**29,447**	**48,909**	**38,745**	**24,907**	**20,164**	**26,904**	**31.7**
Bernalillo	497.0	Male	243,152	23,926	21,604	21,187	29,603	50,121	37,231	23,291	18,256	17,933	30.0
		Female	253,848	23,158	20,783	20,831	29,447	48,909	38,745	24,907	20,164	26,904	31.7
LAS CRUCES	**130.5**	**Male**	**64,279**	**7,222**	**6,606**	**6,048**	**9,631**	**11,121**	**8,595**	**6,138**	**4,313**	**4,605**	**27.4**
		Female	**66,221**	**7,014**	**6,467**	**5,870**	**9,577**	**10,903**	**9,227**	**6,301**	**4,431**	**6,431**	**28.8**
Dona Ana	130.5	Male	64,279	7,222	6,606	6,048	9,631	11,121	8,595	6,138	4,313	4,605	27.4
		Female	66,221	7,014	6,467	5,870	9,577	10,903	9,227	6,301	4,431	6,431	28.8
SANTA FE	**112.4**	**Male**	**55,570**	**5,210**	**5,291**	**5,206**	**4,786**	**11,186**	**10,015**	**5,637**	**4,139**	**4,100**	**31.5**
		Female	**56,830**	**5,167**	**5,008**	**4,848**	**4,829**	**10,930**	**9,868**	**5,670**	**4,409**	**6,101**	**32.8**
Los Alamos	19.6	Male	10,046	753	1,012	1,092	541	1,578	2,300	1,418	969	383	35.2
		Female	9,554	780	882	941	531	1,520	2,215	1,318	849	518	35.6
Santa Fe	92.8	Male	45,524	4,457	4,279	4,114	4,245	9,608	7,715	4,219	3,170	3,717	30.9
		Female	47,276	4,387	4,126	3,907	4,298	9,410	7,653	4,352	3,560	5,583	32.4
ALL COUNTIES													
Bernalillo	497.0	Male	243,152	23,926	21,604	21,187	29,603	50,121	37,231	23,291	18,256	17,933	30.0
		Female	253,848	23,158	20,783	20,831	29,447	48,909	38,745	24,907	20,164	26,904	31.7
Catron	2.9	Male	1,502	167	137	122	129	236	218	148	114	231	33.3
		Female	1,398	136	127	134	96	223	218	129	139	196	34.2
Chaves	57.1	Male	27,700	2,989	2,586	2,493	2,930	4,171	3,631	2,587	2,489	3,824	31.8
		Female	29,400	2,794	2,410	2,433	2,629	4,194	3,788	3,000	3,000	5,152	35.6
Cibola	22.1	Male	11,050	1,238	1,155	1,096	984	1,884	1,768	1,144	955	826	30.6
		Female	11,050	1,153	1,132	1,130	939	1,880	1,737	1,121	966	992	31.2
Colfax	13.8	Male	6,917	730	646	787	623	1,102	948	619	596	866	31.1
		Female	6,883	682	628	575	594	1,039	918	640	667	1,140	34.3
Curry	44.2	Male	22,036	2,697	2,172	1,907	3,158	3,882	3,120	1,852	1,384	1,864	27.8
		Female	22,164	2,544	2,150	1,870	2,348	3,642	3,188	1,893	1,646	2,883	31.0
De Baca	2.4	Male	1,153	85	92	95	73	155	154	128	128	243	40.0
		Female	1,247	85	77	96	77	144	165	137	149	317	43.8
Dona Ana	130.5	Male	64,279	7,222	6,606	6,048	9,631	11,121	8,595	6,138	4,313	4,605	27.4
		Female	66,221	7,014	6,467	5,870	9,577	10,903	9,227	6,301	4,431	6,431	28.8
Eddy	52.8	Male	25,717	3,010	2,545	2,339	2,494	4,229	3,188	2,592	2,257	3,063	30.8
		Female	27,083	2,848	2,395	2,204	2,498	4,057	3,511	2,792	2,494	4,284	33.9
Grant	27.7	Male	13,612	1,736	1,488	1,226	1,244	2,166	1,924	1,351	1,092	1,385	30.1
		Female	14,088	1,536	1,357	1,248	1,314	2,260	1,941	1,401	1,188	1,843	32.0
Guadalupe	4.3	Male	2,152	228	234	260	191	314	279	209	154	283	30.2
		Female	2,148	203	193	241	225	303	302	206	178	297	32.0
Harding	.9	Male	464	41	48	36	33	73	37	58	52	86	35.3
		Female	436	35	29	33	34	65	40	60	53	87	40.5
Hidalgo	6.1	Male	2,964	406	340	303	269	512	388	263	236	247	28.2
		Female	3,136	408	324	305	280	489	427	272	236	395	30.1

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
NEW MEXICO (continued)													
ALL COUNTIES (continued)													
Lea	61.3	Male	30,556	4,016	3,223	2,652	3,293	5,283	4,283	3,138	2,365	2,301	29.0
		Female	30,744	3,880	3,106	2,578	3,130	4,945	4,272	3,300	2,382	3,151	30.4
Lincoln	14.7	Male	7,384	674	663	646	571	1,342	1,128	710	733	917	33.5
		Female	7,316	612	594	596	519	1,290	1,081	781	809	1,034	35.4
Los Alamos	19.6	Male	10,046	753	1,012	1,092	541	1,578	2,300	1,418	969	383	35.2
		Female	9,554	780	882	941	531	1,520	2,215	1,318	849	518	35.6
Luna	17.8	Male	8,517	873	805	824	669	1,029	1,016	817	947	1,537	35.6
		Female	9,283	920	802	767	666	1,092	1,168	970	1,128	1,770	38.4
McKinley	71.7	Male	35,043	5,416	4,542	4,061	4,007	6,124	4,781	2,652	1,716	1,744	24.1
		Female	36,657	5,565	4,475	3,922	4,232	6,347	5,122	2,979	1,785	2,230	25.2
Mora	4.7	Male	2,422	241	233	265	238	335	283	227	187	413	32.0
		Female	2,278	206	217	264	169	326	254	239	227	376	33.7
Otero	51.9	Male	26,714	3,057	2,585	2,374	4,082	4,973	3,963	2,396	1,637	1,647	27.5
		Female	25,186	2,895	2,474	2,260	2,851	4,522	3,951	2,356	1,717	2,160	29.7
Quay	11.4	Male	5,538	548	546	516	436	776	778	549	527	862	34.3
		Female	5,862	525	530	497	404	813	810	554	611	1,118	37.0
Rio Arriba	34.1	Male	16,903	2,026	1,817	1,880	1,721	2,883	2,351	1,537	1,205	1,483	28.5
		Female	17,197	2,059	1,841	1,816	1,754	2,783	2,504	1,548	1,213	1,679	29.1
Roosevelt	16.5	Male	7,967	754	656	667	1,362	1,231	1,012	658	620	1,007	29.4
		Female	8,533	753	637	633	1,522	1,125	992	752	757	1,362	31.4
Sandoval	56.4	Male	27,905	3,296	3,054	2,694	2,479	4,754	4,039	2,308	2,324	2,957	30.1
		Female	28,495	2,996	2,793	2,680	2,526	4,957	4,187	2,579	2,621	3,156	31.6
San Juan	95.5	Male	47,557	6,758	5,229	4,729	5,519	8,927	6,893	4,149	2,761	2,592	26.7
		Female	47,943	6,588	5,329	4,720	5,352	8,387	6,956	4,155	2,813	3,643	27.4
San Miguel	25.4	Male	12,511	1,336	1,237	1,213	1,485	2,122	1,736	1,010	876	1,496	29.6
		Female	12,889	1,283	1,175	1,185	1,450	2,048	1,764	1,103	1,066	1,815	31.6
Santa Fe	92.8	Male	45,524	4,457	4,279	4,114	4,245	9,608	7,715	4,219	3,170	3,717	30.9
		Female	47,276	4,387	4,126	3,907	4,298	9,410	7,653	4,352	3,560	5,583	32.4
Sierra	9.9	Male	4,759	294	303	381	267	398	505	461	623	1,527	49.9
		Female	5,141	306	309	336	264	454	573	523	719	1,657	51.4
Socorro	14.2	Male	7,245	760	708	702	1,109	1,248	938	634	491	655	27.8
		Female	6,955	899	713	626	808	1,081	945	615	526	742	29.0
Taos	20.8	Male	10,381	1,110	1,148	1,092	876	1,853	1,692	889	660	1,061	30.2
		Female	10,419	1,049	1,022	1,010	867	1,945	1,621	942	779	1,184	31.5
Torrance	9.8	Male	4,858	565	495	462	374	789	689	473	418	593	31.8
		Female	4,942	519	471	428	387	783	675	480	496	703	33.5
Union	4.8	Male	2,349	210	218	227	164	318	350	238	227	397	36.1
		Female	2,451	203	200	229	174	304	347	238	255	501	38.3
Valencia	42.8	Male	21,337	2,817	2,330	2,037	2,271	3,761	3,164	1,997	1,408	1,552	28.2
		Female	21,463	2,709	2,300	2,121	2,206	3,684	3,105	1,942	1,401	1,995	28.8
TOTAL METRO COUNTIES	**739.9**	**Male**	**363,001**	**36,358**	**33,501**	**32,441**	**44,020**	**72,428**	**55,841**	**35,066**	**26,708**	**26,638**	**29.9**
		Female	**376,899**	**35,339**	**32,258**	**31,549**	**43,853**	**70,742**	**57,840**	**36,878**	**29,004**	**39,436**	**31.4**
TOTAL STATE	**1,537.9**	**Male**	**758,214**	**84,438**	**74,736**	**70,527**	**87,071**	**139,298**	**111,097**	**70,860**	**55,890**	**64,297**	**29.5**
		Female	**779,686**	**81,730**	**72,068**	**68,486**	**84,168**	**135,924**	**114,402**	**74,585**	**61,025**	**87,298**	**31.1**
NEW YORK													
ALBANY - SCHENECTADY - TROY	**857.7**	**Male**	**410,145**	**33,930**	**35,237**	**36,205**	**46,438**	**72,506**	**59,015**	**41,984**	**38,234**	**46,596**	**32.3**
		Female	**447,555**	**32,390**	**33,504**	**34,447**	**45,776**	**72,605**	**61,399**	**45,211**	**44,251**	**77,972**	**35.8**
Albany	287.3	Male	135,479	10,525	10,476	11,179	17,325	25,286	18,349	13,842	12,763	15,734	32.2
		Female	151,821	9,921	10,098	10,618	18,098	25,443	19,603	15,248	15,161	27,631	35.9
Greene	43.4	Male	20,920	1,572	1,713	1,975	2,181	3,012	3,026	2,167	2,005	3,269	35.0
		Female	22,480	1,562	1,669	1,725	1,657	3,207	3,069	2,259	2,340	4,992	39.6
Montgomery	52.7	Male	25,093	2,066	2,194	2,136	2,113	4,073	3,265	2,527	2,889	3,830	34.9
		Female	27,607	1,979	2,055	2,017	2,125	3,930	3,318	2,866	3,299	6,018	40.1
Rensselaer	155.0	Male	75,052	6,307	6,784	6,725	10,131	12,793	10,296	7,439	6,530	8,047	30.9
		Female	79,948	6,064	6,244	6,510	8,503	12,512	10,785	7,939	7,717	13,674	35.1
Saratoga	169.3	Male	82,682	7,793	8,217	8,091	7,624	15,372	14,065	8,303	6,424	6,793	31.3
		Female	86,618	7,389	7,908	7,730	8,556	15,365	13,949	8,344	6,900	10,477	32.8
Schenectady	150.0	Male	70,919	5,667	5,853	6,099	7,064	11,970	10,014	7,706	7,623	8,923	34.0
		Female	79,081	5,475	5,530	5,847	6,837	12,148	10,675	8,555	8,834	15,180	38.5

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NEW YORK (continued)													
BINGHAMTON	265.8	**Male**	**127,995**	**10,898**	**10,993**	**11,750**	**14,978**	**21,039**	**18,721**	**14,082**	**11,816**	**13,718**	**32.3**
		Female	**137,805**	**9,977**	**10,491**	**11,276**	**14,875**	**20,951**	**19,635**	**14,502**	**13,624**	**22,474**	**35.7**
Broome	212.8	Male	101,922	8,353	8,309	8,991	12,667	16,886	14,367	11,019	9,788	11,542	32.5
		Female	110,878	7,567	7,987	8,583	12,588	16,667	15,211	11,630	11,486	19,164	36.3
Tioga	53.0	Male	26,073	2,545	2,684	2,759	2,311	4,153	4,354	3,063	2,028	2,176	31.6
		Female	26,927	2,410	2,509	2,693	2,287	4,284	4,424	2,872	2,138	3,310	33.3
BUFFALO	966.1	**Male**	**457,354**	**37,264**	**38,811**	**41,704**	**50,808**	**76,122**	**64,034**	**51,155**	**46,953**	**50,503**	**32.9**
		Female	**508,746**	**35,700**	**37,750**	**40,021**	**51,744**	**78,349**	**70,106**	**55,953**	**53,740**	**85,383**	**36.5**
Erie	966.1	Male	457,354	37,264	38,811	41,704	50,808	76,122	64,034	51,155	46,953	50,503	32.9
		Female	508,746	35,700	37,750	40,021	51,744	78,349	70,106	55,953	53,740	85,383	36.5
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	*1,183.8*	***Male***	***561,999***	***46,538***	***48,237***	***51,062***	***62,042***	***93,274***	***78,504***	***62,656***	***57,580***	***62,106***	***32.8***
		Female	***621,801***	***44,620***	***46,664***	***49,127***	***63,248***	***95,593***	***85,607***	***68,040***	***65,762***	***103,140***	***36.4***
ELMIRA	93.8	**Male**	**44,824**	**4,083**	**3,909**	**4,117**	**5,192**	**7,372**	**6,165**	**4,599**	**4,393**	**4,994**	**31.9**
		Female	**48,976**	**3,899**	**3,841**	**3,983**	**4,598**	**7,338**	**6,472**	**5,119**	**5,084**	**8,642**	**36.3**
Chemung	93.8	Male	44,824	4,083	3,909	4,117	5,192	7,372	6,165	4,599	4,393	4,994	31.9
		Female	48,976	3,899	3,841	3,983	4,598	7,338	6,472	5,119	5,084	8,642	36.3
GLENS FALLS	114.8	**Male**	**55,748**	**5,042**	**5,406**	**5,472**	**5,361**	**9,584**	**8,397**	**5,414**	**4,798**	**6,274**	**31.9**
		Female	**59,052**	**4,792**	**5,183**	**5,339**	**5,074**	**8,735**	**8,287**	**5,905**	**5,469**	**10,268**	**35.5**
Warren	56.6	Male	26,802	2,462	2,624	2,617	2,454	4,491	3,972	2,635	2,406	3,139	32.2
		Female	29,798	2,371	2,540	2,596	2,613	4,656	4,087	2,968	2,741	5,226	35.3
Washington	58.2	Male	28,946	2,580	2,782	2,855	2,907	5,093	4,425	2,779	2,390	3,135	31.6
		Female	29,254	2,421	2,643	2,743	2,461	4,079	4,200	2,937	2,728	5,042	35.7
JAMESTOWN - DUNKIRK	144.5	**Male**	**69,239**	**6,244**	**6,083**	**6,156**	**7,661**	**10,917**	**9,392**	**7,280**	**6,530**	**8,976**	**32.8**
		Female	**75,261**	**5,921**	**5,740**	**5,745**	**7,575**	**10,835**	**9,932**	**7,720**	**7,692**	**14,101**	**36.8**
Chautauqua	144.5	Male	69,239	6,244	6,083	6,156	7,661	10,917	9,392	7,280	6,530	8,976	32.8
		Female	75,261	5,921	5,740	5,745	7,575	10,835	9,932	7,720	7,692	14,101	36.8
NASSAU - SUFFOLK	2,669.2	**Male**	**1,284,725**	**103,856**	**116,815**	**130,052**	**126,493**	**202,066**	**207,294**	**158,629**	**127,479**	**112,041**	**33.2**
		Female	**1,384,475**	**98,601**	**110,975**	**124,646**	**123,356**	**214,564**	**229,018**	**170,628**	**132,968**	**179,719**	**35.9**
Nassau	1,329.8	Male	635,270	44,902	50,711	60,928	64,464	96,569	94,913	83,733	77,744	61,306	35.0
		Female	694,530	42,568	47,946	58,288	62,463	100,697	109,162	95,986	80,321	97,099	38.2
Suffolk	1,339.4	Male	649,455	58,954	66,104	69,124	62,029	105,497	112,381	74,896	49,735	50,735	31.5
		Female	689,945	56,033	63,029	66,358	60,893	113,867	119,856	74,642	52,647	82,620	33.7
NEW YORK	[illegible]	**Male**	**3,970,664**	**346,594**	**316,562**	**322,312**	**381,494**	**728,340**	**624,161**	**426,208**	**361,234**	**463,759**	**33.5**
		Female	**4,606,236**	**335,510**	**306,510**	**316,829**	**414,220**	**788,423**	**705,949**	**495,066**	**451,938**	**791,791**	**37.0**
Bronx	[illegible].1	Male	546,620	58,083	52,006	52,873	57,601	89,215	78,121	51,983	44,126	62,612	30.9
		Female	667,480	56,138	50,582	52,383	63,311	105,825	99,223	68,073	60,007	111,938	35.6
Kings	2,312.2	Male	1,059,990	112,532	95,722	91,804	105,920	186,005	149,556	103,603	93,049	121,799	31.7
		Female	1,252,210	109,815	92,922	92,089	117,696	208,038	181,571	129,232	120,487	200,360	35.3
New York (Manhattan)	1,497.7	Male	701,576	43,516	37,090	37,749	64,302	165,172	130,623	79,780	59,642	83,702	35.2
		Female	796,124	41,929	36,024	37,750	72,731	171,515	130,456	81,286	74,900	149,533	37.9
Putnam	84.9	Male	41,988	3,702	4,375	4,334	3,257	7,115	8,203	4,560	2,815	3,627	32.5
		Female	42,912	3,481	4,044	3,998	3,200	7,575	8,205	4,171	3,004	5,234	33.9
Queens	1,947.7	Male	900,229	70,922	65,366	67,371	84,102	161,639	136,523	99,530	95,328	119,448	35.1
		Female	1,047,471	68,400	63,521	66,205	88,867	167,722	152,569	118,926	118,505	202,756	39.5
Richmond	384.7	Male	185,131	16,830	17,185	17,355	17,395	33,998	31,833	19,386	15,051	16,098	32.0
		Female	199,569	16,254	16,499	16,419	17,658	35,888	32,528	20,317	17,457	26,549	34.2
Rockland	268.9	Male	129,526	11,382	12,662	13,894	11,930	19,624	23,832	17,229	9,912	9,061	32.6
		Female	139,374	10,984	12,030	13,126	11,762	21,935	26,367	17,018	9,858	16,294	34.9
Westchester	866.7	Male	403,604	29,627	32,156	36,932	36,987	65,572	65,470	50,137	41,311	47,412	35.2
		Female	461,096	28,509	30,888	34,859	38,995	69,925	75,030	56,043	47,720	79,127	38.6
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	*18,078.2*	***Male***	***8,521,419***	***715,708***	***711,450***	***746,040***	***828,234***	***1,475,830***	***1,357,605***	***959,207***	***808,256***	***919,089***	***33.5***
		Female	***9,556,781***	***688,145***	***685,085***	***724,011***	***853,736***	***1,573,855***	***1,496,801***	***1,064,845***	***946,454***	***1,523,849***	***36.7***
NIAGARA FALLS	217.7	**Male**	**104,645**	**9,274**	**9,426**	**9,358**	**11,234**	**17,152**	**14,470**	**11,501**	**10,627**	**11,603**	**32.6**
		Female	**113,055**	**8,920**	**8,914**	**9,106**	**11,504**	**17,244**	**15,501**	**12,087**	**12,022**	**17,757**	**35.5**
Niagara	217.7	Male	104,645	9,274	9,426	9,358	11,234	17,152	14,470	11,501	10,627	11,603	32.6
		Female	113,055	8,920	8,914	9,106	11,504	17,244	15,501	12,087	12,022	17,757	35.5

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex									Median Age By Sex
				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
NEW YORK (continued)													
ORANGE COUNTY	**290.7**	**Male**	**143,389**	**13,678**	**13,726**	**13,481**	**15,728**	**24,157**	**23,766**	**14,012**	**11,077**	**13,764**	**31.2**
		Female	**147,311**	**13,050**	**13,263**	**12,516**	**12,489**	**24,949**	**23,368**	**14,047**	**12,413**	**21,216**	**34.0**
Orange	290.7	Male	143,389	13,678	13,726	13,481	15,728	24,157	23,766	14,012	11,077	13,764	31.2
		Female	147,311	13,050	13,263	12,516	12,489	24,949	23,368	14,047	12,413	21,216	34.0
POUGHKEEPSIE	**262.2**	**Male**	**129,942**	**10,342**	**11,032**	**11,706**	**14,337**	**22,866**	**22,533**	**14,268**	**10,175**	**12,683**	**32.7**
		Female	**132,258**	**9,662**	**10,690**	**11,375**	**12,788**	**21,768**	**21,349**	**13,639**	**11,232**	**19,755**	**34.9**
Dutchess	262.2	Male	129,942	10,342	11,032	11,706	14,337	22,866	22,533	14,268	10,175	12,683	32.7
		Female	132,258	9,662	10,690	11,375	12,788	21,768	21,349	13,639	11,232	19,755	34.9
ROCHESTER	**993.3**	**Male**	**478,910**	**41,406**	**42,736**	**43,557**	**55,095**	**86,793**	**73,328**	**48,518**	**41,057**	**46,420**	**31.5**
		Female	**514,390**	**39,673**	**40,862**	**41,472**	**54,637**	**88,608**	**75,433**	**50,482**	**46,384**	**76,839**	**34.1**
Livingston	60.7	Male	29,143	2,599	2,596	2,717	3,863	4,818	4,378	2,946	2,328	2,898	30.8
		Female	31,557	2,341	2,499	2,490	5,042	4,885	4,334	2,914	2,519	4,533	32.0
Monroe	706.9	Male	338,761	28,899	29,745	30,244	40,253	62,766	51,450	34,271	29,326	31,807	31.4
		Female	368,139	27,591	28,422	29,017	39,101	64,538	54,024	36,455	33,754	55,237	34.3
Ontario	94.2	Male	46,416	3,879	4,127	4,179	5,081	8,208	7,064	4,736	4,109	5,033	32.2
		Female	47,784	3,890	3,898	3,991	4,827	8,206	6,968	4,597	4,281	7,126	33.9
Orleans	40.9	Male	20,142	1,768	1,868	2,034	1,980	3,339	3,070	2,017	1,822	2,244	32.3
		Female	20,758	1,700	1,805	1,906	1,811	3,134	2,909	2,032	1,926	3,535	35.1
Wayne	90.6	Male	44,448	4,261	4,400	4,383	3,918	7,662	7,366	4,548	3,472	4,438	31.9
		Female	46,152	4,151	4,238	4,068	3,356	7,845	7,198	4,484	3,904	6,408	33.6
SYRACUSE	**651.4**	**Male**	**313,430**	**28,291**	**28,049**	**29,084**	**40,512**	**54,480**	**44,321**	**31,762**	**27,301**	**29,630**	**30.6**
		Female	**337,970**	**27,507**	**26,955**	**27,988**	**40,214**	**55,465**	**46,978**	**33,736**	**30,811**	**48,316**	**33.4**
Madison	67.9	Male	33,329	2,958	3,087	3,171	5,242	5,181	4,828	3,077	2,703	3,082	29.3
		Female	34,571	2,802	2,929	3,032	4,837	5,181	4,866	3,232	2,911	4,781	32.1
Onondaga	461.4	Male	219,999	19,360	19,055	20,108	27,232	39,167	30,993	23,022	19,824	21,238	31.2
		Female	241,401	18,847	18,407	19,521	27,580	40,483	33,509	24,917	22,610	35,527	34.0
Oswego	122.1	Male	60,102	5,973	5,907	5,805	8,038	10,132	8,500	5,663	4,774	5,310	29.3
		Female	61,998	5,858	5,619	5,435	7,797	9,801	8,603	5,587	5,290	8,008	31.4
UTICA - ROME	**321.4**	**Male**	**154,370**	**13,542**	**13,733**	**14,322**	**16,484**	**24,406**	**21,813**	**15,666**	**15,694**	**18,710**	**32.8**
		Female	**167,030**	**12,600**	**13,132**	**13,585**	**15,569**	**24,211**	**22,432**	**16,655**	**18,104**	**30,742**	**37.0**
Herkimer	67.9	Male	32,707	2,991	2,970	3,008	3,145	5,083	4,708	3,190	3,438	4,174	33.3
		Female	35,193	2,826	2,893	2,828	3,103	4,950	4,702	3,456	4,009	6,426	37.1
Oneida	253.5	Male	121,663	10,551	10,763	11,314	13,339	19,323	17,105	12,476	12,256	14,536	32.7
		Female	131,837	9,774	10,239	10,757	12,466	19,261	17,730	13,199	14,095	24,316	36.9
ALL COUNTIES													
Albany	287.3	Male	135,479	10,525	10,476	11,179	17,325	25,286	18,349	13,842	12,763	15,734	32.2
		Female	151,821	9,921	10,098	10,618	18,098	25,443	19,603	15,248	15,161	27,631	35.9
Allegany	52.3	Male	25,579	2,365	2,310	2,210	4,525	3,734	3,238	2,366	2,032	2,799	28.7
		Female	26,721	2,344	2,201	2,133	4,216	3,691	3,366	2,395	2,212	4,163	31.7
Bronx	1,214.1	Male	546,620	58,083	52,006	52,873	57,601	89,215	78,121	51,983	44,126	62,612	30.9
		Female	667,480	56,138	50,582	52,383	63,311	105,825	99,223	68,073	60,007	111,938	35.6
Broome	212.8	Male	101,922	8,353	8,309	8,991	12,667	16,886	14,367	11,019	9,788	11,542	32.5
		Female	110,878	7,567	7,982	8,583	12,588	16,667	15,211	11,630	11,486	19,164	36.3
Cattaraugus	87.0	Male	41,979	4,187	4,032	3,920	4,679	6,711	5,614	4,189	3,812	4,835	31.2
		Female	45,021	3,893	3,892	3,731	4,676	6,738	5,853	4,531	4,219	7,488	34.4
Cayuga	83.4	Male	40,894	3,745	3,804	3,793	3,900	7,341	5,862	3,906	3,736	4,807	32.1
		Female	42,506	3,567	3,550	3,666	3,994	6,426	5,481	4,128	4,273	7,421	35.1
Chautauqua	144.5	Male	69,239	6,244	6,083	6,156	7,661	10,917	9,392	7,260	6,530	8,976	32.8
		Female	75,261	5,921	5,740	5,745	7,575	10,835	9,932	7,720	7,692	14,101	36.8
Chemung	93.8	Male	44,824	4,083	3,909	4,117	5,192	7,372	6,165	4,599	4,393	4,994	31.9
		Female	48,976	3,899	3,841	3,983	4,598	7,338	6,472	5,119	5,084	8,642	36.3
Chenango	52.9	Male	25,696	2,460	2,458	2,584	2,294	4,218	3,852	2,583	2,276	2,971	32.2
		Female	27,204	2,423	2,466	2,463	2,209	4,027	3,980	2,638	2,563	4,435	35.0
Clinton	83.9	Male	43,006	3,854	3,429	3,725	7,288	8,645	6,566	3,820	2,582	3,097	28.7
		Female	40,894	3,518	3,435	3,609	6,381	6,617	5,554	3,782	2,886	5,112	30.3
Columbia	62.7	Male	30,414	2,320	2,587	2,957	2,535	4,845	4,625	3,106	2,923	4,516	34.9
		Female	32,286	2,295	2,508	2,476	2,303	4,943	4,638	3,263	3,343	6,517	38.5
Cortland	48.8	Male	23,177	2,1	2,080	2,016	3,643	3,791	3,297	2,068	1,797	2,303	29.4
		Female	25,623	2,027	2,012	1,965	4,415	3,773	3,352	2,172	2,073	3,834	31.3
Delaware	49.8	Male	24,271	2,088	2,105	2,176	2,771	3,568	3,352	2,497	2,387	3,327	33.4
		Female	25,529	1,950	1,961	1,951	2,525	3,622	3,410	2,655	2,643	4,812	37.2

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
NEW YORK (continued)													
ALL COUNTIES (continued)													
Dutchess	262.2	Male	129,942	10,342	11,032	11,706	14,337	22,866	22,533	14,268	10,175	12,683	32.7
		Female	132,258	9,662	10,690	11,375	12,788	21,768	21,349	13,639	11,232	19,755	34.9
Erie	966.1	Male	457,354	37,264	38,811	41,704	50,808	76,122	64,034	51,155	46,953	50,503	32.9
		Female	508,746	35,700	37,750	40,021	51,744	78,349	70,106	55,953	53,740	85,383	36.5
Essex	38.1	Male	18,570	1,494	1,681	1,910	1,614	3,039	2,677	1,906	1,760	2,489	33.5
		Female	19,530	1,411	1,554	1,699	1,556	2,820	2,727	1,955	2,067	3,741	37.7
Franklin	45.9	Male	22,348	2,016	2,159	2,372	2,623	3,469	2,962	2,239	1,938	2,570	30.8
		Female	23,552	1,898	2,056	2,179	2,318	3,334	3,118	2,343	2,232	4,074	35.0
Fulton	56.2	Male	26,821	2,438	2,434	2,562	2,341	4,250	3,728	2,699	2,679	3,690	33.6
		Female	29,379	2,307	2,421	2,405	2,330	4,287	3,852	2,846	3,252	5,679	37.4
Genesee	61.4	Male	29,849	2,722	2,905	2,944	2,857	4,964	4,522	3,054	2,670	3,211	32.0
		Female	31,551	2,629	2,768	2,778	2,843	4,932	4,548	3,163	2,992	4,898	34.6
Greene	43.4	Male	20,920	1,572	1,713	1,975	2,181	3,012	3,026	2,167	2,005	3,269	35.0
		Female	22,480	1,562	1,669	1,725	1,657	3,207	3,069	2,259	2,340	4,992	39.6
Hamilton	5.6	Male	2,775	181	227	267	200	362	408	316	354	460	38.7
		Female	2,825	188	218	249	172	336	424	323	350	565	40.9
Herkimer	67.9	Male	32,707	2,991	2,970	3,008	3,145	5,083	4,708	3,190	3,438	4,174	33.3
		Female	35,193	2,826	2,893	2,828	3,103	4,950	4,702	3,456	4,009	6,426	37.1
Jefferson	98.1	Male	46,786	4,641	4,613	4,571	4,629	7,557	6,536	4,686	4,172	5,381	31.5
		Female	51,314	4,461	4,401	4,504	4,551	7,591	6,755	4,983	4,875	9,193	35.2
Kings	2,312.2	Male	1,059,990	112,532	95,722	91,804	105,920	186,005	149,556	103,603	93,049	121,799	31.7
		Female	1,252,210	109,815	92,922	92,089	117,696	208,038	181,571	129,232	120,487	200,360	35.3
Lewis	26.5	Male	13,209	1,387	1,366	1,392	1,288	2,148	1,780	1,310	1,117	1,421	30.5
		Female	13,291	1,340	1,260	1,334	1,191	1,885	1,775	1,365	1,110	2,031	33.1
Livingston	60.7	Male	29,143	2,599	2,596	2,717	3,863	4,818	4,378	2,946	2,328	2,898	30.8
		Female	31,557	2,341	2,499	2,490	5,042	4,885	4,334	2,914	2,519	4,533	32.0
Madison	67.9	Male	33,329	2,958	3,087	3,171	5,242	5,181	4,828	3,077	2,703	3,082	29.3
		Female	34,571	2,802	2,929	3,032	4,837	5,181	4,866	3,232	2,911	4,781	32.1
Monroe	706.9	Male	338,761	28,899	29,745	30,244	40,253	62,766	51,450	34,271	29,326	31,807	31.4
		Female	368,139	27,591	28,422	29,017	39,101	64,538	54,024	36,455	33,754	55,237	34.3
Montgomery	52.7	Male	25,093	2,066	2,194	2,136	2,113	4,073	3,265	2,527	2,889	3,830	34.9
		Female	27,607	1,979	2,055	2,017	2,125	3,930	3,318	2,866	3,299	6,018	40.1
Nassau	1,329.8	Male	635,270	44,902	50,711	60,928	64,464	96,569	94,913	83,733	77,744	61,306	35.0
		Female	694,530	42,568	47,946	58,288	62,463	100,697	109,162	95,986	80,321	97,099	38.2
New York (Manhattan)	1,497.7	Male	701,576	43,516	37,090	37,749	64,302	165,172	130,623	79,780	59,642	83,702	35.2
		Female	796,124	41,929	36,024	37,750	72,731	171,515	130,456	81,286	74,900	149,533	37.9
Niagara	217.7	Male	104,645	9,274	9,426	9,358	11,234	17,152	14,470	11,501	10,627	11,603	32.6
		Female	113,055	8,920	8,914	9,106	11,504	17,244	15,501	12,087	12,022	17,757	35.5
Oneida	253.5	Male	121,663	10,551	10,763	11,314	13,339	19,323	17,105	12,476	12,256	14,536	32.7
		Female	131,837	9,774	10,239	10,757	12,466	19,261	17,730	13,199	14,095	24,316	36.9
Onondaga	461.4	Male	219,999	19,360	19,055	20,108	27,232	39,167	30,993	23,022	19,824	21,238	31.2
		Female	241,401	18,847	18,407	19,521	27,580	40,483	33,509	24,917	22,610	35,527	34.0
Ontario	94.2	Male	46,416	3,879	4,127	4,179	5,081	8,208	7,064	4,736	4,109	5,033	32.2
		Female	47,784	3,890	3,898	3,991	4,827	8,206	6,968	4,597	4,281	7,126	33.9
Orange	290.7	Male	143,389	13,678	13,726	13,481	15,728	24,157	23,766	14,012	11,077	13,764	31.2
		Female	147,311	13,050	13,263	12,516	12,489	24,949	23,368	14,047	12,413	21,216	34.0
Orleans	40.9	Male	20,142	1,768	1,868	2,034	1,980	3,339	3,070	2,017	1,822	2,244	32.3
		Female	20,758	1,700	1,805	1,906	1,811	3,134	2,909	2,032	1,926	3,535	35.1
Oswego	122.1	Male	60,102	5,973	5,907	5,805	8,038	10,132	8,500	5,663	4,774	5,310	29.3
		Female	61,998	5,858	5,619	5,435	7,797	9,801	8,603	5,587	5,290	8,008	31.4
Otsego	60.9	Male	28,907	2,280	2,277	2,395	4,438	4,420	3,841	2,698	2,637	3,921	31.9
		Female	31,993	2,118	2,158	2,321	5,213	4,320	4,020	2,851	3,027	5,965	34.7
Putnam	84.9	Male	41,988	3,702	4,375	4,334	3,257	7,115	8,203	4,560	2,815	3,627	32.5
		Female	42,912	3,481	4,044	3,998	3,200	7,575	8,205	4,171	3,004	5,234	33.9
Queens	1,947.7	Male	900,229	70,922	65,366	67,371	84,102	161,639	136,523	99,530	95,328	119,448	35.1
		Female	1,047,471	68,400	63,521	66,205	88,867	167,722	152,569	118,926	118,505	202,756	39.5
Rensselaer	155.0	Male	75,052	6,307	6,784	6,725	10,131	12,793	10,296	7,439	6,530	8,047	30.9
		Female	79,948	6,064	6,244	6,510	8,503	12,512	10,785	7,939	7,717	13,674	35.1
Richmond	384.7	Male	185,131	16,830	17,185	17,355	17,395	33,998	31,833	19,386	15,051	16,098	32.0
		Female	199,569	16,254	16,499	16,419	17,658	35,888	32,528	20,317	17,457	26,549	34.2
Rockland	268.9	Male	129,526	11,382	12,662	13,894	11,930	19,624	23,832	17,229	9,912	9,061	32.6
		Female	139,374	10,984	12,030	13,126	11,762	21,935	26,367	17,018	9,858	16,294	34.9
St. Lawrence	114.9	Male	56,566	5,275	5,284	5,242	9,647	8,481	7,342	5,417	4,522	5,356	28.3
		Female	58,334	4,931	5,009	5,086	7,961	8,344	7,640	5,769	5,061	8,533	32.4

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
NEW YORK (continued)													
ALL COUNTIES (continued)													
Saratoga	169.3	Male	82,682	7,793	8,217	8,091	7,624	15,372	14,065	8,303	6,424	6,793	31.3
		Female	86,618	7,389	7,908	7,730	8,556	15,365	13,949	8,344	6,900	10,477	32.6
Schenectady	150.0	Male	70,919	5,667	5,853	6,099	7,064	11,970	10,014	7,706	7,623	8,923	34.0
		Female	79,081	5,475	5,530	5,847	6,837	12,148	10,675	8,555	8,834	15,180	38.5
Schoharie	32.3	Male	15,760	1,189	1,428	1,462	2,209	2,320	2,206	1,538	1,467	1,941	31.9
		Female	16,540	1,196	1,262	1,338	2,309	2,353	2,259	1,510	1,497	2,816	34.2
Schuyler	18.3	Male	8,926	823	802	902	817	1,426	1,322	944	807	1,083	32.8
		Female	9,374	789	836	875	744	1,435	1,337	915	941	1,502	35.1
Seneca	34.0	Male	16,682	1,417	1,439	1,509	1,833	2,696	2,522	1,738	1,594	1,934	32.9
		Female	17,318	1,348	1,444	1,404	1,518	2,651	2,463	1,804	1,720	2,966	36.2
Steuben	98.7	Male	48,072	4,547	4,412	4,580	4,212	7,610	7,057	5,019	4,714	5,921	33.3
		Female	50,628	4,331	4,311	4,354	4,203	7,639	7,139	5,272	4,970	8,409	35.7
Suffolk	1,339.4	Male	649,455	58,954	66,104	69,124	62,029	105,497	112,381	74,896	49,735	50,735	31.5
		Female	689,945	56,033	63,029	66,358	60,893	113,867	119,856	74,642	52,647	82,620	33.7
Sullivan	68.9	Male	34,973	2,612	2,598	2,963	3,530	5,996	5,077	3,697	3,513	4,987	34.6
		Female	33,927	2,570	2,495	2,654	2,738	5,096	4,758	3,487	3,627	6,502	38.0
Tioga	53.0	Male	26,073	2,545	2,684	2,759	2,311	4,153	4,354	3,063	2,028	2,176	31.6
		Female	26,927	2,410	2,509	2,693	2,287	4,284	4,424	2,872	2,138	3,310	33.3
Tompkins	90.9	Male	45,454	3,164	2,890	3,152	12,272	9,279	5,550	3,274	2,654	3,219	26.3
		Female	45,446	3,015	2,723	2,894	10,793	8,529	5,566	3,526	3,092	5,308	28.9
Ulster	168.1	Male	82,395	6,406	6,780	7,456	8,864	14,645	13,000	8,777	6,866	9,601	33.0
		Female	85,705	6,169	6,479	6,872	8,114	14,057	12,725	8,843	7,780	14,666	35.9
Warren	56.6	Male	26,802	2,462	2,624	2,617	2,454	4,491	3,972	2,635	2,408	3,139	32.2
		Female	29,798	2,371	2,540	2,596	2,613	4,656	4,087	2,968	2,741	5,226	35.3
Washington	58.2	Male	28,946	2,580	2,782	2,855	2,907	5,093	4,425	2,779	2,390	3,135	31.6
		Female	29,254	2,421	2,643	2,743	2,461	4,079	4,200	2,937	2,728	5,042	35.7
Wayne	90.6	Male	44,448	4,261	4,400	4,383	3,918	7,662	7,366	4,548	3,472	4,438	31.9
		Female	46,152	4,151	4,238	4,068	3,856	7,845	7,198	4,484	3,904	6,408	33.6
Westchester	866.7	Male	405,604	29,627	32,156	36,932	36,987	65,572	65,470	50,137	41,311	47,412	35.2
		Female	461,096	28,509	30,888	34,859	38,995	69,925	75,030	56,043	47,720	79,127	38.6
Wyoming	42.1	Male	22,057	1,988	1,920	1,938	2,225	4,507	3,628	2,030	1,656	2,165	31.6
		Female	20,043	1,861	1,813	1,809	1,698	3,150	2,847	1,882	1,779	3,204	34.0
Yates	22.2	Male	10,454	891	961	965	895	1,705	1,519	1,058	997	1,463	33.9
		Female	11,746	876	967	920	1,302	1,664	1,492	1,113	1,078	2,334	36.0
TOTAL METRO COUNTIES	**16,425.5**	**Male**	**7,745,380**	**664,444**	**652,518**	**679,276**	**791,815**	**1,357,800**	**1,197,410**	**845,078**	**717,368**	**839,671**	**33.0**
		Female	**8,680,120**	**638,202**	**627,810**	**658,328**	**814,419**	**1,434,045**	**1,315,859**	**940,750**	**845,732**	**1,404,975**	**36.3**
TOTAL STATE	**18,029.4**	**Male**	**8,531,000**	**733,116**	**721,499**	**751,239**	**889,944**	**1,489,527**	**1,309,493**	**922,013**	**785,030**	**929,139**	**32.9**
		Female	**9,498,400**	**703,657**	**694,010**	**725,997**	**906,692**	**1,558,305**	**1,426,938**	**1,020,264**	**921,394**	**1,541,143**	**36.1**
NORTH CAROLINA													
ASHEVILLE	**173.2**	**Male**	**81,769**	**6,549**	**7,139**	**6,855**	**7,620**	**14,389**	**12,986**	**8,590**	**7,780**	**9,861**	**33.8**
		Female	**91,431**	**6,324**	**6,680**	**6,488**	**7,760**	**14,845**	**13,705**	**9,983**	**9,266**	**16,380**	**37.6**
Buncombe	173.2	Male	81,769	6,549	7,139	6,855	7,620	14,389	12,986	8,590	7,780	9,861	33.8
		Female	91,431	6,324	6,680	6,488	7,760	14,845	13,705	9,983	9,266	16,380	37.6
BURLINGTON	**104.5**	**Male**	**49,616**	**3,668**	**4,265**	**4,399**	**5,378**	**8,323**	**7,950**	**5,725**	**4,972**	**4,936**	**33.5**
		Female	**54,884**	**3,571**	**4,211**	**4,393**	**5,240**	**8,543**	**8,381**	**6,377**	**5,801**	**8,367**	**36.8**
Alamance	104.5	Male	49,616	3,668	4,265	4,399	5,378	8,323	7,950	5,725	4,972	4,936	33.5
		Female	54,884	3,571	4,211	4,393	5,240	8,543	8,381	6,377	5,801	8,367	36.8
CHARLOTTE - GASTONIA - ROCK HILL	**1,113.1**	**Male**	**534,470**	**47,387**	**51,584**	**47,046**	**57,485**	**100,375**	**86,531**	**56,730**	**43,552**	**43,780**	**31.3**
		Female	**578,630**	**45,979**	**49,418**	**45,036**	**59,095**	**102,342**	**90,049**	**61,440**	**51,245**	**74,026**	**33.8**
Cabarrus	95.1	Male	45,509	3,798	4,152	4,120	4,394	7,762	7,226	5,137	4,177	4,743	33.1
		Female	49,591	3,687	4,110	3,750	4,359	7,626	7,736	5,371	5,118	7,834	36.6
Gaston	173.7	Male	83,069	7,558	8,562	7,469	8,341	14,794	13,081	9,118	6,952	7,194	31.5
		Female	90,631	7,164	8,299	7,202	8,262	15,114	13,755	9,956	8,482	12,397	34.5
Lincoln	49.2	Male	24,087	2,136	2,400	2,172	2,237	4,343	4,114	2,624	2,000	2,061	32.1
		Female	25,113	2,118	2,275	2,014	2,213	4,233	4,046	2,776	2,262	3,176	34.3
Mecklenburg	478.1	Male	228,577	19,957	21,467	19,568	26,032	46,727	37,551	24,003	17,402	15,870	30.8
		Female	249,523	19,360	20,617	18,822	27,211	48,553	39,725	26,441	20,250	28,544	33.0
Rowan	105.8	Male	51,101	4,159	4,371	4,134	5,378	8,466	7,672	5,647	5,202	6,072	33.9
		Female	54,699	3,988	4,153	3,962	5,089	8,346	7,745	6,035	6,025	9,356	37.3

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NORTH CAROLINA (continued)													
CHARLOTTE - GASTONIA - ROCK HILL (continued)													
Union	84.0	Male	41,176	3,931	4,362	3,912	4,436	7,279	7,059	3,945	3,017	3,235	30.4
		Female	42,824	3,940	4,056	3,716	4,221	7,216	7,066	4,082	3,434	5,093	32.6
York, S. C.	127.2	*Male*	*60,951*	*5,848*	*6,270*	*5,671*	*6,667*	*11,004*	*9,828*	*6,256*	*4,802*	*4,605*	*30.5*
		Female	*66,249*	*5,722*	*5,908*	*5,570*	*7,740*	*11,254*	*9,976*	*6,779*	*5,674*	*7,626*	*32.3*
FAYETTEVILLE	**268.0**	**Male**	**140,435**	**15,485**	**12,848**	**11,111**	**31,950**	**28,250**	**18,531**	**10,806**	**6,347**	**5,107**	**24.7**
		Female	**127,565**	**15,102**	**12,362**	**10,692**	**17,099**	**24,952**	**19,871**	**11,488**	**7,442**	**8,557**	**28.4**
Cumberland	268.0	Male	140,435	15,485	12,848	11,111	31,950	28,250	18,531	10,806	6,347	5,107	24.7
		Female	127,565	15,102	12,362	10,692	17,099	24,952	19,871	11,486	7,442	8,557	28.4
GREENSBORO - WINSTON-SALEM - HIGH POINT	**932.7**	**Male**	**445,064**	**37,209**	**40,341**	**38,675**	**48,043**	**81,802**	**73,294**	**49,061**	**37,556**	**39,083**	**32.1**
		Female	**487,636**	**35,569**	**38,827**	**37,606**	**51,358**	**84,618**	**76,873**	**53,476**	**43,161**	**66,148**	**34.5**
Davidson	125.2	Male	61,003	5,253	5,861	5,482	5,895	10,713	10,469	6,788	5,296	5,246	32.5
		Female	64,197	4,871	5,542	5,318	5,664	10,788	10,608	7,234	5,875	8,297	34.9
Davie	29.2	Male	14,365	1,253	1,344	1,229	1,226	2,690	2,483	1,588	1,235	1,317	32.9
		Female	14,835	1,136	1,342	1,206	1,147	2,576	2,494	1,625	1,309	2,000	35.0
Forsyth	269.1	Male	126,760	10,439	11,159	10,737	14,496	23,717	20,399	14,228	10,664	10,921	32.0
		Female	142,340	10,103	10,796	10,637	15,268	25,234	22,087	15,873	12,568	19,774	34.7
Guilford	338.3	Male	159,409	13,188	14,334	13,834	18,735	29,626	25,248	17,366	13,374	13,704	31.6
		Female	178,891	12,857	13,683	13,272	21,812	31,311	27,127	19,186	15,370	24,273	33.9
Randolph	102.7	Male	50,081	4,203	4,527	4,461	4,727	9,005	8,795	5,540	4,279	4,544	32.9
		Female	52,619	3,989	4,450	4,379	4,527	8,983	8,742	5,875	4,926	6,748	35.0
Stokes	37.7	Male	18,496	1,656	1,879	1,689	1,628	3,451	3,338	1,876	1,354	1,625	31.9
		Female	19,204	1,543	1,787	1,578	1,673	3,334	3,310	1,875	1,559	2,545	34.1
Yadkin	30.5	Male	14,950	1,217	1,237	1,243	1,336	2,600	2,562	1,675	1,354	1,726	34.4
		Female	15,550	1,070	1,227	1,216	1,267	2,392	2,505	1,808	1,554	2,511	37.4
HICKORY	**224.4**	**Male**	**109,124**	**9,726**	**10,262**	**9,953**	**10,694**	**19,706**	**18,672**	**12,014**	**8,928**	**9,169**	**32.1**
		Female	**115,276**	**9,244**	**9,838**	**9,039**	**10,658**	**19,547**	**19,028**	**12,650**	**10,510**	**14,762**	**34.6**
Alexander	28.2	Male	14,008	1,361	1,388	1,184	1,363	2,548	2,556	1,507	991	1,110	31.7
		Female	14,192	1,191	1,267	1,155	1,309	2,472	2,427	1,506	1,173	1,692	33.8
Burke	78.0	Male	37,963	3,236	3,437	3,820	3,536	6,696	6,528	4,157	3,246	3,307	32.4
		Female	40,037	3,061	3,249	3,231	3,596	6,628	6,758	4,529	3,733	5,252	35.4
Catawba	118.2	Male	57,153	5,129	5,437	4,949	5,795	10,462	9,588	6,350	4,691	4,752	31.9
		Female	61,047	4,992	5,322	4,653	5,753	10,447	9,843	6,615	5,604	7,818	34.4
JACKSONVILLE	**129.1**	**Male**	**75,353**	**7,533**	**5,169**	**4,596**	**28,338**	**12,834**	**7,792**	**4,289**	**2,611**	**2,191**	**23.0**
		Female	**53,747**	**7,119**	**4,879**	**4,319**	**9,078**	**9,924**	**7,753**	**4,409**	**2,907**	**3,359**	**26.5**
Onslow	129.1	Male	75,353	7,533	5,169	4,596	28,338	12,834	7,792	4,289	2,611	2,191	23.0
		Female	53,747	7,119	4,879	4,319	9,078	9,924	7,753	4,409	2,907	3,359	26.5
RALEIGH - DURHAM	**688.0**	**Male**	**331,981**	**26,800**	**27,732**	**25,862**	**51,229**	**70,643**	**52,536**	**31,034**	**22,828**	**23,317**	**29.9**
		Female	**356,019**	**25,728**	**26,693**	**25,136**	**50,414**	**71,691**	**53,954**	**33,669**	**27,205**	**41,529**	**32.0**
Durham	174.4	Male	81,407	7,103	7,050	6,269	11,910	16,734	11,709	7,321	6,300	7,011	30.0
		Female	92,993	6,882	6,695	6,203	12,525	18,382	12,900	8,674	7,712	13,020	32.7
Franklin	35.9	Male	17,211	1,476	1,531	1,611	1,999	2,916	2,493	1,721	1,531	1,933	31.8
		Female	18,689	1,408	1,516	1,526	1,742	2,871	2,575	1,880	1,854	3,317	36.1
Orange	89.0	Male	42,774	3,001	2,930	2,693	9,792	9,742	5,902	3,258	2,473	2,983	28.0
		Female	46,226	2,777	2,888	2,639	11,110	9,692	6,003	3,497	3,023	4,597	28.8
Wake	388.7	Male	190,589	15,220	16,221	15,289	27,528	41,251	32,432	18,734	12,524	11,390	30.1
		Female	198,111	14,661	15,594	14,768	25,037	40,746	32,476	19,618	14,616	20,595	32.1
WILMINGTON	**118.9**	**Male**	**56,644**	**4,890**	**5,416**	**4,848**	**6,589**	**10,785**	**8,847**	**5,611**	**4,865**	**4,793**	**31.1**
		Female	**62,256**	**4,797**	**5,093**	**4,783**	**6,525**	**11,169**	**9,303**	**6,369**	**5,768**	**8,449**	**33.9**
New Hanover	118.9	Male	56,644	4,890	5,416	4,848	6,589	10,785	8,847	5,611	4,865	4,793	31.1
		Female	62,256	4,797	5,093	4,783	6,525	11,169	9,303	6,369	5,768	8,449	33.9
ALL COUNTIES													
Alamance	104.5	Male	49,616	3,668	4,265	4,399	5,378	8,323	7,950	5,725	4,972	4,936	33.5
		Female	54,884	3,571	4,211	4,393	5,240	8,543	8,381	6,377	5,801	8,367	36.8
Alexander	28.2	Male	14,008	1,361	1,388	1,184	1,363	2,548	2,556	1,507	991	1,110	31.7
		Female	14,192	1,191	1,267	1,155	1,309	2,472	2,427	1,506	1,173	1,692	33.8
Alleghany	10.1	Male	4,856	409	441	397	401	786	720	535	473	694	34.9
		Female	5,244	372	388	374	404	779	796	604	556	971	38.8
Anson	26.5	Male	12,392	1,277	1,228	1,224	1,199	2,145	1,639	1,182	1,117	1,381	30.9
		Female	14,108	1,337	1,299	1,278	1,162	2,081	1,717	1,327	1,414	2,493	34.5

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POPULATION BY AGE AND SEX

SaMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
NORTH CAROLINA (continued)													
ALL COUNTIES (continued)													
Ashe	23.6	Male	11,463	934	1,017	952	1,008	1,914	1,790	1,273	1,027	1,548	34.5
		Female	12,137	918	921	957	939	1,804	1,961	1,263	1,162	2,212	37.7
Avery	15.3	Male	7,661	585	690	659	1,009	1,360	1,208	723	645	782	31.5
		Female	7,639	614	635	625	823	1,214	1,167	741	710	1,110	34.2
Beaufort	44.3	Male	20,971	2,186	1,995	1,877	1,889	3,540	3,029	2,172	1,888	2,395	32.2
		Female	23,329	2,105	1,962	1,826	2,011	3,525	3,291	2,388	2,345	3,876	35.7
Bertie	21.1	Male	9,931	1,012	956	1,062	1,045	1,453	1,249	970	974	1,210	31.1
		Female	11,169	1,021	969	1,081	1,005	1,517	1,366	1,247	1,120	1,843	34.9
Bladen	31.6	Male	15,320	1,536	1,527	1,495	1,476	2,665	2,228	1,484	1,287	1,622	31.1
		Female	16,280	1,426	1,490	1,424	1,486	2,672	2,231	1,671	1,684	2,196	33.7
Brunswick	52.3	Male	25,748	2,481	2,606	2,347	2,300	4,307	3,870	2,665	2,459	2,713	32.3
		Female	26,552	2,361	2,396	2,188	2,335	4,412	3,967	2,810	2,652	3,431	34.1
Buncombe	173.2	Male	81,769	6,549	7,139	6,855	7,620	14,389	12,986	8,590	7,780	9,861	33.8
		Female	91,431	6,324	6,680	6,488	7,760	14,845	13,705	9,983	9,266	16,380	37.6
Burke	78.0	Male	37,963	3,236	3,437	3,820	3,536	6,696	6,528	4,157	3,246	3,307	32.4
		Female	40,037	3,061	3,249	3,231	3,596	6,628	6,758	4,529	3,733	5,252	35.4
Cabarrus	95.1	Male	45,509	3,798	4,152	4,120	4,394	7,762	7,226	5,137	4,177	4,743	33.1
		Female	49,591	3,687	4,110	3,750	4,359	7,626	7,736	5,371	5,118	7,834	36.6
Caldwell	73.1	Male	35,768	3,149	3,465	3,373	3,511	6,176	6,282	3,961	2,887	2,964	32.1
		Female	37,332	2,952	3,402	3,176	3,466	6,159	6,212	4,116	3,241	4,608	34.2
Camden	6.0	Male	2,914	265	286	284	280	416	458	316	275	334	33.2
		Female	3,086	256	227	291	298	441	474	322	315	462	35.6
Carteret	51.9	Male	25,743	2,182	2,116	2,086	2,963	4,681	3,819	2,646	2,444	2,806	32.5
		Female	26,157	2,106	1,966	1,940	2,462	4,282	3,882	2,918	2,738	3,863	35.8
Caswell	22.3	Male	11,031	967	1,001	1,032	1,194	1,993	1,770	1,075	944	1,055	31.6
		Female	11,269	887	1,018	1,052	1,043	1,844	1,703	1,183	1,058	1,481	33.9
Catawba	118.2	Male	57,153	5,129	5,437	4,949	5,795	10,462	9,588	6,350	4,691	4,752	31.9
		Female	61,047	4,992	5,322	4,653	5,753	10,447	9,843	6,615	5,604	7,818	34.4
Chatham	37.3	Male	18,299	1,494	1,503	1,516	1,734	3,678	2,961	1,874	1,665	1,874	32.9
		Female	19,001	1,366	1,546	1,455	1,624	3,603	2,766	2,073	1,790	2,778	34.7
Cherokee	21.2	Male	10,209	851	971	884	807	1,533	1,637	1,047	987	1,492	35.4
		Female	10,991	905	886	835	828	1,586	1,617	1,149	1,179	2,006	37.8
Chowan	14.0	Male	6,538	618	587	593	574	1,070	840	672	681	903	33.4
		Female	7,462	655	564	613	631	1,084	965	783	774	1,393	36.9
Clay	7.5	Male	3,705	326	311	276	296	607	521	351	375	642	35.7
		Female	3,795	273	305	243	279	610	502	368	502	713	38.7
Cleveland	88.7	Male	42,558	3,976	4,215	4,021	4,231	7,304	6,790	4,361	3,591	4,069	31.6
		Female	46,142	3,792	3,943	3,894	4,133	7,400	7,071	4,810	4,328	6,771	34.9
Columbus	53.5	Male	25,645	2,538	2,443	2,508	2,485	4,252	4,060	2,648	2,177	2,534	31.7
		Female	27,855	2,486	2,488	2,442	2,490	4,275	4,196	2,906	2,648	3,924	34.4
Craven	83.1	Male	42,089	4,865	3,715	3,270	7,770	7,833	5,545	3,518	2,846	2,727	26.8
		Female	41,011	4,673	3,643	3,130	4,800	7,379	5,735	3,906	3,262	4,483	30.8
Cumberland	268.0	Male	140,435	15,485	12,848	11,111	31,950	28,250	18,531	10,806	6,347	5,107	24.7
		Female	127,565	15,102	12,362	10,692	17,099	24,952	19,871	11,488	7,442	8,557	28.4
Currituck	14.2	Male	7,244	693	613	674	716	1,237	1,124	720	668	799	32.5
		Female	6,956	548	573	560	632	1,061	1,060	751	729	1,042	36.0
Dare	21.2	Male	10,562	719	849	749	1,055	2,103	1,489	1,072	1,263	1,263	34.1
		Female	10,638	755	704	696	988	1,849	1,502	1,083	1,393	1,668	37.2
Davidson	125.2	Male	61,003	5,253	5,861	5,482	5,895	10,713	10,469	6,788	5,296	5,246	32.5
		Female	64,197	4,871	5,542	5,318	5,664	10,788	10,608	7,234	5,875	8,297	34.9
Davie	29.2	Male	14,365	1,253	1,344	1,229	1,226	2,690	2,483	1,588	1,235	1,317	32.9
		Female	14,835	1,136	1,342	1,206	1,147	2,576	2,494	1,625	1,309	2,000	35.0
Duplin	42.3	Male	20,225	2,037	1,973	1,896	2,001	3,273	3,035	2,086	1,851	2,073	31.7
		Female	22,075	1,911	1,948	1,878	1,927	3,296	3,161	2,384	2,186	3,384	35.2
Durham	174.4	Male	81,407	7,103	7,050	6,269	11,910	16,734	11,709	7,321	6,300	7,011	30.0
		Female	92,993	6,882	6,695	6,203	12,525	18,382	12,900	8,674	7,712	13,020	32.7
Edgecombe	59.6	Male	27,621	2,823	2,858	2,998	2,914	4,907	3,758	2,689	2,327	2,547	29.7
		Female	31,779	2,890	2,800	2,893	3,007	5,275	4,240	3,175	2,822	4,677	33.2
Forsyth	269.1	Male	126,760	10,439	11,159	10,737	14,496	23,717	20,399	14,228	10,664	10,921	32.0
		Female	142,340	10,103	10,796	10,637	15,268	25,234	22,087	15,873	12,568	19,774	34.7
Franklin	35.9	Male	17,211	1,476	1,531	1,611	1,999	2,916	2,493	1,721	1,531	1,933	31.8
		Female	18,689	1,408	1,516	1,526	1,742	2,871	2,575	1,880	1,854	3,317	36.1
Gaston	173.7	Male	83,069	7,558	8,562	7,469	8,341	14,794	13,081	9,118	6,952	7,194	31.5
		Female	90,631	7,164	8,299	7,202	8,262	15,114	13,755	9,956	8,482	12,397	34.5

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				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
NORTH CAROLINA (continued)													
ALL COUNTIES (continued)													
Gates	9.9	Male	4,930	399	412	473	512	789	710	523	488	644	33.5
		Female	4,970	399	408	424	432	716	645	544	530	872	36.6
Graham	7.4	Male	3,686	352	360	324	333	582	579	342	329	485	33.1
		Female	3,714	316	304	322	294	611	552	380	380	555	35.2
Granville	38.4	Male	18,996	1,441	1,758	1,949	1,919	3,309	3,071	2,064	1,630	1,855	32.3
		Female	19,404	1,368	1,577	1,730	1,704	3,061	2,944	2,150	1,916	2,954	35.9
Greene	16.2	Male	7,972	804	776	793	920	1,457	1,128	758	663	673	29.8
		Female	8,228	757	709	726	851	1,298	1,085	878	792	1,132	33.3
Guilford	338.3	Male	159,409	13,188	14,334	13,834	18,735	29,626	25,248	17,366	13,374	13,704	31.6
		Female	178,891	12,857	13,683	13,272	21,812	31,311	27,127	19,186	15,370	24,273	33.9
Halifax	56.2	Male	26,943	2,624	2,606	2,709	2,699	4,521	3,618	2,785	2,477	2,904	31.3
		Female	29,257	2,552	2,579	2,648	2,612	4,183	3,868	3,081	2,935	4,799	35.1
Harnett	66.8	Male	32,613	3,243	2,927	2,752	5,125	5,444	4,598	3,211	2,512	2,801	29.2
		Female	34,187	3,112	2,751	2,740	4,115	5,314	4,717	3,502	3,030	4,906	33.2
Haywood	49.1	Male	23,685	1,753	2,058	2,132	2,064	3,748	3,903	2,649	2,371	3,007	35.2
		Female	25,415	1,685	1,901	1,902	1,978	3,754	4,122	2,950	2,766	4,357	38.6
Henderson	70.6	Male	33,674	2,771	2,855	2,744	2,580	5,356	5,166	3,333	3,294	5,575	36.0
		Female	36,926	2,473	2,682	2,596	2,663	5,265	5,479	3,653	4,012	8,103	40.1
Hertford	23.9	Male	11,380	1,103	1,045	1,116	1,405	1,737	1,553	1,113	1,078	1,230	30.9
		Female	12,520	1,094	1,044	1,044	1,340	1,821	1,604	1,269	1,227	2,077	34.5
Hoke	24.4	Male	12,190	1,449	1,364	1,111	1,747	2,117	1,644	1,117	824	817	27.0
		Female	12,210	1,416	1,260	1,096	1,332	2,012	1,633	1,126	937	1,398	30.0
Hyde	5.6	Male	2,706	282	241	254	292	426	354	227	267	363	31.7
		Female	2,894	246	251	229	262	411	361	282	275	577	36.3
Iredell	91.8	Male	44,232	3,759	4,358	3,970	4,227	7,562	7,145	4,789	3,955	4,467	32.7
		Female	47,568	3,751	4,000	3,812	4,116	7,485	7,312	5,302	4,606	7,184	35.8
Jackson	27.7	Male	13,583	952	1,069	1,065	2,765	2,153	1,898	1,184	1,063	1,434	29.4
		Female	14,117	1,029	1,032	933	2,513	2,157	2,030	1,276	1,189	1,958	32.2
Johnston	81.2	Male	39,024	3,631	3,672	3,529	3,647	6,873	6,401	4,139	3,520	3,612	32.3
		Female	42,176	3,492	3,507	3,324	3,573	6,894	6,527	4,432	4,238	6,189	35.5
Jones	9.6	Male	4,530	444	424	447	484	736	598	441	440	516	31.3
		Female	5,070	477	456	440	485	763	711	501	517	720	33.9
Lee	42.7	Male	20,381	2,030	1,881	1,789	2,042	3,741	3,213	2,253	1,729	1,703	31.5
		Female	22,319	1,960	1,825	1,843	2,141	3,684	3,493	2,329	2,105	2,939	34.2
Lenoir	60.6	Male	28,498	2,824	2,828	2,733	2,887	4,853	4,241	3,011	2,596	2,525	31.1
		Female	32,102	2,733	2,755	2,529	2,980	5,176	4,754	3,580	3,122	4,473	34.8
Lincoln	49.2	Male	24,087	2,136	2,400	2,172	2,237	4,343	4,114	2,624	2,000	2,061	32.1
		Female	25,113	2,118	2,275	2,014	2,213	4,233	4,046	2,776	2,262	3,176	34.3
McDowell	36.6	Male	17,726	1,595	1,791	1,523	1,616	3,020	2,840	1,911	1,572	1,858	32.7
		Female	18,874	1,554	1,707	1,447	1,599	2,955	2,889	2,128	1,776	2,819	35.6
Macon	23.3	Male	11,257	784	843	983	918	1,645	1,658	1,137	1,210	2,079	37.7
		Female	12,043	721	839	858	799	1,710	1,806	1,276	1,451	2,583	41.1
Madison	17.6	Male	8,604	698	734	666	1,056	1,302	1,284	843	812	1,209	33.8
		Female	8,996	638	667	643	1,032	1,347	1,309	851	865	1,644	36.3
Martin	27.5	Male	12,995	1,235	1,302	1,243	1,302	2,211	1,839	1,276	1,218	1,369	31.4
		Female	14,505	1,220	1,306	1,300	1,264	2,194	2,094	1,482	1,458	2,187	34.9
Mecklenburg	478.1	Male	228,577	19,957	21,467	19,568	26,032	46,727	37,551	24,003	17,402	15,870	30.8
		Female	249,523	19,360	20,617	18,822	27,211	48,553	39,725	26,441	20,250	28,544	33.0
Mitchell	14.7	Male	7,132	539	609	582	651	1,153	1,129	808	695	966	35.3
		Female	7,568	494	517	554	616	1,082	1,173	885	783	1,464	39.4
Montgomery	24.5	Male	11,923	1,184	1,150	1,090	1,190	2,100	1,708	1,159	1,095	1,247	31.4
		Female	12,577	1,045	1,136	926	1,122	1,934	1,745	1,326	1,317	2,026	35.7
Moore	59.9	Male	28,778	2,486	2,370	2,610	2,801	4,583	3,976	2,997	2,946	4,009	34.0
		Female	31,122	2,348	2,322	2,402	2,776	4,562	4,182	3,251	3,579	5,700	37.8
Nash	73.8	Male	35,042	3,354	3,380	3,208	3,517	6,354	5,494	3,582	3,035	3,118	31.4
		Female	38,758	3,244	3,304	3,219	3,547	6,568	5,612	4,004	3,703	5,537	34.2
New Hanover	118.9	Male	56,644	4,890	5,416	4,848	6,589	10,785	8,847	5,611	4,865	4,793	31.1
		Female	62,256	4,797	5,093	4,783	6,525	11,169	9,303	6,369	5,768	8,449	33.9
Northampton	22.4	Male	11,088	951	993	1,132	1,138	1,893	1,498	1,073	1,128	1,284	32.0
		Female	11,312	887	873	1,048	1,041	1,510	1,[illegible]	1,251	1,234	2,020	37.1
Onslow	129.1	Male	75,353	7,533	5,169	4,596	28,338	12,834	7,792	4,289	2,611	2,191	23.0
		Female	53,747	7,119	4,879	4,319	9,078	9,924	7,753	4,409	2,907	3,359	26.5
Orange	89.0	Male	42,774	3,001	2,930	2,693	9,792	9,742	5,902	3,258	2,473	2,983	28.0
		Female	46,226	2,777	2,888	2,639	11,110	9,692	6,003	3,497	3,023	4,597	28.8

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NORTH CAROLINA (continued)													
ALL COUNTIES (continued)													
Pamlico	11.5	Male	5,512	461	532	486	500	890	754	626	546	717	33.7
		Female	5,988	519	487	478	518	863	798	695	595	1,035	36.6
Pasquotank	30.6	Male	14,670	1,376	1,273	1,291	2,213	2,429	1,958	1,337	1,359	1,434	29.9
		Female	15,930	1,315	1,227	1,249	2,017	2,372	2,091	1,615	1,500	2,544	34.1
Pender	27.3	Male	13,316	1,251	1,247	1,325	1,162	2,255	1,975	1,295	1,320	1,486	32.4
		Female	13,984	1,168	1,233	1,242	1,125	2,204	2,006	1,465	1,418	2,123	35.1
Perquimans	11.0	Male	5,247	477	435	476	495	753	701	533	574	803	34.8
		Female	5,753	507	405	458	528	768	762	578	631	1,116	37.8
Person	31.1	Male	14,963	1,346	1,446	1,343	1,524	2,657	2,240	1,509	1,373	1,525	31.9
		Female	16,137	1,305	1,387	1,300	1,487	2,569	2,308	1,707	1,622	2,452	35.1
Pitt	101.5	Male	47,931	4,400	4,127	3,844	8,724	9,203	6,412	4,233	3,476	3,512	28.1
		Female	53,569	4,297	3,969	3,792	9,838	9,095	6,832	4,952	4,344	6,450	30.4
Polk	14.4	Male	6,768	506	510	512	554	969	983	739	711	1,284	38.4
		Female	7,632	456	517	533	479	992	1,003	746	945	1,961	43.4
Randolph	102.7	Male	50,081	4,203	4,527	4,461	4,727	9,005	8,795	5,540	4,279	4,544	32.9
		Female	52,619	3,989	4,450	4,379	4,527	8,983	8,742	5,875	4,926	6,748	35.0
Richmond	47.8	Male	22,792	2,291	2,228	2,102	2,302	3,795	3,208	2,399	2,175	2,292	31.5
		Female	25,008	2,101	2,232	2,009	2,226	3,814	3,450	2,694	2,580	3,902	35.4
Robeson	108.9	Male	51,938	6,240	6,016	5,428	5,495	8,910	7,131	4,589	3,853	4,276	28.1
		Female	56,962	5,916	5,947	5,311	5,917	9,188	7,767	5,148	4,820	6,948	30.9
Rockingham	87.7	Male	41,935	3,644	4,014	3,766	4,106	7,353	6,478	4,529	3,833	4,212	32.4
		Female	45,765	3,495	3,849	3,644	4,052	7,212	6,821	4,967	4,654	7,071	35.9
Rowan	105.8	Male	51,101	4,159	4,371	4,134	5,378	8,466	7,672	5,647	5,202	6,072	33.9
		Female	54,699	3,988	4,153	3,962	5,089	8,346	7,745	6,035	6,025	9,356	37.3
Rutherford	57.1	Male	27,209	2,505	2,530	2,431	2,414	4,468	4,152	2 958	2,504	3,247	33.3
		Female	29,891	2,412	2,449	2,326	2,400	4,412	4,334	3,144	3,118	5,296	37.2
Sampson	51.6	Male	24,793	2,489	2,306	2,325	2,323	4,146	3,734	2,574	2,205	2,691	32.1
		Female	26,807	2,411	2,157	2,334	2,389	3,997	3,833	2,850	2,674	4,162	35.3
Scotland	35.2	Male	16,830	1,841	1,977	1,600	1,936	2,978	2,401	1,508	1,258	1,331	28.6
		Female	18,370	1,794	1,774	1,615	1,936	3,130	2,564	1,703	1,607	2,247	31.6
Stanly	52.2	Male	25,139	2,104	2,264	2,068	2,637	4,245	3,899	2,720	2,440	2,762	33.2
		Female	27,061	2,090	2,184	2,012	2,414	4,069	3,966	3,025	2,908	4,393	36.9
Stokes	37.7	Male	18,496	1,656	1,879	1,689	1,628	3,451	3,338	1,876	1,354	1,625	31.9
		Female	19,204	1,543	1,787	1,578	1,673	3,334	3,310	1,875	1,559	2,545	34.1
Surry	64.0	Male	30,712	2,643	2,896	2,707	2,924	5,153	4,911	3,394	2,781	3,303	33.1
		Female	33,288	2,512	2,696	2,548	2,750	5,093	5,265	3,665	3,297	5,462	37.0
Swain	10.9	Male	5,227	495	488	512	492	811	773	484	447	725	32.7
		Female	5,673	433	464	454	500	820	835	595	539	1,033	37.0
Transylvania	26.8	Male	13,163	1,141	1,086	1,167	1,435	2,099	2,132	1,300	1,235	1,568	33.3
		Female	13,637	1,058	1,062	1,084	1,234	2,048	2,158	1,422	1,411	2,160	36.5
Tyrrell	4.2	Male	1,970	198	173	158	187	279	262	209	211	293	34.6
		Female	2,230	202	193	200	207	282	270	213	260	403	36.1
Union	84.0	Male	41,176	3,931	4,362	3,912	4,436	7,279	7,059	3,945	3,017	3,235	30.4
		Female	42,824	3,940	4,056	3,716	4,221	7,216	7,066	4,082	3,434	5,093	32.6
Vance	40.1	Male	19,022	1,881	2,039	1,920	1,792	3,280	2,708	1,887	1,626	1,889	30.7
		Female	21,078	1,746	1,859	1,739	1,880	3,361	2,861	2,148	2,086	3,398	34.9
Wake	388.7	Male	190,589	15,220	16,221	15,289	27,528	41,251	32,432	18,734	12,524	11,390	30.1
		Female	198,111	14,661	15,594	14,768	25,037	40,746	32,476	19,618	14,616	20,595	32.1
Warren	17.0	Male	8,106	782	702	845	801	1,230	970	810	839	1,127	32.5
		Female	8,894	756	709	762	766	1,223	1,027	1,003	946	1,702	37.2
Washington	15.1	Male	7,371	740	731	735	759	1,345	1,057	696	598	710	30.4
		Female	7,729	767	719	751	738	1,230	1,046	766	684	1,028	32.2
Watauga	35.1	Male	17,140	1,167	1,199	1,143	4,308	2,859	2,328	1,380	1,194	1,562	27.6
		Female	17,960	1,087	1,106	1,035	4,553	2,700	2,379	1,501	1,338	2,261	29.4
Wayne	100.5	Male	48,764	5,234	4,528	4,392	6,424	8,922	7,398	4,844	3,510	3,512	29.3
		Female	51,736	4,830	4,573	4,248	5,668	8,812	7,902	5,312	4,270	6,121	32.4
Wilkes	62.9	Male	30,855	2,756	2,909	2,667	3,080	5,598	5,174	3,225	2,561	2,885	32.2
		Female	32,045	2,558	2,723	2,509	2,892	5,438	5,231	3,326	2,910	4,458	34.8
Wilson	65.8	Male	31,045	2,990	3,083	2,932	3,361	5,511	4,665	3,193	2,595	2,715	30.7
		Female	34,755	2,841	3,010	2,826	3,725	5,680	4,960	3,619	3,256	4,838	33.8
Yadkin	30.5	Male	14,950	1,217	1,237	1,243	1,336	2,600	2,562	1,675	1,354	1,726	34.4
		Female	15,550	1,070	1,227	1,216	1,267	2,392	2,505	1,808	1,554	2,511	37.4
Yancey	16.0	Male	7,829	663	656	655	686	1,378	1,216	800	727	1,048	34.1
		Female	8,171	639	652	644	605	1,293	1,210	856	824	1,448	37.1

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
NORTH CAROLINA (continued)													
TOTAL METRO COUNTIES	**3,624.7**	**Male**	**1,763,505**	**153,399**	**158,486**	**147,674**	**240,659**	**336,103**	**277,311**	**177,604**	**134,637**	**137,632**	**30.4**
		Female	**1,861,195**	**147,711**	**152,093**	**141,922**	**209,487**	**336,377**	**288,941**	**193,082**	**157,631**	**233,951**	**33.3**
TOTAL STATE	**6,554.1**	**Male**	**3,176,013**	**285,630**	**291,053**	**275,604**	**395,988**	**578,517**	**487,997**	**320,140**	**258,366**	**282,718**	**30.9**
		Female	**3,378,087**	**274,546**	**279,461**	**264,611**	**358,291**	**575,657**	**508,297**	**350,484**	**304,219**	**462,521**	**33.9**
NORTH DAKOTA													
BISMARCK	**89.9**	**Male**	**44,375**	**5,014**	**4,102**	**3,929**	**5,125**	**9,042**	**6,390**	**4,211**	**2,929**	**3,633**	**29.4**
		Female	**45,525**	**4,698**	**3,939**	**3,701**	**5,631**	**8,355**	**6,281**	**4,132**	**3,201**	**5,587**	**30.7**
Burleigh	63.0	Male	30,853	3,448	2,817	2,580	3,716	6,545	4,601	2,858	1,960	2,328	29.4
		Female	32,147	3,186	2,721	2,528	4,297	6,143	4,546	2,893	2,195	3,638	30.4
Morton	26.9	Male	13,522	1,566	1,285	1,349	1,409	2,497	1,789	1,353	969	1,305	29.6
		Female	13,378	1,512	1,218	1,173	1,334	2,212	1,735	1,239	1,006	1,949	31.6
FARGO - MOORHEAD	**150.8**	**Male**	**74,351**	**7,134**	**5,853**	**5,520**	**12,917**	**15,190**	**9,724**	**6,440**	**5,154**	**6,419**	**28.8**
		Female	**76,449**	**6,875**	**5,527**	**5,263**	**13,434**	**13,856**	**9,534**	**6,579**	**5,375**	**10,006**	**30.1**
Cass	101.9	Male	50,538	4,964	4,034	3,597	8,136	11,214	6,719	4,307	3,385	4,182	29.0
		Female	51,362	4,767	3,744	3,439	7,978	10,212	6,506	4,358	3,576	6,782	30.6
Clay, Minn.	*48.9*	*Male*	*23,813*	*2,170*	*1,819*	*1,923*	*4,781*	*3,976*	*3,005*	*2,133*	*1,769*	*2,237*	*28.1*
		Female	*25,087*	*2,108*	*1,783*	*1,824*	*5,456*	*3,644*	*3,028*	*2,221*	*1,799*	*3,224*	*28.8*
GRAND FORKS	**70.6**	**Male**	**36,035**	**4,009**	**2,991**	**2,384**	**7,735**	**7,686**	**4,393**	**2,429**	**1,968**	**2,440**	**26.2**
		Female	**34,565**	**3,812**	**2,819**	**2,285**	**6,527**	**6,614**	**4,119**	**2,445**	**2,006**	**3,938**	**27.8**
Grand Forks	70.6	Male	36,035	4,009	2,991	2,384	7,735	7,686	4,393	2,429	1,968	2,440	26.2
		Female	34,565	3,812	2,819	2,285	6,527	6,614	4,119	2,445	2,006	3,938	27.8
ALL COUNTIES													
Adams	3.6	Male	1,796	192	138	137	150	284	257	172	168	298	34.9
		Female	1,804	142	148	158	137	262	232	179	195	351	37.4
Barnes	13.2	Male	6,485	606	505	475	835	999	782	562	647	1,074	33.2
		Female	6,715	551	492	494	796	874	752	602	648	1,506	37.0
Benson	8.1	Male	4,124	489	420	453	348	529	500	362	380	643	31.7
		Female	3,976	485	393	415	297	526	442	373	350	695	32.6
Billings	1.2	Male	631	65	45	66	70	93	88	75	66	63	32.5
		Female	569	62	71	65	42	81	78	60	59	51	30.5
Bottineau	9.1	Male	4,557	426	387	352	454	671	597	401	429	840	34.8
		Female	4,543	392	389	367	409	599	574	389	472	952	37.0
Bowman	4.2	Male	2,100	244	204	191	199	332	298	213	163	256	31.4
		Female	2,100	215	194	200	180	307	290	210	182	322	33.5
Burke	3.5	Male	1,750	140	142	138	125	226	216	208	199	356	39.8
		Female	1,750	127	145	152	90	197	224	210	218	387	42.3
Burleigh	63.0	Male	30,853	3,448	2,817	2,580	3,716	6,545	4,601	2,858	1,960	2,328	29.4
		Female	32,147	3,186	2,721	2,528	4,297	6,143	4,546	2,893	2,195	3,638	30.4
Cass	101.9	Male	50,538	4,964	4,034	3,597	8,136	11,214	6,719	4,307	3,385	4,182	29.0
		Female	51,362	4,767	3,744	3,439	7,978	10,212	6,506	4,358	3,576	6,782	30.6
Cavalier	7.1	Male	3,630	335	297	348	305	514	461	405	339	626	35.3
		Female	3,470	302	249	349	215	448	451	386	337	733	38.8
Dickey	7.3	Male	3,643	384	323	314	351	561	437	316	369	588	33.0
		Female	3,657	325	301	276	323	472	468	340	348	804	37.8
Divide	3.2	Male	1,640	132	120	130	115	207	196	152	244	344	40.9
		Female	1,560	127	102	117	89	188	175	179	206	377	44.0
Dunn	4.7	Male	2,451	261	203	227	256	380	332	233	251	308	32.3
		Female	2,249	237	225	238	188	312	294	226	245	284	32.6
Eddy	3.0	Male	1,503	139	102	144	123	200	163	151	156	325	37.7
		Female	1,497	133	99	111	93	173	162	161	181	384	43.6
Emmons	5.6	Male	2,820	259	254	328	203	322	354	345	301	454	36.2
		Female	2,780	219	274	322	166	279	379	333	300	508	38.4
Foster	4.4	Male	2,163	191	232	200	186	294	267	228	203	362	34.3
		Female	2,237	211	194	197	179	291	257	250	217	441	36.8
Golden Valley	2.4	Male	1,215	121	113	119	99	178	176	102	130	177	33.7
		Female	1,185	116	94	114	79	154	144	118	133	233	37.5
Grand Forks	70.6	Male	36,035	4,009	2,991	2,384	7,735	7,686	4,393	2,429	1,968	2,440	26.2
		Female	34,565	3,812	2,819	2,285	6,527	6,614	4,119	2,445	2,006	3,938	27.8
Grant	4.2	Male	2,180	206	211	227	162	302	266	230	228	348	34.4
		Female	2,020	191	159	183	117	271	254	227	224	394	38.5

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
NORTH DAKOTA (continued)													
ALL COUNTIES (continued)													
Griggs	3.6	Male	1,866	158	136	143	135	300	204	186	224	380	38.0
		Female	1,734	149	127	109	107	218	189	202	210	423	43.3
Hettinger	4.0	Male	2,008	171	170	191	163	302	244	228	227	312	35.3
		Female	1,992	153	180	207	137	238	235	230	239	373	38.4
Kidder	3.8	Male	1,938	201	179	189	148	262	259	208	216	276	34.6
		Female	1,862	177	176	156	120	221	252	206	226	328	38.2
La Moure	5.8	Male	2,907	276	261	242	236	409	350	298	318	517	35.8
		Female	2,893	279	229	254	188	317	353	328	296	649	40.1
Logan	3.1	Male	1,575	119	129	165	131	161	192	189	211	278	39.3
		Female	1,525	122	116	154	71	153	208	208	175	318	42.0
McHenry	7.2	Male	3,719	358	306	371	285	512	442	389	358	698	35.6
		Female	3,481	293	286	281	224	404	474	365	386	768	40.3
McIntosh	4.4	Male	2,141	121	146	191	152	225	255	280	295	476	44.2
		Female	2,259	138	118	198	114	194	293	284	266	654	47.4
McKenzie	7.9	Male	4,129	470	414	362	450	719	561	344	358	451	30.1
		Female	3,771	456	401	325	347	590	508	341	336	467	31.0
McLean	12.5	Male	6,423	725	551	544	530	1,059	855	568	640	951	33.1
		Female	6,077	646	546	496	444	922	747	587	607	1,082	34.8
Mercer	13.3	Male	6,934	821	593	555	743	1,344	1,044	631	548	655	30.6
		Female	6,366	752	569	533	603	1,166	800	578	538	827	31.2
Morton	26.9	Male	13,522	1,566	1,285	1,349	1,409	2,497	1,789	1,353	969	1,305	29.6
		Female	13,378	1,512	1,218	1,173	1,334	2,212	1,735	1,239	1,006	1,949	31.6
Mountrail	7.8	Male	3,949	422	368	347	317	589	499	367	419	621	33.8
		Female	3,851	392	357	328	277	535	491	368	404	699	35.7
Nelson	5.0	Male	2,532	173	189	201	175	318	330	279	291	576	41.4
		Female	2,468	168	173	191	123	261	307	262	285	698	45.4
Oliver	2.5	Male	1,332	156	126	137	123	244	180	144	109	113	30.1
		Female	1,168	148	101	102	105	206	167	127	103	109	31.2
Pembina	10.3	Male	5,154	516	421	434	412	859	637	534	504	837	34.2
		Female	5,146	502	431	417	346	706	636	542	504	1,062	37.7
Pierce	5.9	Male	2,920	272	275	323	247	359	376	286	244	538	34.6
		Female	2,980	227	237	284	223	336	394	270	276	733	39.6
Ramsey	13.2	Male	6,467	630	517	628	638	1,027	811	619	605	992	33.0
		Female	6,733	598	516	606	641	946	824	609	617	1,376	35.7
Ransom	6.7	Male	3,401	343	266	275	241	510	412	332	367	655	36.6
		Female	3,299	280	274	278	209	446	373	347	322	770	39.4
Renville	3.6	Male	1,836	169	169	187	130	274	244	184	167	312	34.6
		Female	1,764	152	150	158	110	217	248	189	164	376	38.8
Richland	19.9	Male	10,181	973	721	680	2,024	1,609	1,086	858	849	1,381	29.3
		Female	9,719	952	692	720	1,321	1,286	1,083	933	825	1,907	34.1
Rolette	13.0	Male	6,432	916	759	787	604	906	823	538	475	624	26.7
		Female	6,568	938	704	763	661	933	805	561	472	731	27.3
Sargent	5.0	Male	2,600	275	219	232	231	430	350	233	251	379	33.0
		Female	2,400	232	228	199	172	336	317	241	237	438	36.0
Sheridan	2.6	Male	1,332	119	108	109	94	167	177	174	165	219	38.9
		Female	1,268	95	96	106	81	148	178	168	158	238	41.1
Sioux	4.0	Male	2,032	347	249	276	205	316	249	166	116	108	22.9
		Female	1,968	278	244	267	191	275	286	168	123	136	25.1
Slope	1.2	Male	624	67	46	67	65	88	70	77	73	71	32.6
		Female	576	57	52	64	41	77	63	82	58	82	34.6
Stark	24.3	Male	12,186	1,364	1,077	1,120	1,847	2,343	1,487	1,015	805	1,128	27.9
		Female	12,114	1,361	1,051	1,051	1,786	1,970	1,421	1,041	899	1,534	29.1
Steele	2.8	Male	1,426	119	112	119	118	203	192	156	171	236	37.2
		Female	1,[illegible]	147	103	119	75	170	190	157	155	258	38.8
Stutsman	24.5	Male	12,063	1,226	1,021	989	1,351	2,149	1,580	1,220	1,039	1,488	31.7
		Female	12,437	1,158	938	936	1,283	1,972	1,623	1,314	1,051	2,162	34.7
Towner	4.1	Male	2,040	158	155	184	177	288	247	194	251	386	37.3
		Female	2,060	180	170	166	136	236	220	211	229	512	41.5
Traill	9.3	Male	4,528	386	381	337	508	641	575	408	440	852	35.2
		Female	4,772	454	328	325	520	550	538	427	470	1,160	38.9
Walsh	15.5	Male	7,710	710	610	699	649	1,235	1,034	784	749	1,240	34.6
		Female	7,790	658	618	636	546	1,114	1,005	769	856	1,588	38.2
Ward	61.4	Male	30,864	3,663	2,893	2,422	4,597	6,236	4,265	2,428	1,820	2,540	28.0
		Female	30,536	3,533	2,753	2,303	4,322	5,545	4,014	2,490	2,018	3,558	29.3

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1989 SURVEY OF BUYING POWER DATA SERVICE

POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
NORTH DAKOTA (continued)													
ALL COUNTIES (continued)													
Wells	6.8	Male	3,393	292	289	313	256	428	429	355	332	699	37.8
		Female	3,407	286	244	301	211	385	431	375	354	820	41.4
Williams	24.1	Male	12,275	1,400	1,026	937	1,604	2,428	1,623	1,071	921	1,265	29.8
		Female	11,825	1,275	1,021	957	1,416	1,887	1,556	1,054	997	1,662	31.6
TOTAL METRO COUNTIES	**262.4**	**Male**	**130,948**	**13,987**	**11,127**	**9,910**	**20,996**	**27,942**	**17,502**	**10,947**	**8,282**	**10,255**	**28.4**
		Female	**131,452**	**13,277**	**10,502**	**9,425**	**20,136**	**25,181**	**16,906**	**10,935**	**8,783**	**16,307**	**29.9**
TOTAL STATE	**686.3**	**Male**	**344,553**	**36,293**	**29,705**	**28,515**	**44,563**	**62,974**	**44,974**	**30,845**	**27,113**	**39,571**	**30.3**
		Female	**341,747**	**34,348**	**28,260**	**27,173**	**40,687**	**55,575**	**43,311**	**31,212**	**27,954**	**53,227**	**32.3**
OHIO													
AKRON	**649.5**	**Male**	**313,530**	**28,273**	**27,954**	**27,392**	**37,274**	**56,423**	**45,295**	**33,766**	**28,466**	**28,687**	**31.4**
		Female	**335,970**	**26,851**	**26,592**	**26,450**	**37,750**	**56,527**	**48,129**	**35,321**	**31,773**	**46,577**	**33.9**
Portage	140.6	Male	69,869	6,670	6,486	5,904	11,113	13,122	10,202	6,894	4,901	4,577	28.6
		Female	70,731	6,241	6,114	5,843	11,061	12,469	10,460	6,758	5,114	6,671	29.9
Summit	508.9	Male	243,661	21,603	21,468	21,488	26,161	43,301	35,093	26,872	23,565	24,110	32.2
		Female	265,239	20,610	20,478	20,607	26,689	44,058	37,669	28,563	26,659	39,906	35.0
CANTON	**403.9**	**Male**	**194,264**	**18,141**	**18,103**	**17,287**	**19,450**	**33,778**	**29,185**	**20,473**	**18,234**	**19,613**	**32.1**
		Female	**209,636**	**17,417**	**17,193**	**16,501**	**19,814**	**34,679**	**30,687**	**21,974**	**20,816**	**30,555**	**34.8**
Carroll	28.3	Male	13,958	1,421	1,446	1,234	1,270	2,378	2,131	1,386	1,207	1,485	31.8
		Female	14,342	1,401	1,384	1,191	1,246	2,457	2,164	1,372	1,356	1,831	32.9
Stark	375.6	Male	180,306	16,720	16,657	16,053	18,180	31,400	27,054	19,087	17,027	18,128	32.2
		Female	195,294	16,016	15,809	15,310	18,568	32,222	28,583	20,602	19,460	28,724	34.9
CINCINNATI	**1,442.7**	**Male**	**689,923**	**69,013**	**64,306**	**62,953**	**77,044**	**124,387**	**100,591**	**71,141**	**56,501**	**63,987**	**30.8**
		Female	**752,777**	**66,353**	**61,617**	**60,290**	**77,539**	**125,564**	**107,260**	**77,186**	**66,422**	**110,546**	**33.8**
Clermont	146.4	Male	72,277	8,210	7,706	6,674	7,347	13,850	11,840	7,124	4,925	4,601	29.5
		Female	74,123	8,111	7,288	6,419	7,564	13,864	11,676	7,094	5,304	6,803	30.5
Hamilton	872.6	Male	411,443	39,131	36,403	36,902	47,412	73,172	57,600	42,965	35,745	42,113	31.3
		Female	461,157	37,610	35,198	35,444	48,922	74,528	63,121	48,221	43,085	75,028	34.8
Warren	108.9	Male	54,841	5,393	5,300	5,130	6,484	10,290	9,089	5,856	3,868	3,431	30.0
		Female	54,059	5,108	5,067	4,732	4,979	9,984	9,219	5,726	3,851	5,393	32.2
Dearborn, Ind.	*39.1*	*Male*	*19,194*	*2,011*	*1,969*	*1,885*	*1,713*	*3,219*	*3,003*	*1,942*	*1,576*	*1,876*	*31.3*
		Female	*19,906*	*1,891*	*1,856*	*1,724*	*1,685*	*3,180*	*3,052*	*2,029*	*1,704*	*2,785*	*33.8*
Boone, Ky.	*53.7*	*Male*	*26,425*	*3,062*	*2,906*	*2,473*	*2,544*	*4,966*	*4,419*	*2,688*	*1,742*	*1,625*	*29.5*
		Female	*27,275*	*2,821*	*2,630*	*2,387*	*2,643*	*5,311*	*4,461*	*2,671*	*1,871*	*2,480*	*30.9*
Campbell, Ky.	*82.0*	*Male*	*39,009*	*3,927*	*3,699*	*3,783*	*4,348*	*6,525*	*5,238*	*4,975*	*3,389*	*4,025*	*30.7*
		Female	*42,991*	*3,905*	*3,494*	*3,637*	*4,412*	*6,428*	*5,756*	*4,407*	*4,135*	*6,817*	*34.4*
Kenton, Ky.	*140.0*	*Male*	*66,734*	*7,279*	*6,323*	*6,106*	*7,196*	*12,365*	*9,402*	*6,491*	*5,256*	*6,316*	*30.2*
		Female	*73,266*	*6,907*	*6,084*	*5,947*	*7,334*	*12,269*	*9,975*	*7,038*	*6,472*	*11,240*	*33.4*
CINCINNATI - HAMILTON CONSOLIDATED AREA	***1,722.8***	***Male***	***825,496***	***82,319***	***77,093***	***74,462***	***95,315***	***148,359***	***121,280***	***85,483***	***66,835***	***74,350***	***30.6***
		Female	***897,304***	***79,053***	***73,889***	***71,386***	***96,529***	***149,807***	***128,835***	***92,165***	***77,708***	***127,932***	***33.5***
CLEVELAND	**1,853.9**	***Male***	**881,769**	**77,565**	**76,649**	**77,323**	**90,481**	**153,421**	**128,895**	**97,165**	**89,183**	**91,087**	**32.7**
		Female	**972,131**	**74,435**	**73,817**	**74,905**	**91,261**	**158,078**	**141,221**	**106,297**	**101,913**	**150,204**	**36.0**
Cuyahoga	1,438.0	Male	676,907	57,880	56,054	57,359	71,542	116,843	93,001	74,757	72,373	77,098	33.2
		Female	761,093	55,608	54,069	55,935	72,649	120,591	105,126	84,049	84,331	128,735	37.1
Geauga	77.8	Male	38,612	3,760	4,028	4,053	3,270	6,116	7,168	4,323	3,228	2,666	31.9
		Female	39,188	3,607	3,863	3,776	3,000	6,326	7,225	4,328	3,230	3,833	33.5
Lake	216.3	Male	105,800	9,699	9,958	9,949	10,427	19,343	17,473	11,911	9,423	7,617	31.7
		Female	110,500	9,365	9,713	9,486	10,517	19,605	17,936	12,038	10,183	11,655	33.2
Medina	121.8	Male	60,450	6,226	6,609	5,962	5,242	11,119	11,253	6,174	4,159	3,706	30.6
		Female	61,350	5,855	6,172	5,708	5,095	11,556	10,932	5,882	4,169	5,981	31.8
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***2,776.8***	***Male***	***1,328,588***	***120,012***	***118,131***	***117,513***	***142,041***	***233,754***	***194,231***	***144,407***	***128,658***	***129,841***	***32.1***
		Female	***1,448,212***	***114,752***	***113,624***	***113,638***	***143,646***	***238,616***	***210,259***	***155,474***	***145,492***	***212,711***	***35.0***
COLUMBUS	**1,334.9**	***Male***	**647,107**	**61,487**	**58,868**	**54,101**	**83,541**	**127,148**	**98,304**	**65,640**	**48,601**	**49,417**	**30.2**
		Female	**687,793**	**58,665**	**55,982**	**51,620**	**81,476**	**126,816**	**104,196**	**68,053**	**55,384**	**85,601**	**32.6**
Delaware	62.7	Male	30,976	2,910	2,947	2,898	3,582	5,457	5,287	3,338	2,219	2,338	30.8
		Female	31,724	2,704	2,765	2,691	3,394	5,440	5,385	3,156	2,386	3,803	32.9

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OHIO (continued)													
COLUMBUS (continued)													
Fairfield	100.9	Male	49,257	4,898	5,189	4,664	4,184	8,140	8,802	5,308	3,616	4,456	32.0
		Female	51,643	4,651	4,700	4,488	4,116	8,703	8,787	5,139	4,151	6,908	34.0
Franklin	929.9	Male	447,243	42,567	39,530	36,047	62,945	91,846	64,344	44,610	33,290	32,064	29.6
		Female	482,657	40,854	37,820	34,354	62,257	92,369	70,091	47,397	38,643	58,872	32.1
Licking	127.6	Male	62,234	5,764	5,953	5,659	6,759	10,347	10,341	6,689	5,105	5,617	31.7
		Female	65,366	5,370	5,697	5,463	6,516	10,674	10,555	6,678	5,521	8,892	34.0
Madison	35.0	Male	18,848	1,654	1,553	1,371	2,226	4,744	2,967	1,635	1,305	1,393	30.5
		Female	16,152	1,536	1,479	1,365	1,489	2,644	2,497	1,615	1,390	2,137	33.3
Pickaway	46.2	Male	23,209	2,142	2,171	2,062	2,366	3,985	4,028	2,520	1,865	2,070	32.2
		Female	22,991	2,038	1,994	1,928	2,080	3,945	4,114	2,378	1,922	2,592	33.8
Union	32.6	Male	15,340	1,552	1,525	1,400	1,479	2,629	2,535	1,540	1,201	1,479	31.5
		Female	17,260	1,512	1,527	1,331	1,624	3,041	2,767	1,690	1,371	2,397	33.7
DAYTON - SPRINGFIELD	**940.0**	**Male**	**452,588**	**42,126**	**41,970**	**40,018**	**49,244**	**80,009**	**70,914**	**49,577**	**39,658**	**39,072**	**31.6**
		Female	**487,412**	**40,201**	**40,147**	**38,039**	**50,463**	**82,545**	**74,814**	**52,781**	**44,266**	**64,156**	**34.1**
Clark	146.9	Male	70,306	6,727	6,742	6,446	7,278	11,696	10,680	7,267	6,348	7,122	31.8
		Female	76,594	6,306	6,378	5,997	7,717	12,205	11,063	7,944	7,299	11,685	34.7
Greene	131.5	Male	65,058	5,862	6,105	5,855	8,463	11,524	11,135	7,422	4,919	3,773	30.4
		Female	66,442	5,577	5,801	5,477	8,175	11,624	11,355	7,413	5,086	5,934	32.0
Miami	91.9	Male	44,392	4,193	4,351	4,031	4,139	7,376	7,543	4,769	3,820	4,170	32.4
		Female	47,508	4,114	4,223	3,830	4,010	7,663	7,636	4,929	4,296	6,807	34.9
Montgomery	569.7	Male	272,832	25,344	24,772	23,686	29,364	49,413	41,556	30,119	24,571	24,007	31.7
		Female	296,868	24,204	23,745	22,735	30,561	51,053	44,760	32,495	27,585	39,730	34.2
HAMILTON - MIDDLETOWN	**280.1**	**Male**	**135,573**	**13,306**	**12,787**	**11,509**	**18,271**	**23,972**	**20,689**	**14,342**	**10,334**	**10,363**	**30.0**
		Female	**144,527**	**12,700**	**12,272**	**11,096**	**18,990**	**24,243**	**21,575**	**14,979**	**11,286**	**17,386**	**32.1**
Butler	280.1	Male	135,573	13,306	12,787	11,509	18,271	23,972	20,689	14,342	10,334	10,363	30.0
		Female	144,527	12,700	12,272	11,096	18,990	24,243	21,575	14,979	11,286	17,386	32.1
LIMA	**158.7**	**Male**	**76,859**	**8,246**	**7,447**	**6,928**	**8,057**	**13,344**	**10,698**	**7,628**	**6,767**	**7,744**	**30.8**
		Female	**81,841**	**7,785**	**7,001**	**6,762**	**7,800**	**12,957**	**10,922**	**8,087**	**7,545**	**12,982**	**33.9**
Allen	113.6	Male	54,820	5,806	5,307	4,961	5,858	9,513	7,633	5,494	4,813	5,435	30.8
		Female	58,780	5,525	5,002	4,825	5,706	9,288	7,880	5,792	5,456	9,306	34.0
Auglaize	45.1	Male	22,039	2,440	2,140	1,967	2,199	3,831	3,065	2,134	1,954	2,309	30.9
		Female	23,061	2,260	1,999	1,937	2,094	3,669	3,042	2,295	2,089	3,676	33.8
LORAIN - ELYRIA	**273.4**	**Male**	**133,289**	**14,174**	**13,528**	**12,798**	**14,286**	**23,910**	**20,041**	**13,476**	**11,009**	**10,067**	**30.0**
		Female	**140,111**	**13,466**	**13,215**	**12,283**	**14,635**	**24,011**	**20,909**	**13,856**	**11,806**	**15,930**	**31.9**
Lorain	273.4	Male	133,289	14,174	13,528	12,798	14,286	23,910	20,041	13,476	11,009	10,067	30.0
		Female	140,111	13,466	13,215	12,283	14,635	24,011	20,909	13,856	11,806	15,930	31.9
MANSFIELD	**129.1**	**Male**	**63,576**	**6,200**	**5,811**	**5,624**	**7,327**	**10,970**	**9,575**	**6,887**	**5,472**	**5,710**	**31.2**
		Female	**65,524**	**5,752**	**5,412**	**5,373**	**5,852**	**10,697**	**10,191**	**7,144**	**5,943**	**9,160**	**34.7**
Richland	129.1	Male	63,576	6,200	5,811	5,624	7,327	10,970	9,575	6,887	5,472	5,710	31.2
		Female	65,524	5,752	5,412	5,373	5,852	10,697	10,191	7,144	5,943	9,160	34.7
PARKERSBURG - MARIETTA	**157.6**	**Male**	**75,703**	**7,493**	**6,944**	**6,696**	**7,693**	**12,810**	**12,076**	**7,766**	**6,350**	**7,875**	**32.0**
		Female	**81,897**	**6,945**	**6,852**	**6,405**	**7,647**	**13,212**	**12,281**	**8,288**	**7,442**	**12,825**	**34.9**
Washington	65.6	Male	31,927	3,241	2,899	2,812	3,560	5,280	4,916	3,297	2,671	3,251	31.5
		Female	33,673	2,960	2,950	2,630	3,260	5,476	4,967	3,457	2,991	4,982	34.2
Wood, W. Va.	*92.0*	*Male*	*43,776*	*4,252*	*4,045*	*3,884*	*4,133*	*7,530*	*7,160*	*4,469*	*3,679*	*4,624*	*32.4*
		Female	*48,224*	*3,985*	*3,902*	*3,775*	*4,387*	*7,736*	*7,314*	*4,831*	*4,451*	*7,843*	*35.4*
STEUBENVILLE - WEIRTON	**151.0**	**Male**	**72,950**	**6,407**	**6,568**	**6,230**	**7,514**	**12,256**	**10,059**	**8,220**	**7,432**	**8,264**	**33.0**
		Female	**78,050**	**6,138**	**6,182**	**5,910**	**7,634**	**11,684**	**10,888**	**8,970**	**8,629**	**12,015**	**36.4**
Jefferson	84.0	Male	40,341	3,469	3,536	3,491	3,996	6,633	5,564	4,464	4,299	4,889	33.6
		Female	43,659	3,319	3,332	3,397	4,157	6,419	5,962	4,957	4,999	7,117	37.0
Brooke, W. Va.	*28.6*	*Male*	*13,912*	*1,263*	*1,247*	*1,145*	*1,697*	*2,363*	*1,918*	*1,548*	*1,324*	*1,407*	*31.8*
		Female	*14,688*	*1,188*	*1,208*	*1,040*	*1,628*	*2,222*	*2,064*	*1,700*	*1,468*	*2,170*	*35.3*
Hancock, W. Va.	*38.4*	*Male*	*18,697*	*1,675*	*1,785*	*1,594*	*1,821*	*3,260*	*2,577*	*2,208*	*1,809*	*1,968*	*32.6*
		Female	*19,703*	*1,631*	*1,642*	*1,473*	*1,849*	*3,043*	*2,862*	*2,313*	*2,162*	*2,728*	*35.7*
TOLEDO	**615.6**	**Male**	**295,475**	**29,243**	**27,690**	**25,177**	**37,127**	**53,790**	**40,529**	**28,883**	**24,807**	**28,229**	**30.3**
		Female	**320,125**	**28,189**	**26,838**	**24,048**	**38,795**	**53,239**	**42,123**	**30,959**	**28,563**	**47,371**	**32.9**
Fulton	41.0	Male	20,078	2,259	2,038	1,911	1,920	3,567	3,021	1,896	1,577	1,889	30.4
		Female	20,922	2,073	2,034	1,854	1,929	3,423	3,034	1,938	1,723	2,914	32.5
Lucas	461.8	Male	220,851	21,934	20,798	19,018	25,152	40,377	30,088	21,966	19,340	22,178	30.8
		Female	240,949	21,234	20,323	18,194	24,989	40,237	31,644	23,870	22,586	37,872	33.9

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OHIO (continued)													
TOLEDO (continued)													
Wood	112.8	Male	54,546	5,050	4,854	4,248	10,055	9,846	7,420	5,021	3,890	4,162	28.1
		Female	58,254	4,882	4,481	4,000	11,877	9,579	7,445	5,151	4,254	6,585	29.1
YOUNGSTOWN - WARREN	**508.4**	**Male**	**243,741**	**22,249**	**22,070**	**21,218**	**24,496**	**41,409**	**34,312**	**26,780**	**25,468**	**25,739**	**32.7**
		Female	**264,659**	**21,516**	**21,059**	**20,469**	**24,929**	**41,874**	**37,028**	**29,510**	**28,831**	**39,443**	**35.7**
Mahoning	274.9	Male	130,995	11,843	11,394	11,028	13,590	21,892	17,226	14,508	14,465	15,049	33.1
		Female	143,905	11,636	10,897	10,464	13,762	21,887	19,134	16,309	16,465	23,351	36.7
Trumbull	233.5	Male	112,746	10,406	10,676	10,190	10,906	19,517	17,086	12,272	11,003	10,690	32.3
		Female	120,754	9,880	10,162	10,005	11,167	19,987	17,894	13,201	12,366	16,092	34.6
ALL COUNTIES													
Adams	26.4	Male	13,065	1,355	1,341	1,301	1,233	1,945	1,866	1,244	1,092	1,688	31.7
		Female	13,335	1,336	1,275	1,191	1,226	1,902	1,889	1,260	1,177	2,079	33.6
Allen	113.6	Male	54,820	5,806	5,307	4,961	5,858	9,513	7,633	5,494	4,813	5,435	30.8
		Female	58,780	5,525	5,002	4,825	5,706	9,288	7,880	5,792	5,456	9,306	34.0
Ashland	47.0	Male	22,767	2,198	2,114	2,041	2,685	3,723	3,499	2,262	1,877	2,368	31.3
		Female	24,233	2,198	2,062	1,816	2,707	3,643	3,543	2,268	2,221	3,775	34.2
Ashtabula	102.1	Male	49,454	4,862	4,827	4,694	4,594	8,346	7,035	5,081	4,636	5,379	31.9
		Female	52,646	4,670	4,770	4,544	4,594	8,177	7,436	5,336	5,025	8,094	34.5
Athens	58.3	Male	29,313	2,388	2,101	1,973	7,554	5,096	3,572	2,195	1,867	2,567	26.3
		Female	28,987	2,200	1,988	1,847	6,470	4,499	3,548	2,300	2,209	3,926	29.4
Auglaize	45.1	Male	22,039	2,440	2,140	1,967	2,199	3,831	3,065	2,134	1,954	2,309	30.9
		Female	23,061	2,260	1,999	1,937	2,094	3,669	3,042	2,295	2,089	3,676	33.8
Belmont	78.5	Male	37,547	3,239	3,341	3,165	3,538	6,439	5,032	3,922	3,943	4,928	33.5
		Female	40,953	3,280	3,135	3,035	3,604	6,196	5,252	4,304	4,679	7,468	37.3
Brown	36.0	Male	17,739	1,906	1,867	1,723	1,623	2,802	2,672	1,728	1,400	2,018	31.2
		Female	18,261	1,781	1,733	1,589	1,629	2,820	2,636	1,725	1,582	2,766	33.5
Butler	280.1	Male	135,573	13,306	12,787	11,509	18,271	23,972	20,689	14,342	10,334	10,363	30.0
		Female	144,527	12,700	12,272	11,096	18,990	24,243	21,575	14,979	11,286	17,386	32.1
Carroll	28.3	Male	13,958	1,421	1,446	1,234	1,270	2,378	2,131	1,386	1,207	1,485	31.8
		Female	14,342	1,401	1,384	1,191	1,246	2,457	2,104	1,372	1,356	1,831	32.9
Champaign	35.5	Male	17,230	1,637	1,679	1,552	1,658	2,859	2,827	1,683	1,513	1,822	32.3
		Female	18,270	1,598	1,614	1,515	1,621	2,915	2,802	1,772	1,669	2,764	34.6
Clark	146.9	Male	70,306	6,727	6,742	6,446	7,278	11,696	10,680	7,267	6,348	7,122	31.8
		Female	76,594	6,306	6,378	5,997	7,717	12,205	11,063	7,944	7,299	11,685	34.7
Clermont	146.4	Male	72,277	8,210	7,706	6,674	7,347	13,850	11,840	7,124	4,925	4,601	29.5
		Female	74,123	8,111	7,288	6,419	7,564	13,864	11,676	7,094	5,304	6,803	30.5
Clinton	36.6	Male	17,741	1,841	1,620	1,617	1,995	3,007	2,590	1,736	1,507	1,828	31.0
		Female	18,859	1,807	1,568	1,493	1,855	2,944	2,681	1,855	1,724	2,932	34.2
Columbiana	111.0	Male	53,742	5,475	5,050	4,706	5,091	9,077	7,719	5,671	5,172	5,781	32.2
		Female	57,258	5,035	4,822	4,508	5,156	8,928	8,128	5,963	5,841	8,877	35.2
Coshocton	37.0	Male	17,833	1,699	1,665	1,590	1,630	2,920	2,692	1,899	1,662	2,076	33.0
		Female	19,167	1,673	1,668	1,567	1,603	2,927	2,795	1,985	1,865	3,084	35.5
Crawford	49.3	Male	23,755	2,430	2,314	2,139	2,276	3,936	3,673	2,464	2,082	2,441	31.9
		Female	25,545	2,210	2,149	2,006	2,320	3,931	3,838	2,570	2,376	4,145	35.4
Cuyahoga	1,438.0	Male	676,907	57,880	56,054	57,359	71,542	116,843	93,001	74,757	72,373	77,098	33.2
		Female	761,093	55,608	54,069	55,935	72,649	120,591	105,126	84,049	84,331	128,735	37.1
Darke	56.7	Male	27,495	2,943	2,753	2,611	2,558	4,533	4,228	2,601	2,213	3,055	31.4
		Female	29,205	2,800	2,629	2,425	2,609	4,526	4,247	2,738	2,640	4,591	34.1
Defiance	41.0	Male	20,195	2,323	2,024	1,887	2,262	3,560	3,037	1,873	1,550	1,679	29.5
		Female	20,805	2,136	2,023	1,843	2,195	3,397	3,005	1,892	1,659	2,655	31.5
Delaware	62.7	Male	30,976	2,910	2,947	2,898	3,582	5,457	5,287	3,338	2,219	2,338	30.8
		Female	31,724	2,704	2,764	2,691	3,394	5,440	5,385	3,156	2,386	3,803	32.9
Erie	78.9	Male	38,535	3,632	3,560	3,643	3,685	6,541	5,755	4,180	3,783	3,756	32.3
		Female	40,365	3,482	3,445	3,470	3,883	6,537	6,028	4,300	3,718	5,502	34.0
Fairfield	100.9	Male	49,257	4,898	5,189	4,664	4,184	8,140	8,802	5,308	3,616	4,456	32.0
		Female	51,643	4,651	4,700	4,488	4,116	8,703	8,787	5,139	4,151	6,908	34.0
Fayette	27.6	Male	13,373	1,358	1,293	1,146	1,236	2,212	2,049	1,358	1,143	1,578	32.5
		Female	14,227	1,320	1,213	1,073	1,244	2,288	2,030	1,422	1,340	2,297	34.9
Franklin	929.9	Male	447,243	42,567	39,530	36,047	62,945	91,846	64,344	44,610	33,290	32,064	29.6
		Female	482,657	40,854	37,820	34,354	62,257	92,369	70,091	47,397	38,643	58,872	32.1
Fulton	41.0	Male	20,078	2,259	2,038	1,911	1,920	3,567	3,021	1,896	1,577	1,889	30.4
		Female	20,922	2,073	2,034	1,854	1,929	3,423	3,034	1,938	1,723	2,914	32.5
Gallia	31.3	Male	15,390	1,501	1,451	1,323	1,665	2,571	2,342	1,614	1,185	1,738	31.8
		Female	15,910	1,377	1,314	1,198	1,742	2,485	2,440	1,621	1,392	2,341	34.4

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
OHIO (continued)													
ALL COUNTIES (continued)													
Geauga	77.8	Male	38,612	3,760	4,028	4,053	3,270	6,116	7,168	4,323	3,228	2,666	31.9
		Female	39,188	3,607	3,863	3,776	3,000	6,326	7,225	4,328	3,230	3,833	33.5
Greene	131.5	Male	65,058	5,862	6,105	5,855	8,463	11,524	11,135	7,422	4,919	3,773	30.4
		Female	66,442	5,577	5,801	5,477	8,175	11,624	11,355	7,413	5,086	5,934	32.0
Guernsey	41.0	Male	19,611	2,048	1,859	1,668	1,786	3,298	2,782	1,961	1,754	2,455	32.4
		Female	21,389	1,922	1,834	1,612	1,934	3,280	2,870	2,061	2,054	3,822	35.4
Hamilton	872.6	Male	411,443	39,131	36,403	36,902	47,412	73,172	57,600	42,965	35,745	42,113	31.3
		Female	461,157	37,610	35,198	35,444	48,922	74,528	63,121	48,221	43,085	75,028	34.8
Hancock	65.4	Male	31,574	3,158	3,128	2,769	3,410	5,487	4,772	3,155	2,626	3,069	31.1
		Female	33,826	3,070	2,903	2,677	3,392	5,566	4,906	3,271	2,967	5,074	33.8
Hardin	32.9	Male	16,092	1,560	1,454	1,366	2,468	2,651	2,176	1,482	1,291	1,644	29.5
		Female	16,808	1,522	1,458	1,244	2,162	2,532	2,250	1,505	1,438	2,697	33.0
Harrison	16.4	Male	7,992	776	763	720	731	1,299	1,114	810	782	997	32.7
		Female	8,408	716	731	676	704	1,281	1,093	889	903	1,415	35.9
Henry	28.7	Male	14,010	1,459	1,334	1,308	1,474	2,360	1,982	1,405	1,190	1,498	31.1
		Female	14,690	1,451	1,319	1,180	1,351	2,228	2,042	1,423	1,304	2,392	34.2
Highland	36.4	Male	17,663	1,792	1,731	1,594	1,610	2,644	2,547	1,726	1,639	2,380	33.0
		Female	18,737	1,764	1,555	1,454	1,535	2,736	2,615	1,909	1,806	3,363	36.2
Hocking	25.9	Male	12,723	1,253	1,270	1,134	1,244	1,989	2,013	1,264	1,085	1,471	32.3
		Female	13,177	1,178	1,161	1,072	1,192	2,108	1,934	1,296	1,193	2,043	34.4
Holmes	30.7	Male	15,050	2,200	1,814	1,485	1,533	2,431	1,947	1,305	968	1,367	27.0
		Female	15,650	2,122	1,741	1,416	1,475	2,467	2,038	1,393	1,058	1,940	29.3
Huron	56.5	Male	27,302	3,048	2,825	2,564	2,717	4,790	3,931	2,705	2,187	2,535	30.2
		Female	29,198	2,871	2,813	2,502	2,747	4,681	4,170	2,892	2,466	4,056	32.8
Jackson	30.6	Male	14,718	1,534	1,510	1,280	1,442	2,410	2,051	1,462	1,283	1,746	31.6
		Female	15,882	1,364	1,462	1,297	1,381	2,388	2,197	1,635	1,514	2,644	35.2
Jefferson	84.0	Male	40,341	3,469	3,536	3,491	3,996	6,633	5,564	4,464	4,299	4,889	33.6
		Female	43,659	3,319	3,332	3,397	4,157	6,419	5,962	4,957	4,999	7,117	37.0
Knox	48.8	Male	23,743	2,219	1,997	1,996	3,169	3,701	3,535	2,358	2,049	2,719	31.7
		Female	25,057	1,945	1,918	1,980	3,009	3,744	3,565	2,453	2,353	4,090	34.8
Lake	216.3	Male	105,800	9,699	9,958	9,949	10,427	19,343	17,473	11,911	9,423	7,617	31.7
		Female	110,500	9,365	9,713	9,486	10,517	19,605	17,938	12,038	10,183	11,655	33.2
Lawrence	63.8	Male	30,857	3,212	3,121	2,846	2,844	4,956	4,721	3,299	2,691	3,167	31.9
		Female	32,943	3,039	2,946	2,710	2,837	5,223	4,993	3,469	3,096	4,630	34.5
Licking	127.6	Male	62,234	5,764	5,953	5,659	6,759	10,347	10,341	6,689	5,105	5,617	31.7
		Female	65,366	5,370	5,697	5,463	6,516	10,674	10,555	6,678	5,521	8,892	34.0
Logan	41.9	Male	20,301	2,151	2,020	1,737	1,840	3,344	2,801	2,003	2,010	2,395	32.2
		Female	21,599	2,021	1,832	1,602	1,813	3,310	2,890	2,188	2,239	3,704	35.8
Lorain	275.4	Male	133,289	14,174	13,528	12,798	14,286	23,910	20,041	13,476	11,009	10,067	30.0
		Female	140,111	13,466	13,215	12,283	14,635	24,011	20,909	13,856	11,806	15,930	31.9
Lucas	461.8	Male	220,851	21,934	20,798	19,018	25,152	40,377	30,088	21,966	19,340	22,178	30.8
		Female	240,949	21,234	20,323	18,194	24,989	40,237	31,644	23,870	22,586	37,872	33.9
Madison	35.0	Male	18,848	1,654	1,553	1,371	2,226	4,744	2,967	1,635	1,305	1,393	30.5
		Female	16,152	1,536	1,479	1,365	1,489	2,644	2,497	1,615	1,390	2,137	33.3
Mahoning	274.9	Male	130,995	11,843	11,394	11,028	13,590	21,892	17,226	14,508	14,465	15,049	33.1
		Female	143,905	11,636	10,897	10,464	13,762	21,887	19,134	16,309	16,465	23,351	36.7
Marion	65.4	Male	32,636	3,141	2,943	2,806	3,283	6,641	5,278	3,205	2,533	2,806	31.2
		Female	32,764	3,075	2,922	2,643	3,043	5,475	4,856	3,247	2,854	4,649	33.6
Medina	121.8	Male	60,450	6,226	6,609	5,962	5,242	11,119	11,253	6,174	4,159	3,706	30.6
		Female	61,350	5,855	6,172	5,708	5,095	11,556	10,932	5,882	4,169	5,981	31.8
Meigs	24.5	Male	12,035	1,249	1,122	1,108	1,081	1,997	1,727	1,190	1,082	1,479	32.3
		Female	12,465	1,098	1,089	967	1,066	1,932	1,751	1,241	1,275	2,046	35.5
Mercer	39.9	Male	19,640	2,301	1,985	1,890	2,125	3,332	2,484	1,894	1,685	1,944	29.6
		Female	20,260	2,146	1,946	1,870	2,036	3,034	2,512	1,982	1,796	2,938	32.0
Miami	91.9	Male	44,392	4,193	4,351	4,031	4,139	7,376	7,543	4,769	3,820	4,170	32.4
		Female	47,508	4,114	4,223	3,830	4,010	7,663	7,636	4,929	4,296	6,807	34.9
Monroe	16.0	Male	7,923	722	766	760	728	1,287	1,215	753	698	994	32.7
		Female	8,077	715	719	679	697	1,277	1,146	773	703	1,368	34.6
Montgomery	569.7	Male	272,832	25,344	24,772	23,686	29,364	49,413	41,556	30,119	24,571	24,007	31.7
		Female	296,868	24,204	23,745	22,735	30,561	51,053	44,760	32,495	27,585	39,730	34.2
Morgan	14.5	Male	7,074	695	699	664	622	1,084	984	679	653	994	32.9
		Female	7,426	732	630	632	582	1,108	981	708	729	1,324	35.3
Morrow	28.4	Male	14,105	1,483	1,446	1,413	1,221	2,333	2,410	1,388	1,049	1,362	31.4
		Female	14,295	1,415	1,415	1,289	1,249	2,382	2,320	1,400	1,089	1,736	32.5

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SaMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
OHIO (continued)													
ALL COUNTIES (continued)													
Muskingum	85.0	Male	40,690	4,188	3,954	3,805	4,291	6,590	5,842	4,220	3,449	4,351	31.2
		Female	44,310	3,812	3,766	3,587	4,400	6,818	6,140	4,478	4,088	7,221	34.7
Noble	11.7	Male	5,723	584	541	546	567	928	730	532	496	799	31.7
		Female	5,977	601	485	480	510	831	784	570	551	1,165	36.0
Ottawa	40.9	Male	20,050	1,845	1,825	1,864	1,827	3,230	2,999	2,184	1,996	2,280	33.2
		Female	20,850	1,808	1,753	1,699	1,802	3,106	3,028	2,293	2,226	3,135	35.8
Paulding	21.9	Male	10,832	1,245	1,128	1,051	1,085	1,876	1,652	985	842	968	29.8
		Female	11,068	1,207	1,094	1,040	1,075	1,770	1,603	1,014	913	1,352	31.3
Perry	32.9	Male	16,178	1,739	1,664	1,594	1,685	2,626	2,265	1,499	1,392	1,714	30.4
		Female	16,722	1,620	1,571	1,515	1,549	2,571	2,195	1,612	1,460	2,629	33.2
Pickaway	46.2	Male	23,209	2,142	2,171	2,062	2,366	3,985	4,028	2,520	1,865	2,070	32.2
		Female	22,991	2,038	1,994	1,928	2,080	3,945	4,114	2,378	1,922	2,592	33.8
Pike	25.1	Male	12,407	1,243	1,248	1,211	1,174	1,994	1,733	1,258	1,051	1,495	31.7
		Female	12,693	1,153	1,196	1,101	1,138	1,828	1,890	1,215	1,065	2,107	34.6
Portage	140.6	Male	69,869	6,670	6,486	5,904	11,113	13,122	10,202	6,894	4,901	4,577	28.6
		Female	70,731	6,241	6,114	5,843	11,061	12,469	10,460	6,758	5,114	6,671	29.9
Preble	41.2	Male	20,235	1,922	1,961	1,971	1,835	3,348	3,297	2,141	1,719	2,041	32.3
		Female	20,965	1,911	1,893	1,713	1,826	2,468	3,200	2,211	1,855	2,888	34.1
Putnam	33.8	Male	16,789	2,010	1,742	1,709	1,948	2,777	2,157	1,550	1,246	1,650	28.5
		Female	17,011	1,947	1,633	1,624	1,730	2,516	2,208	1,536	1,394	2,423	31.2
Richland	129.1	Male	63,576	6,200	5,811	5,624	7,327	10,970	9,575	6,887	5,472	5,710	31.2
		Female	65,524	5,752	5,412	5,373	5,852	10,697	10,191	7,144	5,943	9,160	34.7
Ross	68.5	Male	35,776	2,896	3,014	2,913	3,182	6,396	6,145	4,115	3,358	3,757	34.2
		Female	32,724	2,901	2,775	2,647	3,016	5,064	4,990	3,366	3,085	4,880	34.9
Sandusky	64.0	Male	31,305	3,376	3,145	2,928	3,212	5,305	4,450	3,244	2,620	3,025	30.6
		Female	32,695	3,157	3,013	2,791	3,114	5,210	4,507	3,359	2,943	4,601	33.2
Scioto	82.9	Male	40,482	3,970	3,834	3,593	3,962	7,135	5,758	4,057	3,431	4,742	31.8
		Female	42,418	3,825	3,613	3,389	3,629	6,012	5,838	4,405	4,174	7,533	36.3
Seneca	62.5	Male	30,329	3,353	2,953	2,804	3,440	5,212	4,122	2,957	2,551	2,937	30.0
		Female	32,171	3,286	2,820	2,645	3,365	5,028	4,165	3,183	2,828	4,851	32.9
Shelby	44.5	Male	21,983	2,546	2,253	2,055	2,289	3,851	3,183	2,087	1,740	1,979	29.8
		Female	22,517	2,399	2,122	1,989	2,086	3,718	3,168	2,162	1,866	3,007	32.2
Stark	375.6	Male	180,306	16,720	16,657	16,053	18,180	31,400	27,054	19,087	17,027	18,128	32.2
		Female	195,294	16,016	15,809	15,310	18,568	32,222	28,583	20,602	19,460	28,724	34.9
Summit	508.9	Male	243,661	21,603	21,468	21,488	26,161	43,301	35,093	26,872	23,565	24,110	32.2
		Female	265,239	20,610	20,478	20,607	26,689	44,058	37,669	28,563	26,659	39,906	35.0
Trumbull	233.5	Male	112,746	10,406	10,676	10,190	10,906	19,517	17,086	12,272	11,003	10,690	32.3
		Female	120,754	9,880	10,162	10,005	11,167	19,987	17,894	13,201	12,366	16,092	34.6
Tuscarawas	86.6	Male	41,573	4,037	3,625	3,642	4,061	7,083	5,955	4,403	3,849	4,918	32.7
		Female	45,027	3,835	3,701	3,455	4,072	6,984	6,452	4,623	4,363	7,542	35.7
Union	32.6	Male	15,340	1,552	1,525	1,400	1,479	2,629	2,535	1,540	1,201	1,479	31.5
		Female	17,260	1,512	1,527	1,331	1,624	3,041	2,767	1,690	1,371	2,397	33.7
Van Wert	31.1	Male	15,091	1,586	1,405	1,302	1,414	2,618	2,112	1,514	1,351	1,789	32.0
		Female	16,009	1,494	1,306	1,185	1,475	2,480	2,129	1,604	1,495	2,841	35.3
Vinton	12.1	Male	5,971	644	597	517	573	1,012	855	559	473	741	31.5
		Female	6,129	620	580	519	581	916	837	576	574	926	33.3
Warren	108.9	Male	54,841	5,393	5,300	5,130	6,484	10,290	9,089	5,856	3,868	3,431	30.0
		Female	54,059	5,108	5,067	4,732	4,979	9,984	9,219	5,726	3,851	5,393	32.2
Washington	65.6	Male	31,927	3,241	2,899	2,812	3,560	5,280	4,916	3,297	2,671	3,251	31.5
		Female	33,673	2,960	2,950	2,630	3,260	5,476	4,967	3,457	2,991	4,982	34.2
Wayne	104.2	Male	51,287	5,551	4,905	4,471	6,164	9,195	7,763	5,050	3,831	4,357	30.0
		Female	52,913	5,174	4,760	4,136	5,879	9,108	7,796	5,058	4,306	6,696	32.1
Williams	38.4	Male	18,895	2,083	1,878	1,649	1,924	3,158	2,848	1,751	1,591	2,013	31.1
		Female	19,505	1,815	1,724	1,518	1,794	3,082	2,844	1,860	1,761	3,107	34.4
Wood	112.8	Male	54,546	5,050	4,854	4,248	10,055	9,846	7,420	5,021	3,890	4,162	28.1
		Female	58,254	4,882	4,481	4,000	11,877	9,579	7,445	5,151	4,254	6,585	29.1
Wyandot	22.9	Male	11,020	1,160	1,012	1,017	1,131	1,783	1,577	1,107	936	1,297	31.7
		Female	11,880	1,116	991	949	1,096	1,744	1,607	1,239	1,034	2,104	35.3
TOTAL METRO COUNTIES	8,567.3	**Male**	4,117,004	386,905	375,183	360,395	464,735	738,794	607,199	435,544	366,141	382,108	**31.4**
		Female	4,450,296	370,404	359,444	345,913	467,088	747,356	646,985	466,189	416,131	630,786	**34.1**
TOTAL STATE	10,896.1	**Male**	5,255,439	503,220	484,192	463,245	584,728	931,117	773,947	549,091	463,309	502,590	**31.4**
		Female	5,640,661	480,835	463,961	442,772	583,447	933,058	815,548	583,826	524,291	812,923	**34.1**

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
OKLAHOMA													
ENID	**61.1**	**Male**	**29,776**	**3,144**	**2,435**	**2,211**	**3,552**	**5,647**	**4,298**	**2,874**	**2,320**	**3,295**	**31.3**
		Female	**31,324**	**3,027**	**2,313**	**2,173**	**3,144**	**5,101**	**4,266**	**3,019**	**2,648**	**5,633**	**34.8**
Garfield	61.1	Male	29,776	3,144	2,435	2,211	3,552	5,647	4,298	2,874	2,320	3,295	31.3
		Female	31,324	3,027	2,313	2,173	3,144	5,101	4,266	3,019	2,648	5,633	34.8
LAWTON	**119.1**	**Male**	**63,793**	**6,811**	**5,299**	**5,594**	**14,424**	**12,079**	**8,002**	**4,810**	**3,369**	**3,405**	**24.9**
		Female	**55,307**	**6,467**	**5,016**	**4,512**	**7,403**	**9,815**	**7,910**	**5,124**	**3,749**	**5,311**	**29.3**
Comanche	119.1	Male	63,793	6,811	5,299	5,594	14,424	12,079	8,002	4,810	3,369	3,405	24.9
		Female	55,307	6,467	5,016	4,512	7,403	9,815	7,910	5,124	3,749	5,311	29.3
OKLAHOMA CITY	**983.8**	**Male**	**478,164**	**48,532**	**43,142**	**37,849**	**57,391**	**92,810**	**74,063**	**47,740**	**35,992**	**40,645**	**30.6**
		Female	**505,636**	**46,338**	**41,529**	**36,573**	**56,388**	**90,979**	**75,613**	**50,101**	**40,173**	**67,942**	**32.9**
Canadian	75.8	Male	38,112	4,184	4,106	3,338	3,263	7,522	7,099	3,734	2,255	2,611	30.5
		Female	37,688	3,964	3,823	3,148	2,950	7,425	6,544	3,445	2,232	4,157	31.7
Cleveland	164.7	Male	83,468	7,796	7,632	6,567	13,938	18,275	13,671	7,181	4,251	4,157	28.2
		Female	81,232	7,623	7,291	6,273	12,013	16,919	13,313	6,801	4,379	6,620	29.4
Logan	31.0	Male	15,061	1,530	1,402	1,327	1,722	2,347	2,240	1,398	1,173	1,922	31.6
		Female	15,939	1,417	1,275	1,232	1,627	2,368	2,206	1,441	1,349	3,024	35.2
McClain	25.8	Male	12,687	1,185	1,223	1,253	1,059	1,877	2,340	1,387	956	1,407	33.6
		Female	13,113	1,130	1,238	1,109	1,040	2,008	2,253	1,375	1,035	1,925	35.1
Oklahoma	625.9	Male	299,976	31,041	26,142	22,800	34,384	58,518	44,263	31,059	24,903	26,866	31.1
		Female	325,924	29,607	25,393	22,316	35,711	57,700	46,682	33,929	28,416	46,170	33.7
Pottawatomie	60.6	Male	28,860	2,796	2,637	2,564	3,025	4,271	4,450	2,981	2,454	3,682	33.0
		Female	31,740	2,597	2,509	2,495	3,047	4,559	4,615	3,110	2,762	6,046	36.4
TULSA	**747.4**	**Male**	**362,454**	**36,684**	**33,459**	**29,874**	**37,871**	**69,128**	**58,461**	**36,934**	**28,426**	**31,617**	**31.3**
		Female	**384,946**	**34,835**	**31,704**	**28,451**	**37,531**	**69,331**	**59,341**	**39,325**	**31,790**	**52,638**	**33.6**
Creek	72.5	Male	35,202	3,560	3,584	3,229	3,005	5,748	5,806	3,611	2,864	3,795	32.3
		Female	37,298	3,449	3,355	2,995	2,995	5,932	5,933	3,781	3,100	5,758	34.9
Osage	41.9	Male	20,759	2,064	1,846	1,755	1,839	3,448	3,319	2,237	1,821	2,430	33.3
		Female	21,141	1,933	1,693	1,560	1,588	3,402	3,216	2,233	1,963	3,553	36.2
Rogers	58.7	Male	29,060	2,880	3,033	2,803	2,497	4,525	5,683	3,247	2,016	2,376	32.3
		Female	29,640	2,670	2,838	2,630	2,346	5,045	5,536	3,011	2,148	3,416	33.6
Tulsa	520.6	Male	250,798	25,097	22,055	19,508	28,473	50,884	38,685	25,409	19,960	20,727	30.9
		Female	269,802	23,980	20,988	18,859	28,564	49,985	39,889	27,919	22,646	36,972	33.5
Wagoner	53.7	Male	26,635	3,083	2,941	2,579	2,057	4,523	4,968	2,430	1,765	2,289	30.9
		Female	27,065	2,803	2,830	2,407	2,038	4,967	4,767	2,381	1,933	2,939	32.0
ALL COUNTIES													
Adair	21.9	Male	10,760	1,188	1,096	1,159	961	1,525	1,509	971	925	1,426	31.4
		Female	11,140	1,007	1,066	1,057	919	1,555	1,584	1,083	1,009	1,860	34.8
Alfalfa	6.7	Male	3,287	231	224	459	220	387	420	296	332	718	37.9
		Female	3,413	224	204	209	198	353	390	325	361	1,149	48.7
Atoka	13.6	Male	7,112	574	620	518	681	1,273	1,066	777	591	1,012	34.1
		Female	6,488	555	551	521	466	907	919	649	652	1,268	37.7
Beaver	7.1	Male	3,493	356	324	285	234	553	530	373	362	476	34.9
		Female	3,607	357	312	279	256	524	507	387	362	623	36.5
Beckham	20.9	Male	10,069	1,145	863	702	1,019	1,667	1,288	905	815	1,665	32.8
		Female	10,831	1,035	803	670	971	1,467	1,289	1,021	1,000	2,575	38.6
Blaine	13.3	Male	6,407	706	534	534	575	927	881	617	595	1,038	34.2
		Female	6,893	614	551	499	581	859	897	603	691	1,598	38.8
Bryan	34.6	Male	16,609	1,460	1,391	1,336	2,070	2,491	2,186	1,564	1,540	2,571	33.2
		Female	17,991	1,457	1,405	1,272	1,777	2,480	2,310	1,621	1,792	3,877	37.6
Caddo	33.1	Male	15,823	1,593	1,497	1,510	1,441	2,260	2,134	1,583	1,366	2,439	33.3
		Female	17,277	1,599	1,408	1,483	1,399	2,201	2,278	1,653	1,653	3,603	37.4
Canadian	75.8	Male	38,112	4,184	4,106	3,338	3,263	7,522	7,099	3,734	2,255	2,611	30.5
		Female	37,688	3,964	3,823	3,148	2,950	7,425	6,544	3,445	2,232	4,157	31.7
Carter	46.7	Male	22,281	2,289	1,976	1,890	2,013	3,555	3,107	2,301	2,011	3,139	33.4
		Female	24,419	2,220	1,955	1,772	2,022	3,453	3,333	2,534	2,306	4,824	37.4
Cherokee	35.5	Male	17,155	1,648	1,502	1,670	2,275	2,632	2,306	1,636	1,426	2,060	30.6
		Female	18,345	1,638	1,512	1,569	2,410	2,564	2,623	1,662	1,557	2,810	33.0
Choctaw	17.3	Male	8,265	849	819	764	716	1,088	1,104	779	794	1,352	34.0
		Female	9,035	799	772	734	626	1,202	1,156	868	898	1,980	38.3
Cimarron	4.0	Male	2,000	204	174	184	133	303	287	210	208	297	35.1
		Female	2,000	164	175	139	120	288	266	231	243	374	39.3

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex									Median Age By Sex
				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
OKLAHOMA (continued)													
ALL COUNTIES (continued)													
Cleveland	164.7	Male	83,468	7,796	7,632	6,567	13,938	18,275	13,671	7,181	4,251	4,157	28.2
		Female	81,232	7,623	7,291	6,273	12,013	16,919	13,313	6,801	4,379	6,620	29.4
Coal	6.0	Male	2,860	303	238	272	216	391	324	298	289	529	35.3
		Female	3,140	241	261	242	231	355	392	326	320	772	41.1
Comanche	119.1	Male	63,793	6,811	5,299	5,594	14,424	12,079	8,002	4,810	3,369	3,405	24.9
		Female	55,307	6,467	5,016	4,512	7,403	9,815	7,910	5,124	3,749	5,311	29.3
Cotton	7.3	Male	3,482	314	297	296	274	483	508	342	350	618	36.5
		Female	3,818	318	291	270	262	492	500	339	424	922	40.5
Craig	15.1	Male	7,240	646	590	585	608	1,045	1,072	776	720	1,198	36.4
		Female	7,860	595	542	563	577	997	1,146	841	815	1,784	40.7
Creek	72.5	Male	35,202	3,560	3,584	3,229	3,005	5,748	5,806	3,611	2,864	3,795	32.3
		Female	37,298	3,449	3,355	2,995	2,995	5,932	5,933	3,781	3,100	5,758	34.9
Custer	30.7	Male	15,138	1,501	1,206	1,027	2,728	2,494	1,918	1,330	1,074	1,860	29.4
		Female	15,562	1,402	1,114	1,008	2,667	2,189	1,850	1,346	1,286	2,700	32.3
Delaware	29.5	Male	14,379	1,222	1,269	1,310	1,033	1,777	1,904	1,419	1,700	2,745	38.0
		Female	15,121	1,129	1,203	1,219	1,019	1,833	2,079	1,541	1,907	3,191	40.6
Dewey	5.9	Male	2,820	293	208	206	233	412	382	265	276	545	36.5
		Female	3,080	313	211	196	230	359	380	261	351	779	41.1
Ellis	5.6	Male	2,718	313	237	209	214	421	349	236	267	472	34.2
		Female	2,882	260	211	172	210	420	360	265	299	685	39.7
Garfield	61.1	Male	29,776	3,144	2,435	2,211	3,552	5,647	4,298	2,874	2,320	3,295	31.3
		Female	31,324	3,027	2,313	2,173	3,144	5,101	4,266	3,019	2,648	5,633	34.8
Garvin	28.9	Male	13,752	1,245	1,174	1,185	1,221	1,943	1,781	1,411	1,362	2,430	35.6
		Female	15,148	1,160	1,203	1,094	1,186	1,893	1,983	1,562	1,535	3,532	40.2
Grady	44.5	Male	21,385	2,152	2,013	1,956	2,105	3,337	3,474	2,054	1,682	2,612	32.4
		Female	23,115	2,169	1,924	1,794	2,046	3,447	3,433	2,135	1,943	4,224	35.5
Grant	6.2	Male	2,976	257	223	226	207	389	395	337	319	623	39.7
		Female	3,224	247	212	203	182	346	388	336	380	930	45.9
Greer	6.6	Male	3,312	207	222	208	465	522	366	304	303	715	35.9
		Female	3,288	175	198	193	171	326	357	312	364	1,192	52.4
Harmon	4.2	Male	1,945	166	174	174	148	231	209	174	196	473	38.8
		Female	2,255	175	175	146	130	238	238	209	269	675	46.0
Harper	4.4	Male	2,133	197	173	137	206	317	299	254	201	349	36.2
		Female	2,267	195	148	145	151	282	314	265	227	540	41.8
Haskell	12.2	Male	5,886	520	532	531	433	841	802	564	661	1,002	36.1
		Female	6,314	498	519	493	408	836	877	620	691	1,372	39.6
Hughes	14.3	Male	6,728	575	594	578	517	788	915	692	712	1,357	38.4
		Female	7,572	524	510	571	470	890	949	793	840	2,025	43.7
Jackson	30.5	Male	15,275	1,751	1,429	1,313	2,286	2,671	2,191	1,228	968	1,438	28.2
		Female	15,225	1,662	1,325	1,214	1,630	2,472	2,159	1,261	1,159	2,340	32.2
Jefferson	8.6	Male	4,082	389	375	334	320	594	520	372	403	775	35.6
		Female	4,518	393	340	316	332	578	530	424	433	1,172	40.7
Johnston	10.8	Male	5,228	504	438	452	553	703	643	472	503	910	33.8
		Female	5,572	415	449	436	521	727	728	522	574	1,200	38.3
Kay	50.7	Male	24,281	2,378	1,952	1,890	2,392	4,006	3,386	2,436	2,396	3,445	33.8
		Female	26,419	2,253	1,892	1,759	2,208	3,833	3,458	2,675	2,656	5,685	38.7
Kingfisher	14.7	Male	7,214	779	627	639	702	1,136	1,075	712	583	961	32.6
		Female	7,486	773	592	552	678	1,017	1,056	720	626	1,472	36.2
Kiowa	12.4	Male	5,843	541	455	469	483	748	737	583	606	1,221	38.1
		Female	6,557	507	456	440	467	726	781	632	701	1,847	43.7
Latimer	10.5	Male	5,160	437	447	452	594	637	677	500	565	851	35.2
		Female	5,340	470	417	450	499	691	719	518	542	1,034	37.0
Le Flore	47.2	Male	23,003	2,283	2,197	2,206	2,061	3,286	3,415	2,287	1,992	3,276	33.4
		Female	24,197	2,152	1,998	1,952	1,816	3,419	3,492	2,354	2,278	4,736	37.2
Lincoln	31.4	Male	15,229	1,475	1,466	1,370	1,322	2,131	2,389	1,535	1,306	2,235	34.3
		Female	16,171	1,401	1,368	1,287	1,278	2,272	2,422	1,584	1,445	3,114	37.0
Logan	31.0	Male	15,061	1,530	1,402	1,327	1,722	2,347	2,240	1,398	1,173	1,922	31.6
		Female	15,939	1,417	1,275	1,232	1,627	2,368	2,206	1,441	1,349	3,024	35.2
Love	8.3	Male	4,036	354	379	359	321	583	609	398	379	654	35.4
		Female	4,264	367	343	328	308	601	573	439	448	857	38.2
McClain	25.8	Male	12,687	1,185	1,223	1,253	1,059	1,877	2,340	1,387	956	1,407	33.6
		Female	13,113	1,130	1,238	1,109	1,040	2,008	2,253	1,375	1,035	1,925	35.1
McCurtain	37.1	Male	18,076	2,019	1,872	1,866	1,520	2,699	2,707	1,677	1,508	2,208	31.5
		Female	19,024	1,963	1,803	1,675	1,556	2,801	2,617	1,859	1,613	3,137	34.0

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
OKLAHOMA (continued)													
ALL COUNTIES (continued)													
McIntosh	18.0	Male	8,592	621	739	749	648	920	1,101	1,030	1,056	1,728	40.6
		Female	9,408	671	645	677	600	1,070	1,242	1,154	1,158	2,191	43.4
Major	8.9	Male	4,318	442	362	367	396	652	652	418	378	651	34.1
		Female	4,582	418	384	314	348	624	641	435	426	992	38.2
Marshall	11.8	Male	5,680	451	478	486	455	664	718	529	715	1,184	39.3
		Female	6,120	391	434	386	396	705	779	618	837	1,574	44.6
Mayes	35.4	Male	17,310	1,815	1,567	1,534	1,486	2,472	2,584	1,778	1,603	2,471	34.1
		Female	18,090	1,635	1,573	1,384	1,416	2,508	2,685	1,868	1,800	3,221	37.0
Murray	12.6	Male	6,043	574	545	529	502	881	802	592	607	1,011	34.9
		Female	6,557	562	535	505	480	876	861	623	648	1,467	38.7
Muskogee	71.1	Male	33,648	3,525	3,157	2,945	3,172	5,363	4,614	3,256	3,126	4,490	32.5
		Female	37,452	3,398	2,946	2,749	3,357	5,399	5,004	3,581	3,712	7,306	36.8
Noble	12.3	Male	5,984	618	500	493	563	917	908	611	487	887	33.9
		Female	6,316	539	457	469	526	855	885	621	584	1,380	38.5
Nowata	11.3	Male	5,516	512	480	447	498	824	774	581	520	880	35.0
		Female	5,784	477	446	418	440	804	740	621	599	1,239	39.1
Okfuskee	11.5	Male	5,610	451	473	727	401	656	720	504	566	1,112	36.3
		Female	5,890	440	445	455	371	663	786	566	666	1,498	42.3
Oklahoma	625.9	Male	299,976	31,041	26,142	22,800	34,384	58,518	44,263	31,059	24,903	26,866	31.1
		Female	325,924	29,607	25,393	22,316	35,711	57,700	46,682	33,929	28,416	46,170	33.7
Okmulgee	40.1	Male	19,391	1,813	1,750	1,713	2,275	2,704	2,684	1,746	1,822	2,884	32.9
		Female	20,709	1,673	1,598	1,557	1,752	2,766	2,812	2,047	2,097	4,407	38.6
Osage	41.9	Male	20,759	2,064	1,846	1,755	1,839	3,448	3,319	2,237	1,821	2,430	33.3
		Female	21,141	1,933	1,693	1,560	1,588	3,402	3,216	2,233	1,963	3,553	36.2
Ottawa	33.0	Male	15,654	1,463	1,392	1,356	1,822	2,341	2,179	1,585	1,543	1,973	32.7
		Female	17,346	1,377	1,365	1,247	1,703	2,411	2,381	1,755	1,876	3,231	37.4
Pawnee	17.9	Male	8,773	825	779	765	689	1,322	1,382	903	827	1,281	35.0
		Female	9,127	715	760	688	681	1,322	1,353	936	918	1,754	37.9
Payne	63.7	Male	32,443	2,572	2,054	1,735	9,702	5,845	3,620	2,251	1,815	2,849	25.3
		Female	31,257	2,445	1,966	1,610	7,953	4,824	3,610	2,248	2,157	4,444	28.4
Pittsburg	43.6	Male	21,200	1,846	1,765	1,862	1,628	3,400	3,157	2,191	2,221	3,130	35.3
		Female	22,400	1,693	1,682	1,720	1,572	2,909	3,127	2,380	2,456	4,861	40.2
Pontotoc	34.6	Male	16,265	1,535	1,310	1,271	2,063	2,385	2,204	1,597	1,491	2,409	33.2
		Female	18,335	1,427	1,279	1,204	2,183	2,448	2,360	1,714	1,741	3,979	37.7
Pottawatomie	60.6	Male	28,860	2,796	2,637	2,564	3,025	4,271	4,450	2,981	2,454	3,682	33.0
		Female	31,740	2,597	2,509	2,495	3,047	4,559	4,615	3,110	2,762	6,046	36.4
Pushmataha	12.7	Male	6,169	527	569	608	469	806	918	643	592	1,037	36.1
		Female	6,531	501	493	586	463	808	944	675	659	1,402	39.4
Roger Mills	5.2	Male	2,543	265	211	186	228	388	324	246	254	441	34.8
		Female	2,657	250	234	185	204	345	354	239	292	554	38.1
Rogers	58.7	Male	29,060	2,880	3,033	2,803	2,497	4,525	5,683	3,247	2,016	2,376	32.3
		Female	29,640	2,670	2,838	2,630	2,346	5,045	5,536	3,011	2,148	3,416	33.6
Seminole	27.9	Male	13,300	1,237	1,228	1,226	1,196	1,912	1,713	1,352	1,238	2,198	34.2
		Female	14,600	1,236	1,134	1,099	1,143	1,896	1,954	1,436	1,491	3,211	34.1
Sequoyah	36.6	Male	17,856	1,809	1,737	1,946	1,532	2,509	2,834	1,806	1,523	2,160	32.6
		Female	18,744	1,630	1,820	1,734	1,511	2,671	2,902	1,849	1,627	3,000	35.0
Stephens	43.5	Male	20,976	2,125	1,830	1,595	2,016	3,469	2,865	2,275	1,936	2,865	33.4
		Female	22,524	1,987	1,721	1,501	1,839	3,418	3,029	2,425	2,224	4,380	37.6
Texas	17.7	Male	8,873	979	851	684	1,057	1,516	1,273	932	716	865	30.7
		Female	8,827	969	763	678	930	1,400	1,264	884	737	1,202	32.7
Tillman	11.0	Male	5,220	507	522	495	429	738	664	476	504	885	33.9
		Female	5,780	518	449	472	411	725	707	511	604	1,383	39.5
Tulsa	520.6	Male	250,798	25,097	22,055	19,508	28,473	50,884	38,685	25,409	19,960	20,727	30.9
		Female	269,802	23,980	20,988	18,859	28,564	49,985	39,889	27,919	22,646	36,972	33.5
Wagoner	53.7	Male	26,635	3,083	2,941	2,579	2,057	4,523	4,968	2,430	1,765	2,289	30.9
		Female	27,065	2,803	2,830	2,407	2,038	4,967	4,767	2,381	1,933	2,939	32.0
Washington	43.2	Male	20,769	2,050	1,746	1,589	1,753	3,695	3,241	2,352	2,011	2,332	33.8
		Female	22,431	1,880	1,664	1,535	1,859	3,532	3,365	2,524	2,215	3,857	37.2
Washita	13.2	Male	6,434	669	514	522	683	1,022	833	574	621	996	33.1
		Female	6,766	640	544	461	622	903	828	648	684	1,436	37.6
Woods	10.1	Male	4,891	385	311	335	771	655	592	458	473	911	34.8
		Female	5,209	357	295	283	595	611	596	468	575	1,429	42.8
Woodward	20.9	Male	10,343	1,307	886	782	1,160	1,913	1,535	996	725	1,039	30.4
		Female	10,557	1,183	904	748	1,041	1,719	1,504	995	816	1,647	33.2

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
OKLAHOMA (continued)													
TOTAL METRO COUNTIES	1,948.0	**Male**	**952,043**	**96,980**	**86,072**	**77,474**	**114,770**	**182,173**	**147,658**	**94,164**	**71,630**	**81,122**	**30.5**
		Female	**995,957**	**92,297**	**82,382**	**73,443**	**105,977**	**177,897**	**150,032**	**99,418**	**79,987**	**134,524**	**33.1**
TOTAL STATE	3,317.5	**Male**	**1,615,430**	**161,158**	**143,948**	**133,736**	**186,332**	**282,879**	**239,580**	**158,708**	**131,763**	**177,326**	**31.5**
		Female	**1,702,070**	**153,105**	**137,520**	**125,296**	**171,840**	**275,331**	**245,176**	**168,166**	**148,609**	**277,027**	**34.6**
OREGON													
EUGENE - SPRINGFIELD	268.1	**Male**	**132,976**	**12,445**	**11,004**	**9,973**	**16,600**	**29,810**	**20,195**	**11,169**	**9,843**	**11,937**	**30.5**
		Female	**135,124**	**11,730**	**10,445**	**9,439**	**16,654**	**28,146**	**19,598**	**11,617**	**10,971**	**16,524**	**31.9**
Lane	268.1	Male	132,976	12,445	11,004	9,973	16,600	29,810	20,195	11,169	9,843	11,937	30.5
		Female	135,124	11,730	10,445	9,439	16,654	28,146	19,598	11,617	10,971	16,524	31.9
MEDFORD	144.2	**Male**	**71,513**	**6,408**	**6,124**	**5,884**	**6,673**	**13,282**	**11,157**	**6,749**	**6,410**	**8,826**	**33.0**
		Female	**72,687**	**6,240**	**5,903**	**5,395**	**6,618**	**12,841**	**10,991**	**6,766**	**6,698**	**11,235**	**34.5**
Jackson	144.2	Male	71,513	6,408	6,124	5,884	6,673	13,282	11,157	6,749	6,410	8,826	33.0
		Female	72,687	6,240	5,903	5,395	6,618	12,841	10,991	6,766	6,698	11,235	34.5
PORTLAND	1,179.3	**Male**	**574,326**	**53,529**	**47,447**	**44,123**	**58,888**	**123,128**	**92,273**	**53,160**	**45,815**	**55,963**	**31.8**
		Female	**604,974**	**50,908**	**45,679**	**42,562**	**59,394**	**120,172**	**89,660**	**54,727**	**52,006**	**89,866**	**33.6**
Clackamas	264.1	Male	130,158	12,260	12,348	11,817	10,826	24,528	24,012	13,166	10,164	11,037	32.3
		Female	133,942	11,695	11,891	11,293	10,233	25,462	23,544	13,054	10,739	16,031	33.6
Multnomah	568.3	Male	273,590	24,277	19,608	18,222	30,634	62,541	38,794	24,563	23,780	31,171	32.0
		Female	294,710	22,844	19,075	17,846	31,576	58,489	37,742	25,830	27,984	53,324	34.6
Washington	287.6	Male	141,505	13,966	12,883	11,616	14,227	30,971	25,100	12,801	9,576	10,365	30.8
		Female	146,095	13,434	12,233	11,063	14,375	31,184	24,202	13,099	10,685	15,820	32.0
Yamhill	59.3	Male	29,073	3,026	2,608	2,468	3,201	5,088	4,367	2,630	2,295	3,390	31.4
		Female	30,227	2,935	2,480	2,360	3,210	5,037	4,172	2,744	2,598	4,691	33.2
PORTLAND - VANCOUVER CONSOLIDATED AREA	*1,395.9*	***Male***	***681,744***	***65,088***	***58,312***	***53,545***	***68,716***	***144,435***	***110,442***	***62,842***	***53,556***	***64,808***	***31.6***
		Female	***714,156***	***61,887***	***55,621***	***51,680***	***69,411***	***141,535***	***106,712***	***64,156***	***60,536***	***102,618***	***33.4***
SALEM	268.5	**Male**	**131,664**	**13,215**	**11,287**	**10,869**	**14,221**	**25,367**	**19,692**	**11,529**	**10,407**	**15,077**	**31.4**
		Female	**136,836**	**12,560**	**10,715**	**10,123**	**13,666**	**24,054**	**19,282**	**12,294**	**11,711**	**22,431**	**33.9**
Marion	220.4	Male	108,336	10,880	9,202	8,943	11,749	21,120	16,198	9,402	8,479	12,363	31.3
		Female	112,064	10,444	8,792	8,297	10,793	19,789	15,782	10,084	9,608	18,475	33.9
Polk	48.1	Male	23,328	2,335	2,085	1,926	2,472	4,247	3,494	2,127	1,928	2,714	31.7
		Female	24,772	2,116	1,923	1,826	2,873	4,265	3,500	2,210	2,103	3,956	33.6
ALL COUNTIES													
Baker	15.2	Male	7,587	725	652	655	584	1,187	1,109	755	746	1,174	34.9
		Female	7,613	618	617	581	521	1,139	1,115	765	788	1,469	38.0
Benton	66.9	Male	34,059	2,716	2,316	2,165	8,073	7,548	4,506	2,482	2,012	2,241	27.3
		Female	32,841	2,531	2,323	2,026	6,733	6,590	4,460	2,540	2,129	3,509	29.3
Clackamas	264.1	Male	130,158	12,260	12,348	11,817	10,826	24,528	24,012	13,166	10,164	11,037	32.3
		Female	133,942	11,695	11,891	11,293	10,233	25,462	23,544	13,054	10,739	16,031	33.6
Clatsop	32.6	Male	16,084	1,509	1,244	1,214	1,675	3,069	2,209	1,425	1,518	2,221	32.8
		Female	16,516	1,423	1,215	1,204	1,565	2,681	2,198	1,443	1,715	3,072	35.8
Columbia	36.9	Male	18,415	1,809	1,832	1,619	1,434	3,329	2,988	1,783	1,604	2,017	32.6
		Female	18,485	1,908	1,749	1,563	1,423	3,236	2,808	1,708	1,643	2,447	33.0
Coos	60.4	Male	30,050	2,895	2,673	2,497	2,649	5,202	4,651	3,044	2,900	3,539	33.3
		Female	30,350	2,772	2,463	2,285	2,660	5,124	4,576	3,141	2,888	4,441	34.7
Crook	13.9	Male	6,880	670	600	585	565	1,111	1,126	693	645	885	34.2
		Female	7,020	661	624	521	600	1,147	1,025	681	750	1,011	34.6
Curry	17.6	Male	8,747	713	632	666	655	1,322	1,191	913	1,082	1,573	38.2
		Female	8,853	697	607	675	590	1,261	1,250	900	1,216	1,657	39.8
Deschutes	71.4	Male	35,806	3,479	3,217	2,901	3,196	7,463	5,877	3,109	2,903	3,661	31.8
		Female	35,594	3,345	3,130	2,658	3,302	7,089	5,551	3,164	3,152	4,203	32.6
Douglas	96.1	Male	47,956	5,024	4,481	4,223	4,308	8,242	7,241	4,827	4,358	5,252	32.2
		Female	48,144	4,732	4,295	3,937	4,152	8,154	7,278	4,937	4,392	6,267	33.5
Gilliam	1.7	Male	853	86	60	64	76	136	113	96	96	126	35.4
		Female	847	82	53	76	61	126	117	107	88	137	37.2
Grant	8.6	Male	4,359	441	363	369	334	757	695	459	405	536	33.9
		Female	4,241	408	387	328	342	690	665	437	391	593	34.5
Harney	7.8	Male	4,039	439	375	319	343	703	698	406	340	416	32.7
		Female	3,761	367	364	296	339	648	580	392	320	455	32.9

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OREGON (continued)													
ALL COUNTIES (continued)													
Hood River	16.2	Male	8,235	800	710	647	778	1,531	1,230	802	760	977	32.7
		Female	7,965	810	642	580	663	1,322	1,107	838	780	1,223	34.7
Jackson	144.2	Male	71,513	6,408	6,124	5,884	6,673	13,282	11,157	6,749	6,410	8,826	33.0
		Female	72,687	6,240	5,903	5,395	6,618	12,841	10,991	6,766	6,698	11,235	34.5
Jefferson	12.7	Male	6,466	728	616	635	635	1,069	968	626	553	636	30.8
		Female	6,234	666	596	579	542	1,038	951	641	528	693	32.1
Josephine	74.6	Male	36,396	3,529	3,278	2,958	2,604	5,834	5,544	3,440	3,756	5,453	35.0
		Female	38,204	3,230	2,976	2,899	2,734	6,077	5,588	3,682	4,121	6,897	37.1
Klamath	57.8	Male	29,247	2,988	2,786	2,397	2,965	5,248	4,372	2,866	2,549	3,076	31.6
		Female	28,553	2,698	2,575	2,333	2,547	5,022	4,231	2,898	2,583	3,666	33.2
Lake	7.6	Male	3,866	396	336	323	317	654	612	409	383	436	33.6
		Female	3,734	377	362	284	291	600	570	429	335	486	34.2
Lane	268.1	Male	132,976	12,445	11,004	9,973	16,600	29,810	20,195	11,159	9,843	11,937	30.5
		Female	135,124	11,730	10,445	9,439	16,654	28,146	19,598	11,617	10,971	16,524	31.9
Lincoln	37.1	Male	18,214	1,523	1,253	1,248	1,484	3,255	2,441	1,741	2,185	3,084	36.4
		Female	18,886	1,472	1,251	1,173	1,442	3,122	2,381	1,873	2,474	3,698	39.1
Linn	89.1	Male	44,031	4,403	4,174	3,840	4,068	8,196	6,785	3,991	3,770	4,804	31.7
		Female	45,069	4,218	3,947	3,646	4,083	7,959	6,700	4,129	4,134	6,253	33.3
Malheur	27.2	Male	13,433	1,572	1,279	1,213	1,284	2,084	1,790	1,297	1,217	1,697	31.6
		Female	13,767	1,456	1,258	1,184	1,173	2,085	1,875	1,417	1,250	2,069	33.7
Marion	220.4	Male	108,336	10,880	9,202	8,943	11,749	21,120	16,198	9,402	8,479	12,363	31.3
		Female	112,064	10,444	8,792	8,297	10,793	19,789	15,782	10,084	9,608	18,475	33.9
Morrow	8.3	Male	4,268	481	396	388	392	756	672	435	336	412	31.3
		Female	4,032	426	375	356	350	694	629	431	318	453	32.3
Multnomah	568.3	Male	273,590	24,277	19,608	18,222	30,634	62,541	38,794	24,563	23,780	31,171	32.0
		Female	294,710	22,844	19,075	17,846	31,576	58,489	37,742	25,830	27,984	53,324	34.6
Polk	48.1	Male	23,328	2,335	2,085	1,926	2,472	4,247	3,494	2,127	1,928	2,714	31.7
		Female	24,772	2,116	1,923	1,826	2,873	4,265	3,500	2,210	2,103	3,956	33.6
Sherman	1.8	Male	902	89	76	78	74	158	104	106	112	105	33.5
		Female	898	94	70	82	56	150	104	113	100	129	34.8
Tillamook	21.7	Male	10,821	971	826	808	874	1,908	1,469	1,049	1,180	1,736	35.2
		Female	10,879	927	778	753	778	1,736	1,394	1,097	1,292	2,124	38.4
Umatilla	60.0	Male	29,731	3,254	2,529	2,373	2,920	5,608	4,361	2,858	2,555	3,273	31.8
		Female	30,269	3,102	2,677	2,317	2,819	5,157	4,190	2,954	2,655	4,398	33.2
Union	23.2	Male	11,538	1,223	1,072	960	1,219	2,073	1,729	1,023	866	1,373	31.2
		Female	11,662	1,112	990	900	1,234	2,000	1,688	1,034	947	1,757	33.0
Wallowa	7.2	Male	3,613	349	274	301	271	613	542	369	338	536	35.0
		Female	3,587	318	290	259	245	552	502	397	364	660	37.6
Wasco	20.6	Male	10,170	1,072	924	810	767	1,806	1,518	915	978	1,380	33.4
		Female	10,430	930	846	797	816	1,741	1,461	1,020	1,026	1,793	35.6
Washington	287.6	Male	141,505	13,966	12,883	11,616	14,227	30,971	25,100	12,801	9,576	10,365	30.8
		Female	146,095	13,434	12,233	11,063	14,375	31,184	24,202	13,099	10,685	15,820	32.0
Wheeler	1.3	Male	651	46	60	56	44	81	84	80	81	119	39.6
		Female	649	54	55	52	33	85	97	76	69	128	39.7
Yamhill	59.3	Male	29,073	3,026	2,608	2,468	3,201	5,088	4,367	2,630	2,295	3,390	31.4
		Female	30,227	2,935	2,480	2,360	3,210	5,037	4,172	2,744	2,598	4,691	33.2
TOTAL METRO COUNTIES	**1,860.1**	**Male**	**910,479**	**85,597**	**75,862**	**70,849**	**96,382**	**191,587**	**143,317**	**82,607**	**72,475**	**91,803**	**31.6**
		Female	**949,621**	**81,438**	**72,742**	**67,519**	**96,332**	**185,213**	**139,531**	**85,404**	**81,386**	**140,056**	**33.5**
TOTAL STATE	**2,755.6**	**Male**	**1,356,896**	**129,527**	**114,896**	**107,161**	**140,970**	**272,530**	**209,942**	**124,606**	**112,723**	**144,541**	**31.8**
		Female	**1,398,704**	**122,872**	**110,257**	**101,863**	**138,426**	**262,438**	**204,622**	**128,648**	**123,834**	**205,744**	**33.6**
PENNSYLVANIA													
ALLENTOWN - BETHLEHEM	**674.3**	**Male**	**324,171**	**25,887**	**26,215**	**26,927**	**33,947**	**55,392**	**48,273**	**36,380**	**33,648**	**37,502**	**33.9**
		Female	**350,129**	**24,352**	**25,243**	**25,527**	**32,663**	**55,100**	**49,558**	**39,026**	**38,892**	**59,768**	**37.5**
Carbon	55.4	Male	26,521	2,176	2,096	2,244	2,319	4,197	3,567	3,016	3,112	3,794	35.6
		Female	28,879	1,952	2,118	2,092	2,280	3,900	3,695	3,327	3,660	5,855	40.7
Lehigh	286.6	Male	137,275	10,716	10,786	11,090	14,036	24,315	20,637	15,706	14,156	15,833	34.1
		Female	149,325	9,971	10,408	10,577	14,453	24,123	21,203	16,930	16,258	25,402	37.4
Northampton	242.7	Male	117,369	9,224	9,428	9,708	13,844	19,424	17,026	13,032	12,429	13,254	33.5
		Female	125,331	8,842	8,924	9,171	11,787	19,435	17,764	13,940	14,450	21,018	37.5

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex									Median Age By Sex
				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
PENNSYLVANIA (continued)													
ALLENTOWN - BETHLEHEM (continued)													
Warren, N. J.	*89.6*	*Male*	*43,006*	*3,771*	*3,905*	*3,885*	*3,748*	*7,456*	*7,043*	*4,626*	*3,951*	*4,621*	*33.3*
		Female	*46,594*	*3,587*	*3,793*	*3,687*	*4,143*	*7,642*	*6,896*	*4,829*	*4,524*	*7,493*	*35.6*
ALTOONA	**133.2**	**Male**	**62,382**	**5,743**	**5,588**	**5,519**	**6,200**	**10,108**	**8,670**	**6,443**	**6,221**	**7,890**	**33.1**
		Female	**70,818**	**5,572**	**5,407**	**5,188**	**6,217**	**10,423**	**9,461**	**7,394**	**7,590**	**13,566**	**37.8**
Blair	133.2	Male	62,382	5,743	5,588	5,519	6,200	10,108	8,670	6,443	6,221	7,890	33.1
		Female	70,818	5,572	5,407	5,188	6,217	10,423	9,461	7,394	7,590	13,566	37.8
BEAVER COUNTY	**192.0**	**Male**	**92,818**	**7,820**	**7,675**	**8,155**	**9,505**	**14,824**	**13,013**	**11,106**	**10,284**	**10,436**	**33.9**
		Female	**99,182**	**7,548**	**7,341**	**7,735**	**9,306**	**14,815**	**14,034**	**11,872**	**11,525**	**15,006**	**37.0**
Beaver	192.0	Male	92,818	7,820	7,675	8,155	9,505	14,824	13,013	11,106	10,284	10,436	33.9
		Female	99,182	7,548	7,341	7,735	9,306	14,815	14,034	11,872	11,525	15,006	37.0
ERIE	**282.8**	**Male**	**136,186**	**13,256**	**12,733**	**12,120**	**16,214**	**23,490**	**18,640**	**13,409**	**12,927**	**13,397**	**30.9**
		Female	**146,614**	**12,642**	**12,246**	**11,696**	**16,773**	**23,224**	**19,488**	**14,699**	**14,608**	**21,238**	**33.6**
Erie	282.8	Male	136,186	13,256	12,733	12,120	16,214	23,490	18,640	13,409	12,927	13,397	30.9
		Female	146,614	12,642	12,246	11,696	16,773	23,224	19,488	14,699	14,608	21,238	33.6
HARRISBURG - LEBANON - CARLISLE	**588.4**	**Male**	**282,887**	**23,602**	**24,304**	**24,180**	**30,432**	**50,907**	**42,356**	**31,093**	**26,730**	**29,283**	**32.6**
		Female	**305,513**	**22,605**	**23,120**	**22,707**	**30,609**	**50,404**	**44,258**	**33,174**	**30,275**	**48,361**	**35.7**
Cumberland	194.3	Male	93,578	7,205	7,745	7,797	11,827	16,329	14,873	10,398	8,666	8,738	32.5
		Female	100,722	6,929	7,435	7,491	11,632	16,148	15,359	11,164	9,564	15,000	35.5
Dauphin	238.8	Male	113,330	9,379	9,706	9,738	11,537	21,165	16,020	12,378	11,120	12,287	32.7
		Female	125,470	9,207	9,145	8,990	11,668	21,291	17,399	13,592	12,958	21,180	36.4
Lebanon	113.6	Male	55,273	5,024	4,803	4,757	5,237	9,529	8,237	6,247	5,228	6,211	33.2
		Female	58,327	4,577	4,633	4,535	5,428	9,174	8,448	6,243	5,844	9,445	36.0
Perry	41.7	Male	20,706	1,994	2,050	1,888	1,831	3,884	3,226	2,070	1,716	2,047	31.7
		Female	20,994	1,892	1,907	1,691	1,881	3,791	3,052	2,175	1,869	2,736	33.2
JOHNSTOWN	**254.8**	**Male**	**122,694**	**11,170**	**10,837**	**10,344**	**13,227**	**20,316**	**15,753**	**12,524**	**13,191**	**15,332**	**32.8**
		Female	**132,106**	**10,589**	**10,265**	**9,940**	**12,838**	**19,204**	**16,242**	**14,359**	**15,302**	**23,367**	**37.0**
Cambria	172.4	Male	82,779	7,381	7,239	6,926	9,474	13,598	10,238	8,449	9,068	10,406	32.6
		Female	89,621	7,015	6,828	6,781	9,059	12,895	10,738	9,706	10,539	16,060	37.1
Somerset	82.4	Male	39,915	3,789	3,598	3,418	3,753	6,718	5,515	4,075	4,123	4,926	33.0
		Female	42,485	3,574	3,437	3,159	3,779	6,309	5,504	4,653	4,763	7,307	36.8
LANCASTER	**407.2**	**Male**	**196,836**	**19,298**	**17,624**	**16,720**	**22,090**	**34,521**	**29,474**	**20,353**	**16,438**	**20,318**	**31.6**
		Female	**210,364**	**18,046**	**16,809**	**16,224**	**22,488**	**34,344**	**30,251**	**21,083**	**19,000**	**32,119**	**34.2**
Lancaster	407.2	Male	196,836	19,298	17,624	16,720	22,090	34,521	29,474	20,353	16,438	20,318	31.6
		Female	210,364	18,046	16,809	16,224	22,488	34,344	30,251	21,083	19,000	32,119	34.2
PHILADELPHIA	**4,909.7**	**Male**	**2,340,585**	**200,584**	**201,717**	**211,705**	**259,900**	**405,260**	**344,968**	**254,384**	**225,129**	**236,938**	**32.3**
		Female	**2,569,115**	**193,125**	**194,483**	**202,539**	**253,481**	**416,301**	**372,978**	**277,972**	**258,706**	**399,530**	**35.7**
Bucks	542.1	Male	267,275	24,276	24,953	25,693	27,311	47,774	44,380	30,601	23,673	18,614	31.6
		Female	274,825	22,958	23,807	24,170	26,391	48,190	44,736	31,124	23,988	29,461	33.3
Chester	353.4	Male	173,414	14,821	15,785	16,059	17,624	30,648	29,951	19,337	15,136	14,053	32.3
		Female	179,986	13,929	14,932	15,226	18,192	31,165	30,181	19,328	15,652	21,381	33.9
Delaware	570.5	Male	270,636	21,418	21,330	24,286	32,065	45,081	35,169	30,284	29,926	30,077	33.0
		Female	299,864	20,444	20,382	23,047	29,906	45,151	40,157	34,326	34,331	52,120	37.7
Montgomery	683.6	Male	327,135	24,287	25,915	29,158	32,437	56,203	50,352	39,007	33,881	35,895	34.2
		Female	356,465	23,238	25,039	27,437	32,941	54,969	53,839	41,410	37,633	59,959	37.7
Philadelphia	1,642.9	Male	758,582	65,280	63,174	65,199	90,263	129,758	99,305	76,893	74,564	94,146	32.4
		Female	884,318	64,061	61,666	64,168	90,541	137,849	115,546	90,465	95,002	165,020	37.1
Burlington, N. J.	*399.9*	*Male*	*199,821*	*17,346*	*18,219*	*19,250*	*25,126*	*35,866*	*32,738*	*21,766*	*15,842*	*13,668*	*30.6*
		Female	*200,079*	*16,679*	*17,378*	*17,804*	*19,215*	*35,283*	*33,359*	*21,928*	*16,601*	*21,832*	*33.2*
Camden, N. J.	*497.5*	*Male*	*236,743*	*22,624*	*22,204*	*22,043*	*23,605*	*40,846*	*35,290*	*25,310*	*22,913*	*21,908*	*31.8*
		Female	*260,757*	*21,689*	*21,372*	*21,265*	*24,450*	*43,956*	*38,200*	*27,754*	*25,496*	*36,565*	*34.5*
Gloucester, N. J.	*219.8*	*Male*	*106,979*	*10,532*	*10,137*	*10,017*	*11,469*	*19,084*	*16,733*	*11,186*	*9,194*	*8,577*	*30.9*
		Female	*112,821*	*10,127*	*9,907*	*9,422*	*11,845*	*19,738*	*16,960*	*11,627*	*10,003*	*13,192*	*32.7*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,942.1***	***Male***	***2,835,460***	***243,470***	***245,110***	***256,490***	***315,482***	***491,321***	***421,132***	***304,327***	***270,971***	***283,157***	***32.3***
		Female	***3,106,640***	***234,320***	***236,413***	***246,028***	***310,476***	***505,122***	***453,206***	***335,558***	***310,763***	***474,754***	***35.5***
PITTSBURGH	**2,109.1**	**Male**	**1,000,216**	**76,593**	**79,248**	**84,452**	**105,294**	**170,195**	**137,962**	**112,799**	**110,976**	**122,697**	**34.1**
		Female	**1,108,884**	**73,432**	**76,035**	**80,830**	**105,586**	**170,852**	**150,773**	**125,784**	**130,502**	**195,090**	**38.2**
Allegheny	1,360.5	Male	640,284	46,828	48,271	53,357	70,014	111,127	86,509	73,089	72,303	79,086	34.1
		Female	720,216	45,095	46,367	51,213	71,570	112,125	96,477	81,902	85,211	130,190	38.5
Fayette	153.9	Male	73,608	6,600	6,708	6,530	6,917	11,883	9,646	7,396	7,947	9,781	33.5
		Female	80,292	6,170	6,427	6,264	6,792	11,543	10,225	8,751	9,443	14,677	37.9

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex									Median Age By Sex
				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
PENNSYLVANIA (continued)													
PITTSBURGH (continued)													
Washington	213.4	Male	102,590	8,284	8,691	8,433	10,765	16,531	14,624	11,259	11,398	12,605	34.1
		Female	110,810	8,039	8,231	8,014	10,274	16,485	15,549	12,362	13,159	18,697	37.8
Westmoreland	381.3	Male	183,734	14,881	15,578	16,132	17,598	30,654	27,183	20,855	19,628	21,225	34.0
		Female	197,566	14,128	15,010	15,339	16,950	30,699	28,522	22,769	22,623	31,526	37.3
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***2,301.1***	***Male***	***1,093,034***	***84,413***	***86,923***	***92,607***	***114,799***	***185,019***	***150,975***	***123,905***	***121,260***	***133,133***	***34.1***
		Female	***1,208,066***	***80,980***	***83,376***	***88,565***	***114,892***	***185,667***	***164,807***	***137,656***	***142,027***	***210,096***	***38.1***
READING	**329.4**	**Male**	**157,794**	**12,505**	**12,622**	**13,030**	**15,696**	**26,238**	**23,069**	**18,211**	**16,178**	**20,245**	**34.5**
		Female	**171,606**	**11,935**	**11,967**	**12,530**	**16,085**	**26,108**	**23,974**	**19,021**	**18,345**	**31,641**	**38.0**
Berks	329.4	Male	157,794	12,505	12,622	13,030	15,696	26,238	23,069	18,211	16,178	20,245	34.5
		Female	171,606	11,935	11,967	12,530	16,085	26,108	23,974	19,021	18,345	31,641	38.0
SCRANTON - WILKES-BARRE	**736.4**	**Male**	**345,973**	**26,880**	**28,326**	**28,603**	**34,908**	**55,876**	**49,159**	**37,785**	**37,473**	**46,963**	**34.7**
		Female	**390,427**	**26,302**	**27,227**	**27,086**	**36,274**	**54,333**	**49,934**	**42,261**	**46,677**	**80,333**	**39.8**
Columbia	62.7	Male	29,801	2,315	2,496	2,420	3,966	4,756	4,246	3,020	2,876	3,706	32.8
		Female	32,899	2,250	2,335	2,289	4,797	4,627	4,313	3,154	3,438	5,696	35.4
Lackawanna	222.3	Male	103,110	8,182	8,175	8,499	10,663	16,190	13,956	11,171	11,689	14,585	34.9
		Female	119,190	7,845	7,950	8,067	10,888	15,963	14,513	13,117	14,808	26,039	41.1
Luzerne	331.9	Male	154,728	11,400	12,393	12,729	14,798	24,725	21,877	17,563	17,395	21,848	35.6
		Female	177,172	11,414	12,072	12,226	14,581	23,750	22,250	19,720	22,376	38,783	41.5
Monroe	90.2	Male	43,829	3,496	3,668	3,625	4,214	7,587	6,773	4,769	4,341	5,356	34.1
		Female	46,371	3,369	3,390	3,349	4,775	7,448	6,753	4,909	4,712	7,666	36.3
Wyoming	29.3	Male	14,505	1,487	1,594	1,330	1,267	2,618	2,307	1,262	1,172	1,468	31.0
		Female	14,795	1,424	1,480	1,155	1,233	2,545	2,105	1,361	1,343	2,149	33.3
SHARON	**124.7**	**Male**	**60,097**	**5,033**	**5,050**	**5,427**	**6,983**	**9,342**	**8,196**	**6,556**	**6,257**	**7,253**	**33.1**
		Female	**64,603**	**4,714**	**4,791**	**4,967**	**6,761**	**9,232**	**8,696**	**7,117**	**7,082**	**11,243**	**37.1**
Mercer	124.7	Male	60,097	5,033	5,050	5,427	6,983	9,342	8,196	6,556	6,257	7,253	33.1
		Female	64,603	4,714	4,791	4,967	6,761	9,232	8,696	7,117	7,082	11,243	37.1
STATE COLLEGE	**118.0**	**Male**	**60,740**	**3,971**	**4,040**	**3,966**	**17,414**	**11,345**	**7,489**	**4,805**	**3,641**	**4,069**	**25.9**
		Female	**57,260**	**3,715**	**3,914**	**3,778**	**13,922**	**9,216**	**7,373**	**4,886**	**4,016**	**6,440**	**28.6**
Centre	118.0	Male	60,740	3,971	4,040	3,966	17,414	11,345	7,489	4,805	3,641	4,069	25.9
		Female	57,260	3,715	3,914	3,778	13,922	9,216	7,373	4,886	4,016	6,440	28.6
WILLIAMSPORT	**118.5**	**Male**	**56,801**	**5,161**	**5,006**	**4,901**	**6,177**	**9,504**	**8,106**	**6,103**	**5,266**	**6,577**	**32.5**
		Female	**61,699**	**4,911**	**4,864**	**4,701**	**5,941**	**9,539**	**8,368**	**6,436**	**6,238**	**10,701**	**36.1**
Lycoming	118.5	Male	56,801	5,161	5,006	4,901	6,177	9,504	8,106	6,103	5,266	6,577	32.5
		Female	61,699	4,911	4,864	4,701	5,941	9,539	8,368	6,436	6,238	10,701	36.1
YORK	**406.4**	**Male**	**197,436**	**16,688**	**17,851**	**17,025**	**19,883**	**35,117**	**31,471**	**21,122**	**17,647**	**20,632**	**32.8**
		Female	**208,964**	**16,245**	**17,302**	**16,457**	**20,155**	**35,256**	**31,176**	**21,672**	**19,603**	**31,098**	**34.7**
Adams	72.3	Male	35,384	3,139	3,231	3,167	4,202	5,955	5,316	3,564	3,059	3,751	31.6
		Female	36,916	3,040	2,996	3,056	4,138	6,023	5,208	3,650	3,399	5,406	33.7
York	334.1	Male	162,052	13,549	14,620	13,858	15,681	29,162	26,155	17,558	14,588	16,881	33.0
		Female	172,048	13,205	14,306	13,401	16,017	29,233	25,968	18,022	16,204	25,692	35.0
ALL COUNTIES													
Adams	72.3	Male	35,384	3,139	3,231	3,167	4,202	5,955	5,316	3,564	3,059	3,751	31.6
		Female	36,916	3,040	2,996	3,056	4,138	6,023	5,208	3,650	3,399	5,406	33.7
Allegheny	1,360.5	Male	640,284	46,828	48,271	53,357	70,014	111,127	86,509	73,089	72,003	79,086	34.1
		Female	720,216	45,095	46,367	51,213	71,570	112,125	96,477	81,902	85,277	130,190	38.5
Armstrong	79.2	Male	38,318	3,371	3,461	3,211	3,803	5,986	5,212	3,975	4,117	5,182	33.9
		Female	40,882	3,145	3,141	3,100	3,577	5,930	5,425	4,469	4,684	7,411	37.9
Beaver	192.0	Male	92,818	7,820	7,675	8,155	9,505	14,824	13,013	11,106	10,284	10,436	33.9
		Female	99,182	7,548	7,341	7,735	9,306	14,815	14,034	11,872	11,525	15,006	37.0
Bedford	48.4	Male	23,592	2,183	2,250	2,152	2,185	3,646	3,656	2,456	2,248	2,816	33.3
		Female	24,808	2,108	2,197	2,026	2,081	3,576	3,665	2,661	2,541	3,953	36.1
Berks	329.4	Male	157,794	12,505	12,622	13,030	15,696	26,238	23,069	18,211	16,178	20,245	34.5
		Female	171,606	11,935	11,967	12,530	16,085	26,108	23,974	19,021	18,345	31,641	38.0
Blair	133.2	Male	62,382	5,743	5,588	5,519	6,200	10,108	8,670	6,443	6,221	7,890	33.1
		Female	70,818	5,572	5,407	5,188	6,217	10,423	9,461	7,394	7,590	13,566	37.8
Bradford	65.8	Male	31,847	3,127	3,126	3,233	2,856	5,116	4,916	3,192	2,713	3,568	32.0
		Female	33,953	3,017	3,024	3,045	3,014	5,173	4,908	3,267	3,128	5,377	34.4
Bucks	542.1	Male	267,275	24,276	24,953	25,693	27,311	47,774	44,380	30,601	23,673	18,614	31.6
		Female	274,825	22,958	23,807	24,170	26,391	48,190	44,736	31,124	23,988	29,461	33.3

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POPULATION BY AGE AND SEX

SMRB ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
PENNSYLVANIA (continued)													
ALL COUNTIES (continued)													
Butler	155.4	Male	75,906	6,863	6,892	6,907	8,770	13,294	11,452	7,687	6,583	7,458	31.4
		Female	79,494	6,679	6,487	6,491	8,801	13,110	11,468	7,864	7,372	11,222	33.6
Cambria	172.4	Male	82,779	7,381	7,239	6,926	9,474	13,598	10,238	8,449	9,068	10,406	32.6
		Female	89,621	7,015	6,828	6,781	9,059	12,895	10,738	9,706	10,539	16,060	37.1
Cameron	6.4	Male	3,104	265	289	270	274	500	421	355	326	404	34.1
		Female	3,296	222	257	266	256	465	442	350	418	620	39.1
Carbon	55.4	Male	26,521	2,176	2,096	2,244	2,319	4,197	3,567	3,016	3,112	3,794	35.6
		Female	28,879	1,952	2,118	2,092	2,280	3,900	3,695	3,327	3,660	5,855	40.7
Centre	118.0	Male	60,740	3,971	4,040	3,966	17,414	11,345	7,489	4,805	3,641	4,069	25.9
		Female	57,260	3,715	3,914	3,778	13,922	9,216	7,373	4,886	4,016	6,440	28.6
Chester	353.4	Male	173,414	14,821	15,785	16,059	17,624	30,648	29,951	19,337	15,136	14,053	32.3
		Female	179,986	13,929	14,932	15,226	18,192	31,165	30,181	19,328	15,652	21,381	33.9
Clarion	43.5	Male	21,210	1,815	1,769	1,892	3,642	3,250	2,855	2,042	1,697	2,343	29.9
		Female	22,290	1,770	1,796	1,723	3,650	2,942	2,993	2,058	1,958	3,400	32.5
Clearfield	82.8	Male	40,203	3,784	3,863	3,752	3,949	6,356	5,583	3,947	3,828	4,941	32.3
		Female	42,597	3,628	3,650	3,476	3,840	6,131	5,903	4,322	4,584	7,263	36.3
Clinton	39.2	Male	18,928	1,648	1,579	1,569	2,488	2,905	2,584	2,070	1,858	2,227	32.5
		Female	20,272	1,599	1,577	1,497	2,549	2,807	2,761	2,137	2,155	3,190	35.4
Columbia	62.7	Male	29,801	2,315	2,496	2,420	3,966	4,756	4,246	3,020	2,876	3,706	32.8
		Female	32,899	2,250	2,335	2,289	4,797	4,627	4,313	3,154	3,438	5,696	35.4
Crawford	87.4	Male	42,327	3,982	4,022	3,847	4,405	6,780	6,116	4,179	3,898	5,098	32.2
		Female	45,073	3,684	3,851	3,541	4,377	6,945	6,210	4,419	4,443	7,603	35.2
Cumberland	194.3	Male	93,578	7,205	7,745	7,797	11,827	16,329	14,873	10,398	8,666	8,738	32.5
		Female	100,722	6,929	7,435	7,491	11,632	16,148	15,359	11,164	9,564	15,000	35.5
Dauphin	238.8	Male	113,330	9,379	9,706	9,738	11,537	21,165	16,020	12,378	11,120	12,287	32.7
		Female	125,470	9,207	9,145	8,990	11,668	21,291	17,399	13,592	12,998	21,180	36.4
Delaware	570.5	Male	270,636	21,418	21,330	24,286	32,065	45,081	36,169	30,284	29,926	30,077	33.0
		Female	299,864	20,444	20,382	23,047	29,906	45,151	40,157	34,326	34,331	52,120	37.7
Elk	38.5	Male	18,810	1,689	1,808	1,875	1,849	2,884	2,647	2,052	1,816	2,190	32.6
		Female	19,690	1,609	1,713	1,835	1,676	2,767	2,678	2,151	2,117	3,144	35.9
Erie	282.8	Male	136,186	13,256	12,733	12,120	16,214	23,490	18,640	13,409	12,927	13,397	30.9
		Female	146,614	12,642	12,246	11,696	16,773	23,224	19,488	14,699	14,608	21,238	33.6
Fayette	153.9	Male	73,608	6,600	6,708	6,530	6,917	11,883	9,646	7,596	7,947	9,781	33.5
		Female	80,292	6,170	6,427	6,264	6,792	11,543	10,225	8,751	9,443	14,677	37.9
Forest	4.8	Male	2,394	167	180	236	202	352	330	236	252	439	36.8
		Female	2,406	167	201	197	165	324	358	260	305	429	39.2
Franklin	121.6	Male	58,896	5,207	5,566	5,232	5,685	9,946	8,095	6,498	5,377	6,390	32.8
		Female	62,704	4,943	5,120	4,991	5,605	9,944	9,367	6,796	6,089	9,849	35.8
Fulton	14.4	Male	7,075	658	698	683	640	1,130	1,115	731	644	776	32.6
		Female	7,325	717	655	597	632	1,116	1,160	735	686	1,027	34.5
Greene	41.3	Male	20,052	1,967	1,894	1,751	2,087	3,390	2,631	1,783	1,941	2,608	31.9
		Female	21,248	1,818	1,823	1,679	1,922	3,313	2,613	2,072	2,247	3,761	35.3
Huntingdon	43.3	Male	21,824	1,797	1,962	1,822	2,578	4,034	3,256	2,226	1,773	2,376	31.8
		Female	21,476	1,698	1,830	1,701	2,140	3,129	2,960	2,325	2,033	3,660	35.8
Indiana	94.2	Male	45,555	4,085	3,983	3,705	7,322	7,669	5,934	4,087	3,933	4,837	29.8
		Female	48,645	3,997	3,751	3,517	8,223	7,205	6,018	4,529	4,497	6,908	31.7
Jefferson	49.9	Male	24,017	2,274	2,163	2,145	2,398	3,828	3,280	2,341	2,323	3,265	32.9
		Female	25,883	2,266	2,003	1,960	2,278	3,661	3,473	2,749	2,667	4,826	37.2
Juniata	20.8	Male	10,173	939	964	899	945	1,724	1,530	1,132	895	1,145	32.8
		Female	10,627	947	876	846	924	1,557	1,565	1,106	1,027	1,779	36.0
Lackawanna	222.3	Male	103,110	8,182	8,175	8,499	10,663	16,190	13,956	11,171	11,689	14,585	34.9
		Female	119,190	7,845	7,950	8,067	10,888	15,963	14,513	13,117	14,808	26,039	41.1
Lancaster	407.2	Male	196,836	19,298	17,624	16,720	22,090	34,521	29,474	20,353	16,438	20,318	31.6
		Female	210,364	18,046	16,809	16,224	22,488	34,344	30,251	21,083	19,000	32,119	34.2
Lawrence	101.7	Male	48,701	4,257	4,091	4,106	5,271	7,771	6,503	5,378	5,327	5,997	33.5
		Female	52,999	4,043	3,773	3,715	5,180	7,754	6,994	5,886	6,374	9,280	37.9
Lebanon	113.6	Male	55,273	5,024	4,803	4,757	5,237	9,529	8,237	6,247	5,228	6,211	33.2
		Female	58,327	4,577	4,633	4,535	5,428	9,174	8,448	6,243	5,844	9,445	36.0
Lehigh	286.6	Male	137,275	10,716	10,786	11,090	14,036	24,315	20,637	15,706	14,156	15,833	34.1
		Female	149,325	9,971	10,408	10,577	14,453	24,123	21,203	16,930	16,258	25,402	37.4
Luzerne	331.9	Male	154,728	11,400	12,393	12,729	14,798	24,725	21,877	17,563	17,395	21,848	35.6
		Female	177,172	11,414	12,072	12,226	14,581	23,750	22,250	19,720	22,376	38,783	41.5
Lycoming	118.5	Male	56,801	5,161	5,006	4,901	6,177	9,504	8,106	6,103	5,266	6,577	32.5
		Female	61,699	4,911	4,864	4,701	5,941	9,539	8,368	6,436	6,238	10,701	36.1

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
PENNSYLVANIA (continued)													
ALL COUNTIES (continued)													
McKean	47.5	Male	22,728	2,077	2,114	2,041	2,[illegible]	3,364	3,129	2,345	2,221	3,281	33.8
		Female	24,772	1,892	2,122	1,998	2,136	3,347	3,209	2,639	2,573	4,856	37.8
Mercer	124.7	Male	60,097	5,033	5,050	5,427	6,983	9,342	8,196	6,556	6,257	7,253	33.1
		Female	64,603	4,714	4,791	4,967	6,761	9,232	8,696	7,117	7,082	11,243	37.1
Mifflin	47.8	Male	22,660	2,044	2,158	2,173	1,918	3,601	3,512	2,446	2,130	2,678	33.4
		Female	25,140	1,905	2,098	2,061	2,085	3,672	3,606	2,629	2,634	4,450	37.1
Monroe	90.2	Male	43,829	3,496	3,668	3,625	4,214	7,587	6,773	4,769	4,341	5,356	34.1
		Female	46,371	3,369	3,390	3,349	4,775	7,448	6,753	4,909	4,712	7,666	36.3
Montgomery	683.6	Male	327,135	24,287	25,915	29,158	32,437	56,203	50,352	39,007	33,881	35,895	34.2
		Female	356,465	23,238	25,039	27,437	32,941	54,969	53,839	41,410	37,633	59,959	37.7
Montour	17.1	Male	7,960	695	679	671	731	1,294	1,219	859	750	1,062	34.3
		Female	9,140	655	612	675	858	1,336	1,256	904	884	1,960	38.5
Northampton	242.7	Male	117,369	9,224	9,428	9,708	13,844	19,424	17,026	13,032	12,429	13,254	33.5
		Female	125,331	8,842	8,924	9,171	11,787	19,435	17,764	13,940	14,450	21,018	37.5
Northumberland	100.6	Male	47,320	3,881	4,018	4,054	4,057	7,417	6,855	5,086	5,175	6,777	35.3
		Female	53,280	3,673	3,939	3,819	4,152	7,306	7,033	5,757	6,388	11,213	40.3
Perry	41.7	Male	20,706	1,994	2,050	1,888	1,831	3,884	3,226	2,070	1,716	2,047	31.7
		Female	20,994	1,892	1,907	1,691	1,881	3,791	3,052	2,175	1,869	2,736	33.2
Philadelphia	1,642.9	Male	758,582	65,280	63,174	65,199	90,263	129,758	99,305	76,893	74,564	94,146	32.4
		Female	884,318	64,061	61,666	64,168	90,541	137,849	115,546	90,465	95,002	165,020	37.1
Pike	25.0	Male	12,083	843	884	988	809	1,682	1,784	1,387	1,539	2,167	39.7
		Female	12,917	843	880	910	807	1,765	1,739	1,429	1,738	2,806	42.2
Potter	18.6	Male	9,217	912	991	928	811	1,361	1,266	934	885	1,129	32.1
		Female	9,383	818	817	817	762	1,361	1,315	968	940	1,585	35.9
Schuylkill	159.6	Male	75,447	5,916	6,221	6,218	6,401	11,532	10,057	8,573	9,130	11,399	36.4
		Female	84,153	5,494	5,736	5,960	6,334	10,998	10,392	9,436	11,069	18,684	42.2
Snyder	36.5	Male	18,072	1,561	1,616	1,549	2,323	3,231	2,693	1,824	1,512	1,763	31.1
		Female	18,428	1,501	1,529	1,461	2,149	2,947	2,797	1,869	1,649	2,526	33.7
Somerset	82.4	Male	39,915	3,789	3,598	3,418	3,753	6,718	5,515	4,075	4,123	4,926	33.0
		Female	42,485	3,574	3,437	3,159	3,779	6,309	5,504	4,653	4,763	7,307	36.8
Sullivan	6.5	Male	3,245	247	229	385	362	480	372	323	337	510	33.3
		Female	3,255	233	220	339	305	386	397	329	361	685	38.6
Susquehanna	42.0	Male	20,583	1,956	1,930	1,886	1,810	3,269	3,196	2,063	1,936	2,537	33.3
		Female	21,417	1,856	1,880	1,860	1,671	3,163	3,191	2,074	2,164	3,558	35.9
Tioga	42.4	Male	20,563	1,927	1,915	1,930	2,491	3,135	3,081	2,001	1,769	2,314	31.4
		Female	21,837	1,806	1,849	1,885	2,728	3,007	3,157	2,066	1,993	3,346	33.8
Union	34.6	Male	17,716	1,344	1,443	1,287	2,768	3,417	2,781	1,740	1,321	1,615	30.9
		Female	16,884	1,288	1,317	1,271	2,464	2,545	2,371	1,643	1,472	2,513	33.3
Venango	63.3	Male	30,595	2,891	2,708	2,716	2,837	5,290	4,404	3,375	2,899	3,475	32.8
		Female	32,705	2,727	2,605	2,527	2,841	5,204	4,576	3,542	3,295	5,388	36.0
Warren	46.6	Male	22,573	2,084	1,980	2,068	1,988	3,574	3,360	2,480	2,142	2,897	33.9
		Female	24,027	1,960	1,930	1,863	1,968	3,567	3,495	2,593	2,470	4,181	37.1
Washington	213.4	Male	102,590	8,284	8,691	8,433	10,765	16,531	14,624	11,259	11,398	12,605	34.1
		Female	110,810	8,039	8,231	8,014	10,274	16,485	15,549	12,362	13,159	18,697	37.8
Wayne	41.0	Male	19,987	1,851	1,753	1,737	1,660	3,139	2,888	2,023	2,052	2,884	34.5
		Female	21,013	1,709	1,735	1,738	1,575	2,929	2,739	2,189	2,260	4,139	38.0
Westmoreland	381.3	Male	183,734	14,881	15,578	16,132	17,598	30,654	27,183	20,855	19,628	21,225	34.0
		Female	197,566	14,128	15,010	15,339	16,950	30,699	28,522	22,769	22,623	31,526	37.3
Wyoming	29.3	Male	14,505	1,487	1,594	1,330	1,267	2,618	2,307	1,262	1,172	1,468	31.0
		Female	14,795	1,424	1,480	1,155	1,233	2,545	2,105	1,361	1,343	2,149	33.3
York	334.1	Male	162,052	13,549	14,620	13,858	15,681	29,162	26,155	17,558	14,588	16,881	33.0
		Female	172,048	13,205	14,306	13,401	16,017	29,233	25,968	18,022	16,204	25,692	35.0
TOTAL METRO COUNTIES	10,178.1	**Male**	**4,851,067**	**399,918**	**404,371**	**417,879**	**533,922**	**829,183**	**694,745**	**530,185**	**490,106**	**550,758**	**33.1**
		Female	**5,327,033**	**383,651**	**388,564**	**399,727**	**529,446**	**831,732**	**741,149**	**580,608**	**571,737**	**900,419**	**36.8**
TOTAL STATE	12,045.8	**Male**	**5,754,748**	**480,225**	**485,570**	**497,702**	**628,393**	**975,730**	**824,358**	**624,011**	**577,453**	**661,306**	**33.1**
		Female	**6,291,052**	**460,068**	**465,608**	**475,114**	**622,971**	**973,114**	**873,383**	**680,831**	**672,952**	**1,067,011**	**36.7**
RHODE ISLAND													
PROVIDENCE - PAWTUCKET - WOONSOCKET	908.7	**Male**	**429,584**	**33,935**	**35,033**	**37,416**	**50,692**	**74,178**	**59,769**	**44,749**	**43,382**	**50,730**	**33.8**
		Female	**478,816**	**32,816**	**33,681**	**35,810**	**51,964**	**74,225**	**63,304**	**48,863**	**50,580**	**87,573**	**36.7**

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RHODE ISLAND (continued)													
PROVIDENCE - PAWTUCKET - WOONSOCKET (continued)													
Bristol	48.3	Male	23,403	1,731	1,856	2,187	2,713	3,541	3,410	2,714	2,565	2,686	34.1
		Female	24,897	1,629	1,819	2,044	2,494	3,592	3,567	2,929	2,775	4,048	37.4
Kent	164.7	Male	79,036	6,428	6,940	7,333	7,711	13,903	12,087	8,727	8,028	7,879	33.0
		Female	85,664	6,159	6,624	7,100	7,741	14,214	12,478	9,378	8,952	13,018	35.8
Providence	589.0	Male	275,220	21,264	21,759	23,388	33,060	46,514	36,510	28,640	28,691	35,394	33.2
		Female	313,780	20,742	20,952	22,513	34,338	46,726	39,474	31,736	34,282	63,017	37.9
Washington	106.7	Male	52,225	4,512	4,478	4,508	7,208	10,220	7,762	4,668	4,098	4,771	30.3
		Female	54,475	4,286	4,286	4,153	7,391	9,693	7,785	4,820	4,571	7,490	32.3
ALL COUNTIES													
Bristol	48.3	Male	23,403	1,731	1,856	2,187	2,713	3,541	3,410	2,714	2,565	2,686	34.1
		Female	24,897	1,629	1,819	2,044	2,494	3,592	3,567	2,929	2,775	4,048	37.4
Kent	164.7	Male	79,036	6,428	6,940	7,333	7,711	13,903	12,087	8,727	8,028	7,879	33.0
		Female	85,664	6,159	6,624	7,100	7,741	14,214	12,478	9,378	8,952	13,018	35.8
Newport	86.6	Male	43,338	3,529	3,602	3,535	5,782	8,801	6,819	3,927	3,385	3,958	30.9
		Female	43,262	3,328	3,489	3,418	4,386	7,619	6,155	4,075	3,985	6,807	34.2
Providence	589.0	Male	275,220	21,264	21,759	23,388	33,060	46,514	36,510	28,640	28,691	35,394	33.2
		Female	313,780	20,742	20,952	22,513	34,338	46,726	39,474	31,736	34,282	63,017	37.9
Washington	106.7	Male	52,225	4,512	4,478	4,508	7,208	10,220	7,762	4,668	4,098	4,771	30.3
		Female	54,475	4,286	4,286	4,153	7,391	9,693	7,785	4,820	4,571	7,490	32.3
TOTAL METRO COUNTIES	**908.7**	**Male**	**429,884**	**33,935**	**35,033**	**37,416**	**50,692**	**74,178**	**59,769**	**44,749**	**43,382**	**50,730**	**32.8**
		Female	**478,816**	**32,816**	**33,681**	**35,810**	**51,961**	**74,225**	**63,304**	**48,863**	**50,580**	**87,573**	**36.7**
TOTAL STATE	**995.3**	**Male**	**473,222**	**37,464**	**38,635**	**40,951**	**56,474**	**82,979**	**66,588**	**48,676**	**46,767**	**54,688**	**32.6**
		Female	**522,078**	**36,144**	**37,170**	**39,228**	**56,350**	**81,844**	**69,459**	**52,938**	**54,565**	**94,380**	**36.5**
SOUTH CAROLINA													
ANDERSON	**146.7**	**Male**	**70,222**	**6,739**	**6,705**	**6,119**	**6,942**	**12,061**	**11,576**	**7,430**	**6,036**	**6,614**	**32.1**
		Female	**76,478**	**6,502**	**6,424**	**5,909**	**7,073**	**12,451**	**11,812**	**7,879**	**7,300**	**11,128**	**34.9**
Anderson	146.7	Male	70,222	6,739	6,705	6,119	6,942	12,061	11,576	7,430	6,036	6,614	32.1
		Female	76,478	6,502	6,424	5,909	7,073	12,451	11,812	7,879	7,300	11,128	34.9
CHARLESTON	**513.6**	**Male**	**262,397**	**26,300**	**24,130**	**22,925**	**45,302**	**52,756**	**38,540**	**21,547**	**16,358**	**14,539**	**27.4**
		Female	**251,203**	**25,392**	**23,373**	**21,956**	**29,503**	**47,853**	**37,489**	**23,030**	**18,614**	**23,993**	**30.3**
Berkeley	136.7	Male	69,236	8,472	7,805	6,614	8,684	13,857	11,213	5,813	3,794	2,984	27.2
		Female	67,464	8,141	7,414	6,210	7,502	13,572	10,699	5,702	3,917	4,307	28.3
Charleston	294.4	Male	152,671	13,419	11,971	12,178	32,427	31,059	20,109	12,011	10,163	9,334	27.0
		Female	141,729	13,061	11,662	11,585	17,965	26,219	19,629	13,734	12,013	15,861	31.3
Dorchester	82.5	Male	40,490	4,409	4,354	4,133	4,191	7,840	7,218	3,723	2,401	2,221	29.0
		Female	42,010	4,190	4,297	4,161	4,036	8,062	7,161	3,594	2,684	3,825	30.4
CHARLOTTE - GASTONIA - ROCK HILL	**1,113.1**	**Male**	**534,470**	**47,387**	**51,584**	**47,046**	**57,485**	**100,375**	**86,531**	**56,730**	**43,552**	**43,780**	**31.3**
		Female	**578,630**	**45,979**	**49,418**	**45,036**	**59,095**	**102,342**	**90,049**	**61,440**	**51,245**	**74,026**	**33.8**
York	127.2	Male	60,951	5,848	6,270	5,671	6,667	11,004	9,828	6,256	4,802	4,605	30.5
		Female	66,249	5,722	5,908	5,570	7,740	11,254	9,976	6,779	5,674	7,626	32.3
Cabarrus, N. C.	*95.1*	*Male*	*45,509*	*3,798*	*4,152*	*4,120*	*4,394*	*7,762*	*7,226*	*5,137*	*4,177*	*4,743*	*33.1*
		Female	*49,591*	*3,687*	*4,110*	*3,750*	*4,359*	*7,626*	*7,736*	*5,371*	*5,118*	*7,834*	*36.6*
Gaston, N. C.	*173.7*	*Male*	*83,069*	*7,558*	*8,562*	*7,469*	*8,341*	*14,794*	*13,081*	*9,118*	*6,952*	*7,194*	*31.5*
		Female	*90,631*	*7,164*	*8,299*	*7,202*	*8,262*	*15,114*	*13,755*	*9,956*	*8,482*	*12,397*	*34.5*
Lincoln, N. C.	*49.2*	*Male*	*24,087*	*2,136*	*2,400*	*2,172*	*2,337*	*4,343*	*4,114*	*2,624*	*2,000*	*2,061*	*32.1*
		Female	*25,113*	*2,118*	*2,275*	*2,014*	*2,213*	*4,233*	*4,046*	*2,776*	*2,262*	*3,176*	*34.3*
Mecklenburg, N. C.	*478.1*	*Male*	*228,377*	*19,957*	*21,467*	*19,368*	*26,032*	*46,727*	*37,551*	*24,003*	*17,402*	*15,870*	*30.8*
		Female	*249,323*	*19,360*	*20,617*	*18,822*	*27,211*	*48,553*	*39,725*	*26,441*	*20,250*	*28,544*	*33.0*
Rowan, N. C.	*105.8*	*Male*	*51,101*	*4,159*	*4,371*	*4,134*	*5,378*	*8,466*	*7,672*	*5,647*	*5,202*	*6,072*	*33.9*
		Female	*54,699*	*3,988*	*4,153*	*3,962*	*5,089*	*8,346*	*7,745*	*6,035*	*6,025*	*9,356*	*37.3*
Union, N. C.	*84.0*	*Male*	*41,176*	*3,931*	*4,362*	*3,912*	*4,436*	*7,279*	*7,059*	*3,945*	*3,017*	*3,235*	*30.4*
		Female	*42,824*	*3,940*	*4,056*	*3,716*	*4,221*	*7,216*	*7,066*	*4,082*	*3,434*	*5,093*	*32.6*
COLUMBIA	**465.8**	**Male**	**227,853**	**20,775**	**20,904**	**19,733**	**32,358**	**47,886**	**34,853**	**21,135**	**15,981**	**14,228**	**29.2**
		Female	**237,947**	**20,109**	**20,027**	**18,559**	**32,282**	**46,430**	**35,863**	**22,279**	**18,187**	**24,211**	**31.0**
Lexington	180.5	Male	88,631	8,535	9,180	8,052	9,041	17,254	16,156	8,958	6,211	5,244	30.5
		Female	91,869	8,094	8,750	7,746	9,036	17,837	16,113	9,002	6,835	8,456	31.9

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POPULATION BY AGE AND SEX

SMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
SOUTH CAROLINA (continued)													
COLUMBIA (continued)													
Richland	285.3	Male	139,222	12,240	11,724	11,681	23,317	30,632	18,697	12,177	9,770	8,984	28.5
		Female	146,078	12,015	11,277	10,813	23,246	28,593	19,750	13,277	11,352	15,755	30.5
FLORENCE	**121.7**	**Male**	**57,686**	**6,405**	**6,020**	**5,527**	**6,251**	**10,689**	**8,867**	**5,537**	**4,263**	**4,127**	**29.3**
		Female	**64,014**	**6,231**	**5,873**	**5,518**	**6,561**	**11,252**	**9,497**	**6,229**	**5,346**	**7,507**	**32.0**
Florence	121.7	Male	57,686	6,405	6,020	5,527	6,251	10,689	8,867	5,537	4,263	4,127	29.3
		Female	64,014	6,231	5,873	5,518	6,561	11,252	9,497	6,229	5,346	7,507	32.0
GREENVILLE - SPARTANBURG	**625.4**	**Male**	**301,698**	**26,936**	**28,064**	**25,970**	**36,970**	**54,718**	**48,440**	**30,899**	**24,580**	**25,121**	**31.0**
		Female	**323,702**	**26,055**	**26,501**	**25,142**	**35,370**	**55,006**	**50,048**	**33,512**	**29,162**	**42,906**	**33.9**
Greenville	316.6	Male	151,933	13,964	14,011	13,069	17,471	28,367	24,717	15,686	12,505	12,143	31.2
		Female	164,667	13,525	13,339	12,784	17,525	28,463	25,791	17,186	14,645	21,409	33.8
Pickens	90.4	Male	45,264	3,701	3,863	3,644	8,703	7,675	6,665	4,295	3,274	3,444	28.5
		Female	45,136	3,540	3,551	3,354	7,048	7,380	6,728	4,308	3,810	5,417	31.9
Spartanburg	218.4	Male	104,501	9,271	10,190	9,257	10,796	18,676	17,058	10,918	8,801	9,534	31.8
		Female	113,899	8,990	9,611	9,004	10,797	19,163	17,529	12,018	10,707	16,080	34.7
ALL COUNTIES													
Abbeville	23.3	Male	11,157	1,049	1,103	987	1,250	1,802	1,573	1,166	992	1,235	31.6
		Female	12,143	1,047	1,018	997	1,246	1,854	1,611	1,205	1,149	2,016	34.5
Aiken	131.8	Male	59,088	5,938	5,987	5,580	5,920	10,094	8,868	6,553	5,182	4,966	31.1
		Female	62,712	5,712	5,501	5,239	5,886	10,263	9,508	7,035	5,686	7,882	33.8
Allendale	11.2	Male	5,280	653	582	598	492	920	658	430	437	510	28.4
		Female	5,920	560	562	521	521	969	740	502	560	985	33.2
Anderson	146.7	Male	70,222	6,739	6,705	6,119	6,942	12,061	11,576	7,430	6,036	6,614	32.1
		Female	76,478	6,502	6,424	5,909	7,073	12,451	11,812	7,879	7,300	11,128	34.9
Bamberg	18.2	Male	8,544	875	860	943	1,098	1,341	1,077	747	733	870	28.7
		Female	9,656	899	894	860	1,274	1,430	1,154	881	859	1,405	31.3
Barnwell	21.8	Male	10,409	1,250	1,220	1,021	977	1,786	1,406	958	839	952	29.1
		Female	11,391	1,161	1,126	989	1,052	1,866	1,489	1,104	984	1,620	32.3
Beaufort	85.0	Male	43,986	4,546	3,429	3,563	9,877	8,266	4,848	2,806	3,168	3,483	25.7
		Female	41,014	4,582	3,461	3,108	5,583	7,547	4,902	3,381	3,913	4,537	30.0
Berkeley	136.7	Male	69,236	8,472	7,805	6,614	8,684	13,857	11,213	5,813	3,794	2,984	27.2
		Female	67,464	8,141	7,414	6,210	7,502	13,572	10,699	5,702	3,917	4,307	28.3
Calhoun	12.9	Male	6,151	660	602	645	646	1,024	897	507	519	651	30.1
		Female	6,749	641	616	621	646	1,064	906	599	636	1,020	33.0
Charleston	294.4	Male	152,671	13,419	11,971	12,178	32,427	31,059	20,109	12,011	10,163	9,334	27.0
		Female	141,729	12,061	11,662	11,585	17,965	26,219	19,629	13,734	12,013	15,861	31.3
Cherokee	43.5	Male	20,815	2,033	2,196	1,957	1,961	3,666	3,330	2,111	1,752	1,809	31.2
		Female	22,685	1,916	2,194	1,933	2,008	3,635	3,316	2,391	2,054	3,238	34.1
Chester	31.6	Male	14,863	1,506	1,549	1,439	1,457	2,488	2,052	1,523	1,394	1,455	31.0
		Female	16,737	1,480	1,514	1,424	1,460	2,474	2,37	1,694	1,633	2,687	35.1
Chesterfield	40.1	Male	19,340	2,024	2,101	1,916	1,845	3,352	2,948	1,823	1,578	1,753	30.3
		Female	20,760	1,901	1,913	1,852	1,856	3,452	2,920	2,008	1,912	2,946	33.3
Clarendon	29.2	Male	13,932	1,532	1,517	1,540	1,482	2,337	1,836	1,168	1,177	1,343	28.8
		Female	15,268	1,424	1,427	1,482	1,572	2,377	1,925	1,437	1,428	2,196	32.3
Colleton	35.9	Male	17,181	1,760	1,739	1,858	1,624	2,814	2,429	1,677	1,492	1,788	30.7
		Female	18,719	1,712	1,744	1,784	1,680	3,014	2,571	1,866	1,686	2,662	33.1
Darlington	66.3	Male	31,561	3,708	3,480	3,225	3,039	5,657	4,609	2,917	2,491	2,435	29.1
		Female	34,739	3,400	3,237	3,020	3,319	5,935	4,945	3,394	3,005	4,484	32.4
Dillon	32.3	Male	15,215	2,062	1,738	1,693	1,565	2,501	1,999	1,249	1,172	1,236	27.2
		Female	17,085	1,934	1,639	1,694	1,692	2,640	2,221	1,568	1,524	2,173	31.0
Dorchester	82.5	Male	40,490	4,409	4,354	4,133	4,191	7,840	7,218	3,723	2,401	2,221	29.0
		Female	42,010	4,190	4,297	4,161	4,036	8,062	7,161	3,594	2,684	3,825	30.4
Edgefield	18.3	Male	8,890	952	915	874	884	1,575	1,298	852	766	774	30.2
		Female	9,410	945	867	840	885	1,540	1,217	926	830	1,360	32.6
Fairfield	21.0	Male	10,112	1,007	1,117	1,064	1,032	1,722	1,241	979	905	1,045	29.9
		Female	10,888	1,016	1,037	1,041	1,051	1,640	1,355	1,081	968	1,699	32.9
Florence	121.7	Male	57,686	6,405	6,020	5,527	6,251	10,689	8,867	5,537	4,263	4,127	29.3
		Female	64,014	6,231	5,873	5,518	6,561	11,252	9,497	6,229	5,346	7,507	32.0
Georgetown	49.6	Male	23,973	2,820	2,663	2,450	2,379	4,234	3,272	2,104	1,996	2,055	29.0
		Female	25,627	2,874	2,510	2,353	2,495	4,207	3,446	2,392	2,387	2,963	31.1
Greenville	316.6	Male	151,933	13,964	14,011	13,069	17,471	28,367	24,717	15,686	12,505	12,143	31.2
		Female	164,667	13,525	13,339	12,784	17,525	28,463	25,791	17,186	14,645	21,409	33.8

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SOUTH CAROLINA (continued)													
ALL COUNTIES (continued)													
Greenwood	61.6	Male	29,001	2,708	2,843	2,592	2,964	4,994	4,598	2,992	2,495	2,815	31.8
		Female	32,599	2,622	2,703	2,554	3,283	5,178	4,683	3,486	3,153	4,937	34.9
Hampton	19.5	Male	9,274	1,116	1,033	920	845	1,532	1,250	816	796	966	29.7
		Female	10,226	1,038	951	961	906	1,657	1,335	930	960	1,488	32.6
Horry	137.8	Male	66,946	7,092	6,129	6,077	7,673	12,365	9,967	6,463	5,383	5,797	30.3
		Female	70,854	6,838	6,112	5,739	7,402	12,121	10,402	7,381	6,579	8,280	32.7
Jasper	16.1	Male	7,708	985	871	839	725	1,212	1,015	729	567	765	28.6
		Female	8,392	892	831	831	831	1,290	1,160	730	684	1,143	31.3
Kershaw	44.0	Male	21,269	2,187	2,092	2,122	2,062	3,741	3,228	2,174	1,833	1,830	30.8
		Female	22,731	2,007	2,013	2,111	2,046	3,765	3,412	2,376	2,055	2,946	33.5
Lancaster	57.4	Male	27,674	2,678	2,874	2,641	2,811	4,776	4,480	2,790	2,257	2,367	30.9
		Female	29,726	2,636	2,848	2,519	2,669	5,053	4,474	3,066	2,677	3,784	33.3
Laurens	54.7	Male	26,230	2,330	2,510	2,427	2,863	4,497	4,059	2,680	2,330	2,534	31.6
		Female	28,470	2,232	2,405	2,301	2,763	4,451	4,100	3,013	2,743	4,462	35.2
Lee	18.8	Male	8,938	1,066	938	1,001	1,019	1,494	1,163	776	706	775	28.0
		Female	9,862	1,109	936	993	1,042	1,465	1,205	914	870	1,328	30.8
Lexington	180.5	Male	88,631	8,535	9,180	8,052	9,041	17,254	16,156	8,958	6,211	5,244	30.5
		Female	91,869	8,094	8,750	7,746	9,036	17,837	16,113	9,002	6,835	8,456	31.9
McCormick	7.2	Male	3,465	350	324	364	393	600	494	300	311	329	30.0
		Female	3,735	308	356	360	364	530	508	359	384	566	34.0
Marion	35.2	Male	16,271	2,374	1,740	1,677	1,588	2,873	2,148	1,417	1,314	1,440	28.7
		Female	18,929	2,068	1,774	1,686	1,755	3,135	2,456	1,625	1,732	2,498	32.0
Marlboro	32.1	Male	15,174	1,783	1,737	1,692	1,533	2,423	2,065	1,358	1,207	1,376	28.5
		Female	16,926	1,725	1,627	1,669	1,577	2,629	2,236	1,592	1,494	2,377	32.1
Newberry	32.4	Male	15,578	1,373	1,386	1,310	1,693	2,482	2,284	1,484	1,543	2,023	33.2
		Female	16,822	1,277	1,400	1,206	1,590	2,372	2,305	1,694	1,865	3,113	37.5
Oconee	55.7	Male	27,236	2,608	2,614	2,399	2,674	4,711	4,442	2,884	2,240	2,664	32.1
		Female	28,464	2,378	2,489	2,183	2,537	4,596	4,576	3,035	2,664	4,006	35.1
Orangeburg	91.0	Male	42,638	4,607	4,439	4,429	5,135	7,122	5,733	3,823	3,485	3,865	28.8
		Female	48,362	4,306	4,372	4,399	6,109	7,527	6,369	4,574	4,289	6,417	31.6
Pickens	90.4	Male	45,264	3,701	3,863	3,644	8,703	7,675	6,665	4,295	3,274	3,444	28.5
		Female	45,136	3,540	3,551	3,354	7,048	7,380	6,728	4,308	3,810	5,417	31.9
Richland	285.3	Male	139,222	12,240	11,724	11,681	23,317	30,632	18,697	12,177	9,770	8,984	28.5
		Female	146,078	12,015	11,277	10,813	23,246	28,593	19,750	13,277	11,352	15,755	30.5
Saluda	16.9	Male	8,200	798	814	760	796	1,313	1,188	818	778	935	32.1
		Female	8,700	792	753	755	742	1,237	1,219	880	816	1,506	35.6
Spartanburg	218.4	Male	104,501	9,271	10,190	9,257	10,796	18,676	17,058	10,918	8,801	9,534	31.8
		Female	113,899	8,990	9,611	9,004	10,797	19,163	17,529	12,018	10,707	16,080	34.7
Sumter	97.7	Male	47,727	5,466	4,844	4,745	6,538	8,782	6,947	4,244	3,158	3,003	27.6
		Female	49,973	5,259	4,831	4,663	5,877	8,360	7,235	4,560	3,744	5,444	30.2
Union	30.7	Male	14,477	1,370	1,358	1,322	1,495	2,456	2,202	1,551	1,287	1,436	31.9
		Female	16,223	1,302	1,339	1,283	1,413	2,494	2,289	1,725	1,674	2,704	36.2
Williamsburg	39.8	Male	18,813	2,377	2,252	2,055	1,885	3,159	2,318	1,639	1,508	1,620	27.7
		Female	20,987	2,307	2,207	2,052	2,003	3,346	2,499	1,954	1,949	2,670	30.8
York	127.2	Male	60,951	5,848	6,270	5,671	6,667	11,004	9,828	6,256	4,802	4,605	30.5
		Female	66,249	5,722	5,908	5,570	7,740	11,254	9,976	6,779	5,674	7,626	32.3
TOTAL METRO COUNTIES	**2,122.2**	**Male**	**1,039,895**	**98,941**	**98,080**	**91,525**	**140,410**	**199,208**	**160,972**	**99,357**	**77,202**	**74,200**	**29.6**
		Female	**1,082,305**	**95,723**	**93,607**	**87,893**	**124,415**	**194,509**	**164,193**	**106,743**	**89,969**	**125,253**	**32.2**
TOTAL STATE	**3,511.0**	**Male**	**1,707,923**	**170,346**	**165,689**	**156,670**	**216,710**	**315,225**	**256,026**	**161,312**	**131,811**	**134,134**	**29.6**
		Female	**1,803,077**	**164,311**	**159,313**	**150,677**	**197,664**	**311,359**	**263,745**	**177,266**	**155,829**	**222,913**	**32.4**
SOUTH DAKOTA													
RAPID CITY	**79.9**	**Male**	**39,890**	**4,519**	**3,410**	**3,308**	**5,978**	**8,063**	**5,299**	**3,599**	**2,625**	**3,089**	**28.4**
		Female	**40,010**	**4,389**	**3,474**	**3,153**	**5,144**	**7,160**	**5,637**	**3,708**	**2,843**	**4,502**	**30.4**
Pennington	79.9	Male	39,890	4,519	3,410	3,308	5,978	8,063	5,299	3,599	2,625	3,089	28.4
		Female	40,010	4,389	3,474	3,153	5,144	7,160	5,637	3,708	2,843	4,502	30.4
SIOUX FALLS	**127.8**	**Male**	**61,151**	**6,340**	**5,380**	**5,204**	**7,112**	**12,156**	**8,506**	**5,886**	**4,831**	**5,736**	**30.4**
		Female	**66,649**	**6,161**	**5,277**	**5,195**	**8,383**	**11,830**	**8,771**	**5,975**	**5,303**	**9,754**	**32.0**
Minnehaha	127.8	Male	61,151	6,340	5,380	5,204	7,112	12,156	8,506	5,886	4,831	5,736	30.4
		Female	66,649	6,161	5,277	5,195	8,383	11,830	8,771	5,975	5,303	9,754	32.0

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POPULATION BY AGE AND SEX

SaMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
SOUTH DAKOTA (continued)													
ALL COUNTIES													
Aurora	3.2	Male	1,612	140	141	186	136	215	180	160	195	259	34.4
		Female	1,588	143	128	136	91	177	206	168	164	375	40.8
Beadle	17.9	Male	8,598	895	678	700	873	1,465	1,158	886	865	1,078	32.9
		Female	9,302	830	683	672	851	1,261	1,144	1,001	944	1,896	37.9
Bennett	3.4	Male	1,668	204	180	185	156	262	201	173	124	183	29.2
		Female	1,732	218	196	170	137	250	215	178	130	238	30.8
Bon Homme	7.2	Male	3,614	300	237	240	719	458	354	329	337	640	31.8
		Female	3,586	305	245	336	307	390	374	353	365	911	40.6
Brookings	25.1	Male	12,665	1,114	835	804	3,354	2,152	1,356	891	923	1,236	26.0
		Female	12,435	1,092	782	786	2,983	1,781	1,304	949	886	1,872	28.2
Brown	36.9	Male	17,464	1,726	1,550	1,537	2,163	3,035	2,338	1,662	1,465	1,988	30.8
		Female	19,436	1,726	1,482	1,533	2,649	2,985	2,389	1,768	1,592	3,312	32.8
Brule	5.2	Male	2,530	280	228	247	189	409	317	242	275	343	32.8
		Female	2,670	286	217	233	193	341	360	282	263	495	36.8
Buffalo	1.7	Male	862	164	116	109	89	110	110	60	52	52	21.3
		Female	838	133	109	100	91	109	114	57	63	62	23.9
Butte	8.4	Male	4,164	454	382	362	366	710	536	395	386	573	32.3
		Female	4,236	414	365	344	351	644	539	412	407	760	35.0
Campbell	2.0	Male	1,027	85	74	114	71	126	134	125	126	172	38.2
		Female	973	63	56	89	54	107	133	135	125	211	43.8
Charles Mix	9.7	Male	4,733	565	448	450	409	628	612	494	439	688	32.9
		Female	4,967	537	497	473	344	610	621	463	436	986	35.4
Clark	4.8	Male	2,408	269	179	181	174	334	274	268	297	432	37.4
		Female	2,392	219	180	170	144	282	275	275	284	563	42.3
Clay	13.2	Male	6,620	532	423	395	2,008	1,137	687	433	419	586	24.8
		Female	6,580	538	415	392	1,828	987	663	449	417	891	26.2
Codington	22.8	Male	10,988	1,258	960	914	1,238	1,871	1,437	997	947	1,366	31.0
		Female	11,812	1,208	965	868	1,243	1,719	1,474	1,055	1,058	2,222	34.4
Corson	4.9	Male	2,518	349	290	283	284	351	312	261	179	209	26.5
		Female	2,382	342	251	270	254	304	310	229	187	235	27.4
Custer	7.1	Male	3,639	360	310	341	288	697	527	376	308	432	32.5
		Female	3,461	304	277	306	288	575	536	344	326	505	34.7
Davison	17.3	Male	8,197	872	712	655	1,073	1,359	954	770	680	1,122	30.8
		Female	9,103	843	665	670	1,009	1,270	1,050	801	816	1,979	35.9
Day	7.8	Male	3,869	362	317	345	311	541	416	376	428	773	36.4
		Female	3,931	361	308	339	226	456	426	407	448	960	41.5
Deuel	4.8	Male	2,443	235	230	214	210	310	304	254	254	432	35.7
		Female	2,357	196	192	212	148	286	299	258	246	520	39.8
Dewey	5.9	Male	2,917	440	334	324	307	410	368	265	213	256	26.3
		Female	2,983	439	342	340	297	412	361	274	199	319	26.8
Douglas	4.2	Male	2,083	228	181	197	205	262	253	209	192	356	33.8
		Female	2,117	179	188	198	146	223	268	210	226	479	39.6
Edmunds	5.0	Male	2,467	231	238	235	173	312	288	282	272	436	36.5
		Female	2,533	215	221	242	135	271	321	275	267	586	40.7
Fall River	8.4	Male	4,056	410	339	314	311	666	526	465	573	752	37.6
		Female	4,044	415	316	305	299	593	478	378	395	865	37.0
Faulk	2.9	Male	1,446	126	130	147	101	185	182	165	167	243	36.9
		Female	1,454	119	98	146	78	172	178	184	137	342	41.4
Grant	8.7	Male	4,300	482	433	391	363	640	548	385	416	642	32.5
		Female	4,400	417	380	391	330	612	534	411	416	909	36.3
Gregory	5.5	Male	2,695	254	254	209	247	382	314	251	268	516	35.0
		Female	2,805	277	217	225	176	334	330	272	312	662	40.3
Haakon	3.0	Male	1,521	214	164	118	141	272	186	131	129	166	29.5
		Female	1,479	208	139	112	139	209	178	126	114	254	31.8
Hamlin	5.2	Male	2,565	266	228	224	184	325	264	250	308	516	37.1
		Female	2,635	234	215	211	147	282	292	258	296	700	42.8
Hand	4.5	Male	2,242	205	185	226	165	319	270	268	248	356	35.8
		Female	2,258	206	176	183	147	267	290	277	251	461	40.2
Hanson	3.3	Male	1,683	210	154	175	145	204	212	171	170	242	32.7
		Female	1,617	173	152	143	101	191	239	155	150	313	37.0
Harding	1.8	Male	946	86	82	101	95	169	111	90	83	129	31.4
		Female	854	84	65	79	72	125	122	84	86	137	35.2
Hughes	15.4	Male	7,410	852	739	658	599	1,466	1,200	708	572	616	30.8
		Female	7,990	842	685	685	713	1,509	1,167	710	644	1,035	32.1

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POPULATION BY AGE AND SEX

SMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex									Median Age By Sex
				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
SOUTH DAKOTA (continued)													
ALL COUNTIES (continued)													
Hutchinson	6.6	Male	4,193	362	378	341	308	545	471	461	459	868	38.5
		Female	4,407	354	301	355	240	513	518	442	490	1,194	43.5
Hyde	1.9	Male	912	82	75	81	77	114	103	113	96	171	37.6
		Female	988	98	72	105	58	100	133	113	81	228	39.6
Jackson	4.2	Male	2,058	265	249	218	180	299	286	193	156	212	28.9
		Female	2,142	278	282	226	161	307	272	181	157	278	29.0
Jerauld	3.0	Male	1,479	167	122	124	98	210	179	146	156	277	36.0
		Female	1,521	145	120	94	87	178	210	137	161	389	41.5
Jones	1.4	Male	701	71	57	61	47	111	88	79	71	116	35.4
		Female	699	56	72	71	51	89	102	87	59	112	36.0
Kingsbury	6.3	Male	3,077	296	238	231	244	407	356	334	366	605	38.4
		Female	3,223	268	223	240	198	356	355	365	347	871	44.2
Lake	11.2	Male	5,438	553	426	400	704	838	599	511	507	900	32.6
		Female	5,762	504	425	396	706	752	578	535	561	1,305	36.7
Lawrence	20.1	Male	9,852	1,008	775	831	1,405	1,790	1,152	903	847	1,141	30.1
		Female	10,248	959	732	758	1,482	1,522	1,165	926	898	1,806	32.8
Lincoln	15.1	Male	7,442	884	665	640	649	1,247	1,035	664	649	1,009	32.1
		Female	7,658	825	696	596	563	1,173	995	689	626	1,495	34.8
Lyman	3.7	Male	1,874	250	184	180	191	258	227	189	154	241	30.1
		Female	1,826	231	199	165	133	265	243	182	147	261	32.0
McCook	6.2	Male	3,047	302	267	306	258	406	365	323	321	499	34.6
		Female	3,153	291	254	295	177	362	371	330	357	716	40.3
McPherson	3.4	Male	1,667	128	130	144	120	203	202	196	222	322	40.4
		Female	1,733	125	124	128	95	172	208	220	215	446	45.7
Marshall	4.9	Male	2,436	190	197	241	180	329	339	258	257	445	37.4
		Female	2,464	220	183	240	136	274	342	251	245	573	40.2
Meade	24.3	Male	12,950	1,587	1,237	984	1,906	2,621	1,818	1,005	746	1,046	27.9
		Female	11,350	1,472	1,166	986	1,114	2,273	1,558	899	702	1,180	29.1
Mellette	2.4	Male	1,239	166	129	139	133	184	148	124	88	128	27.9
		Female	1,161	161	126	120	107	157	155	119	72	144	29.2
Miner	3.3	Male	1,592	151	102	138	114	218	149	154	210	356	39.9
		Female	1,708	164	117	137	106	157	164	193	217	453	45.5
Minnehaha	127.8	Male	61,151	6,340	5,380	5,204	7,112	12,156	8,506	5,886	4,831	5,736	30.4
		Female	66,649	6,161	5,277	5,195	8,383	11,830	8,771	5,975	5,303	9,754	32.0
Moody	6.6	Male	3,256	343	290	287	263	466	413	318	348	528	34.5
		Female	3,344	334	295	297	208	468	426	291	355	670	36.6
Pennington	79.9	Male	39,890	4,519	3,410	3,308	5,978	8,063	5,299	3,599	2,625	3,089	28.4
		Female	40,010	4,389	3,474	3,153	5,144	7,160	5,637	3,708	2,843	4,502	30.4
Perkins	4.7	Male	2,341	212	206	202	208	358	289	242	283	341	34.6
		Female	2,359	209	173	197	182	307	298	279	264	450	38.7
Potter	3.6	Male	1,771	172	151	167	116	248	245	174	195	303	36.3
		Female	1,829	184	150	165	115	222	228	187	176	402	38.4
Roberts	10.9	Male	5,481	594	535	553	434	704	699	486	492	984	33.9
		Female	5,419	535	493	514	349	671	634	529	493	1,201	37.3
Sanborn	3.0	Male	1,503	149	97	129	137	218	148	176	167	282	36.5
		Female	1,497	138	97	108	103	164	170	187	166	364	43.1
Shannon	12.9	Male	6,475	1,129	1,009	843	733	986	674	453	286	362	20.4
		Female	6,425	1,096	962	740	751	980	733	452	324	387	21.9
Spink	8.5	Male	4,112	380	337	356	356	635	553	443	447	605	34.9
		Female	4,388	367	317	339	370	582	524	499	439	951	39.2
Stanley	2.7	Male	1,344	140	144	111	122	249	208	123	104	143	31.2
		Female	1,356	188	130	125	133	231	203	105	101	140	29.4
Sully	2.0	Male	1,014	96	95	104	81	158	135	118	85	142	33.2
		Female	986	109	78	100	83	120	157	108	78	153	35.2
Todd	7.7	Male	3,762	670	478	424	369	646	451	297	220	207	23.9
		Female	3,938	684	554	422	388	673	435	323	219	240	23.6
Tripp	7.0	Male	3,498	374	355	294	311	472	451	357	377	507	33.8
		Female	3,502	392	280	296	276	469	425	379	349	636	35.9
Turner	9.0	Male	4,468	395	349	358	326	641	515	482	478	924	38.2
		Female	4,532	360	340	322	262	554	542	491	491	1,170	42.9
Union	11.3	Male	5,586	658	537	445	479	998	671	514	528	756	31.8
		Female	5,714	641	495	438	464	853	701	551	521	1,050	34.6
Walworth	6.3	Male	3,033	316	236	257	242	432	416	320	305	509	35.8
		Female	3,267	289	274	272	227	435	430	334	290	716	38.2

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SOUTH DAKOTA (continued)													
ALL COUNTIES (continued)													
Yankton	18.9	Male	9,070	915	773	777	1,067	1,555	1,236	845	820	1,082	31.5
		Female	9,830	847	743	732	1,162	1,529	1,309	887	850	1,771	34.4
Ziebach	2.5	Male	1,27[illegible]	218	131	153	118	173	173	124	98	84	25.9
		Female	1,228	211	165	145	129	152	143	111	77	95	23.0
TOTAL METRO COUNTIES	**207.7**	**Male**	**101,041**	**10,859**	**8,790**	**8,512**	**13,090**	**20,219**	**13,805**	**9,485**	**7,456**	**8,825**	**29.6**
		Female	**106,659**	**10,550**	**8,751**	**8,348**	**13,527**	**18,990**	**14,408**	**9,683**	**8,146**	**14,256**	**31.4**
TOTAL STATE	**722.5**	**Male**	**355,234**	**38,250**	**31,495**	**30,612**	**42,213**	**60,720**	**45,328**	**33,402**	**30,304**	**42,710**	**30.8**
		Female	**367,266**	**36,851**	**30,596**	**29,831**	**40,114**	**55,804**	**46,325**	**34,263**	**31,324**	**62,158**	**33.3**
TENNESSEE													
CHATTANOOGA	**437.4**	**Male**	**209,358**	**20,105**	**19,688**	**18,233**	**21,642**	**37,809**	**33,044**	**22,059**	**17,131**	**19,647**	**31.6**
		Female	**228,042**	**18,797**	**18,901**	**16,891**	**22,389**	**38,637**	**34,673**	**24,365**	**20,409**	**32,980**	**34.6**
Hamilton	291.1	Male	138,074	12,957	12,679	11,649	14,926	25,613	20,976	14,584	11,564	13,126	31.6
		Female	153,026	12,130	12,110	10,874	15,621	26,177	22,551	16,479	13,822	23,262	34.8
Marion	25.8	Male	12,660	1,239	1,214	1,190	1,214	2,101	2,082	1,347	966	1,307	32.0
		Female	13,140	1,178	1,188	1,117	1,144	2,077	2,046	1,372	1,114	1,904	34.4
Sequatchie	9.1	Male	4,471	426	474	429	408	791	765	435	308	435	31.3
		Female	4,629	448	433	393	419	753	730	449	364	640	33.3
Catoosa, Ga.	*41.4*	*Male*	*20,078*	*2,005*	*2,067*	*1,832*	*1,839*	*3,600*	*3,578*	*2,227*	*1,429*	*1,501*	*31.4*
		Female	*21,322*	*1,861*	*2,003*	*1,732*	*1,886*	*3,884*	*3,664*	*2,311*	*1,670*	*2,311*	*33.2*
Dade, Ga.	*12.9*	*Male*	*6,366*	*665*	*613*	*620*	*713*	*1,076*	*1,077*	*590*	*492*	*520*	*30.3*
		Female	*6,534*	*592*	*610*	*540*	*744*	*1,142*	*1,035*	*627*	*516*	*728*	*31.8*
Walker, Ga.	*57.1*	*Male*	*27,709*	*2,813*	*2,641*	*2,513*	*2,542*	*4,628*	*4,566*	*2,876*	*2,372*	*2,758*	*32.2*
		Female	*29,391*	*2,588*	*2,557*	*2,235*	*2,575*	*4,604*	*4,647*	*3,127*	*2,923*	*4,135*	*35.3*
CLARKSVILLE - HOPKINSVILLE	**159.2**	**Male**	**81,990**	**8,701**	**6,940**	**6,280**	**16,455**	**15,807**	**10,805**	**6,720**	**4,483**	**5,799**	**26.7**
		Female	**77,210**	**8,495**	**6,700**	**5,934**	**10,165**	**13,960**	**10,936**	**6,882**	**5,260**	**8,878**	**30.2**
Montgomery	94.7	Male	47,917	5,065	4,040	3,797	8,615	9,507	6,678	4,340	2,625	3,250	27.6
		Female	46,783	4,821	3,923	3,597	6,633	8,665	6,885	4,281	3,157	4,821	30.1
Christian, Ky.	*64.5*	*Male*	*34,073*	*3,636*	*2,900*	*2,483*	*7,840*	*6,300*	*4,127*	*2,380*	*1,858*	*2,549*	*25.3*
		Female	*30,427*	*3,674*	*2,777*	*2,337*	*3,532*	*5,295*	*4,051*	*2,601*	*2,103*	*4,057*	*30.5*
JACKSON	**78.5**	**Male**	**36,945**	**3,720**	**3,510**	**3,123**	**4,049**	**6,593**	**5,078**	**3,490**	**3,082**	**4,300**	**31.2**
		Female	**41,555**	**3,563**	**3,346**	**3,064**	**4,665**	**6,666**	**5,391**	**4,029**	**3,602**	**7,229**	**34.2**
Madison	78.5	Male	36,945	3,720	3,510	3,123	4,049	6,593	5,078	3,490	3,082	4,300	31.2
		Female	41,555	3,563	3,346	3,064	4,665	6,666	5,391	4,029	3,602	7,229	34.2
JOHNSON CITY - KINGSPORT - BRISTOL	**451.4**	**Male**	**218,167**	**18,190**	**19,788**	**18,799**	**21,794**	**37,426**	**36,730**	**23,577**	**19,512**	**22,351**	**33.2**
		Female	**233,233**	**17,420**	**19,141**	**17,408**	**22,007**	**37,582**	**37,197**	**25,359**	**22,450**	**34,669**	**35.8**
Carter	51.4	Male	24,809	2,081	2,273	2,074	2,548	4,170	4,046	2,631	2,185	2,801	33.2
		Female	26,591	2,029	2,121	1,935	2,577	4,121	4,141	2,759	2,656	4,252	36.2
Hawkins	47.3	Male	23,355	2,099	2,311	2,091	2,019	4,106	4,093	2,425	1,901	2,310	32.7
		Female	23,945	1,936	2,182	1,890	1,960	4,146	3,998	2,509	2,101	3,223	34.7
Sullivan	148.7	Male	71,437	5,790	6,669	6,185	6,433	12,315	12,778	8,164	6,518	6,585	33.6
		Female	77,263	5,703	6,405	5,866	6,458	12,642	13,027	8,906	7,733	10,523	36.2
Unicoi	16.7	Male	8,110	686	694	668	749	1,304	1,305	916	783	1,005	34.6
		Female	8,590	619	702	615	691	1,258	1,273	996	926	1,510	38.2
Washington	93.5	Male	45,363	3,744	3,860	3,707	5,567	8,227	7,106	4,669	4,020	4,463	32.1
		Female	48,137	3,617	3,892	3,360	5,845	7,974	7,204	4,944	4,215	7,086	34.2
Bristol city, Va.	*18.1*	*Male*	*8,098*	*629*	*690*	*738*	*810*	*1,310*	*1,185*	*917*	*834*	*985*	*34.0*
		Female	*10,002*	*605*	*676*	*683*	*1,026*	*1,380*	*1,386*	*1,092*	*1,131*	*2,023*	*39.6*
Scott, Va.	*25.3*	*Male*	*12,446*	*1,066*	*1,114*	*1,073*	*1,208*	*1,911*	*2,060*	*1,292*	*1,187*	*1,535*	*34.2*
		Female	*12,854*	*918*	*1,007*	*1,019*	*1,015*	*1,913*	*2,055*	*1,394*	*1,349*	*2,184*	*37.7*
Washington, Va.	*50.4*	*Male*	*24,549*	*2,095*	*2,177*	*2,263*	*2,460*	*4,083*	*4,157*	*2,563*	*2,084*	*2,667*	*33.0*
		Female	*25,851*	*1,993*	*2,156*	*2,040*	*2,435*	*4,148*	*4,113*	*2,759*	*2,339*	*3,868*	*35.4*
KNOXVILLE	**605.7**	**Male**	**291,934**	**24,488**	**25,051**	**24,285**	**34,955**	**53,539**	**46,230**	**29,574**	**24,646**	**29,066**	**31.9**
		Female	**313,766**	**23,178**	**23,817**	**23,168**	**33,437**	**53,498**	**47,813**	**32,978**	**29,617**	**46,260**	**35.0**
Anderson	70.6	Male	34,019	2,955	2,992	2,986	3,098	5,863	5,571	3,679	3,440	3,435	33.5
		Female	36,581	2,777	2,890	2,946	2,988	5,922	5,693	4,238	4,003	5,124	36.3
Blount	86.6	Male	41,859	3,567	3,599	3,579	4,041	7,622	6,943	4,113	3,834	4,561	33.1
		Female	44,741	3,274	3,572	3,355	4,019	7,695	7,046	4,572	4,530	6,678	35.6

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
TENNESSEE (continued)													
KNOXVILLE (continued)													
Grainger	17.6	Male	8,654	845	815	778	799	1,428	1,439	890	670	990	32.6
		Female	8,946	754	795	750	796	1,412	1,464	903	804	1,268	34.8
Jefferson	34.6	Male	16,912	1,397	1,499	1,544	2,006	2,608	2,881	1,792	1,411	1,774	32.7
		Female	17,688	1,247	1,390	1,346	2,041	2,693	2,868	1,875	1,653	2,575	35.4
Knox	333.0	Male	159,437	12,994	13,286	12,624	22,092	30,750	23,981	15,867	12,786	15,057	31.1
		Female	173,563	12,456	12,485	12,162	20,750	30,309	25,436	17,903	15,790	26,272	34.5
Sevier	50.5	Male	24,643	2,116	2,248	2,148	2,244	4,319	4,320	2,629	2,038	2,581	33.3
		Female	25,857	2,122	2,087	2,072	2,236	4,392	4,248	2,891	2,312	3,497	35.0
Union	12.8	Male	6,410	614	612	626	675	1,049	1,095	604	467	668	31.5
		Female	6,390	548	598	537	607	1,075	1,058	596	525	846	33.4
MEMPHIS	**981.2**	**Male**	**469,439**	**48,952**	**46,603**	**43,368**	**57,946**	**89,068**	**67,331**	**43,376**	**34,372**	**38,423**	**29.2**
		Female	**511,761**	**47,608**	**44,959**	**42,102**	**55,148**	**92,862**	**74,123**	**50,144**	**40,788**	**64,027**	**32.1**
Shelby	826.1	Male	394,119	40,404	38,229	35,060	50,843	77,175	54,772	36,311	29,347	31,978	29.2
		Female	431,981	39,447	36,790	34,000	47,912	79,738	61,244	42,790	34,924	55,136	32.3
Tipton	37.0	Male	17,973	1,968	1,803	1,892	1,816	2,743	2,777	1,774	1,314	1,886	30.5
		Female	19,027	1,917	1,671	1,812	1,781	2,856	2,826	1,800	1,559	2,805	33.2
Crittenden, Ark.	*50.7*	*Male*	*24,102*	*3,071*	*2,768*	*2,664*	*2,390*	*3,717*	*3,365*	*2,063*	*1,718*	*2,346*	*28.1*
		Female	*26,598*	*2,886*	*2,759*	*2,687*	*2,591*	*4,149*	*3,825*	*2,459*	*2,062*	*3,180*	*30.7*
De Soto, Miss.	*67.4*	*Male*	*33,245*	*3,509*	*3,803*	*3,752*	*2,897*	*5,433*	*6,417*	*3,228*	*1,993*	*2,213*	*29.9*
		Female	*34,155*	*3,358*	*3,739*	*3,603*	*2,864*	*6,119*	*6,228*	*3,095*	*2,243*	*2,906*	*30.7*
NASHVILLE	**985.0**	**Male**	**474,255**	**43,854**	**42,034**	**40,511**	**53,491**	**90,162**	**76,663**	**48,113**	**36,755**	**42,672**	**31.3**
		Female	**510,745**	**41,452**	**40,818**	**38,221**	**54,907**	**91,720**	**79,085**	**51,936**	**42,716**	**69,890**	**33.7**
Cheatham	28.2	Male	14,094	1,355	1,405	1,447	1,262	2,478	2,565	1,426	953	1,203	31.4
		Female	14,106	1,292	1,407	1,281	1,202	2,571	2,479	1,351	1,013	1,510	32.3
Davidson	512.7	Male	241,684	21,160	19,199	19,001	30,640	49,284	35,593	24,613	19,753	22,441	31.3
		Female	271,016	20,622	18,827	18,076	31,822	49,636	38,195	28,446	24,479	40,913	34.3
Dickson	34.9	Male	16,988	1,602	1,603	1,634	1,537	2,707	2,750	1,749	1,397	2,009	32.8
		Female	17,912	1,455	1,617	1,504	1,542	2,704	2,739	1,832	1,589	2,930	35.5
Robertson	42.9	Male	20,894	2,064	1,905	1,935	2,023	3,360	3,213	2,179	1,698	2,517	32.5
		Female	22,006	1,908	1,955	1,834	1,964	3,516	3,202	2,226	1,999	3,402	34.5
Rutherford	112.1	Male	55,327	5,389	5,043	4,659	7,741	10,393	8,586	5,237	3,995	4,284	29.6
		Female	56,773	4,980	4,928	4,304	8,128	10,189	8,753	5,255	3,951	6,285	30.9
Sumner	103.3	Male	50,875	5,067	5,296	4,707	4,420	9,182	9,446	5,061	3,583	4,113	31.5
		Female	52,425	4,642	5,044	4,658	4,381	9,377	9,379	5,056	4,043	5,845	33.0
Williamson	80.4	Male	39,552	3,900	4,045	3,816	2,971	6,738	7,904	4,342	2,823	3,013	32.5
		Female	40,848	3,534	3,911	3,522	3,046	7,300	7,978	4,288	2,800	4,469	33.8
Wilson	70.5	Male	34,841	3,317	3,538	3,312	2,897	6,020	6,606	3,506	2,553	3,092	32.2
		Female	35,659	3,019	3,129	3,042	2,822	6,427	6,360	3,482	2,842	4,536	34.1
ALL COUNTIES													
Anderson	70.6	Male	34,019	2,955	2,992	2,986	3,098	5,863	5,571	3,679	3,440	3,435	33.5
		Female	36,581	2,777	2,890	2,946	2,988	5,922	5,693	4,238	4,003	5,124	36.3
Bedford	29.6	Male	14,183	1,359	1,365	1,192	1,290	2,161	2,102	1,518	1,410	1,786	33.7
		Female	15,417	1,287	1,233	1,200	1,253	2,211	2,301	1,604	1,547	2,781	37.3
Benton	15.5	Male	7,400	592	657	625	588	1,148	1,140	752	745	1,153	35.8
		Female	8,100	587	642	612	615	1,108	1,165	857	847	1,667	39.2
Bledsoe	10.0	Male	5,133	444	439	676	677	799	740	458	366	534	29.1
		Female	4,867	377	393	435	551	752	788	442	432	697	34.0
Blount	86.6	Male	41,859	3,567	3,599	3,579	4,041	7,622	6,943	4,113	3,834	4,561	33.1
		Female	44,741	3,274	3,572	3,355	4,019	7,695	7,046	4,572	4,530	6,678	35.6
Bradley	75.1	Male	36,301	3,632	3,616	3,205	4,006	6,406	6,300	3,627	2,539	2,970	30.8
		Female	38,799	3,424	3,450	3,205	4,260	6,634	6,510	3,825	3,008	4,483	32.6
Campbell	36.7	Male	17,561	1,619	1,837	1,657	1,546	2,813	2,788	1,682	1,498	2,121	32.5
		Female	19,139	1,682	1,698	1,663	1,523	2,838	2,780	1,912	1,969	3,074	35.6
Cannon	11.3	Male	5,491	534	454	464	468	855	892	632	472	720	34.7
		Female	5,809	486	468	401	503	850	891	614	562	1,034	37.2
Carroll	28.9	Male	13,786	1,238	1,228	1,196	1,288	2,027	2,022	1,438	1,278	2,071	34.6
		Female	15,114	1,137	1,142	1,151	1,162	2,162	2,178	1,505	1,628	3,049	38.7
Carter	51.4	Male	24,809	2,081	2,273	2,074	2,548	4,170	4,046	2,631	2,185	2,801	33.2
		Female	26,591	2,029	2,121	1,935	2,577	4,121	4,141	2,759	2,656	4,252	36.2
Cheatham	28.2	Male	14,094	1,355	1,405	1,447	1,262	2,478	2,565	1,426	953	1,203	31.4
		Female	14,106	1,292	1,407	1,281	1,202	2,571	2,479	1,351	1,013	1,510	32.3

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TENNESSEE (continued)													
ALL COUNTIES (continued)													
Chester	14.0	Male	6,714	583	572	556	1,010	1,011	984	616	547	835	31.3
		Female	7,286	605	523	544	1,074	1,014	966	646	675	1,239	33.8
Claiborne	27.4	Male	13,393	1,329	1,311	1,197	1,389	2,301	2,107	1,265	1,029	1,465	31.4
		Female	14,007	1,238	1,187	1,214	1,342	2,337	2,146	1,318	1,299	1,926	33.7
Clay	8.0	Male	3,945	363	316	347	370	615	605	377	398	554	34.4
		Female	4,055	344	312	332	329	582	630	410	397	719	37.0
Cocke	29.9	Male	14,579	1,274	1,410	1,320	1,408	2,421	2,457	1,605	1,128	1,556	32.8
		Female	15,321	1,242	1,351	1,316	1,369	2,537	2,414	1,686	1,344	2,062	34.4
Coffee	42.2	Male	20,558	1,997	1,840	1,813	1,938	3,223	3,392	2,395	1,905	2,055	33.3
		Female	21,642	1,799	1,740	1,822	1,853	3,286	3,542	2,432	2,049	3,119	35.9
Crockett	14.6	Male	6,945	608	637	661	667	1,033	1,073	591	659	1,016	33.7
		Female	7,655	623	561	677	614	1,034	1,004	707	797	1,638	38.2
Cumberland	34.8	Male	17,007	1,529	1,707	1,574	1,539	2,727	2,581	1,684	1,564	2,102	32.9
		Female	17,793	1,503	1,544	1,518	1,481	2,723	2,691	1,760	1,725	2,848	35.5
Davidson	512.7	Male	241,684	21,160	19,199	19,001	30,640	49,284	35,593	24,613	19,753	22,441	31.3
		Female	271,016	20,622	18,827	18,076	31,822	49,636	33,195	28,446	24,479	40,913	34.3
Decatur	11.0	Male	5,316	421	500	428	441	797	809	534	541	845	35.9
		Female	5,684	456	427	423	432	783	824	580	623	1,136	38.9
De Kalb	14.7	Male	7,031	665	606	560	609	1,163	1,041	721	698	968	34.2
		Female	7,669	632	626	608	385	1,149	1,117	767	763	1,422	37.1
Dickson	34.9	Male	16,988	1,602	1,603	1,634	1,537	2,707	2,750	1,749	1,397	2,009	32.8
		Female	17,912	1,455	1,617	1,504	1,542	2,704	2,739	1,832	1,589	2,930	35.5
Dyer	35.0	Male	16,599	1,572	1,590	1,517	1,567	2,758	2,539	1,538	1,407	2,111	32.4
		Female	18,401	1,531	1,605	1,440	1,587	2,862	2,596	1,726	1,720	3,334	35.7
Fayette	26.6	Male	13,007	1,556	1,302	1,505	1,285	1,878	1,618	1,176	955	1,732	29.6
		Female	13,593	1,353	1,286	1,404	1,319	1,929	1,849	1,235	1,149	2,069	32.4
Fentress	15.7	Male	7,662	694	821	725	678	1,224	1,218	714	613	975	32.5
		Female	8,038	733	758	714	654	1,265	1,236	741	750	1,187	34.2
Franklin	34.2	Male	16,791	1,585	1,548	1,430	1,947	2,623	2,579	1,771	1,442	1,866	32.2
		Female	17,409	1,443	1,435	1,348	1,760	2,583	2,636	1,885	1,600	2,719	35.5
Gibson	48.8	Male	22,872	2,009	2,099	2,113	2,055	3,414	3,240	2,324	2,183	3,435	34.3
		Female	25,928	1,916	2,016	1,934	2,012	3,690	3,494	2,702	2,710	5,454	39.0
Giles	24.6	Male	11,799	1,068	1,042	1,034	1,127	1,782	1,762	1,159	1,216	1,609	34.1
		Female	12,801	984	1,039	976	1,040	1,788	1,911	1,228	1,324	2,511	38.0
Grainger	17.6	Male	8,654	845	815	778	799	1,428	1,439	890	670	990	32.6
		Female	8,946	754	795	750	796	1,412	1,464	903	804	1,268	34.8
Greene	57.0	Male	27,387	2,312	2,500	2,317	2,558	4,601	4,706	3,185	2,395	2,813	33.7
		Female	29,613	2,269	2,418	2,336	2,517	4,787	4,793	3,323	2,776	4,394	36.0
Grundy	14.7	Male	7,233	855	788	659	718	1,080	1,181	637	556	759	30.5
		Female	7,467	777	721	596	660	1,133	1,142	677	640	1,121	33.6
Hamblen	56.0	Male	27,179	2,486	2,739	2,447	2,511	4,734	4,857	3,080	2,152	2,173	32.2
		Female	28,821	2,334	2,549	2,350	2,614	4,926	5,067	3,157	2,404	3,420	34.3
Hamilton	291.1	Male	138,074	12,957	12,679	11,649	14,926	25,613	20,976	14,584	11,564	13,126	31.6
		Female	153,026	12,130	12,110	10,874	15,321	26,177	22,551	16,479	13,822	23,262	34.8
Hancock	6.7	Male	3,297	332	294	297	316	477	479	362	314	426	33.6
		Female	3,403	310	271	285	307	481	475	370	356	548	36.0
Hardeman	24.9	Male	11,900	1,329	1,189	1,178	1,090	1,858	1,574	1,128	1,026	1,528	31.3
		Female	13,000	1,266	1,095	1,202	1,128	1,895	1,672	1,219	1,196	2,327	34.5
Hardin	22.8	Male	11,011	1,037	979	962	914	1,801	1,744	1,171	941	1,462	34.0
		Female	11,789	973	1,025	946	890	1,791	1,752	1,300	1,133	1,979	36.5
Hawkins	47.3	Male	23,355	2,099	2,311	2,091	2,019	4,106	4,093	2,425	1,901	2,310	32.7
		Female	23,945	1,936	2,182	1,890	1,960	4,146	3,998	2,509	2,101	3,223	34.7
Haywood	20.9	Male	9,817	1,162	997	1,032	953	1,493	1,092	872	774	1,442	30.1
		Female	11,083	1,147	994	1,019	1,029	1,566	1,309	1,002	984	2,033	33.6
Henderson	23.6	Male	11,339	1,160	984	969	1,049	1,839	1,715	1,158	1,024	1,441	33.2
		Female	12,261	1,116	997	930	1,006	1,949	1,727	1,283	1,138	2,115	35.8
Henry	29.6	Male	14,214	1,287	1,188	1,117	1,288	2,118	2,008	1,406	1,469	2,333	35.5
		Female	15,386	1,172	1,094	1,058	1,194	2,119	2,064	1,637	1,703	3,345	40.1
Hickman	16.7	Male	8,556	654	680	758	1,257	1,426	1,307	788	752	934	31.5
		Female	8,144	650	742	654	617	1,227	1,255	849	844	1,306	36.5
Houston	7.1	Male	3,538	313	344	300	316	545	529	368	312	511	34.1
		Female	3,562	288	330	271	269	540	489	371	356	648	36.7
Humphreys	16.2	Male	7,882	746	767	707	676	1,286	1,273	837	650	940	33.1
		Female	8,318	734	758	694	669	1,277	1,239	894	766	1,287	35.2

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
TENNESSEE (continued)													
ALL COUNTIES (continued)													
Jackson	9.6	Male	4,744	436	413	403	408	735	714	471	474	690	34.7
		Female	4,856	369	380	369	376	698	727	503	515	919	38.2
Jefferson	34.6	Male	16,912	1,397	1,499	1,544	2,006	2,608	2,881	1,792	1,411	1,774	32.7
		Female	17,688	1,247	1,390	1,346	2,041	2,693	2,868	1,875	1,653	2,575	35.4
Johnson	14.5	Male	7,138	667	697	653	592	1,128	1,200	666	620	915	33.5
		Female	7,362	620	617	571	608	1,167	1,161	753	671	1,194	35.8
Knox	333.0	Male	159,437	12,994	13,286	12,624	22,092	30,750	23,981	15,867	12,786	15,057	31.1
		Female	173,563	12,456	12,485	12,162	20,750	30,309	25,436	17,903	15,790	26,272	34.5
Lake	7.7	Male	3,630	368	327	296	364	494	427	347	355	652	34.3
		Female	4,070	312	298	309	311	540	480	387	379	1,054	40.5
Lauderdale	25.9	Male	12,665	1,322	1,122	1,224	1,283	2,121	1,774	1,111	1,024	1,684	31.5
		Female	13,235	1,235	1,131	1,162	1,129	1,910	1,798	1,161	1,315	2,394	35.3
Lawrence	36.2	Male	17,492	1,689	1,661	1,727	1,686	2,663	2,761	1,717	1,530	2,058	32.4
		Female	18,708	1,617	1,560	1,560	1,627	2,617	2,816	1,889	1,896	3,126	36.3
Lewis	10.9	Male	5,273	659	526	419	484	977	721	491	410	586	30.6
		Female	5,627	647	539	448	453	952	779	524	455	830	32.6
Lincoln	27.7	Male	13,350	1,125	1,199	1,242	1,277	1,906	2,052	1,533	1,351	1,665	34.6
		Female	14,350	1,137	1,048	1,136	1,140	2,023	2,238	1,580	1,546	2,502	38.1
Loudon	31.0	Male	14,871	1,283	1,332	1,234	1,331	2,546	2,373	1,674	1,352	1,746	33.9
		Female	16,129	1,191	1,237	1,232	1,255	2,527	2,465	1,837	1,676	2,709	37.5
McMinn	44.0	Male	21,177	2,019	1,956	1,842	2,055	3,464	3,472	2,237	1,818	2,314	32.8
		Female	22,823	1,883	1,948	1,823	1,957	3,548	3,557	2,344	2,180	3,583	35.7
McNairy	24.6	Male	11,915	1,122	1,052	1,010	1,029	1,819	1,907	1,339	1,074	1,563	34.6
		Female	12,685	1,050	1,029	964	961	1,836	2,036	1,299	1,232	2,278	37.5
Macon	16.5	Male	8,060	719	735	712	719	1,334	1,241	864	715	1,021	33.6
		Female	8,440	744	675	644	677	1,317	1,253	834	865	1,431	36.3
Madison	78.5	Male	36,945	3,720	3,510	3,123	4,049	6,593	5,078	3,490	3,082	4,300	31.2
		Female	41,555	3,563	3,346	3,064	4,665	6,666	5,391	4,029	3,602	7,229	34.2
Marion	25.8	Male	12,660	1,239	1,214	1,190	1,214	2,101	2,082	1,347	966	1,307	32.0
		Female	13,140	1,178	1,188	1,117	1,144	2,077	2,046	1,372	1,114	1,904	34.4
Marshall	21.5	Male	10,240	953	932	893	878	1,605	1,567	1,028	1,006	1,378	34.1
		Female	11,260	851	863	833	865	1,616	1,620	1,141	1,235	2,236	38.7
Maury	55.4	Male	26,513	2,550	2,398	2,373	2,548	4,366	4,012	2,904	2,317	3,045	32.8
		Female	28,887	2,326	2,185	2,371	2,650	4,481	4,285	3,090	2,714	4,785	36.0
Meigs	8.2	Male	4,151	411	447	387	336	727	707	390	373	373	31.8
		Female	4,049	384	357	338	363	700	677	408	362	460	33.3
Monroe	31.2	Male	15,162	1,406	1,536	1,404	1,493	2,477	2,514	1,449	1,235	1,648	32.0
		Female	16,038	1,451	1,421	1,365	1,472	2,477	2,470	1,534	1,471	2,377	34.3
Montgomery	94.7	Male	47,917	5,065	4,040	3,797	8,615	9,507	6,678	4,340	2,625	3,250	27.6
		Female	46,783	4,821	3,923	3,597	6,633	8,665	6,885	4,281	3,157	4,821	30.1
Moore	4.8	Male	2,394	250	236	191	215	376	383	264	191	288	33.1
		Female	2,406	200	225	212	209	333	390	252	248	337	35.6
Morgan	17.2	Male	9,193	824	813	760	941	1,977	1,507	836	651	884	31.4
		Female	8,007	691	768	741	704	1,248	1,217	799	712	1,127	33.8
Obion	33.9	Male	16,153	1,568	1,544	1,345	1,397	2,677	2,485	1,577	1,374	2,186	33.3
		Female	17,747	1,470	1,418	1,349	1,388	2,636	2,593	1,690	1,756	3,447	37.4
Overton	18.8	Male	9,243	833	883	843	784	1,481	1,501	934	817	1,167	33.6
		Female	9,557	754	803	781	742	1,412	1,540	1,002	924	1,599	36.9
Perry	6.4	Male	3,099	277	258	277	266	473	454	339	295	460	35.0
		Female	3,301	259	265	246	232	461	505	361	325	647	38.7
Pickett	4.5	Male	2,208	191	200	166	190	346	335	239	203	338	35.3
		Female	2,292	206	173	194	175	348	313	231	226	426	36.6
Polk	13.7	Male	6,727	626	723	639	581	1,106	1,113	715	533	691	32.2
		Female	6,973	592	663	599	560	1,075	1,111	721	646	1,006	35.0
Putnam	52.2	Male	25,810	2,126	2,040	1,922	4,606	4,357	3,764	2,353	1,940	2,702	30.1
		Female	26,390	1,861	1,977	1,828	3,821	4,229	3,843	2,532	2,314	3,985	33.8
Rhea	25.8	Male	12,558	1,264	1,283	1,106	1,371	2,160	1,926	1,120	1,005	1,323	30.8
		Female	13,242	1,118	1,254	1,060	1,381	2,107	2,040	1,205	1,173	1,904	33.6
Roane	50.6	Male	24,483	2,167	2,393	2,207	2,084	4,096	4,059	2,810	2,298	2,369	33.3
		Female	26,117	2,094	2,173	2,113	2,039	4,146	4,222	3,068	2,558	3,704	36.2
Robertson	42.9	Male	20,894	2,064	1,905	1,935	2,023	3,360	3,213	2,179	1,698	2,517	32.5
		Female	22,006	1,908	1,955	1,834	1,964	3,516	3,202	2,226	1,999	3,402	34.5
Rutherford	112.1	Male	55,327	5,389	5,043	4,659	7,741	10,393	8,586	5,237	3,995	4,284	29.6
		Female	56,773	4,980	4,928	4,304	8,128	10,189	8,753	5,255	3,951	6,285	30.9

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TENNESSEE (continued)													
ALL COUNTIES (continued)													
Scott	21.1	Male	10,337	1,237	1,065	1,067	975	1,743	1,526	896	740	1,088	29.7
		Female	10,763	1,234	1,008	944	980	1,696	1,564	953	923	1,461	32.2
Sequatchie	9.1	Male	4,471	426	474	429	408	791	765	435	308	435	31.3
		Female	4,629	448	433	393	419	753	730	449	364	640	33.3
Sevier	50.5	Male	24,643	2,116	2,248	2,148	2,244	4,319	4,320	2,629	2,038	2,581	33.3
		Female	25,857	2,122	2,087	2,072	2,236	4,392	4,248	2,891	2,312	3,497	35.0
Shelby	826.1	Male	394,119	40,404	38,229	35,060	50,843	77,175	54,772	36,311	29,347	31,978	29.2
		Female	431,981	39,447	36,790	34,000	47,912	79,738	61,244	42,790	34,924	55,136	32.3
Smith	15.1	Male	7,343	628	612	627	718	1,208	1,089	737	693	1,031	34.0
		Female	7,757	627	630	589	642	1,156	1,116	773	766	1,458	37.1
Stewart	9.7	Male	4,762	362	358	450	394	716	704	521	499	758	36.4
		Female	4,938	390	375	393	356	669	756	552	503	944	38.8
Sullivan	148.7	Male	71,437	5,790	6,669	6,185	6,433	12,315	12,778	8,164	6,518	6,585	33.6
		Female	77,263	5,703	6,405	5,866	6,458	12,642	13,027	8,906	7,733	10,523	36.2
Sumner	103.3	Male	50,875	5,067	5,296	4,707	4,420	9,182	9,446	5,061	3,583	4,113	31.5
		Female	52,425	4,642	5,044	4,658	4,381	9,377	9,379	5,056	4,043	5,845	33.0
Tipton	37.0	Male	17,973	1,968	1,803	1,892	1,816	2,743	2,777	1,774	1,314	1,886	30.5
		Female	19,027	1,917	1,671	1,812	1,781	2,856	2,826	1,800	1,559	2,805	33.2
Trousdale	6.3	Male	3,146	295	286	220	300	581	477	345	284	358	33.1
		Female	3,154	268	226	231	267	546	430	302	323	561	35.9
Unicoi	16.7	Male	8,110	686	694	668	749	1,304	1,305	916	783	1,005	34.6
		Female	8,590	619	702	615	691	1,258	1,273	996	926	1,510	38.2
Union	12.8	Male	6,410	614	612	626	675	1,049	1,095	604	467	668	31.5
		Female	6,390	548	598	537	607	1,075	1,058	596	525	846	33.4
Van Buren	4.7	Male	2,341	273	217	205	219	435	361	204	196	231	30.9
		Female	2,359	223	247	166	206	425	363	239	202	268	32.9
Warren	33.7	Male	16,311	1,599	1,526	1,416	1,539	2,719	2,585	1,660	1,393	1,874	32.6
		Female	17,389	1,503	1,395	1,301	1,496	2,763	2,656	1,778	1,593	2,904	35.9
Washington	93.5	Male	45,363	3,744	3,850	3,707	5,567	8,227	7,106	4,669	4,020	4,463	32.1
		Female	48,137	3,617	3,892	3,360	5,845	7,974	7,204	4,944	4,215	7,086	34.2
Wayne	14.6	Male	7,144	683	667	708	680	1,106	1,177	629	615	879	32.5
		Female	7,456	639	665	626	621	1,126	1,152	752	694	1,181	35.4
Weakley	33.8	Male	16,400	1,375	1,289	1,283	2,644	2,434	2,122	1,455	1,406	2,392	31.6
		Female	17,400	1,200	1,162	1,081	2,612	2,326	2,291	1,608	1,682	3,438	36.4
White	21.0	Male	10,099	868	878	920	843	1,664	1,556	1,069	942	1,359	34.3
		Female	10,901	890	876	826	847	1,626	1,599	1,153	1,126	1,958	37.4
Williamson	80.4	Male	39,552	3,900	4,045	3,816	2,971	6,738	7,904	4,342	2,823	3,013	32.5
		Female	40,848	3,534	3,911	3,522	3,046	7,300	7,978	4,286	2,800	4,469	33.8
Wilson	70.5	Male	34,841	3,317	3,538	3,312	2,897	6,020	6,606	3,506	2,553	3,092	32.2
		Female	35,659	3,019	3,129	3,042	2,822	6,427	6,360	3,482	2,842	4,536	34.1
TOTAL METRO COUNTIES	3,310.6	**Male**	**1,591,422**	**148,521**	**144,841**	**136,661**	**187,633**	**298,446**	**245,349**	**158,773**	**126,014**	**145,184**	**31.0**
		Female	**1,719,178**	**142,038**	**139,398**	**129,912**	**184,050**	**302,291**	**258,214**	**176,228**	**148,506**	**238,541**	**33.7**
TOTAL STATE	4,948.2	**Male**	**2,384,980**	**223,040**	**218,791**	**207,370**	**266,402**	**426,900**	**368,369**	**239,266**	**194,701**	**240,141**	**31.5**
		Female	**2,563,220**	**212,492**	**209,419**	**197,595**	**259,390**	**430,836**	**384,930**	**262,147**	**228,926**	**377,485**	**34.3**
TEXAS													
ABILENE	124.9	**Male**	**60,591**	**6,445**	**5,131**	**4,709**	**9,443**	**10,794**	**8,343**	**5,642**	**4,411**	**5,673**	**29.2**
		Female	**64,309**	**6,221**	**5,032**	**4,648**	**8,813**	**10,273**	**8,617**	**6,203**	**5,144**	**9,358**	**32.2**
Taylor	124.9	Male	60,591	6,445	5,131	4,709	9,443	10,794	8,343	5,642	4,411	5,673	29.2
		Female	64,309	6,221	5,032	4,648	8,813	10,273	8,617	6,203	5,144	9,358	32.2
AMARILLO	197.0	**Male**	**95,209**	**10,432**	**8,536**	**7,502**	**11,428**	**17,983**	**13,937**	**9,945**	**7,440**	**8,006**	**30.4**
		Female	**101,791**	**10,015**	**8,459**	**7,169**	**11,636**	**17,652**	**14,950**	**10,399**	**8,501**	**13,010**	**32.7**
Potter	104.3	Male	50,001	5,832	4,436	3,857	6,074	9,128	6,426	4,921	4,151	5,176	30.3
		Female	54,299	5,474	4,320	3,737	6,065	8,717	7,012	5,289	4,940	8,745	33.7
Ranuall	92.7	Male	45,208	4,600	4,100	3,645	5,354	8,855	7,511	5,024	3,289	2,830	30.5
		Female	47,492	4,541	4,139	3,432	5,571	8,935	7,938	5,110	3,561	4,265	31.8
AUSTIN	746.1	**Male**	**370,617**	**34,965**	**31,334**	**27,705**	**60,304**	**85,605**	**53,877**	**30,070**	**21,817**	**24,940**	**28.6**
		Female	**375,483**	**33,309**	**30,442**	**26,877**	**57,593**	**78,201**	**53,275**	**31,124**	**24,749**	**39,913**	**30.1**
Hays	61.7	Male	30,315	2,444	2,418	2,559	7,574	5,133	3,778	2,155	1,811	2,443	25.3
		Female	31,385	2,382	2,353	2,279	8,237	4,534	3,804	2,351	2,038	3,407	26.0

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TEXAS (continued)													
AUSTIN (continued)													
Travis	560.2	Male	278,701	25,755	22,217	19,377	47,610	68,690	39,050	22,690	16,173	17,139	28.6
		Female	281,499	24,655	21,910	19,164	44,264	61,628	39,267	23,692	18,459	28,460	30.0
Williamson	124.2	Male	61,601	6,766	6,699	5,769	5,120	11,782	11,049	5,225	3,833	5,358	30.5
		Female	62,599	6,272	6,179	5,434	5,092	12,039	10,204	5,081	4,252	8,046	31.9
BEAUMONT - PORT ARTHUR	**379.0**	**Male**	**184,376**	**19,026**	**17,023**	**16,343**	**20,055**	**32,264**	**26,549**	**19,908**	**16,045**	**17,163**	**31.1**
		Female	**194,624**	**18,453**	**16,625**	**15,644**	**19,839**	**31,205**	**27,967**	**21,199**	**17,295**	**26,397**	**33.6**
Hardin	43.2	Male	21,228	2,239	2,130	2,051	1,918	3,395	3,491	2,227	1,681	2,096	31.7
		Female	21,972	2,191	2,219	1,830	1,870	3,544	3,443	2,239	1,796	2,840	33.1
Jefferson	252.6	Male	122,045	12,274	10,656	10,392	14,003	21,816	16,331	13,058	11,217	12,298	31.3
		Female	130,555	11,944	10,388	10,016	13,905	20,577	17,718	14,423	12,192	19,392	34.2
Orange	83.2	Male	41,103	4,513	4,237	3,900	4,134	7,053	6,727	4,623	3,147	2,769	30.3
		Female	42,097	4,318	4,018	3,798	4,064	7,084	6,806	4,537	3,307	4,165	31.8
BRAZORIA	**196.8**	**Male**	**104,242**	**11,072**	**9,530**	**8,530**	**12,749**	**22,647**	**17,551**	**10,271**	**6,389**	**5,503**	**29.5**
		Female	**92,558**	**10,356**	**9,012**	**7,794**	**10,166**	**16,873**	**15,037**	**9,429**	**6,215**	**7,676**	**30.3**
Brazoria	196.8	Male	104,242	11,072	9,530	8,530	12,749	22,647	17,551	10,271	6,389	5,503	29.5
		Female	92,558	10,356	9,012	7,794	10,166	16,873	15,037	9,429	6,215	7,676	30.3
BROWNSVILLE - HARLINGEN	**262.9**	**Male**	**125,770**	**17,644**	**16,402**	**13,473**	**12,105**	**19,3[illegible]**	**15,557**	**10,360**	**8,534**	**12,309**	**26.7**
		Female	**137,130**	**16,808**	**15,733**	**13,321**	**12,810**	**21,8[illegible]**	**18,156**	**12,682**	**9,988**	**15,741**	**29.5**
Cameron	262.9	Male	125,770	17,644	16,402	13,473	12,105	19,3[illegible]	15,557	10,360	8,534	12,309	26.7
		Female	137,130	16,808	15,733	13,321	12,810	21,891	18,156	12,682	9,988	15,741	29.5
BRYAN - COLLEGE STATION	**124.9**	**Male**	**65,891**	**5,284**	**4,344**	**3,991**	**22,531**	**12,035**	**6,868**	**4,032**	**2,959**	**3,847**	**24.0**
		Female	**59,009**	**5,439**	**4,171**	**3,742**	**15,354**	**9,891**	**6,947**	**3,974**	**3,472**	**6,019**	**25.8**
Brazos	124.9	Male	65,891	5,284	4,344	3,991	22,531	12,035	6,868	4,032	2,959	3,847	24.0
		Female	59,009	5,439	4,171	3,742	15,354	9,891	6,947	3,974	3,472	6,019	25.8
CORPUS CHRISTI	**362.1**	**Male**	**177,493**	**21,208**	**19,054**	**16,632**	**19,176**	**32,724**	**24,823**	**16,974**	**13,130**	**13,772**	**28.9**
		Female	**184,607**	**20,369**	**18,439**	**16,352**	**19,305**	**31,915**	**25,639**	**18,537**	**14,287**	**19,764**	**30.6**
Nueces	300.9	Male	147,395	17,634	15,477	13,519	16,297	27,711	20,425	14,008	11,039	11,285	28.9
		Female	153,505	16,783	14,951	13,284	16,457	26,860	21,151	15,500	12,051	16,468	30.7
San Patricio	61.2	Male	30,098	3,574	3,577	3,113	2,879	5,013	4,398	2,966	2,091	2,487	28.8
		Female	31,102	3,586	3,488	3,068	2,848	5,055	4,488	3,037	2,236	3,296	30.1
DALLAS	**2,476.2**	**Male**	**1,207,740**	**121,247**	**115,919**	**102,555**	**134,435**	**251,408**	**207,[illegible]**	**116,107**	**79,103**	**79,386**	**30.2**
		Female	**1,268,460**	**116,381**	**111,351**	**98,453**	**137,481**	**253,068**	**205,811**	**120,224**	**89,477**	**136,214**	**31.7**
Collin	229.7	Male	113,978	12,666	13,445	10,980	8,629	21,727	25,062	9,908	5,311	6,250	30.2
		Female	115,722	11,899	12,614	10,663	8,556	24,280	22,987	8,949	5,689	10,085	30.8
Dallas	1,856.6	Male	902,047	89,392	83,625	75,004	105,141	191,291	148,816	88,630	61,926	58,222	30.1
		Female	954,553	86,150	80,861	72,870	106,261	190,391	150,867	94,274	70,578	102,301	31.9
Denton	225.4	Male	111,623	11,286	10,806	8,828	13,563	25,922	20,220	9,137	5,706	6,155	29.4
		Female	113,777	10,936	10,226	8,042	15,800	25,507	18,434	8,699	6,254	9,879	29.7
Ellis	82.1	Male	39,962	4,112	4,076	3,917	3,741	6,203	6,455	3,960	3,042	4,455	31.7
		Female	42,138	3,886	3,819	3,407	3,615	6,391	6,379	3,988	3,384	7,269	34.9
Kaufman	55.0	Male	26,554	2,541	2,637	2,404	2,349	4,018	4,319	2,814	2,166	3,306	33.3
		Female	28,446	2,318	2,497	2,293	2,298	4,055	4,359	2,905	2,607	5,114	36.7
Rockwall	27.4	Male	13,576	1,250	1,330	1,422	1,012	2,247	2,708	1,658	951	998	32.9
		Female	13,824	1,192	1,334	1,178	951	2,444	2,785	1,409	965	1,566	34.2
DALLAS - FORT WORTH CONSOLIDATED AREA	***3,754.0***	***Male***	***1,833,171***	***182,421***	***173,918***	***155,067***	***205,633***	***372,511***	***309,492***	***180,957***	***126,898***	***126,274***	***30.4***
		Female	***1,920,829***	***174,278***	***166,957***	***149,231***	***206,922***	***371,954***	***308,389***	***186,702***	***141,602***	***214,794***	***32.1***
EL PASO	**579.7**	**Male**	**284,427**	**34,683**	**32,881**	**28,150**	**38,762**	**49,813**	**38,423**	**26,298**	**18,418**	**16,999**	**26.6**
		Female	**295,273**	**33,851**	**31,820**	**27,294**	**32,947**	**50,695**	**43,038**	**29,738**	**19,992**	**25,898**	**29.3**
El Paso	579.7	Male	284,427	34,683	32,881	28,150	38,762	49,813	38,423	26,298	18,418	16,999	26.6
		Female	295,273	33,851	31,820	27,294	32,947	50,695	43,038	29,738	19,992	25,898	29.3
FORT WORTH - ARLINGTON	**1,277.8**	**Male**	**625,431**	**61,174**	**57,999**	**52,512**	**71,198**	**121,103**	**101,912**	**64,850**	**47,795**	**46,888**	**30.8**
		Female	**652,369**	**57,897**	**55,606**	**50,778**	**69,441**	**118,886**	**102,578**	**66,478**	**52,125**	**78,580**	**32.8**
Johnson	96.8	Male	47,140	4,650	4,729	4,487	4,307	7,486	8,113	5,020	3,547	4,801	32.2
		Female	49,660	4,324	4,426	4,105	4,329	7,873	8,063	4,794	3,965	7,781	34.7
Parker	62.9	Male	30,991	2,774	2,870	2,762	2,801	4,659	5,385	3,641	2,744	3,355	34.2
		Female	31,909	2,641	2,764	2,628	2,609	4,719	5,354	3,450	2,917	4,827	36.1
Tarrant	1,118.1	Male	547,300	53,750	50,400	45,263	64,090	108,958	88,414	56,189	41,504	38,732	30.5
		Female	570,800	50,932	48,416	44,045	62,503	106,294	89,161	58,234	45,243	65,972	32.5

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POPULATION BY AGE AND SEX

SaMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
TEXAS (continued)													
GALVESTON - TEXAS CITY	**214.8**	**Male**	**105,236**	**10,873**	**9,714**	**9,243**	**11,039**	**19,167**	**15,958**	**11,483**	**9,069**	**8,690**	**31.1**
		Female	**109,564**	**10,293**	**9,352**	**8,885**	**10,878**	**18,929**	**16,516**	**12,078**	**9,587**	**13,046**	**33.1**
Galveston	214.8	Male	105,236	10,873	9,714	9,243	11,039	19,167	15,958	11,483	9,069	8,690	31.1
		Female	109,564	10,293	9,352	8,885	10,878	18,929	16,516	12,078	9,587	13,046	33.1
HOUSTON	**3,197.1**	**Male**	**1,601,567**	**169,380**	**153,855**	**131,831**	**183,234**	**359,772**	**267,967**	**152,063**	**98,329**	**85,136**	**29.5**
		Female	**1,595,533**	**162,150**	**148,451**	**127,512**	**176,183**	**337,786**	**254,731**	**150,681**	**104,134**	**133,905**	**30.4**
Fort Bend	200.1	Male	102,326	12,524	11,392	8,670	9,212	24,248	18,191	8,720	4,865	4,504	28.9
		Female	97,774	11,781	10,737	8,418	8,009	23,628	16,250	7,775	4,829	6,347	29.2
Harris	2,740.1	Male	1,371,200	143,947	129,019	110,463	161,434	314,013	226,856	130,105	84,657	70,706	29.5
		Female	1,368,900	137,899	124,808	107,447	156,699	291,712	215,902	130,398	89,888	114,147	30.4
Liberty	55.7	Male	27,517	2,877	2,754	2,542	2,483	4,622	4,237	2,859	2,280	2,863	31.7
		Female	28,183	2,796	2,662	2,358	2,449	4,445	4,109	2,912	2,544	3,908	33.6
Montgomery	177.9	Male	88,898	9,051	9,739	9,179	7,553	15,276	17,226	9,386	5,676	5,812	30.8
		Female	89,002	8,768	9,311	8,318	6,938	16,358	16,923	8,559	5,982	7,845	31.8
Waller	23.3	Male	11,626	981	951	977	2,552	1,613	1,457	993	851	1,251	27.2
		Female	11,674	906	933	971	2,088	1,643	1,547	1,037	891	1,658	30.7
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***3,608.7***	***Male***	***1,811,045***	***191,325***	***173,099***	***149,604***	***207,022***	***401,586***	***301,476***	***173,817***	***113,787***	***99,329***	***29.6***
		Female	***1,797,655***	***182,799***	***166,815***	***144,191***	***197,227***	***373,588***	***286,284***	***172,188***	***119,936***	***154,627***	***30.6***
KILLEEN - TEMPLE	**248.9**	**Male**	**132,263**	**14,874**	**10,872**	**9,017**	**31,235**	**25,229**	**16,774**	**9,436**	**6,760**	**8,066**	**25.1**
		Female	**116,637**	**14,285**	**10,414**	**8,498**	**16,960**	**21,574**	**16,040**	**9,264**	**7,269**	**12,333**	**28.8**
Bell	183.2	Male	94,388	11,352	8,092	6,669	18,234	18,248	12,192	7,550	5,653	6,398	26.6
		Female	88,812	10,882	7,693	6,398	12,600	16,166	12,009	7,411	6,064	9,589	29.2
Coryell	65.7	Male	37,875	3,522	2,780	2,348	13,001	6,981	4,582	1,886	1,107	1,668	23.5
		Female	27,825	3,403	2,721	2,100	4,360	5,408	4,031	1,853	1,205	2,744	27.5
LAREDO	**122.6**	**Male**	**58,386**	**8,240**	**7,817**	**6,707**	**6,420**	**9,358**	**7,200**	**4,737**	**3,318**	**4,589**	**25.0**
		Female	**64,214**	**8,044**	**7,593**	**6,687**	**6,591**	**9,813**	**8,461**	**5,860**	**4,230**	**6,935**	**28.3**
Webb	122.6	Male	58,386	8,240	7,817	6,707	6,420	9,358	7,200	4,737	3,318	4,589	25.0
		Female	64,214	8,044	7,593	6,687	6,591	9,813	8,461	5,860	4,230	6,935	28.3
LONGVIEW - MARSHALL	**169.1**	**Male**	**81,727**	**8,479**	**7,705**	**6,871**	**9,217**	**14,142**	**11,910**	**8,225**	**6,409**	**9,769**	**31.1**
		Female	**87,373**	**8,357**	**7,476**	**6,627**	**8,558**	**13,680**	**12,238**	**8,584**	**7,595**	**14,258**	**34.3**
Gregg	111.7	Male	54,326	5,663	4,923	4,416	6,469	9,908	8,057	5,453	4,146	5,291	30.7
		Female	57,374	5,483	4,853	4,239	5,870	9,383	8,163	5,634	4,840	8,909	33.8
Harrison	57.4	Male	27,401	2,816	2,782	2,455	2,748	4,234	3,853	2,772	2,263	3,478	31.8
		Female	29,999	2,874	2,623	2,388	2,688	4,297	4,075	2,950	2,755	5,349	35.3
LUBBOCK	**224.5**	**Male**	**111,103**	**11,844**	**9,894**	**8,907**	**19,927**	**21,188**	**14,801**	**9,710**	**7,051**	**7,781**	**27.4**
		Female	**113,397**	**11,417**	**9,394**	**8,552**	**18,329**	**20,072**	**15,243**	**10,302**	**7,909**	**12,179**	**29.5**
Lubbock	224.5	Male	111,103	11,844	9,894	8,907	19,927	21,188	14,801	9,710	7,051	7,781	27.4
		Female	113,397	11,417	9,394	8,552	18,329	20,072	15,243	10,302	7,909	12,179	29.5
McALLEN - EDINBURG - MISSION	**376.6**	**Male**	**180,379**	**25,311**	**24,121**	**20,210**	**17,734**	**27,745**	**21,812**	**14,345**	**11,782**	**17,319**	**26.0**
		Female	**196,221**	**24,974**	**23,201**	**19,717**	**19,206**	**31,707**	**24,997**	**17,313**	**13,668**	**21,438**	**28.5**
Hidalgo	376.6	Male	180,379	25,311	24,121	20,210	17,734	27,745	21,812	14,345	11,782	17,319	26.0
		Female	196,221	24,974	23,201	19,717	19,206	31,707	24,997	17,313	13,668	21,438	28.5
MIDLAND	**112.5**	**Male**	**55,177**	**6,098**	**5,031**	**4,704**	**6,008**	**10,970**	**7,809**	**6,374**	**4,560**	**3,623**	**30.2**
		Female	**57,323**	**6,107**	**4,865**	**4,390**	**6,067**	**10,324**	**8,383**	**6,986**	**4,650**	**5,551**	**32.0**
Midland	112.5	Male	55,177	6,098	5,031	4,704	6,008	10,970	7,809	6,374	4,560	3,623	30.2
		Female	57,323	6,107	4,865	4,390	6,067	10,324	8,383	6,986	4,650	5,551	32.0
ODESSA	**127.3**	**Male**	**63,630**	**7,447**	**6,002**	**5,179**	**7,837**	**12,612**	**9,174**	**6,538**	**4,769**	**4,072**	**29.2**
		Female	**63,670**	**7,136**	**5,918**	**4,987**	**7,590**	**11,468**	**9,102**	**6,927**	**4,774**	**5,768**	**30.4**
Ector	127.3	Male	63,630	7,447	6,002	5,179	7,837	12,612	9,174	6,538	4,769	4,072	29.2
		Female	63,670	7,136	5,918	4,987	7,590	11,468	9,102	6,927	4,774	5,768	30.4
SAN ANGELO	**98.8**	**Male**	**47,570**	**4,594**	**4,070**	**3,790**	**6,642**	**8,417**	**6,482**	**4,521**	**3,833**	**5,221**	**30.6**
		Female	**51,230**	**4,562**	**3,882**	**3,734**	**6,464**	**8,053**	**6,796**	**5,016**	**4,493**	**8,230**	**33.7**
Tom Green	98.8	Male	47,570	4,594	4,070	3,790	6,642	8,417	6,482	4,521	3,833	5,221	30.6
		Female	51,230	4,562	3,882	3,734	6,464	8,053	6,796	5,016	4,493	8,230	33.7
SAN ANTONIO	**1,298.2**	**Male**	**628,999**	**68,667**	**65,025**	**58,863**	**76,315**	**113,066**	**89,180**	**59,944**	**47,253**	**50,686**	**29.0**
		Female	**669,201**	**66,339**	**62,857**	**56,763**	**71,348**	**116,256**	**95,677**	**65,626**	**53,875**	**80,460**	**31.6**
Bexar	1,185.1	Male	573,932	63,581	59,854	54,052	71,050	104,553	80,716	53,936	42,206	43,984	28.7
		Female	611,168	61,477	58,115	51,949	66,257	107,715	86,876	59,558	48,145	71,076	31.3
Comal	52.0	Male	25,276	2,211	2,279	2,143	2,056	3,838	3,885	2,805	2,560	3,499	33.3
		Female	26,724	2,054	2,097	2,077	2,030	3,844	3,921	2,898	2,960	4,843	38.2

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SMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
TEXAS (continued)													
SAN ANTONIO (continued)													
Guadalupe	61.1	Male	29,791	2,875	2,892	2,658	3,209	4,675	4,579	3,203	2,487	3,203	32.0
		Female	31,309	2,808	2,645	2,737	3,061	4,697	4,880	3,170	2,770	4,541	34.4
SHERMAN - DENISON	**98.5**	**Male**	**46,821**	**4,322**	**4,060**	**3,761**	**4,835**	**7,517**	**6,894**	**4,698**	**4,349**	**6,385**	**33.6**
		Female	**51,679**	**3,981**	**3,810**	**3,578**	**4,757**	**7,643**	**7,216**	**5,103**	**5,096**	**10,495**	**37.9**
Grayson	98.5	Male	46,821	4,322	4,060	3,761	4,835	7,517	6,894	4,698	4,349	6,385	33.6
		Female	51,679	3,981	3,810	3,578	4,757	7,643	7,216	5,103	5,096	10,495	37.9
TEXARKANA	**122.3**	**Male**	**58,362**	**6,218**	**5,678**	**5,161**	**5,212**	**9,680**	**8,430**	**5,569**	**5,238**	**7,176**	**32.1**
		Female	**63,938**	**5,860**	**5,398**	**5,141**	**5,392**	**9,952**	**8,756**	**6,250**	**6,245**	**10,944**	**35.3**
Bowie	83.0	Male	39,654	4,122	3,794	3,435	3,522	6,658	5,883	3,839	3,569	4,832	32.4
		Female	43,346	3,889	3,673	3,397	3,641	6,726	6,025	4,300	4,227	7,468	35.6
Miller, Ark	*39.3*	*Male*	*18,708*	*2,096*	*1,884*	*1,726*	*1,690*	*3,022*	*2,547*	*1,730*	*1,669*	*2,344*	*31.5*
		Female	*20,592*	*1,971*	*1,725*	*1,744*	*1,751*	*3,226*	*2,731*	*1,950*	*2,018*	*3,476*	*34.6*
TYLER	**154.9**	**Male**	**74,177**	**7,466**	**7,113**	**6,264**	**7,544**	**12,814**	**10,906**	**7,279**	**6,259**	**8,532**	**31.8**
		Female	**80,723**	**7,223**	**6,856**	**5,978**	**8,107**	**12,869**	**11,459**	**7,962**	**7,291**	**12,978**	**34.5**
Smith	154.9	Male	74,177	7,466	7,113	6,264	7,544	12,814	10,906	7,279	6,259	8,532	31.8
		Female	80,723	7,223	6,856	5,978	8,107	12,869	11,459	7,962	7,291	12,978	34.5
VICTORIA	**76.4**	**Male**	**37,561**	**4,391**	**3,753**	**3,428**	**4,138**	**7,113**	**5,444**	**3,689**	**2,741**	**2,864**	**29.3**
		Female	**38,839**	**4,246**	**3,635**	**3,313**	**4,138**	**6,723**	**5,655**	**3,824**	**2,918**	**4,387**	**31.1**
Victoria	76.4	Male	37,561	4,391	3,753	3,428	4,138	7,113	5,444	3,689	2,741	2,864	29.3
		Female	38,839	4,246	3,635	3,313	4,138	6,723	5,655	3,824	2,918	4,387	31.1
WACO	**192.3**	**Male**	**92,248**	**9,008**	**7,610**	**7,132**	**13,792**	**14,661**	**11,926**	**9,091**	**8,181**	**10,847**	**30.9**
		Female	**100,052**	**8,566**	**7,649**	**7,078**	**12,931**	**14,534**	**12,560**	**9,666**	**9,186**	**17,882**	**34.5**
McLennan	192.3	Male	92,248	9,008	7,610	7,132	13,792	14,661	11,926	9,091	8,181	10,847	30.9
		Female	100,052	8,566	7,649	7,078	12,931	14,534	12,560	9,666	9,186	17,882	34.5
WICHITA FALLS	**126.2**	**Male**	**62,393**	**5,955**	**5,077**	**4,849**	**9,870**	**11,185**	**8,436**	**6,394**	**4,851**	**5,776**	**29.9**
		Female	**63,807**	**5,934**	**4,860**	**4,423**	**7,296**	**10,270**	**8,895**	**6,695**	**5,416**	**10,018**	**34.1**
Wichita	126.2	Male	62,393	5,955	5,077	4,849	9,870	11,185	8,436	6,394	4,851	5,776	29.9
		Female	63,807	5,934	4,860	4,423	7,296	10,270	8,895	6,695	5,416	10,018	34.1
ALL COUNTIES													
Anderson	46.9	Male	26,214	1,904	1,689	1,580	4,964	6,265	3,107	1,899	1,736	3,070	29.7
		Female	20,686	1,895	1,710	1,539	1,570	2,672	2,544	1,966	2,125	4,665	38.8
Andrews	15.4	Male	7,715	1,016	827	665	851	1,285	1,069	841	634	527	28.9
		Female	7,685	909	796	637	825	1,175	1,146	858	591	748	30.7
Angelina	71.9	Male	35,027	3,786	3,670	3,121	3,493	6,005	5,188	3,264	2,640	3,860	30.7
		Female	36,873	3,825	3,475	2,962	3,504	5,813	5,279	3,424	3,179	5,411	33.0
Aransas	18.4	Male	9,022	809	737	822	725	1,192	1,176	1,016	1,051	1,494	36.9
		Female	9,378	831	805	749	718	1,187	1,237	1,032	1,246	1,573	38.2
Archer	8.3	Male	4,126	391	368	387	386	617	601	471	369	536	33.6
		Female	4,174	349	343	336	337	600	625	449	399	736	37.0
Armstrong	2.1	Male	1,031	87	74	83	68	137	164	115	117	186	39.1
		Female	1,069	79	101	61	63	130	144	125	123	243	42.0
Atascosa	30.7	Male	15,318	1,707	1,719	1,587	1,360	2,271	2,090	1,457	1,221	1,906	30.7
		Female	15,382	1,641	1,559	1,404	1,335	2,188	2,155	1,521	1,331	2,248	33.0
Austin	21.2	Male	10,313	973	899	895	834	1,510	1,489	996	930	1,787	35.3
		Female	10,887	899	867	813	783	1,443	1,418	1,050	1,027	2,587	39.5
Bailey	8.0	Male	3,952	479	392	385	384	543	555	441	303	470	31.2
		Female	4,048	445	373	424	366	525	558	430	349	578	32.9
Bandera	9.9	Male	4,812	385	345	416	292	566	640	659	635	874	41.3
		Female	5,088	304	346	365	320	621	727	603	670	1,132	43.1
Bastrop	37.9	Male	18,784	1,869	1,728	1,644	1,740	2,952	2,424	1,828	1,680	2,919	33.2
		Female	19,116	1,743	1,482	1,501	1,534	2,672	2,497	1,910	1,909	3,868	37.5
Baylor	4.6	Male	2,146	147	171	161	161	278	267	233	258	470	40.8
		Female	2,454	170	160	155	132	264	302	251	294	726	46.6
Bee	27.1	Male	13,344	1,677	1,344	1,180	1,743	2,354	1,768	1,132	885	1,261	28.1
		Female	13,756	1,638	1,300	1,149	1,532	2,175	1,770	1,299	1,002	1,891	30.8
Bell	183.2	Male	94,388	11,352	8,092	6,669	18,234	18,248	12,192	7,550	5,653	6,398	26.6
		Female	88,812	10,882	7,693	6,398	12,600	16,166	12,009	7,411	6,064	9,589	29.2
Bexar	1,185.1	Male	573,932	63,581	59,854	54,052	71,050	104,553	80,716	53,936	42,206	43,984	28.7
		Female	611,168	61,477	58,115	51,949	66,257	107,715	86,876	59,558	48,145	71,076	31.3

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
TEXAS (continued)													
ALL COUNTIES (continued)													
Blanco	6.1	Male	2,969	205	236	249	228	388	412	291	377	583	39.3
		Female	3,131	215	228	226	196	360	422	315	403	766	43.1
Borden	9	Male	442	46	39	42	41	55	63	60	44	52	34.6
		Female	458	40	46	50	29	64	63	66	42	58	35.0
Bosque	15.1	Male	7,122	500	509	478	482	882	923	664	882	1,802	42.7
		Female	7,978	509	466	526	461	846	900	711	1,071	2,488	49.1
Bowie	83.0	Male	39,654	4,122	3,794	3,435	3,522	6,658	5,883	3,839	3,569	4,832	32.4
		Female	43,346	3,889	3,673	3,397	3,641	6,726	6,025	4,300	4,227	7,468	35.6
Brazoria	196.8	Male	104,242	11,072	9,530	8,530	12,749	22,647	17,551	10,271	6,389	5,503	29.5
		Female	92,558	10,356	9,012	7,794	10,166	16,873	15,037	9,429	6,215	7,676	30.3
Brazos	124.9	Male	65,891	5,284	4,344	3,991	22,531	12,035	6,868	4,032	2,959	3,847	24.0
		Female	59,009	5,439	4,171	3,742	15,354	9,891	6,947	3,974	3,472	6,019	25.8
Brewster	8.1	Male	4,016	353	330	319	715	688	494	340	342	435	29.2
		Female	4,084	327	320	323	647	606	499	369	368	625	32.0
Briscoe	2.1	Male	1,025	120	84	82	79	152	142	91	106	169	34.7
		Female	1,075	87	104	84	80	143	127	100	127	223	38.1
Brooks	9.0	Male	4,349	481	430	501	448	628	569	414	365	513	30.0
		Female	4,651	477	460	435	409	589	628	514	433	706	34.2
Brown	36.5	Male	17,402	1,675	1,531	1,633	1,757	2,626	2,417	1,532	1,484	2,747	33.0
		Female	19,098	1,608	1,427	1,278	1,804	2,648	2,500	1,701	1,866	4,266	38.1
Burleson	14.8	Male	7,144	694	619	600	662	964	854	717	730	1,304	35.4
		Female	7,656	652	600	592	606	930	917	766	840	1,753	39.9
Burnet	26.0	Male	12,519	941	1,030	1,007	863	1,575	1,492	1,197	1,500	2,914	40.7
		Female	13,481	904	964	886	767	1,529	1,676	1,342	1,867	3,546	45.1
Caldwell	29.0	Male	14,588	1,386	1,210	1,867	2,255	2,107	1,629	1,213	1,042	1,879	27.7
		Female	14,412	1,280	1,304	1,214	1,373	2,030	1,718	1,293	1,274	2,926	35.0
Calhoun	21.6	Male	10,763	1,163	1,067	1,033	1,128	1,713	1,600	1,276	931	852	30.8
		Female	10,837	1,110	1,062	1,051	1,081	1,638	1,621	1,320	907	1,047	31.8
Callahan	13.2	Male	6,333	585	514	523	472	826	946	714	584	1,169	37.6
		Female	6,867	518	484	511	472	888	966	747	676	1,605	40.8
Cameron	262.9	Male	125,770	17,644	16,402	13,473	12,105	19,386	13,557	10,360	8,534	12,309	26.7
		Female	137,130	16,808	15,733	13,321	12,810	21,891	18,156	12,682	9,988	15,741	29.5
Camp	10.5	Male	4,971	534	433	425	444	753	656	465	491	770	33.6
		Female	5,529	527	449	392	417	785	659	559	617	1,124	38.0
Carson	6.8	Male	3,376	340	321	301	277	493	528	360	336	420	34.1
		Female	3,424	323	292	262	250	484	505	362	358	588	37.0
Cass	31.6	Male	15,086	1,582	1,398	1,425	1,287	2,181	2,159	1,477	1,340	2,237	33.5
		Female	16,514	1,468	1,377	1,311	1,295	2,253	2,289	1,612	1,607	3,302	37.4
Castro	10.3	Male	5,167	706	680	582	450	813	715	504	337	380	27.0
		Female	5,133	686	612	531	441	784	720	521	348	490	28.8
Chambers	22.2	Male	11,184	1,331	1,100	1,016	1,092	2,091	1,757	1,139	803	855	30.0
		Female	11,016	1,202	1,164	902	1,062	2,015	1,694	1,047	862	1,068	30.8
Cherokee	42.8	Male	20,721	1,885	1,874	1,760	1,997	3,072	2,904	1,960	1,889	3,380	34.3
		Female	22,079	1,817	1,709	1,608	1,707	2,861	2,907	2,142	2,365	4,963	39.6
Childress	6.4	Male	2,995	287	243	225	243	382	398	324	280	613	38.0
		Female	3,405	273	217	234	219	395	403	337	350	977	44.0
Clay	10.2	Male	4,958	431	417	422	417	657	766	541	472	935	36.8
		Female	5,242	377	350	377	400	660	781	566	538	1,193	40.9
Cochran	5.2	Male	2,632	330	315	291	250	355	352	278	191	270	28.7
		Female	2,568	277	240	296	226	334	395	248	215	337	32.3
Coke	3.3	Male	1,558	114	103	139	108	169	201	189	184	351	42.3
		Female	1,742	108	104	111	105	167	198	210	220	519	48.5
Coleman	10.1	Male	4,701	426	371	362	374	546	556	433	533	1,100	39.9
		Female	5,399	395	327	331	313	566	579	497	631	1,760	48.8
Collin	229.7	Male	113,978	12,666	13,445	10,980	8,629	21,727	25,062	9,908	5,311	6,250	30.2
		Female	115,722	11,899	12,614	10,663	8,556	24,280	22,987	8,949	5,689	10,085	30.8
Collingsworth	4.2	Male	1,989	195	185	175	158	279	235	190	186	386	35.1
		Female	2,211	171	175	172	155	244	234	203	236	621	43.1
Colorado	19.7	Male	9,585	881	792	816	924	1,371	1,251	1,014	1,003	1,533	35.1
		Female	10,115	869	731	733	764	1,295	1,271	1,053	1,046	2,353	40.2
Comal	52.0	Male	25,276	2,211	2,279	2,143	2,056	3,838	3,885	2,805	2,560	3,499	35.3
		Female	26,724	2,054	2,097	2,077	2,030	3,844	3,921	2,898	2,960	4,843	38.2
Comanche	13.1	Male	6,223	512	517	495	426	779	851	594	665	1,384	39.5
		Female	6,877	460	476	434	410	786	865	655	777	2,014	45.1

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POPULATION BY AGE AND SEX

SMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
TEXAS (continued)													
ALL COUNTIES (continued)													
Concho	2.8	Male	1,329	131	107	106	91	180	164	111	152	287	38.0
		Female	1,471	106	112	110	84	179	165	125	178	412	43.8
Cooke	31.0	Male	15,330	1,586	1,249	1,472	1,632	2,507	2,034	1,416	1,425	2,009	31.9
		Female	15,670	1,390	1,212	1,222	1,451	2,250	2,006	1,614	1,530	2,995	36.5
Coryell	65.7	Male	37,875	3,522	2,780	2,348	13,001	6,981	4,582	1,886	1,107	1,668	23.5
		Female	27,825	3,403	2,721	2,100	4,360	5,408	4,031	1,853	1,205	2,744	27.5
Cottle	2.5	Male	1,185	118	90	100	90	154	159	120	112	242	37.5
		Female	1,315	108	86	87	82	144	162	114	143	389	44.3
Crane	4.5	Male	2,219	302	245	181	235	363	308	222	200	163	29.0
		Female	2,281	276	231	216	223	328	342	211	228	226	30.9
Crockett	4.4	Male	2,181	274	221	197	215	361	317	240	158	198	30.1
		Female	2,219	252	229	211	201	349	315	230	181	251	31.2
Crosby	8.2	Male	3,946	442	417	435	383	491	537	407	316	518	31.0
		Female	4,254	486	395	410	362	459	613	411	345	773	35.2
Culberson	3.4	Male	1,734	228	222	197	175	237	271	165	113	126	26.9
		Female	1,666	208	199	178	168	271	255	139	108	140	28.0
Dallam	6.6	Male	3,259	416	301	293	298	520	500	282	251	398	31.2
		Female	3,341	361	318	292	286	495	461	303	284	541	33.4
Dallas	1,856.6	Male	902,047	89,392	83,625	75,004	105,141	191,291	148,816	88,630	61,926	58,222	30.1
		Female	954,553	86,150	80,861	72,870	106,261	190,391	150,867	94,274	70,578	102,301	31.9
Dawson	15.8	Male	7,645	977	772	731	681	1,131	991	779	644	939	30.8
		Female	8,155	900	763	679	697	1,138	1,069	782	748	1,379	34.1
Deaf Smith	20.4	Male	10,081	1,461	1,161	1,050	929	1,627	1,418	958	653	824	27.7
		Female	10,319	1,352	1,125	1,078	927	1,621	1,449	975	698	1,094	29.2
Delta	4.7	Male	2,170	148	191	175	144	232	296	186	242	556	41.6
		Female	2,530	151	197	160	139	245	319	188	314	817	48.3
Denton	225.4	Male	111,623	11,286	10,806	8,828	13,563	25,922	20,220	9,137	5,706	6,155	29.4
		Female	113,777	10,936	10,226	8,042	15,800	25,507	18,434	8,699	6,254	9,879	29.7
De Witt	19.4	Male	9,144	827	785	819	784	1,257	1,051	904	973	1,744	36.0
		Female	10,256	864	690	746	701	1,242	1,065	1,037	1,174	2,737	43.3
Dickens	3.0	Male	1,437	126	127	106	112	155	188	135	149	339	39.9
		Female	1,563	137	114	126	91	178	185	144	171	417	42.3
Dimmit	11.7	Male	5,755	792	695	635	594	881	664	491	388	615	26.8
		Female	5,945	766	698	629	535	929	705	539	442	702	28.7
Donley	4.0	Male	1,890	135	121	145	196	219	264	179	231	400	39.9
		Female	2,110	163	135	121	175	229	263	200	252	572	43.8
Duval	13.3	Male	6,482	795	704	690	624	921	748	569	493	938	29.6
		Female	6,818	764	671	638	589	840	859	673	659	1,125	33.9
Eastland	19.5	Male	9,310	782	656	641	1,170	1,189	1,100	900	961	1,911	37.0
		Female	10,190	700	633	579	825	1,121	1,134	968	1,167	3,063	46.0
Ector	127.3	Male	63,630	7,447	6,002	5,179	7,837	12,612	9,174	6,538	4,769	4,072	29.2
		Female	63,670	7,136	5,918	4,987	7,590	11,468	9,102	6,927	4,774	5,768	30.4
Edwards	1.9	Male	920	99	98	109	60	127	129	100	71	127	32.4
		Female	980	101	109	95	56	120	142	102	70	185	35.6
Ellis	82.1	Male	39,962	4,112	4,076	3,917	3,741	6,203	6,455	3,960	3,043	4,455	31.7
		Female	42,138	3,886	3,819	3,407	3,615	6,391	6,379	3,988	3,384	7,269	34.9
El Paso	579.7	Male	284,427	34,683	32,881	28,150	38,762	49,813	38,423	26,298	18,418	16,999	26.6
		Female	295,273	33,851	31,820	27,294	32,947	50,695	43,038	29,738	19,992	25,898	29.3
Erath	25.7	Male	12,360	1,097	910	817	1,902	1,861	1,509	1,065	1,029	2,170	32.8
		Female	13,340	956	841	812	1,675	1,692	1,536	1,138	1,287	3,403	39.5
Falls	18.0	Male	8,481	763	685	725	687	1,088	911	859	887	1,876	38.2
		Female	9,519	673	659	701	712	1,025	1,001	940	1,096	2,712	44.9
Fannin	24.9	Male	11,890	948	928	959	905	1,457	1,589	1,226	1,403	2,475	39.7
		Female	13,010	877	916	926	857	1,507	1,635	1,233	1,415	3,644	43.7
Fayette	20.5	Male	9,965	829	686	657	845	1,363	1,179	952	1,198	2,256	40.1
		Female	10,535	746	661	666	697	1,169	1,098	1,026	1,355	3,117	47.2
Fisher	5.6	Male	2,706	249	242	245	180	340	365	283	282	520	37.7
		Female	2,894	216	230	220	181	312	384	288	316	747	42.5
Floyd	9.0	Male	4,388	516	455	438	369	583	594	430	397	606	32.1
		Female	4,612	483	440	430	353	541	621	459	414	871	36.0
Foard	2.0	Male	931	83	65	75	69	113	103	88	112	223	40.9
		Female	1,069	75	72	68	57	118	131	93	128	327	46.3
Fort Bend	200.1	Male	102,326	12,524	11,392	8,670	9,212	24,248	18,191	8,720	4,865	4,504	28.9
		Female	97,774	11,781	10,737	8,418	8,009	23,628	16,250	7,775	4,829	6,347	29.2

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TEXAS (continued)													
ALL COUNTIES (continued)													
Franklin	8.0	Male	3,847	357	340	288	286	554	537	379	406	700	36.8
		Female	4,153	352	309	267	282	534	531	416	474	988	41.3
Freestone	17.3	Male	8,182	851	719	676	643	1,191	984	733	778	1,607	35.1
		Female	9,118	802	708	655	704	1,123	1,024	822	939	2,341	40.5
Frio	14.8	Male	7,220	1,000	913	788	661	1,091	900	626	504	737	27.3
		Female	7,580	1,024	892	737	716	1,065	913	668	579	986	29.0
Gaines	14.4	Male	7,147	888	821	707	721	1,104	1,000	765	484	657	29.0
		Female	7,253	892	768	758	678	1,036	1,081	707	548	785	30.1
Galveston	214.8	Male	105,236	10,873	9,714	9,243	11,039	19,167	15,958	11,483	9,069	8,690	31.1
		Female	109,564	10,293	9,352	8,885	10,878	18,929	16,516	12,078	9,587	13,046	33.1
Garza	5.1	Male	2,479	286	252	230	230	346	339	222	238	336	32.0
		Female	2,621	270	243	213	211	355	377	245	251	456	35.5
Gillespie	16.4	Male	7,798	596	628	622	533	991	1,027	759	946	1,696	40.2
		Female	8,602	564	588	567	553	950	1,062	898	1,062	2,358	45.2
Glasscock	1.4	Male	737	110	83	77	67	118	92	77	55	56	27.5
		Female	663	94	68	69	55	102	97	80	38	60	29.5
Goliad	5.7	Male	2,761	264	278	259	243	388	358	270	301	400	33.7
		Female	2,939	221	263	272	231	394	370	318	303	567	37.4
Gonzales	17.9	Male	8,631	882	818	809	767	1,188	1,044	840	809	1,474	33.7
		Female	9,269	876	726	746	715	1,114	1,104	912	928	2,148	39.1
Gray	24.9	Male	12,012	1,224	967	923	1,192	1,842	1,717	1,406	1,094	1,647	34.2
		Female	12,888	1,194	1,033	836	1,076	1,781	1,784	1,452	1,250	2,482	37.9
Grayson	98.5	Male	46,821	4,322	4,060	3,761	4,835	7,517	6,894	4,698	4,349	6,385	33.6
		Female	51,679	3,981	3,810	3,578	4,757	7,643	7,216	5,103	5,096	10,495	37.9
Gregg	111.7	Male	54,326	5,663	4,923	4,416	6,469	9,908	8,057	5,453	4,146	5,291	30.7
		Female	57,374	5,483	4,853	4,239	5,870	9,383	8,163	5,634	4,840	8,909	33.8
Grimes	18.7	Male	8,625	825	733	681	839	1,245	1,043	723	834	1,702	34.9
		Female	10,075	787	725	677	657	1,153	1,024	820	883	3,349	45.2
Guadalupe	61.1	Male	29,791	2,875	2,892	2,668	3,209	4,675	4,579	3,203	2,487	3,203	32.0
		Female	31,309	2,808	2,645	2,737	3,061	4,697	4,880	3,170	2,770	4,541	34.4
Hale	37.6	Male	18,208	2,170	1,940	1,761	1,929	2,817	2,401	1,847	1,344	1,999	29.6
		Female	19,392	2,184	1,789	1,734	1,909	2,802	2,595	1,899	1,623	2,857	32.4
Hall	4.8	Male	2,262	227	186	181	168	282	317	199	236	466	37.7
		Female	2,538	221	169	187	153	309	311	231	269	688	42.4
Hamilton	8.5	Male	4,029	297	275	305	278	457	476	399	481	1,061	43.5
		Female	4,471	251	266	249	233	456	488	435	546	1,547	51.3
Hansford	6.3	Male	3,128	342	255	288	291	548	501	363	263	277	32.1
		Female	3,172	373	286	244	261	471	495	361	275	406	34.0
Hardeman	6.0	Male	2,764	252	236	234	200	334	369	273	319	547	38.4
		Female	3,236	270	237	232	205	345	386	285	350	926	43.5
Hardin	43.2	Male	21,228	2,239	2,130	2,051	1,918	3,395	3,491	2,227	1,681	2,096	31.7
		Female	21,972	2,191	2,219	1,830	1,870	3,544	3,443	2,239	1,796	2,840	33.1
Harris	2,740.1	Male	1,371,200	143,947	129,019	110,463	161,434	314,013	226,856	130,105	84,657	70,706	29.5
		Female	1,368,900	137,899	124,808	107,447	156,699	291,712	215,902	130,398	89,888	114,147	30.4
Harrison	57.4	Male	27,401	2,816	2,782	2,455	2,748	4,234	3,853	2,772	2,263	3,478	31.8
		Female	29,999	2,874	2,623	2,388	2,688	4,297	4,075	2,950	2,755	5,349	35.3
Hartley	4.2	Male	2,072	213	217	189	138	303	343	237	182	250	34.2
		Female	2,128	195	226	159	121	331	346	245	196	309	35.9
Haskell	7.0	Male	3,355	300	285	301	253	403	366	361	368	718	38.7
		Female	3,645	302	221	252	222	375	408	383	452	1,030	46.1
Hays	61.7	Male	30,315	2,444	2,418	2,559	7,574	5,133	3,778	2,155	1,811	2,443	25.3
		Female	31,385	2,382	2,353	2,279	8,237	4,534	3,804	2,351	2,038	3,407	26.0
Hemphill	5.3	Male	2,689	367	245	227	333	512	361	233	186	225	28.4
		Female	2,611	342	229	196	280	427	377	244	188	328	31.1
Henderson	60.2	Male	29,114	2,525	2,401	2,353	2,489	3,586	3,921	3,265	3,649	4,925	38.1
		Female	31,086	2,351	2,326	2,180	2,326	3,803	4,200	3,560	4,045	6,295	41.1
Hidalgo	376.6	Male	180,379	25,311	24,121	20,210	17,734	27,745	21,812	14,345	11,782	17,319	26.0
		Female	196,221	24,974	23,201	19,717	19,206	31,707	24,997	17,313	13,668	21,438	28.5
Hill	27.4	Male	12,805	1,041	1,034	1,060	1,056	1,652	1,648	1,272	1,429	2,613	38.4
		Female	14,595	1,061	1,019	1,008	1,007	1,636	1,702	1,406	1,694	4,062	44.2
Hockley	24.1	Male	12,066	1,576	1,187	1,128	1,586	1,896	1,606	1,129	804	1,154	27.9
		Female	12,034	1,460	1,151	1,032	1,401	1,776	1,672	1,109	935	1,498	30.5
Hood	31.3	Male	15,530	1,318	1,190	1,202	1,378	2,449	2,107	1,781	1,932	2,173	36.1
		Female	15,770	1,291	1,134	1,074	1,234	2,252	2,254	1,787	2,064	2,680	39.0

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POPULATION BY AGE AND SEX

SaMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
TEXAS (continued)													
ALL COUNTIES (continued)													
Hopkins	29.9	Male	14,390	1,377	1,301	1,173	1,283	2,227	2,078	1,288	1,301	2,362	34.3
		Female	15,510	1,322	1,245	1,057	1,233	2,281	1,966	1,399	1,588	3,419	38.1
Houston	24.4	Male	12,917	899	962	965	1,149	2,861	1,783	1,173	1,049	2,076	33.7
		Female	11,483	977	863	838	814	1,297	1,333	1,127	1,295	2,839	41.4
Howard	33.5	Male	16,509	1,660	1,436	1,368	1,644	2,582	2,352	1,935	1,587	1,945	33.3
		Female	16,991	1,540	1,388	1,294	1,554	2,405	2,411	2,039	1,698	2,662	36.3
Hudspeth	3.2	Male	1,664	207	199	187	151	237	210	184	140	149	28.7
		Female	1,536	210	180	133	160	229	225	167	90	142	28.7
Hunt	68.6	Male	33,086	2,923	2,865	2,821	3,758	4,787	5,074	3,471	2,994	4,393	33.7
		Female	35,514	2,807	2,735	2,640	3,678	4,726	5,248	3,540	3,468	6,672	37.2
Hutchinson	26.3	Male	13,025	1,448	1,064	971	1,268	2,120	1,655	1,465	1,458	1,576	33.3
		Female	13,275	1,345	1,034	886	1,204	1,931	1,693	1,641	1,492	2,049	36.4
Irion	1.7	Male	853	76	77	81	69	126	126	94	63	141	34.8
		Female	847	71	79	84	64	112	127	79	81	150	36.1
Jack	7.5	Male	3,621	326	274	279	312	564	456	391	336	683	36.2
		Female	3,879	349	319	236	303	495	502	383	396	896	39.7
Jackson	13.1	Male	6,382	688	580	568	645	979	896	610	608	808	32.3
		Female	6,718	634	561	556	583	893	913	730	659	1,189	36.4
Jasper	34.3	Male	16,603	1,705	1,703	1,592	1,397	2,353	2,429	1,689	1,465	2,270	33.1
		Female	17,697	1,609	1,626	1,509	1,471	2,496	2,526	1,740	1,744	2,976	35.5
Jeff Davis	1.8	Male	886	94	81	67	69	138	133	80	84	140	34.6
		Female	914	79	85	69	67	133	134	99	103	145	36.8
Jefferson	252.6	Male	122,045	12,274	10,656	10,392	14,003	21,816	16,331	13,058	11,217	12,298	31.3
		Female	130,555	11,944	10,388	10,016	13,905	20,577	17,718	14,423	12,192	19,392	34.2
Jim Hogg	5.5	Male	2,667	326	276	294	238	406	334	255	193	345	29.9
		Female	2,833	331	292	257	247	377	369	279	232	449	32.7
Jim Wells	39.0	Male	19,180	2,417	2,185	1,907	1,971	3,070	2,543	1,801	1,364	1,922	28.6
		Female	19,820	2,203	2,013	1,888	1,867	3,044	2,704	2,023	1,623	2,455	31.4
Johnson	96.8	Male	47,140	4,650	4,729	4,487	4,307	7,486	8,113	5,020	3,547	4,801	32.2
		Female	49,660	4,324	4,426	4,105	4,329	7,873	8,063	4,794	3,965	7,781	34.7
Jones	17.9	Male	8,510	809	767	780	645	1,118	1,136	881	848	1,526	36.2
		Female	9,390	768	758	712	619	1,129	1,235	959	1,019	2,191	40.7
Karnes	13.3	Male	6,404	675	599	639	649	932	741	605	623	941	31.9
		Female	6,896	698	613	611	594	853	788	678	695	1,366	36.0
Kaufman	55.0	Male	26,554	2,541	2,637	2,404	2,349	4,018	4,319	2,814	2,166	3,306	33.3
		Female	28,446	2,318	2,497	2,293	2,298	4,055	4,359	2,905	2,607	5,114	36.7
Kendall	16.1	Male	7,719	604	721	777	513	1,000	1,320	883	765	1,116	36.9
		Female	8,381	605	635	670	573	1,062	1,409	879	905	1,643	39.6
Kenedy	.5	Male	241	23	26	25	33	23	20	35	20	36	30.9
		Female	259	23	20	28	32	26	39	40	15	36	35.1
Kent	1.1	Male	553	46	38	57	50	60	55	70	71	106	39.6
		Female	547	33	29	40	40	60	62	72	70	141	46.3
Kerr	37.9	Male	17,735	1,426	1,287	1,326	1,426	2,284	2,073	1,731	2,104	4,078	40.4
		Female	20,165	1,306	1,260	1,224	1,389	2,283	2,473	2,033	2,636	5,561	45.7
Kimble	4.1	Male	1,987	151	196	188	144	240	271	197	225	375	37.7
		Female	2,113	150	146	148	122	242	307	228	248	322	43.1
King	.4	Male	208	22	20	19	24	36	22	28	20	17	30.3
		Female	192	26	16	18	22	31	25	16	17	21	29.5
Kinney	2.8	Male	1,401	111	175	156	91	189	151	158	152	218	33.9
		Female	1,399	131	125	115	113	181	131	179	192	232	37.6
Kleberg	32.7	Male	16,587	1,894	1,640	1,408	3,107	3,220	2,072	1,254	924	1,068	25.8
		Female	16,113	1,780	1,574	1,382	2,435	2,763	2,072	1,326	1,073	1,706	28.2
Knox	5.2	Male	2,477	244	192	230	202	290	260	263	269	527	38.1
		Female	2,723	174	194	217	172	275	328	296	316	751	45.0
Lamar	45.5	Male	21,529	1,979	2,046	1,936	2,043	3,012	3,096	2,088	2,032	3,297	34.2
		Female	23,971	1,851	1,991	1,876	1,969	3,212	3,296	2,201	2,335	5,240	38.3
Lamb	16.9	Male	8,205	932	829	817	716	1,141	1,052	830	699	1,189	32.1
		Female	8,695	949	772	756	681	1,119	1,143	849	841	1,585	35.6
Lampasas	15.0	Male	7,212	645	652	678	586	1,070	1,049	773	658	1,101	34.8
		Female	7,788	693	661	607	531	1,053	1,154	795	718	1,596	38.2
La Salle	5.6	Male	2,719	323	267	313	267	401	371	225	210	342	29.7
		Female	2,881	341	293	317	232	384	395	263	253	403	31.7
Lavaca	18.9	Male	8,949	789	659	735	758	1,206	1,055	838	1,000	1,909	38.1
		Female	9,951	753	710	699	649	1,109	1,110	859	1,173	2,889	44.5

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex									Median Age By Sex
				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
TEXAS (continued)													
ALL COUNTIES (continued)													
Lee	12.8	Male	6,523	584	510	872	597	893	608	598	579	1,082	32.8
		Female	6,277	571	506	416	513	775	808	614	624	1,450	39.4
Leon	12.5	Male	5,882	468	501	504	420	698	685	583	705	1,318	40.1
		Female	6,618	486	440	426	394	713	755	646	832	1,926	46.5
Liberty	55.7	Male	27,517	2,877	2,754	2,542	2,483	4,622	4,237	2,859	2,280	2,863	31.7
		Female	28,183	2,796	2,662	2,358	2,449	4,445	4,109	2,912	2,544	3,908	33.6
Limestone	23.2	Male	10,514	1,007	852	810	977	1,496	1,293	989	1,015	2,075	35.9
		Female	12,686	930	829	854	929	1,558	1,493	1,193	1,390	3,510	43.3
Lipscomb	3.7	Male	1,825	230	161	142	149	293	276	178	169	227	32.9
		Female	1,875	217	149	152	136	274	280	186	177	304	35.3
Live Oak	10.2	Male	5,065	515	445	433	492	786	693	507	515	679	33.2
		Female	5,135	558	437	416	430	709	719	538	490	838	35.2
Llano	12.9	Male	6,148	352	322	327	318	613	594	604	1,044	1,974	54.0
		Female	6,752	329	271	303	279	569	658	754	1,247	2,342	56.7
Loving	.1	Male	58		1	6	5	7	11	11	8	9	44.1
		Female	42		4	3	5	1	7	7	7	8	50.0
Lubbock	224.5	Male	111,103	11,844	9,894	8,907	19,927	21,188	14,801	9,710	7,051	7,781	27.4
		Female	113,397	11,417	9,394	8,552	18,329	20,072	15,243	10,302	7,909	12,179	29.5
Lynn	7.7	Male	3,734	413	372	420	331	479	513	377	333	496	31.9
		Female	3,966	381	415	409	326	478	583	402	312	660	34.5
McCulloch	8.9	Male	4,167	388	363	345	286	534	514	375	411	951	38.3
		Female	4,733	343	315	350	287	529	526	438	503	1,442	45.3
McLennan	192.3	Male	92,248	9,008	7,610	7,132	13,792	14,661	11,926	9,091	8,181	10,847	30.9
		Female	100,052	8,566	7,649	7,078	12,931	14,534	12,560	9,666	9,186	17,882	34.5
McMullen	.8	Male	407	27	30	43	42	53	65	54	34	59	36.3
		Female	393	36	23	30	26	51	56	50	43	78	40.4
Madison	11.8	Male	6,687	428	399	521	2,342	659	605	441	401	891	24.0
		Female	5,113	418	414	384	354	648	652	406	567	1,270	40.2
Marion	10.7	Male	5,195	509	450	483	437	684	636	522	573	901	35.5
		Female	5,505	467	389	430	449	645	709	579	648	1,189	40.3
Martin	4.6	Male	2,247	239	253	230	185	305	343	253	188	251	32.1
		Female	2,353	238	219	240	172	318	351	251	192	372	34.7
Mason	3.6	Male	1,679	137	120	131	114	229	208	170	191	379	40.2
		Female	1,921	125	106	137	95	214	238	211	224	571	47.3
Matagorda	43.5	Male	21,918	2,553	1,984	1,782	2,493	4,171	3,120	2,020	1,663	2,132	30.1
		Female	21,582	2,471	1,996	1,772	2,271	3,356	2,873	2,079	1,797	2,967	31.8
Maverick	40.7	Male	19,486	2,863	2,703	2,373	1,923	2,848	2,512	1,693	1,167	1,404	24.6
		Female	21,214	2,707	2,738	2,447	2,162	3,273	2,948	1,968	1,261	1,710	26.7
Medina	27.5	Male	13,486	1,401	1,395	1,360	1,138	1,946	1,832	1,390	1,245	1,779	32.4
		Female	14,014	1,315	1,391	1,240	1,054	2,005	1,938	1,442	1,332	2,297	35.0
Menard	2.4	Male	1,121	92	88	117	69	139	151	107	117	241	38.7
		Female	1,279	89	88	83	73	159	142	136	141	368	45.4
Midland	112.5	Male	55,177	6,098	5,031	4,704	6,008	10,970	7,809	6,374	4,560	3,623	30.2
		Female	57,323	6,107	4,865	4,390	6,067	10,324	8,383	6,986	4,650	5,551	32.0
Milam	24.6	Male	11,772	1,181	1,102	1,047	996	1,630	1,570	1,164	1,138	1,944	34.6
		Female	12,828	1,178	1,012	1,022	929	1,609	1,514	1,267	1,256	3,041	39.4
Mills	4.4	Male	2,091	158	142	122	146	238	242	202	275	566	44.9
		Female	2,309	154	136	148	117	230	261	219	289	755	49.7
Mitchell	8.7	Male	4,146	444	388	392	340	568	457	396	417	744	34.0
		Female	4,554	404	384	344	312	553	519	433	503	1,102	40.4
Montague	18.2	Male	8,590	770	696	677	714	1,066	1,125	904	914	1,724	38.3
		Female	9,610	691	638	620	633	1,109	1,291	913	1,110	2,605	43.6
Montgomery	177.9	Male	88,898	9,051	9,739	9,179	7,553	15,276	17,226	9,386	5,676	5,812	30.8
		Female	89,002	8,768	9,311	8,918	6,938	16,358	16,923	8,559	5,982	7,845	31.8
Moore	17.9	Male	8,959	1,163	897	813	854	1,546	1,318	994	701	673	29.9
		Female	8,941	1,119	939	769	844	1,426	1,307	967	756	814	30.6
Morris	14.6	Male	7,019	762	679	571	677	1,150	943	760	623	854	32.1
		Female	7,581	760	626	553	673	1,102	999	789	698	1,381	35.8
Motley	1.7	Male	814	72	64	54	55	119	86	83	93	188	40.0
		Female	886	66	61	58	45	98	82	96	113	267	48.8
Nacogdoches	52.9	Male	25,502	2,274	2,001	1,767	5,324	4,417	3,069	2,068	1,711	2,871	28.1
		Female	27,398	2,158	1,957	1,606	5,803	4,076	3,184	2,163	2,155	4,296	30.3
Navarro	39.5	Male	18,578	1,748	1,729	1,547	1,674	2,701	2,431	1,776	1,712	3,260	34.6
		Female	20,922	1,589	1,562	1,512	1,609	2,699	2,568	2,017	2,124	5,242	40.8

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
TEXAS (continued)													
ALL COUNTIES (continued)													
Newton	13.9	Male	6,745	701	689	708	537	982	935	676	616	901	32.5
		Female	7,155	717	729	685	582	955	961	736	628	1,162	34.1
Nolan	17.3	Male	8,195	851	764	706	709	1,272	1,098	863	726	1,206	33.4
		Female	9,105	840	783	664	686	1,301	1,170	915	853	1,893	37.4
Nueces	300.9	Male	147,395	17,634	15,477	13,519	16,297	27,711	20,425	14,008	11,039	11,285	28.9
		Female	153,505	16,783	14,951	13,284	16,457	26,860	21,151	15,500	12,051	16,468	30.7
Ochiltree	9.5	Male	4,904	596	460	401	533	934	700	496	381	403	29.9
		Female	4,596	531	393	343	498	756	635	510	373	557	32.1
Oldham	2.4	Male	1,364	107	164	349	109	176	147	117	89	106	22.0
		Female	1,036	89	112	89	67	176	178	118	89	118	34.1
Orange	83.2	Male	41,103	4,513	4,237	3,900	4,134	7,053	6,727	4,623	3,147	2,769	30.3
		Female	42,097	4,318	4,018	3,798	4,064	7,084	6,806	4,537	3,307	4,165	31.8
Palo Pinto	25.5	Male	12,277	1,067	1,096	1,054	1,138	1,803	1,752	1,319	1,258	1,790	34.9
		Female	13,223	1,080	1,064	1,031	1,072	1,831	1,818	1,339	1,406	2,582	37.9
Panola	23.7	Male	11,223	1,092	995	933	1,086	1,744	1,589	1,124	1,031	1,629	33.6
		Female	12,477	1,242	968	892	1,054	1,642	1,662	1,236	1,251	2,530	37.7
Parker	62.9	Male	30,991	2,774	2,870	2,762	2,801	4,659	5,385	3,641	2,744	3,355	34.2
		Female	31,909	2,641	2,764	2,628	2,609	4,719	5,354	3,450	2,917	4,827	36.1
Parmer	11.2	Male	5,546	694	592	568	506	874	867	529	410	506	29.7
		Female	5,654	702	657	509	476	828	805	512	454	711	30.8
Pecos	16.4	Male	8,267	1,047	945	837	860	1,375	1,146	900	571	586	28.2
		Female	8,133	973	935	844	803	1,222	1,179	845	586	746	29.2
Polk	32.9	Male	16,027	1,583	1,360	1,399	1,281	2,122	2,063	1,562	1,793	2,864	36.3
		Female	16,873	1,599	1,387	1,204	1,202	2,059	2,158	1,736	2,139	3,389	39.6
Potter	104.3	Male	50,001	5,832	4,436	3,857	6,074	9,128	6,426	4,921	4,151	5,176	30.3
		Female	54,299	5,474	4,320	3,737	6,065	8,717	7,012	5,289	4,940	8,745	33.7
Presidio	5.7	Male	2,727	274	342	309	217	331	353	286	230	385	31.7
		Female	2,973	268	323	315	202	355	391	315	271	533	35.6
Rains	6.3	Male	3,122	261	252	223	247	383	412	388	388	568	39.7
		Female	3,178	231	225	208	215	371	459	341	414	714	42.4
Randall	92.7	Male	45,208	4,600	4,100	3,645	5,354	8,855	7,511	5,024	3,289	2,830	30.5
		Female	47,492	4,541	4,139	3,432	5,571	8,935	7,938	5,110	3,561	4,265	31.8
Reagan	4.6	Male	2,413	367	269	207	247	478	298	239	173	135	27.4
		Female	2,187	343	252	191	250	375	253	225	157	141	26.5
Real	2.9	Male	1,385	91	145	146	104	150	227	143	157	222	37.5
		Female	1,515	103	149	143	89	173	219	154	184	301	39.6
Red River	15.8	Male	7,414	704	702	652	585	984	948	686	760	1,393	35.8
		Female	8,386	661	645	612	555	1,029	1,003	769	911	2,201	41.9
Reeves	15.4	Male	7,611	1,014	906	794	783	1,188	1,080	681	568	597	27.6
		Female	7,789	987	885	800	743	1,188	1,043	731	608	804	29.0
Refugio	8.8	Male	4,370	448	422	450	429	604	571	452	404	590	32.2
		Female	4,430	418	385	374	393	582	601	498	449	730	36.0
Roberts	1.1	Male	543	60	62	45	39	77	90	60	40	70	33.5
		Female	557	48	62	54	32	91	80	58	44	88	34.1
Robertson	15.5	Male	7,233	744	656	704	605	895	783	639	765	1,442	35.2
		Female	8,267	685	686	651	575	921	901	735	927	2,186	41.8
Rockwall	27.4	Male	13,576	1,250	1,330	1,422	1,012	2,247	2,708	1,658	931	998	32.9
		Female	13,824	1,192	1,334	1,178	951	2,444	2,785	1,409	965	1,566	34.2
Runnels	11.9	Male	5,639	531	528	474	468	720	716	549	585	1,068	36.4
		Female	6,261	517	496	451	409	677	756	582	695	1,678	42.7
Rusk	44.9	Male	21,529	2,140	1,981	1,804	1,886	3,353	2,899	1,996	1,928	3,542	33.8
		Female	23,371	2,110	1,823	1,640	1,846	3,211	2,929	2,193	2,402	5,217	38.6
Sabine	10.6	Male	5,172	428	431	453	426	572	637	509	657	1,059	39.3
		Female	5,428	428	378	372	398	578	694	586	745	1,249	43.1
San Augustine	8.8	Male	4,128	328	366	431	336	468	548	400	439	812	37.5
		Female	4,672	331	388	389	312	526	609	499	550	1,068	41.4
San Jacinto	15.5	Male	7,697	762	761	701	567	1,022	1,189	788	746	1,161	35.3
		Female	7,803	670	717	676	567	1,026	1,194	792	841	1,320	37.1
San Patricio	61.2	Male	30,098	3,574	3,577	3,113	2,879	5,013	4,398	2,966	2,091	2,487	28.8
		Female	31,102	3,586	3,488	3,068	2,848	5,055	4,488	3,037	2,236	3,296	30.1
San Saba	5.5	Male	2,638	228	230	244	141	341	321	254	281	598	39.2
		Female	2,862	196	217	196	167	327	324	270	335	830	45.1
Schleicher	2.7	Male	1,325	133	120	118	127	219	186	138	120	164	32.5
		Female	1,375	158	112	113	125	198	192	125	109	243	34.1

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TEXAS (continued)													
ALL COUNTIES (continued)													
Scurry	18.6	Male	9,043	991	843	768	1,017	1,464	1,175	974	794	1,017	31.2
		Female	9,557	1,015	856	709	907	1,336	1,306	1,067	862	1,499	34.7
Shackelford	3.8	Male	1,846	192	176	139	159	280	247	185	140	328	34.2
		Female	1,954	190	129	123	154	248	234	166	201	509	40.7
Shelby	24.7	Male	11,778	1,061	1,085	1,076	1,010	1,601	1,559	1,172	1,125	2,089	35.4
		Female	12,922	1,009	1,051	948	957	1,579	1,700	1,238	1,415	3,025	40.4
Sherman	3.0	Male	1,489	123	141	131	138	220	249	171	131	185	34.6
		Female	1,511	156	125	143	100	225	230	190	126	216	35.3
Smith	154.9	Male	74,177	7,466	7,113	6,264	7,544	12,814	10,906	7,279	6,259	8,532	31.8
		Female	80,723	7,223	6,856	5,978	8,107	12,869	11,459	7,962	7,291	12,978	34.5
Somervell	5.1	Male	2,557	304	227	193	262	490	328	242	180	331	31.0
		Female	2,543	250	220	162	239	404	359	204	229	476	34.9
Starr	38.4	Male	18,619	2,656	2,624	2,289	1,855	2,445	2,357	1,587	1,167	1,639	24.6
		Female	19,781	2,389	2,553	2,329	1,849	2,755	2,786	1,835	1,214	2,071	27.8
Stephens	10.2	Male	4,806	457	436	369	429	708	700	470	487	750	35.1
		Female	5,394	488	404	348	406	728	692	543	563	1,222	39.7
Sterling	1.5	Male	733	81	66	75	76	123	97	61	66	88	30.6
		Female	767	79	79	61	56	100	113	65	72	142	35.8
Stonewall	2.2	Male	1,035	84	75	76	89	135	122	124	111	219	39.8
		Female	1,165	101	77	84	68	120	154	132	122	307	43.6
Sutton	5.1	Male	2,555	312	250	211	257	507	399	266	172	181	29.9
		Female	2,545	320	298	203	234	473	353	263	169	232	29.6
Swisher	9.2	Male	4,463	495	429	459	418	594	650	458	396	564	32.2
		Female	4,737	487	466	456	349	597	665	499	443	775	35.2
Tarrant	1,118.1	Male	547,300	53,750	50,400	45,263	64,090	108,958	88,414	56,189	41,504	38,732	30.5
		Female	570,800	50,932	48,416	44,045	62,503	106,294	89,161	58,234	45,243	65,972	32.5
Taylor	124.9	Male	60,591	6,445	5,131	4,709	9,443	10,794	8,343	5,642	4,411	5,673	29.2
		Female	64,309	6,221	5,032	4,648	8,813	10,273	8,617	6,203	5,144	9,358	32.2
Terrell	1.4	Male	720	81	69	61	50	117	101	90	59	92	33.5
		Female	680	78	54	55	47	106	107	63	60	110	35.0
Terry	14.4	Male	7,013	888	712	725	674	1,009	971	724	529	781	30.0
		Female	7,387	839	718	692	670	1,010	1,052	728	604	1,074	32.7
Throckmorton	1.9	Male	911	73	64	67	63	105	139	86	98	216	41.0
		Female	989	63	58	67	55	95	134	100	111	306	47.4
Titus	24.5	Male	11,761	1,218	1,124	1,002	1,117	1,866	1,595	1,099	996	1,744	32.6
		Female	12,739	1,269	990	944	1,091	1,779	1,657	1,140	1,276	2,593	36.8
Tom Green	98.8	Male	47,570	4,594	4,070	3,790	6,642	8,417	6,482	4,521	3,833	5,221	30.6
		Female	51,230	4,562	3,882	3,734	6,464	8,053	6,796	5,016	4,493	8,230	33.7
Travis	560.2	Male	278,731	25,755	22,217	19,377	47,610	68,690	39,050	22,690	16,173	17,139	28.6
		Female	281,499	24,655	21,910	19,164	44,264	61,628	39,267	23,692	18,459	28,460	30.0
Trinity	11.9	Male	5,728	473	506	512	399	668	756	583	638	1,191	39.0
		Female	6,174	453	449	416	417	703	789	643	746	1,558	43.2
Tyler	19.8	Male	9,645	949	846	880	716	1,129	1,314	1,004	1,092	1,715	37.3
		Female	10,155	819	868	827	709	1,215	1,381	1,016	1,242	2,078	39.6
Upshur	33.6	Male	16,216	1,676	1,555	1,413	1,462	2,475	2,379	1,585	1,419	2,252	33.1
		Female	17,384	1,610	1,518	1,336	1,364	2,476	2,363	1,757	1,655	3,305	36.6
Upton	4.6	Male	2,290	292	222	218	268	371	292	236	174	217	28.9
		Female	2,310	312	222	201	219	345	315	241	184	271	30.8
Uvalde	25.1	Male	12,081	1,379	1,360	1,259	1,271	1,786	1,551	1,162	933	1,380	29.3
		Female	13,019	1,405	1,323	1,182	1,222	1,846	1,736	1,296	1,043	1,966	32.5
Val Verde	43.2	Male	21,346	2,720	2,629	2,225	2,577	3,632	2,884	1,807	1,339	1,533	26.4
		Female	21,854	2,733	2,570	2,077	2,175	3,693	3,140	1,929	1,482	2,055	28.7
Van Zandt	41.1	Male	19,798	1,664	1,715	1,675	1,528	2,504	3,035	2,153	2,140	3,384	37.7
		Female	21,302	1,593	1,633	1,607	1,331	2,642	3,109	2,216	2,436	4,735	40.9
Victoria	76.4	Male	37,561	4,391	3,753	3,428	4,138	7,113	5,444	3,689	2,741	2,864	29.3
		Female	38,839	4,246	3,635	3,313	4,138	6,723	5,655	3,824	2,918	4,387	31.1
Walker	54.3	Male	31,369	1,889	1,716	1,337	5,875	8,058	5,671	2,848	1,778	2,197	31.0
		Female	22,931	1,898	1,518	1,386	5,038	3,796	2,739	1,807	1,629	3,120	29.3
Waller	23.3	Male	11,626	981	951	977	2,552	1,613	1,457	993	851	1,251	27.2
		Female	11,674	906	933	971	2,088	1,643	1,547	1,037	891	1,658	30.7
Ward	13.9	Male	7,006	853	755	712	717	1,125	936	770	524	614	29.1
		Female	6,894	756	670	607	640	1,128	1,002	712	544	835	31.9
Washington	25.2	Male	12,150	1,026	971	983	1,513	1,720	1,532	1,191	1,090	2,124	34.2
		Female	13,050	1,054	943	894	1,208	1,708	1,546	1,286	1,319	3,092	39.6

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TEXAS (continued)													
ALL COUNTIES (continued)													
Webb	122.6	Male	58,386	8,240	7,817	6,707	6,420	9,358	7,200	4,737	3,318	4,589	25.0
		Female	64,214	8,044	7,593	6,687	6,591	9,813	8,461	5,860	4,230	6,935	28.3
Wharton	40.6	Male	19,749	2,207	1,806	1,855	2,043	3,207	2,609	1,878	1,623	2,521	31.1
		Female	20,851	2,038	1,765	1,734	1,979	2,955	2,789	2,043	1,906	3,642	34.8
Wheeler	7.4	Male	3,560	365	267	323	287	493	488	354	307	674	35.9
		Female	3,840	351	296	252	296	459	534	345	365	942	40.0
Wichita	126.2	Male	62,393	5,955	5,077	4,849	9,870	11,185	8,436	6,394	4,851	5,776	29.9
		Female	63,807	5,934	4,860	4,423	7,296	10,270	8,895	6,695	5,416	10,018	34.1
Wilbarger	16.0	Male	7,618	750	670	588	697	1,092	967	726	763	1,365	35.1
		Female	8,382	658	612	566	652	1,087	971	811	879	2,146	41.3
Willacy	18.6	Male	8,935	1,254	1,117	971	908	1,276	995	778	668	968	26.7
		Female	9,665	1,184	1,125	1,019	890	1,421	1,169	985	741	1,131	29.3
Williamson	124.2	Male	61,601	6,766	6,699	5,769	5,120	11,782	11,049	5,225	3,833	5,358	30.5
		Female	62,599	6,272	6,179	5,434	5,092	12,039	10,204	5,081	4,252	8,046	31.9
Wilson	20.7	Male	10,322	1,050	1,059	1,059	901	1,497	1,527	1,030	899	1,300	32.3
		Female	10,378	988	939	979	836	1,548	1,457	980	942	1,709	34.3
Winkler	9.4	Male	4,733	645	462	407	482	739	637	536	378	447	30.0
		Female	4,667	551	430	413	442	674	637	485	412	623	32.4
Wise	36.3	Male	17,893	1,640	1,653	1,567	1,583	2,673	2,906	1,984	1,577	2,310	34.4
		Female	18,407	1,539	1,580	1,554	1,461	2,632	2,873	1,890	1,646	3,232	36.5
Wood	30.5	Male	14,539	1,220	1,179	1,110	1,337	1,875	2,032	1,395	1,603	2,788	37.7
		Female	15,961	1,226	1,138	1,070	1,201	1,875	2,043	1,512	1,944	3,952	42.2
Yoakum	10.2	Male	5,173	692	519	464	540	892	758	505	414	389	29.2
		Female	5,027	682	501	444	483	843	729	487	375	483	29.8
Young	19.6	Male	9,343	910	790	727	846	1,400	1,266	997	863	1,544	35.0
		Female	10,257	861	759	632	761	1,388	1,300	1,029	1,002	2,525	40.6
Zapata	8.8	Male	4,385	534	451	423	373	546	487	337	442	792	32.5
		Female	4,415	555	414	418	331	519	526	394	515	743	34.4
Zavala	12.1	Male	5,918	835	782	704	587	861	684	478	360	627	25.6
		Female	6,182	798	765	673	559	924	717	568	497	681	28.2
TOTAL METRO COUNTIES	13,649.1	**Male**	**6,720,678**	**714,251**	**655,666**	**576,293**	**831,495**	**1,337,376**	**1,033,976**	**636,823**	**459,124**	**477,674**	**29.4**
		Female	**6,928,422**	**686,602**	**630,576**	**556,191**	**784,429**	**1,298,977**	**1,042,009**	**666,174**	**507,563**	**755,901**	**31.2**
TOTAL STATE	16,918.9	**Male**	**8,316,949**	**875,106**	**800,468**	**717,283**	**992,520**	**1,578,242**	**1,249,093**	**792,732**	**602,977**	**708,528**	**29.9**
		Female	**8,601,951**	**840,780**	**771,843**	**687,548**	**929,543**	**1,524,722**	**1,261,664**	**830,731**	**672,607**	**1,082,513**	**32.0**
UTAH													
PROVO - OREM	**250.0**	**Male**	**123,645**	**22,978**	**13,392**	**9,692**	**21,818**	**22,008**	**12,779**	**7,778**	**5,879**	**7,321**	**23.1**
		Female	**126,355**	**22,187**	**13,011**	**9,362**	**24,575**	**19,671**	**12,989**	**8,038**	**6,490**	**10,032**	**23.3**
Utah	250.0	Male	123,645	22,978	13,392	9,692	21,818	22,008	12,779	7,778	5,879	7,321	23.1
		Female	126,355	22,187	13,011	9,362	24,575	19,671	12,989	8,038	6,490	10,032	23.3
SALT LAKE CITY - OGDEN	**1,068.5**	**Male**	**529,851**	**82,366**	**57,829**	**45,426**	**58,915**	**101,188**	**73,160**	**43,327**	**33,255**	**34,385**	**27.0**
		Female	**538,649**	**78,887**	**55,590**	**43,671**	**58,578**	**97,462**	**72,982**	**44,070**	**35,455**	**51,954**	**28.3**
Davis	187.0	Male	94,300	16,075	11,758	9,522	10,270	15,699	13,668	8,152	5,206	3,950	24.7
		Female	92,700	15,556	11,186	8,695	8,982	15,952	14,031	7,935	5,035	5,328	26.2
Salt Lake	719.7	Male	355,965	54,983	37,776	29,134	39,277	71,797	49,256	27,957	21,906	23,879	27.3
		Female	363,735	52,468	36,370	28,300	40,426	68,392	48,445	28,707	23,841	36,786	28.6
Weber	161.8	Male	79,586	11,308	8,295	6,770	9,368	13,692	10,236	7,218	6,143	6,556	28.0
		Female	82,214	10,863	8,034	6,676	9,170	13,118	10,506	7,428	6,579	9,840	29.9
ALL COUNTIES													
Beaver	5.1	Male	2,515	399	278	198	195	345	278	219	248	355	30.4
		Female	2,585	370	279	176	186	323	292	232	248	479	33.7
Box Elder	38.3	Male	18,995	3,167	2,154	1,958	1,655	2,795	2,467	1,835	1,341	1,623	27.0
		Female	19,305	3,026	2,045	1,906	1,676	2,659	2,607	1,802	1,401	2,183	28.8
Cache	67.1	Male	33,603	5,513	3,363	2,463	5,827	6,253	3,688	2,189	1,656	2,651	24.6
		Female	33,497	5,221	3,079	2,397	5,973	5,306	3,651	2,173	1,921	3,776	25.1
Carbon	23.9	Male	11,877	1,796	1,172	885	1,298	2,292	1,463	895	930	1,146	28.4
		Female	12,023	1,846	1,197	905	1,233	1,954	1,406	967	1,060	1,455	29.3
Daggett	.8	Male	399	56	40	33	41	74	62	36	27	30	29.0
		Female	401	78	42	32	40	79	43	29	27	31	26.1

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
UTAH (continued)													
ALL COUNTIES (continued)													
Davis	187.0	Male	94,300	16,075	11,758	9,522	10,270	15,699	13,668	8,152	5,206	3,950	24.7
		Female	92,700	15,556	11,186	8,695	8,982	15,952	14,031	7,935	5,035	5,328	26.2
Duchesne	14.9	Male	7,587	1,398	1,000	743	738	1,221	1,003	538	412	534	24.2
		Female	7,313	1,315	921	714	701	1,147	1,019	515	402	579	25.0
Emery	12.8	Male	6,558	1,324	800	526	673	1,164	879	450	301	441	24.5
		Female	6,242	1,229	738	557	639	1,062	795	408	305	509	24.5
Garfield	4.0	Male	2,033	280	206	168	200	321	252	176	187	243	30.1
		Female	1,967	263	206	155	143	288	242	186	210	274	32.5
Grand	7.7	Male	3,861	557	372	338	407	742	543	404	239	259	28.5
		Female	3,839	555	411	302	398	694	559	366	249	305	28.7
Iron	21.6	Male	10,830	1,784	1,235	901	1,572	1,720	1,249	889	661	819	24.7
		Female	10,770	1,680	1,219	812	1,597	1,599	1,300	842	727	994	25.5
Juab	5.8	Male	2,892	514	313	237	243	444	369	201	215	356	28.1
		Female	2,908	431	331	246	218	428	338	232	244	440	30.3
Kane	5.2	Male	2,583	413	287	259	144	396	352	202	243	287	29.8
		Female	2,617	394	280	236	165	358	381	231	238	334	31.5
Millard	13.3	Male	6,658	1,158	806	641	491	905	785	518	493	861	27.6
		Female	6,642	1,048	750	603	452	902	768	570	544	1,005	30.2
Morgan	5.7	Male	2,862	425	360	320	259	355	498	298	154	193	26.9
		Female	2,838	431	356	309	209	379	471	273	155	255	28.0
Piute	1.5	Male	771	103	92	81	45	77	93	74	66	140	33.4
		Female	729	97	74	63	34	90	91	62	89	129	35.7
Rich	2.3	Male	1,213	209	123	99	137	228	149	80	66	122	26.7
		Female	1,087	218	115	84	110	182	107	73	69	129	25.9
Salt Lake	719.7	Male	355,965	54,983	37,776	29,134	39,277	71,797	49,256	27,957	21,906	23,879	27.3
		Female	363,735	52,468	36,370	28,300	40,426	68,392	48,445	28,707	23,841	36,786	28.6
San Juan	12.1	Male	6,069	1,165	888	725	589	941	692	439	287	343	21.0
		Female	6,031	1,122	846	659	591	939	747	469	290	368	22.6
Sanpete	17.2	Male	8,394	1,415	970	700	917	1,162	937	562	628	1,103	26.7
		Female	8,806	1,369	945	685	1,014	1,106	942	605	706	1,434	28.5
Sevier	16.4	Male	8,192	1,414	949	711	652	1,192	1,033	651	628	962	28.1
		Female	8,208	1,298	881	693	638	1,144	1,007	681	667	1,199	30.2
Summit	14.6	Male	7,485	994	762	657	692	1,679	1,251	583	376	491	28.8
		Female	7,115	942	777	606	652	1,496	1,129	493	392	628	28.9
Tooele	29.5	Male	15,000	2,332	1,803	1,493	1,389	2,491	2,173	1,382	1,078	859	26.9
		Female	14,500	2,194	1,675	1,356	1,311	2,269	2,199	1,364	987	1,145	28.1
Uintah	24.8	Male	12,567	2,244	1,503	1,122	1,310	2,294	1,677	996	661	760	25.5
		Female	12,233	2,219	1,454	1,115	1,254	2,044	1,681	943	642	881	25.4
Utah	250.0	Male	123,645	22,978	13,392	9,692	21,818	22,008	12,779	7,778	5,879	7,321	23.1
		Female	126,355	22,187	13,011	9,362	24,575	19,671	12,989	8,038	6,490	10,032	23.3
Wasatch	10.3	Male	5,164	876	600	437	474	888	699	400	315	475	27.2
		Female	5,136	832	609	431	428	858	599	428	353	598	28.1
Washington	43.6	Male	21,433	3,695	2,458	1,813	2,031	2,949	2,233	1,519	1,624	3,111	27.4
		Female	22,167	3,527	2,393	1,761	2,239	2,921	2,302	1,661	2,008	3,355	29.0
Wayne	2.3	Male	1,163	188	126	98	69	191	143	81	111	156	30.3
		Female	1,137	177	123	92	79	144	135	96	102	189	31.8
Weber	161.8	Male	79,586	11,308	8,295	6,770	9,368	13,692	10,236	7,218	6,143	6,556	28.0
		Female	82,214	10,863	8,034	6,676	9,170	13,118	10,506	7,428	6,579	9,840	29.9
TOTAL METRO COUNTIES	**1,318.5**	**Male**	**653,496**	**105,344**	**71,221**	**55,118**	**80,733**	**123,196**	**85,939**	**51,105**	**39,134**	**41,706**	**26.2**
		Female	**665,004**	**101,074**	**68,601**	**53,033**	**83,153**	**117,133**	**85,971**	**52,108**	**41,945**	**61,986**	**27.3**
TOTAL STATE	**1,719.3**	**Male**	**854,200**	**138,763**	**93,881**	**72,724**	**102,781**	**156,315**	**110,907**	**66,722**	**52,081**	**60,026**	**26.2**
		Female	**865,100**	**132,956**	**90,347**	**69,928**	**105,133**	**147,504**	**110,782**	**67,809**	**55,981**	**84,660**	**27.3**
VERMONT													
BURLINGTON	**135.1**	**Male**	**65,825**	**5,629**	**5,829**	**6,019**	**10,216**	**13,287**	**10,408**	**6,106**	**3,998**	**4,333**	**28.9**
		Female	**69,275**	**5,329**	**5,599**	**5,614**	**11,112**	**13,146**	**10,268**	**6,138**	**4,537**	**7,532**	**30.3**
Chittenden	129.8	Male	63,212	5,359	5,618	5,793	10,003	12,794	10,002	5,853	3,752	4,036	28.8
		Female	66,588	5,091	5,335	5,390	10,894	12,663	9,877	5,866	4,309	7,163	30.2
Grand Isle	5.3	Male	2,613	270	211	226	213	493	406	253	246	295	32.8
		Female	2,687	238	264	224	218	483	391	272	228	369	33.3

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
VERMONT (continued)													
ALL COUNTIES													
Addison	32.0	Male	15,956	1,556	1,489	1,419	2,157	3,047	2,353	1,354	1,130	1,451	29.5
		Female	16,044	1,366	1,438	1,343	2,064	2,916	2,277	1,340	1,221	2,079	31.2
Bennington	35.6	Male	17,093	1,536	1,540	1,560	1,650	2,918	2,513	1,738	1,431	2,187	32.7
		Female	18,507	1,443	1,418	1,474	1,849	2,876	2,699	1,838	1,584	3,326	35.7
Caledonia	28.1	Male	13,709	1,348	1,280	1,220	1,434	2,470	1,971	1,259	1,137	1,590	31.4
		Female	14,391	1,310	1,191	1,137	1,318	2,442	1,891	1,386	1,284	2,432	34.2
Chittenden	129.8	Male	63,212	5,359	5,618	5,793	10,003	12,794	10,002	5,853	3,752	4,038	28.8
		Female	66,588	5,091	5,335	5,390	10,894	12,663	9,877	5,866	4,309	7,163	30.2
Essex	7.2	Male	3,580	370	326	326	299	611	521	366	324	437	32.7
		Female	3,620	359	318	304	302	559	503	377	351	547	34.4
Franklin	37.6	Male	18,342	2,025	1,860	1,754	1,660	3,328	2,724	1,734	1,452	1,805	30.6
		Female	19,258	1,878	1,869	1,694	1,676	3,196	2,614	1,841	1,571	2,919	32.9
Grand Isle	5.3	Male	2,613	270	211	226	213	493	406	253	246	295	32.8
		Female	2,687	238	264	224	218	483	391	272	228	369	33.3
Lamoille	18.4	Male	9,105	858	833	785	1,087	1,911	1,369	778	606	878	30.2
		Female	9,295	872	766	701	1,068	1,764	1,355	747	705	1,317	32.0
Orange	25.3	Male	12,722	1,365	1,188	1,086	1,376	2,326	1,805	1,198	961	1,417	30.8
		Female	12,578	1,191	1,051	1,012	1,065	2,265	1,841	1,137	1,051	1,965	33.7
Orleans	24.5	Male	11,951	1,255	1,158	1,116	1,040	2,086	1,775	1,138	1,080	1,303	31.7
		Female	12,549	1,212	1,155	1,058	1,032	2,062	1,647	1,179	1,139	2,065	33.8
Rutland	62.2	Male	29,640	2,503	2,591	2,586	3,074	5,468	4,406	2,961	2,591	3,460	32.4
		Female	32,560	2,446	2,515	2,530	3,568	5,457	4,388	2,970	3,015	5,671	34.6
Washington	55.3	Male	26,610	2,383	2,414	2,321	3,164	4,840	4,129	2,572	2,028	2,759	31.2
		Female	28,690	2,276	2,212	2,260	2,705	5,085	4,084	2,706	2,407	4,952	34.6
Windham	39.4	Male	18,851	1,716	1,660	1,582	1,721	3,788	2,834	1,821	1,578	2,151	32.3
		Female	20,549	1,581	1,577	1,481	1,853	3,913	2,794	1,875	1,811	3,664	34.7
Windsor	56.1	Male	27,431	2,324	2,305	2,404	2,448	5,031	4,292	2,724	2,572	3,331	33.4
		Female	28,669	2,236	2,209	2,226	2,271	4,992	4,202	2,713	2,898	4,922	36.0
TOTAL METRO COUNTIES	**135.1**	**Male**	**65,825**	**5,629**	**5,829**	**6,019**	**10,216**	**13,287**	**10,408**	**6,106**	**3,998**	**4,333**	**28.9**
		Female	**69,275**	**5,329**	**5,599**	**5,614**	**11,112**	**13,146**	**10,268**	**6,138**	**4,537**	**7,532**	**30.3**
TOTAL STATE	**556.8**	**Male**	**270,815**	**24,868**	**24,473**	**24,178**	**31,326**	**51,111**	**41,100**	**25,749**	**20,908**	**27,102**	**31.0**
		Female	**285,985**	**23,499**	**23,318**	**22,837**	**31,883**	**50,673**	**40,563**	**26,247**	**23,574**	**43,391**	**33.2**
VIRGINIA													
CHARLOTTESVILLE	**126.1**	**Male**	**61,491**	**4,852**	**4,297**	**4,693**	**11,170**	**12,618**	**8,721**	**5,504**	**4,388**	**5,248**	**29.5**
		Female	**64,609**	**4,535**	**4,216**	**4,513**	**10,502**	**12,393**	**9,386**	**5,864**	**4,890**	**8,310**	**31.9**
Albemarle	64.0	Male	31,898	2,458	2,279	2,512	6,021	6,425	4,802	2,903	2,143	2,355	29.2
		Female	32,102	2,256	2,147	2,397	5,323	6,401	5,099	2,971	2,214	3,294	31.1
Charlottesville city	41.0	Male	19,104	1,347	1,146	1,163	4,243	4,240	2,253	1,547	1,374	1,791	28.9
		Female	21,896	1,391	1,140	1,174	4,223	4,035	2,586	1,874	1,833	3,640	32.5
Fluvanna	11.8	Male	5,855	557	494	592	323	995	878	604	505	707	32.7
		Female	5,945	464	511	546	547	988	915	591	528	855	34.2
Greene	9.3	Male	4,634	490	378	426	383	958	788	450	366	395	31.7
		Female	4,666	424	418	396	409	969	786	428	315	521	32.1
DANVILLE	**111.3**	**Male**	**52,786**	**4,447**	**4,601**	**4,717**	**5,268**	**8,949**	**7,936**	**5,736**	**5,089**	**6,043**	**33.2**
		Female	**58,514**	**4,285**	**4,405**	**4,654**	**5,582**	**9,095**	**8,360**	**6,350**	**6,176**	**9,707**	**36.5**
Danville city	44.9	Male	20,217	1,592	1,648	1,657	2,034	3,391	2,751	2,299	2,211	2,634	34.4
		Female	24,683	1,586	1,644	1,626	2,366	3,539	3,118	2,762	2,876	5,166	40.1
Pittsylvania	66.4	Male	32,569	2,855	2,953	3,060	3,234	5,558	5,185	3,437	2,878	3,409	32.5
		Female	33,831	2,699	2,761	3,028	3,216	5,556	5,142	3,588	3,300	4,541	34.4
LYNCHBURG	**148.8**	**Male**	**70,224**	**5,998**	**6,175**	**6,019**	**8,064**	**12,461**	**11,072**	**7,552**	**5,840**	**7,043**	**32.1**
		Female	**78,576**	**5,922**	**6,091**	**5,749**	**9,675**	**12,510**	**11,655**	**7,908**	**6,982**	**12,084**	**34.5**
Amherst	31.1	Male	15,015	1,215	1,322	1,347	1,458	2,817	2,552	1,644	1,192	1,468	32.7
		Female	16,085	1,271	1,254	1,213	1,903	2,717	2,602	1,623	1,365	2,117	33.8
Campbell	49.4	Male	24,410	2,196	2,333	2,269	2,351	4,304	4,329	2,735	1,884	2,009	32.1
		Female	24,990	2,158	2,346	2,130	2,274	4,288	4,398	2,620	2,048	2,728	33.4
Lynchburg city	68.3	Male	30,799	2,587	2,520	2,403	4,255	5,340	4,191	3,173	2,764	3,566	31.8
		Female	37,501	2,493	2,491	2,386	5,498	5,505	4,655	3,665	3,569	7,239	35.8

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VIRGINIA (continued)													
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**1,372.3**	**Male**	**700,629**	**64,641**	**59,322**	**56,508**	**126,793**	**133,992**	**105,075**	**62,321**	**49,300**	**42,677**	**28.2**
		Female	**671,671**	**61,879**	**57,006**	**54,830**	**78,981**	**123,635**	**103,687**	**66,557**	**54,530**	**70,566**	**31.7**
Chesapeake city	145.7	Male	71,741	7,447	7,233	6,991	7,617	12,842	12,262	7,288	5,503	4,558	30.1
		Female	73,959	7,012	6,751	6,726	7,166	13,345	12,627	7,604	5,864	6,864	32.0
Gloucester	30.3	Male	14,760	1,239	1,266	1,278	1,302	2,521	2,651	1,557	1,397	1,549	34.1
		Female	15,540	1,217	1,253	1,248	1,305	2,476	2,570	1,578	1,444	2,449	36.1
Hampton city	129.3	Male	63,479	5,903	5,590	5,726	9,102	11,376	10,049	6,696	5,060	3,977	29.8
		Female	65,821	5,773	5,392	5,624	8,821	11,290	10,784	6,711	5,397	6,029	31.5
James City	27.8	Male	13,675	1,123	1,170	1,230	1,451	2,491	2,296	1,554	1,174	1,186	32.5
		Female	14,125	1,155	1,152	1,282	1,330	2,491	2,295	1,560	1,294	1,566	33.6
Newport News city	166.0	Male	82,288	8,183	7,032	6,575	12,092	16,713	12,168	7,660	6,306	5,559	29.3
		Female	83,712	7,794	6,968	6,491	9,895	15,622	12,169	8,259	7,158	9,356	31.9
Norfolk city	280.2	Male	159,277	12,570	9,217	8,725	53,200	30,652	16,142	9,539	9,549	9,683	24.5
		Female	120,923	11,818	8,739	8,248	17,758	21,073	13,619	11,105	11,380	17,183	31.6
Poquoson city	11.0	Male	5,450	454	545	582	449	837	1,245	687	327	324	33.3
		Female	5,550	407	563	601	387	903	1,234	597	372	486	34.0
Portsmouth city	112.9	Male	53,779	5,852	4,714	4,504	6,763	9,753	6,859	5,027	5,409	4,898	30.2
		Female	59,121	5,549	4,591	4,526	6,236	9,717	7,430	6,039	6,404	8,629	33.9
Suffolk city	53.6	Male	25,463	2,356	2,375	2,462	2,491	4,045	3,817	2,762	2,580	2,575	32.5
		Female	28,137	2,395	2,358	2,402	2,466	4,220	4,204	3,044	2,815	4,233	35.5
Virginia Beach city	360.3	Male	183,591	17,540	17,638	15,940	27,864	38,213	32,551	16,855	10,177	6,813	28.4
		Female	176,709	16,765	16,906	15,333	18,796	37,904	31,792	17,413	10,518	11,282	30.4
Williamsburg city	12.0	Male	5,537	180	166	187	2,478	909	447	314	362	494	24.3
		Female	6,463	155	141	199	2,999	728	463	387	454	937	24.4
York	43.2	Male	21,589	1,794	2,376	2,308	1,984	3,640	4,588	2,382	1,456	1,061	31.4
		Female	21,611	1,839	2,192	2,150	1,822	3,866	4,500	2,260	1,430	1,552	32.2
RICHMOND - PETERSBURG	**843.4**	**Male**	**404,089**	**34,816**	**35,383**	**35,190**	**44,458**	**81,398**	**65,812**	**41,315**	**33,361**	**32,356**	**31.4**
		Female	**439,311**	**33,788**	**34,422**	**33,351**	**46,260**	**83,065**	**68,060**	**45,056**	**38,275**	**57,034**	**33.6**
Charles City	6.7	Male	3,342	304	330	351	353	601	508	342	264	289	30.5
		Female	3,358	303	286	333	390	585	493	392	232	344	31.3
Chesterfield	186.7	Male	92,038	8,864	9,726	8,745	8,379	19,066	18,635	9,488	5,499	3,636	30.4
		Female	94,662	8,755	9,410	8,405	8,666	20,484	18,181	9,259	5,635	5,867	30.9
Colonial Heights city	17.3	Male	8,174	598	719	779	763	1,274	1,451	1,095	896	599	34.6
		Female	9,126	579	754	727	798	1,398	1,568	1,158	1,014	1,130	37.0
Dinwiddie	22.0	Male	11,064	787	948	1,166	1,201	1,855	1,900	1,157	932	1,118	32.7
		Female	10,936	779	847	1,133	1,018	1,680	1,836	1,109	1,003	1,531	35.1
Goochland	13.3	Male	6,633	481	562	601	619	1,245	1,095	802	516	712	33.5
		Female	6,667	477	526	529	623	1,144	1,172	757	540	899	35.3
Hanover	59.3	Male	29,427	2,389	2,559	3,007	2,988	4,777	5,428	3,399	2,521	2,359	32.9
		Female	29,873	2,225	2,494	2,548	2,613	5,048	5,483	3,393	2,546	3,523	35.0
Henrico	204.7	Male	96,411	8,027	8,330	8,019	9,786	19,491	15,331	10,446	9,032	7,949	32.2
		Female	108,289	7,709	8,212	7,643	10,515	20,986	16,964	12,015	10,328	13,917	34.6
Hopewell city	23.9	Male	11,426	1,134	1,103	1,016	1,197	2,004	1,736	1,196	974	1,066	31.3
		Female	12,474	1,104	916	1,005	1,339	2,031	1,837	1,276	1,163	1,803	34.2
New Kent	11.4	Male	5,793	525	539	530	495	1,175	982	572	477	498	31.9
		Female	5,607	494	524	465	487	1,086	940	554	474	583	32.7
Petersburg city	40.8	Male	18,824	1,818	1,576	1,838	2,084	3,258	2,462	1,985	1,937	1,866	31.4
		Female	21,976	1,707	1,596	1,775	2,368	3,463	2,912	2,333	2,331	3,491	35.3
Powhatan	14.0	Male	8,078	518	610	843	839	2,104	1,541	667	503	453	30.8
		Female	5,922	506	590	584	445	1,117	1,080	562	475	563	32.5
Prince George	25.9	Male	14,412	1,270	1,321	1,252	2,859	3,164	2,371	1,090	623	462	26.6
		Female	11,488	1,184	1,230	1,065	1,449	2,414	1,983	954	593	616	28.4
Richmond city	217.4	Male	98,467	8,101	7,060	7,043	12,895	21,384	12,372	9,076	9,187	11,349	31.6
		Female	118,933	7,966	7,037	7,139	15,549	21,629	13,611	11,294	11,941	22,767	35.1
ROANOKE	**230.5**	**Male**	**108,340**	**8,570**	**9,421**	**8,872**	**10,275**	**20,006**	**17,131**	**12,079**	**10,205**	**11,781**	**33.5**
		Female	**122,160**	**8,227**	**9,254**	**8,624**	**11,513**	**20,714**	**18,077**	**13,170**	**11,730**	**20,851**	**36.5**
Botetourt	26.2	Male	13,084	1,013	1,179	1,189	1,121	2,244	2,333	1,561	1,177	1,267	34.1
		Female	13,116	1,006	1,130	1,072	955	2,262	2,268	1,480	1,183	1,760	35.6
Roanoke	77.7	Male	37,147	2,779	3,511	3,306	3,061	6,689	7,093	4,503	3,137	3,068	33.8
		Female	40,553	2,580	3,448	3,204	3,664	7,259	7,301	4,596	3,353	5,148	35.2
Roanoke city	102.8	Male	46,971	4,021	3,867	3,547	4,604	9,170	6,005	4,739	4,794	6,224	33.1
		Female	55,829	3,891	3,817	3,460	5,303	9,122	6,606	5,696	5,958	11,976	38.5
Salem city	23.8	Male	11,138	757	864	830	1,489	1,903	1,700	1,276	1,097	1,222	33.6
		Female	12,662	750	859	888	1,591	2,071	1,902	1,398	1,236	1,967	35.9

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex									Median Age By Sex
				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
VIRGINIA (continued)													
ALL COUNTIES													
Accomack	33.1	Male	15,383	1,401	1,263	1,392	1,394	2,203	2,053	1,681	1,731	2,265	35.2
		Female	17,717	1,282	1,301	1,325	1,373	2,394	2,318	1,949	1,928	3,847	40.1
Albemarle	64.0	Male	31,898	2,458	2,279	2,512	6,021	6,425	4,802	2,903	2,143	2,355	29.2
		Female	32,102	2,256	2,147	2,397	5,323	6,401	5,099	2,971	2,214	3,294	31.1
☐ Alexandria city	112.3	Male	53,104	3,660	2,907	2,801	5,344	13,350	9,705	5,315	4,371	3,651	32.7
		Female	59,196	3,428	2,848	2,826	6,799	16,407	8,665	5,487	5,306	7,430	33.3
Alleghany	14.0	Male	7,049	638	647	714	593	1,163	1,261	738	616	679	33.0
		Female	6,951	547	607	621	561	1,121	1,175	714	653	952	35.2
Amelia	8.9	Male	4,389	405	383	419	409	693	710	460	380	530	33.3
		Female	4,511	372	378	396	405	679	736	451	402	692	35.3
Amherst	31.1	Male	15,015	1,215	1,322	1,347	1,458	2,817	2,552	1,644	1,192	1,468	32.7
		Female	16,085	1,271	1,254	1,233	1,903	2,717	2,602	1,623	1,365	2,117	33.8
Appomattox	13.0	Male	6,300	578	584	579	546	941	1,059	681	577	755	34.2
		Female	6,700	553	580	583	593	995	1,092	666	614	1,024	35.4
☐ Arlington	160.6	Male	78,727	4,295	3,795	3,820	11,097	21,522	13,318	7,221	6,708	6,951	32.6
		Female	81,873	4,052	3,514	3,505	9,042	20,069	12,285	7,562	8,903	12,941	35.6
Augusta	54.9	Male	27,130	2,245	2,417	2,371	2,616	4,746	4,709	3,033	2,224	2,769	33.3
		Female	27,770	2,030	2,185	2,355	2,435	4,678	4,741	2,928	2,502	3,916	35.4
Bath	5.5	Male	2,839	181	221	230	288	496	532	334	232	325	35.1
		Female	2,661	197	217	216	208	392	397	294	247	493	37.5
Bedford	42.3	Male	21,098	1,859	1,876	1,762	1,762	3,828	3,588	2,263	1,833	2,327	33.6
		Female	21,202	1,735	1,830	1,753	1,685	3,708	3,462	2,189	1,906	2,934	34.7
Bedford city	6.4	Male	2,984	226	184	210	268	444	371	311	301	669	39.3
		Female	3,416	232	186	233	275	458	440	329	384	879	42.4
Bland	6.5	Male	3,511	268	302	243	363	605	533	353	272	372	32.2
		Female	2,989	215	247	240	250	496	442	338	277	484	36.1
Botetourt	26.2	Male	13,084	1,013	1,179	1,189	1,121	2,244	2,333	1,561	1,177	1,267	34.1
		Female	13,116	1,006	1,130	1,072	955	2,262	2,268	1,480	1,183	1,760	35.6
☐ Bristol city	18.1	Male	8,098	629	690	738	810	1,310	1,185	917	834	985	34.0
		Female	10,002	605	676	683	1,026	1,380	1,386	1,092	1,131	2,023	39.6
Brunswick	16.0	Male	7,768	683	750	720	896	1,160	1,021	838	768	932	32.2
		Female	8,232	684	668	723	938	1,156	981	884	890	1,308	34.5
Buchanan	37.3	Male	18,854	2,150	2,088	1,897	2,105	3,427	3,131	1,763	1,087	1,206	28.5
		Female	18,446	1,940	1,990	1,792	1,965	3,301	2,959	1,664	1,248	1,587	29.7
Buckingham	12.6	Male	6,151	517	573	655	580	906	848	611	606	855	33.3
		Female	6,449	503	586	609	569	984	878	628	607	1,085	34.7
Buena Vista city	6.5	Male	3,072	279	285	302	258	506	506	347	278	311	33.1
		Female	3,428	252	289	255	394	547	512	374	327	478	34.6
Campbell	49.4	Male	24,410	2,196	2,333	2,269	2,351	4,304	4,329	2,735	1,884	2,009	32.1
		Female	24,990	2,158	2,346	2,130	2,274	4,288	4,398	2,620	2,048	2,728	33.4
Caroline	20.4	Male	10,166	1,004	961	954	1,022	1,727	1,609	1,034	877	978	31.6
		Female	10,234	888	971	972	1,054	1,645	1,516	1,012	883	1,293	32.5
Carroll	27.5	Male	13,473	1,103	1,184	1,226	1,108	2,244	2,053	1,609	1,221	1,725	34.4
		Female	14,027	1,031	1,059	1,106	1,116	2,134	2,187	1,587	1,383	2,424	37.6
Charles City	6.7	Male	3,342	304	330	351	353	601	508	342	264	289	30.5
		Female	3,358	303	286	333	390	585	493	392	232	344	31.3
Charlotte	11.9	Male	5,812	498	579	572	533	798	824	606	626	776	34.1
		Female	6,088	485	530	541	505	807	827	719	621	1,053	37.1
Charlottesville city	41.0	Male	19,104	1,347	1,146	1,163	4,243	4,240	2,253	1,547	1,374	1,791	28.9
		Female	21,896	1,391	1,140	1,174	4,223	4,035	2,586	1,874	1,833	3,640	32.5
Chesapeake city	145.7	Male	71,741	7,447	7,233	6,991	7,617	12,842	12,262	7,288	5,503	4,558	30.1
		Female	73,959	7,012	6,751	6,726	7,166	13,345	12,627	7,604	5,864	6,864	32.0
Chesterfield	186.7	Male	92,038	8,864	9,726	8,745	8,379	19,066	18,635	9,488	5,499	3,636	30.4
		Female	94,662	8,755	9,410	8,405	8,666	20,484	18,181	9,259	5,635	5,867	30.9
Clarke	11.2	Male	5,473	396	484	480	398	1,002	904	612	506	691	34.8
		Female	5,727	424	430	468	415	924	850	669	562	985	37.4
Clifton Forge city	5.1	Male	2,290	194	169	198	228	319	317	238	249	378	36.2
		Female	2,810	174	175	190	186	340	336	294	301	814	45.2
Colonial Heights city	17.3	Male	8,174	598	719	779	763	1,274	1,451	1,095	896	599	34.6
		Female	9,126	579	754	727	798	1,398	1,568	1,158	1,014	1,130	37.0
Covington city	7.7	Male	3,625	236	273	303	388	600	518	367	399	541	35.2
		Female	4,075	277	280	291	368	545	464	418	470	962	41.0
Craig	4.4	Male	2,160	159	181	181	187	394	350	256	204	248	34.4
		Female	2,240	153	194	168	188	350	342	236	227	382	37.0

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex									Median Age By Sex
				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
VIRGINIA (continued)													
ALL COUNTIES (continued)													
Culpeper	26.3	Male	12,745	1,147	1,166	1,131	1,108	2,176	2,073	1,319	1,091	1,484	33.1
		Female	13,555	1,168	1,142	1,165	1,167	2,191	2,011	1,347	1,181	2,183	34.7
Cumberland	8.8	Male	4,274	395	445	483	337	599	650	408	375	582	33.0
		Female	4,526	330	438	454	363	657	674	425	430	755	35.3
Danville city	44.9	Male	20,217	1,592	1,648	1,657	2,034	3,391	2,751	2,299	2,211	2,634	34.4
		Female	24,683	1,586	1,644	1,626	2,366	3,539	3,118	2,762	2,876	5,166	40.1
Dickenson	20.4	Male	10,222	1,067	1,077	1,020	1,042	1,802	1,544	1,008	761	901	30.0
		Female	10,178	1,039	981	899	985	1,647	1,565	987	862	1,213	32.2
Dinwiddie	22.0	Male	11,064	787	948	1,166	1,201	1,855	1,900	1,157	932	1,118	32.7
		Female	10,936	779	847	1,133	1,018	1,680	1,836	1,109	1,003	1,531	35.1
Emporia city	4.6	Male	2,097	197	181	192	174	296	281	210	257	319	35.7
		Female	2,503	155	178	170	210	305	299	245	314	627	42.8
Essex	9.5	Male	4,526	369	391	431	373	732	689	481	405	655	34.5
		Female	4,974	364	381	445	409	783	654	502	469	967	36.6
☐ Fairfax	747.1	Male	370,414	29,921	33,969	34,633	33,984	72,843	79,047	44,787	27,146	14,084	32.2
		Female	376,686	28,885	32,850	33,353	33,511	76,277	79,007	42,530	27,117	23,156	32.8
☐ Fairfax city	20.0	Male	9,884	721	765	873	1,313	2,053	1,720	1,134	877	428	31.2
		Female	10,116	726	685	813	1,167	1,954	1,767	1,274	865	865	33.5
☐ Falls Church city	9.7	Male	4,614	297	282	302	381	1,050	828	466	494	514	35.0
		Female	5,086	251	240	263	394	983	852	546	625	932	39.8
Fauquier	47.4	Male	23,664	2,195	2,115	2,231	2,246	3,977	4,412	2,679	1,836	1,973	32.7
		Female	23,736	1,840	2,102	2,180	2,107	4,040	4,240	2,437	1,872	2,918	34.0
Floyd	12.6	Male	6,241	469	499	510	552	1,010	1,063	578	623	937	35.8
		Female	6,359	522	463	467	513	934	953	638	650	1,219	37.9
Fluvanna	11.8	Male	5,855	557	494	592	523	995	878	604	505	707	32.7
		Female	5,945	464	511	546	547	988	915	591	528	855	34.2
Franklin	38.9	Male	19,401	1,570	1,663	1,692	2,251	3,307	3,230	2,010	1,632	2,046	32.6
		Female	19,499	1,547	1,511	1,663	1,997	3,249	3,093	2,052	1,722	2,665	34.3
Franklin city	7.7	Male	3,511	344	344	334	336	580	461	331	351	430	31.9
		Female	4,189	309	305	367	415	601	516	444	466	766	36.9
Frederick	39.5	Male	19,787	1,839	1,859	1,975	1,730	3,541	3,537	2,132	1,565	1,609	32.0
		Female	19,713	1,674	1,851	1,788	1,706	3,603	3,485	2,124	1,543	1,939	32.9
Fredericksburg city	19.8	Male	8,421	637	596	575	1,086	1,516	1,170	820	829	1,192	33.7
		Female	11,379	592	610	630	2,479	1,624	1,199	997	1,064	2,184	33.5
Galax city	6.7	Male	3,091	209	250	218	277	487	460	379	309	502	37.3
		Female	3,609	223	222	216	282	490	464	408	400	904	43.0
Giles	17.7	Male	8,703	697	827	818	760	1,403	1,394	923	890	991	33.9
		Female	8,997	693	720	737	696	1,405	1,310	1,004	1,063	1,369	36.9
Gloucester	30.3	Male	14,760	1,239	1,266	1,278	1,302	2,521	2,651	1,557	1,397	1,549	34.1
		Female	15,540	1,217	1,253	1,248	1,305	2,476	2,570	1,578	1,444	2,449	36.1
Goochland	13.3	Male	6,633	481	562	601	619	1,245	1,095	802	516	712	33.5
		Female	6,667	477	526	529	623	1,144	1,172	757	540	899	35.3
Grayson	16.7	Male	8,129	653	712	705	706	1,286	1,280	887	790	1,110	35.0
		Female	8,571	570	647	663	688	1,269	1,291	989	915	1,539	38.5
Greene	9.3	Male	4,634	490	378	426	383	958	788	450	366	395	31.7
		Female	4,666	424	418	396	409	969	786	428	315	521	32.1
Greensville	10.3	Male	5,002	551	557	526	444	769	675	512	443	525	30.5
		Female	5,298	460	533	519	501	822	722	562	466	713	32.7
Halifax	29.9	Male	14,653	1,228	1,298	1,377	1,442	2,463	2,240	1,483	1,354	1,768	33.0
		Female	15,247	1,225	1,265	1,329	1,293	2,223	2,215	1,617	1,618	2,462	36.3
Hampton city	129.3	Male	63,479	5,903	5,590	5,726	9,102	11,376	10,049	6,696	5,060	3,977	29.8
		Female	65,821	5,773	5,392	5,624	8,821	11,290	10,784	6,711	5,397	6,029	31.5
Hanover	59.3	Male	29,427	2,389	2,559	3,007	2,988	4,777	5,428	3,399	2,521	2,359	32.9
		Female	29,873	2,225	2,494	2,548	2,613	5,048	5,483	3,393	2,546	3,523	35.0
Harrisonburg city	29.5	Male	13,407	794	824	744	4,139	2,133	1,623	1,033	954	1,163	25.9
		Female	16,093	805	756	747	4,840	2,193	1,671	1,223	1,254	2,604	29.1
Henrico	204.7	Male	96,411	8,027	8,330	8,019	9,786	19,491	15,331	10,446	9,032	7,949	32.2
		Female	108,289	7,709	8,212	7,643	10,515	20,986	16,964	12,015	10,328	13,917	34.6
Henry	60.8	Male	29,873	2,611	2,768	2,874	2,889	4,951	5,450	3,462	2,412	2,456	32.7
		Female	30,927	2,392	2,613	2,834	2,957	5,081	5,509	3,658	2,680	3,203	34.2
Highland	2.9	Male	1,453	129	101	89	150	265	204	136	160	199	34.7
		Female	1,447	125	76	77	135	213	212	136	176	295	39.6
Hopewell city	23.9	Male	11,426	1,134	1,103	1,016	1,197	2,004	1,736	1,196	974	1,066	31.3
		Female	12,474	1,104	916	1,005	1,339	2,031	1,837	1,276	1,163	1,803	34.2

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
VIRGINIA (continued)													
ALL COUNTIES (continued)													
Isle of Wight	25.9	Male	12,753	1,147	1,158	1,290	1,256	2,185	2,091	1,372	1,095	1,159	32.0
		Female	13,147	1,108	1,090	1,130	1,222	2,223	2,063	1,393	1,222	1,696	34.1
James City	27.8	Male	13,675	1,123	1,170	1,230	1,451	2,491	2,296	1,554	1,174	1,186	32.5
		Female	14,125	1,155	1,152	1,282	1,330	2,491	2,295	1,560	1,294	1,566	33.6
King and Queen	6.3	Male	3,116	279	247	266	272	505	419	340	336	452	34.8
		Female	3,184	284	253	238	282	489	445	345	334	514	36.0
King George	13.0	Male	6,536	632	678	652	553	1,147	1,185	681	504	504	31.6
		Female	6,464	642	583	637	547	1,135	1,082	611	547	678	32.2
King William	10.5	Male	5,088	445	459	520	421	907	831	529	423	553	32.7
		Female	5,412	486	424	496	432	913	835	544	509	773	34.5
Lancaster	11.1	Male	5,187	372	359	406	420	685	649	560	676	1,060	40.4
		Female	5,913	342	345	411	400	680	737	639	792	1,567	45.6
Lee	26.8	Male	13,006	1,263	1,320	1,162	1,201	2,120	1,906	1,185	1,147	1,702	32.3
		Female	13,794	1,254	1,236	1,101	1,104	2,066	1,913	1,317	1,358	2,445	35.7
Lexington city	6.8	Male	4,295	159	140	206	2,400	338	295	262	215	280	22.8
		Female	2,505	126	142	149	191	372	317	282	281	645	43.6
□ Loudoun	75.6	Male	37,446	3,546	3,969	3,656	2,782	7,320	8,079	3,765	2,084	2,245	31.5
		Female	38,154	3,380	3,840	3,599	2,962	7,816	7,978	3,452	2,216	3,311	31.8
Louisa	20.5	Male	10,319	924	906	998	925	1,596	1,681	1,069	972	1,248	33.8
		Female	10,181	804	835	937	927	1,570	1,552	995	970	1,591	35.1
Lunenburg	12.2	Male	5,888	524	476	603	518	893	832	628	671	743	34.2
		Female	6,312	479	491	567	503	869	844	705	706	1,148	37.9
Lynchburg city	68.3	Male	30,799	2,587	2,520	2,403	4,255	5,340	4,191	3,173	2,764	3,566	31.8
		Female	37,501	2,493	2,491	2,386	5,498	5,505	4,655	3,665	3,569	7,239	35.8
Madison	11.4	Male	5,529	467	483	511	482	884	816	612	503	771	34.3
		Female	5,871	471	436	521	490	961	859	561	548	1,024	35.7
□ Manassas city	20.8	Male	10,311	1,279	1,047	834	980	2,552	1,839	839	486	455	29.0
		Female	10,489	1,227	999	848	1,091	2,447	1,679	847	497	854	29.4
□ Manassas Park city	7.4	Male	3,702	503	419	372	435	802	585	357	150	79	26.5
		Female	3,698	515	395	409	435	768	570	336	148	122	26.2
Martinsville city	18.9	Male	8,593	633	684	795	779	1,369	1,227	970	972	1,164	35.3
		Female	10,307	718	700	762	847	1,455	1,341	1,246	1,202	2,036	40.0
Mathews	9.0	Male	4,278	289	322	330	343	570	610	467	488	859	39.7
		Female	4,722	251	283	338	304	539	649	507	582	1,269	45.0
Mecklenburg	30.2	Male	14,664	1,278	1,249	1,284	1,433	2,438	2,033	1,538	1,524	1,887	33.6
		Female	15,536	1,276	1,196	1,227	1,239	2,186	2,114	1,802	1,718	2,778	38.0
Middlesex	8.7	Male	4,168	301	258	365	331	559	551	499	523	781	39.9
		Female	4,532	266	265	361	289	574	553	505	593	1,126	44.2
Montgomery	69.0	Male	36,249	2,306	2,445	2,118	12,034	6,358	4,463	2,600	1,827	2,098	24.5
		Female	32,751	2,001	2,252	2,015	8,567	5,519	4,297	2,645	2,090	3,365	27.8
Nelson	12.5	Male	6,125	454	506	547	541	951	938	671	614	903	35.7
		Female	6,375	502	486	527	505	952	895	706	636	1,166	37.4
New Kent	11.4	Male	5,793	525	539	530	495	1,175	982	572	477	498	31.9
		Female	5,607	494	524	465	487	1,086	940	554	474	583	32.7
Newport News city	166.0	Male	82,288	8,183	7,032	6,575	12,092	16,713	12,168	7,660	6,306	5,559	29.3
		Female	83,712	7,794	6,968	6,491	9,895	15,622	12,169	8,259	7,158	9,356	31.9
Norfolk city	280.2	Male	159,277	12,570	9,217	8,725	53,200	30,652	16,142	9,539	9,549	9,683	24.5
		Female	120,923	11,818	8,739	8,248	17,758	21,073	13,619	11,105	11,380	17,183	31.6
Northampton	15.0	Male	7,034	649	569	619	751	1,002	807	788	776	1,073	34.3
		Female	7,966	602	596	621	726	996	942	923	882	1,678	39.7
Northumberland	10.3	Male	4,914	338	327	348	420	611	610	544	721	995	41.8
		Female	5,386	332	321	393	375	644	627	613	773	1,308	45.0
Norton city	4.6	Male	2,118	195	204	208	224	357	299	196	201	234	31.4
		Female	2,482	208	203	188	224	382	354	250	251	422	36.0
Nottoway	14.9	Male	7,046	580	593	657	613	954	992	771	761	1,125	36.3
		Female	7,854	581	568	577	632	984	1,030	850	876	1,756	40.7
Orange	21.7	Male	10,588	884	967	960	967	1,652	1,613	1,151	1,035	1,359	34.2
		Female	11,112	868	920	898	879	1,724	1,661	1,143	1,188	1,831	36.6
Page	21.3	Male	10,392	901	920	879	922	1,715	1,717	1,124	1,006	1,208	34.2
		Female	10,908	874	837	877	878	1,694	1,612	1,158	1,098	1,880	36.8
Patrick	18.5	Male	9,190	702	907	795	750	1,456	1,541	1,042	865	1,132	34.9
		Female	9,310	707	745	744	720	1,389	1,570	985	897	1,553	37.2
Petersburg city	40.8	Male	18,824	1,818	1,576	1,838	2,084	3,258	2,462	1,985	1,937	1,866	31.4
		Female	21,976	1,707	1,596	1,775	2,368	3,463	2,912	2,333	2,331	3,491	35.3

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
VIRGINIA (continued)													
ALL COUNTIES (continued)													
Pittsylvania	66.4	Male	32,569	2,855	2,953	3,060	3,234	5,558	5,185	3,437	2,878	3,409	32.5
		Female	33,831	2,699	2,761	3,028	3,216	5,556	5,142	3,588	3,300	4,541	34.4
Poquoson city	11.0	Male	5,450	454	545	582	449	837	1,245	687	327	324	33.3
		Female	5,550	407	563	601	387	903	1,234	597	372	486	34.0
Portsmouth city	112.9	Male	53,779	5,852	4,714	4,504	6,763	9,753	6,859	5,027	5,409	4,898	30.2
		Female	59,121	5,549	4,591	4,526	6,236	9,717	7,430	6,039	6,404	8,629	33.9
Powhatan	14.0	Male	8,078	518	610	843	839	2,104	1,541	667	503	453	30.8
		Female	5,922	506	590	584	445	1,117	1,080	562	475	563	32.5
Prince Edward	18.1	Male	8,356	717	646	648	1,711	1,141	1,029	731	689	1,044	29.0
		Female	9,744	652	677	637	2,217	1,152	1,112	822	846	1,629	31.0
Prince George	25.9	Male	14,412	1,270	1,321	1,252	2,859	3,164	2,371	1,090	623	462	26.6
		Female	11,488	1,184	1,230	1,065	1,449	2,414	1,983	954	593	616	28.4
☐ Prince William	190.8	Male	97,871	11,052	10,941	9,603	10,634	20,739	21,022	8,687	3,237	1,956	28.2
		Female	92,929	10,472	10,455	9,177	8,699	21,285	19,339	7,191	3,160	3,151	28.6
Pulaski	34.9	Male	16,963	1,455	1,713	1,524	1,515	3,076	2,759	1,735	1,504	1,682	32.4
		Female	17,937	1,345	1,661	1,366	1,523	3,070	2,721	1,837	1,737	2,677	35.0
Radford city	14.0	Male	5,781	340	447	381	1,466	907	727	525	455	533	27.8
		Female	8,219	327	419	388	3,268	892	810	613	595	907	24.4
Rappahannock	6.8	Male	3,401	253	258	296	276	576	576	359	343	464	35.7
		Female	3,399	242	249	296	262	574	558	357	336	525	36.4
Richmond	7.5	Male	3,790	306	263	331	359	649	589	398	378	517	34.8
		Female	3,710	250	275	304	313	486	532	439	397	714	39.3
Richmond city	217.4	Male	98,467	8,101	7,060	7,043	12,895	21,384	12,372	9,076	9,187	11,349	31.6
		Female	118,933	7,966	7,037	7,139	15,549	21,629	13,611	11,294	11,941	22,767	35.1
Roanoke	77.7	Male	37,147	2,779	3,511	3,306	3,061	6,689	7,093	4,503	3,137	3,068	33.8
		Female	40,553	2,580	3,448	3,204	3,664	7,259	7,301	4,596	3,353	5,148	35.2
Roanoke city	102.8	Male	46,971	4,021	3,867	3,547	4,604	9,170	6,005	4,739	4,794	6,224	33.1
		Female	55,829	3,891	3,817	3,460	5,303	9,122	6,606	5,696	5,958	11,976	38.5
Rockbridge	18.4	Male	9,181	643	663	841	1,438	1,479	1,374	999	829	915	31.8
		Female	9,219	644	669	787	1,230	1,338	1,400	1,006	904	1,241	34.6
Rockingham	56.3	Male	27,576	2,425	2,311	2,349	3,508	5,016	4,280	2,853	2,253	2,581	31.4
		Female	28,724	2,328	2,149	2,185	3,464	4,836	4,347	2,962	2,502	3,951	33.8
Russell	33.7	Male	16,762	1,636	1,624	1,499	1,673	3,167	2,515	1,700	1,326	1,622	31.2
		Female	16,938	1,480	1,550	1,382	1,651	2,907	2,657	1,738	1,422	2,151	33.3
Salem city	23.8	Male	11,138	757	864	830	1,489	1,903	1,700	1,276	1,097	1,222	33.6
		Female	12,662	750	859	888	1,591	2,071	1,902	1,398	1,236	1,967	35.9
☐ Scott	25.3	Male	12,446	1,066	1,114	1,073	1,208	1,911	2,060	1,292	1,187	1,535	34.2
		Female	12,854	918	1,007	1,019	1,015	1,913	2,055	1,394	1,349	2,184	37.7
Shenandoah	30.7	Male	14,812	1,135	1,191	1,249	1,291	2,514	2,290	1,628	1,484	2,030	35.1
		Female	15,888	1,092	1,155	1,282	1,267	2,330	2,333	1,730	1,604	3,095	38.5
Smyth	33.4	Male	16,019	1,353	1,410	1,381	1,476	2,553	2,595	1,896	1,483	1,872	34.4
		Female	17,381	1,238	1,394	1,381	1,496	2,557	2,649	1,996	1,763	2,887	37.3
Southampton	18.3	Male	9,466	732	734	824	1,472	1,567	1,396	915	917	909	31.2
		Female	8,834	696	684	843	792	1,284	1,318	944	960	1,313	35.9
South Boston city	7.2	Male	3,181	287	296	271	247	512	430	338	350	450	34.6
		Female	4,019	279	304	299	289	599	540	415	441	853	39.4
Spotsylvania	43.9	Male	21,911	2,518	2,573	2,092	1,660	4,457	3,991	1,878	1,403	1,339	29.7
		Female	21,989	2,349	2,339	2,032	1,910	4,553	3,648	1,900	1,461	1,797	30.2
☐ Stafford	56.5	Male	29,132	2,920	3,066	2,748	3,186	5,506	5,698	2,893	1,742	1,373	29.8
		Female	27,368	2,687	2,798	2,679	2,240	5,348	5,228	2,666	1,682	2,040	31.1
Staunton city	22.1	Male	10,047	737	725	754	969	1,742	1,562	1,228	1,071	1,259	35.6
		Female	12,053	718	699	755	1,453	1,748	1,684	1,323	1,265	2,408	38.9
Suffolk city	53.6	Male	25,463	2,356	2,375	2,462	2,491	4,045	3,817	2,762	2,580	2,575	32.5
		Female	28,137	2,395	2,358	2,402	2,466	4,220	4,204	3,044	2,815	4,233	35.5
Surry	6.5	Male	3,156	269	274	309	309	510	467	290	309	419	33.2
		Female	3,344	285	284	335	327	473	455	296	350	539	34.3
Sussex	10.4	Male	5,032	379	509	542	521	777	695	535	493	581	32.3
		Female	5,368	381	461	539	448	843	725	611	514	846	35.2
Tazewell	50.6	Male	24,686	2,573	2,467	2,144	2,418	4,529	3,772	2,473	2,053	2,257	31.1
		Female	25,914	2,367	2,360	2,034	2,453	4,323	3,889	2,669	2,380	3,439	33.7
Virginia Beach city	360.3	Male	183,591	17,540	17,638	15,940	27,864	38,213	32,551	16,855	10,177	6,813	28.4
		Female	176,709	16,765	16,906	15,333	18,796	37,904	31,792	17,413	10,518	11,282	30.4
Warren	24.7	Male	11,979	1,037	1,067	1,053	999	2,013	1,989	1,276	1,176	1,369	34.1
		Female	12,721	931	999	1,049	1,111	2,005	1,988	1,381	1,343	1,914	36.3

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VIRGINIA (continued)													
ALL COUNTIES (continued)													
☐ Washington	50.4	Male	24,549	2,095	2,177	2,263	2,460	4,083	4,157	2,563	2,084	2,667	33.0
		Female	25,851	1,993	2,156	2,040	2,435	4,148	4,113	2,759	2,339	3,868	35.4
Waynesboro city	17.6	Male	8,325	701	707	679	803	1,357	1,302	945	871	960	34.4
		Female	9,275	602	679	693	849	1,352	1,387	1,083	1,080	1,550	38.3
Westmoreland	15.6	Male	7,506	563	593	751	640	1,022	1,041	805	845	1,246	36.8
		Female	8,094	635	625	636	631	1,052	1,079	817	1,037	1,582	39.3
Williamsburg city	12.0	Male	5,537	180	166	187	2,478	909	447	314	362	494	24.3
		Female	6,463	155	141	199	2,999	728	463	387	454	937	24.4
Winchester city	22.5	Male	10,295	830	737	773	1,182	1,798	1,473	1,166	1,047	1,289	34.0
		Female	12,205	846	729	808	1,349	1,831	1,556	1,295	1,284	2,507	38.5
Wise	46.2	Male	22,614	2,383	2,223	2,051	2,514	4,140	3,335	2,094	1,825	2,049	30.2
		Female	23,586	2,272	2,227	1,829	2,399	3,886	3,243	2,293	2,123	3,314	32.9
Wythe	26.5	Male	12,651	1,119	1,215	1,110	1,129	2,126	2,054	1,358	1,143	1,397	33.2
		Female	13,849	1,081	1,120	1,092	1,166	2,139	2,042	1,499	1,381	2,329	36.6
York	43.2	Male	21,589	1,794	2,376	2,308	1,984	3,640	4,588	2,382	1,456	1,061	31.4
		Female	21,611	1,839	2,192	2,150	1,822	3,866	4,500	2,260	1,430	1,552	32.2
TOTAL METRO COUNTIES	**4,327.0**	**Male**	**2,137,857**	**185,308**	**184,340**	**179,715**	**280,642**	**426,465**	**364,990**	**214,743**	**159,583**	**142,071**	**30.6**
		Female	**2,189,143**	**177,775**	**177,857**	**172,935**	**233,329**	**422,207**	**363,649**	**222,041**	**177,921**	**241,429**	**32.9**
TOTAL STATE	**6,047.2**	**Male**	**2,977,150**	**257,532**	**258,240**	**253,469**	**376,758**	**567,040**	**494,670**	**301,413**	**233,709**	**234,319**	**31.0**
		Female	**3,070,050**	**246,024**	**248,271**	**243,789**	**326,706**	**559,737**	**493,352**	**312,930**	**261,278**	**377,963**	**33.4**
WASHINGTON													
BELLINGHAM	**118.6**	**Male**	**58,474**	**5,496**	**4,905**	**4,379**	**7,818**	**12,209**	**8,371**	**4,842**	**4,476**	**5,978**	**30.4**
		Female	**60,126**	**5,084**	**4,672**	**4,236**	**8,126**	**11,421**	**7,967**	**4,893**	**4,833**	**8,894**	**32.0**
Whatcom	118.6	Male	58,474	5,496	4,905	4,379	7,818	12,209	8,371	4,842	4,476	5,978	30.4
		Female	60,126	5,084	4,672	4,236	8,126	11,421	7,967	4,893	4,833	8,894	32.0
BREMERTON	**180.5**	**Male**	**93,293**	**8,900**	**7,910**	**7,187**	**12,554**	**18,404**	**15,175**	**8,103**	**7,043**	**8,017**	**30.5**
		Female	**87,207**	**8,416**	**7,697**	**6,679**	**7,737**	**16,575**	**13,467**	**7,861**	**7,465**	**11,310**	**32.9**
Kitsap	180.5	Male	93,293	8,900	7,910	7,187	12,554	18,404	15,175	8,103	7,043	8,017	30.5
		Female	87,207	8,416	7,697	6,679	7,737	16,575	13,467	7,861	7,465	11,310	32.9
OLYMPIA	**156.1**	**Male**	**76,544**	**7,496**	**7,218**	**6,651**	**7,662**	**14,790**	**12,680**	**7,266**	**6,002**	**6,779**	**31.3**
		Female	**79,556**	**7,269**	**6,764**	**6,277**	**7,498**	**15,292**	**12,303**	**7,397**	**6,477**	**10,279**	**32.8**
Thurston	156.1	Male	76,544	7,496	7,218	6,651	7,662	14,790	12,680	7,266	6,002	6,779	31.3
		Female	79,556	7,269	6,764	6,277	7,498	15,292	12,303	7,397	6,477	10,279	32.8
RICHLAND - KENNEWICK - PASCO	**150.7**	**Male**	**76,651**	**8,858**	**7,225**	**6,409**	**7,830**	**16,036**	**12,235**	**7,436**	**5,823**	**4,799**	**30.0**
		Female	**74,049**	**8,383**	**7,060**	**6,066**	**7,621**	**14,382**	**11,250**	**7,199**	**5,574**	**6,514**	**30.5**
Benton	114.5	Male	58,214	6,357	5,435	4,933	5,798	12,318	9,901	5,751	4,213	3,508	30.3
		Female	56,286	5,980	5,330	4,677	5,716	11,161	9,063	5,475	4,109	4,775	30.8
Franklin	36.2	Male	18,437	2,501	1,790	1,476	2,032	3,718	2,334	1,685	1,610	1,291	28.8
		Female	17,763	2,403	1,730	1,389	1,905	3,221	2,187	1,724	1,465	1,739	29.5
SEATTLE	**1,842.5**	**Male**	**909,906**	**74,848**	**71,962**	**70,231**	**101,521**	**193,234**	**154,255**	**90,766**	**75,321**	**77,768**	**32.1**
		Female	**932,594**	**72,132**	**69,220**	**67,271**	**96,370**	**186,559**	**147,949**	**89,666**	**80,578**	**122,849**	**33.6**
King	1,425.7	Male	702,560	54,716	52,690	52,737	80,595	151,308	118,630	70,781	59,803	61,300	32.3
		Female	723,140	52,643	50,905	50,462	76,296	145,597	113,781	70,070	64,226	99,160	34.0
Snohomish	416.8	Male	207,346	20,132	19,272	17,494	20,926	41,926	35,625	19,985	15,518	16,468	31.2
		Female	209,454	19,489	18,315	16,809	20,074	40,962	34,168	19,596	16,352	23,689	32.3
SEATTLE - TACOMA CONSOLIDATED AREA	***2,398.4***	***Male***	***1,187,763***	***102,903***	***95,687***	***92,557***	***139,657***	***246,452***	***195,654***	***117,098***	***96,849***	***100,906***	***31.6***
		Female	***1,210,637***	***98,651***	***91,547***	***88,746***	***128,108***	***236,550***	***188,528***	***116,296***	***103,524***	***158,687***	***33.4***
SPOKANE	**357.3**	**Male**	**173,339**	**17,026**	**15,478**	**13,880**	**20,204**	**33,468**	**25,039**	**15,956**	**14,266**	**18,022**	**31.0**
		Female	**183,961**	**16,280**	**14,872**	**13,540**	**20,384**	**32,579**	**25,525**	**16,648**	**16,111**	**28,022**	**33.3**
Spokane	357.3	Male	173,339	17,026	15,478	13,880	20,204	33,468	25,039	15,956	14,266	18,022	31.0
		Female	183,961	16,280	14,872	13,540	20,384	32,579	25,525	16,648	16,111	28,022	33.3
TACOMA	**555.9**	**Male**	**277,857**	**28,055**	**23,725**	**22,326**	**38,136**	**53,218**	**41,399**	**26,332**	**21,528**	**23,138**	**30.0**
		Female	**278,043**	**26,519**	**22,327**	**21,475**	**31,738**	**49,991**	**40,579**	**26,630**	**22,946**	**35,838**	**32.4**
Pierce	555.9	Male	277,857	28,055	23,725	22,326	38,136	53,218	41,399	26,332	21,528	23,138	30.0
		Female	278,043	26,519	22,327	21,475	31,738	49,991	40,579	26,630	22,946	35,838	32.4

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex									Median Age By Sex
				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
WASHINGTON (continued)													
VANCOUVER	**216.6**	**Male**	**107,418**	**11,559**	**10,865**	**9,422**	**9,828**	**21,307**	**18,169**	**9,682**	**7,741**	**8,845**	**30.6**
		Female	**109,182**	**10,979**	**9,942**	**9,118**	**10,017**	**21,363**	**17,052**	**9,429**	**8,530**	**12,752**	**31.8**
Clark	216.6	Male	107,418	11,559	10,865	9,422	9,828	21,307	18,169	9,682	7,741	8,845	30.6
		Female	109,182	10,979	9,942	9,118	10,017	21,363	17,052	9,429	8,530	12,752	31.8
YAKIMA	**186.4**	**Male**	**91,935**	**9,865**	**8,611**	**8,341**	**9,259**	**15,527**	**13,217**	**8,618**	**7,737**	**10,760**	**31.4**
		Female	**94,465**	**9,484**	**8,159**	**7,776**	**8,346**	**15,407**	**13,318**	**8,861**	**8,644**	**14,470**	**33.7**
Yakima	186.4	Male	91,935	9,865	8,611	8,341	9,259	15,527	13,217	8,618	7,737	10,760	31.4
		Female	94,465	9,484	8,159	7,776	8,346	15,407	13,318	8,861	8,644	14,470	33.7
ALL COUNTIES													
Adams	14.1	Male	6,942	900	695	638	618	1,202	1,011	688	613	577	30.2
		Female	7,158	889	716	688	591	1,162	1,008	736	587	781	31.0
Asotin	17.2	Male	8,218	817	774	687	766	1,433	1,142	785	694	1,120	32.4
		Female	8,982	818	767	688	790	1,429	1,226	826	827	1,611	35.0
Benton	114.5	Male	58,214	6,357	5,435	4,933	5,798	12,318	9,901	5,751	4,213	3,508	30.3
		Female	56,286	5,980	5,330	4,677	5,716	11,161	9,063	5,475	4,109	4,775	30.8
Chelan	49.7	Male	24,363	2,123	1,887	1,950	2,259	4,229	3,584	2,484	2,424	3,423	34.4
		Female	25,337	2,049	1,752	1,816	2,202	3,957	3,542	2,570	2,621	4,828	37.5
Clallam	55.2	Male	27,589	2,610	2,278	2,000	2,899	5,095	3,796	2,396	2,646	3,869	32.9
		Female	27,611	2,527	2,085	1,957	2,415	4,571	3,615	2,536	3,006	4,899	35.7
Clark	216.6	Male	107,418	11,559	10,865	9,422	9,828	21,307	18,169	9,682	7,741	8,845	30.6
		Female	109,182	10,979	9,942	9,118	10,017	21,363	17,052	9,429	8,530	12,752	31.8
Columbia	4.0	Male	1,956	160	163	182	111	294	280	197	237	332	37.4
		Female	2,044	150	136	150	96	294	293	218	248	469	41.9
Cowlitz	80.7	Male	39,886	4,212	3,777	3,353	3,749	7,418	6,161	3,905	3,279	4,032	31.5
		Female	40,814	3,963	3,604	3,188	3,776	7,347	5,955	3,811	3,524	5,646	33.0
Douglas	24.7	Male	12,373	1,314	1,133	1,017	1,052	2,273	2,007	1,250	1,057	1,270	32.3
		Female	12,327	1,197	1,037	1,031	1,039	2,212	1,990	1,277	1,050	1,494	33.4
Ferry	6.3	Male	3,294	364	293	336	348	662	483	272	249	287	29.6
		Female	3,006	375	329	243	274	544	465	255	223	298	30.2
Franklin	36.2	Male	18,437	2,501	1,790	1,476	2,032	3,718	2,334	1,685	1,610	1,291	28.8
		Female	17,763	2,403	1,730	1,389	1,905	3,221	2,187	1,724	1,465	1,739	29.5
Garfield	2.3	Male	1,149	123	86	87	76	170	150	124	149	184	37.2
		Female	1,151	98	83	80	60	158	159	135	137	241	41.1
Grant	54.1	Male	27,286	3,143	2,700	2,565	2,611	4,404	3,766	2,735	2,577	2,785	31.0
		Female	26,814	3,015	2,551	2,230	2,410	4,405	3,725	2,815	2,581	3,082	32.3
Grays Harbor	63.3	Male	31,588	3,136	2,666	2,597	3,024	5,683	4,632	3,044	2,992	3,814	32.7
		Female	31,712	2,937	2,599	2,514	2,841	5,220	4,364	3,008	3,158	5,071	34.5
Island	53.3	Male	27,733	2,727	2,206	2,011	4,146	5,269	4,071	2,014	2,385	2,904	30.3
		Female	25,567	2,635	2,125	1,879	2,242	4,621	3,775	2,162	2,685	3,443	33.4
Jefferson	19.3	Male	9,623	795	696	665	656	1,736	1,451	887	1,171	1,566	36.8
		Female	9,677	764	746	660	653	1,675	1,261	965	1,216	1,737	37.7
King	1,425.7	Male	702,560	54,716	52,690	52,737	80,595	151,308	118,630	70,781	59,803	61,300	32.3
		Female	723,140	52,643	50,905	50,462	76,296	145,597	113,781	70,070	64,226	99,160	34.0
Kitsap	180.5	Male	93,293	8,900	7,910	7,187	12,554	18,404	15,175	8,103	7,043	8,017	30.5
		Female	87,207	8,416	7,697	6,679	7,737	16,575	13,467	7,861	7,465	11,310	32.9
Kittitas	25.5	Male	12,628	967	895	910	2,489	2,263	1,648	991	1,018	1,447	29.7
		Female	12,872	960	823	821	2,495	2,092	1,670	1,010	1,112	1,889	31.4
Klickitat	16.2	Male	8,156	818	747	709	699	1,553	1,226	712	711	981	32.1
		Female	8,044	809	765	627	631	1,378	1,139	719	744	1,232	33.6
Lewis	58.5	Male	28,675	2,917	2,632	2,632	2,519	4,714	4,209	2,699	2,654	3,699	32.7
		Female	29,825	2,829	2,586	2,360	2,417	4,618	4,178	2,881	2,827	5,129	35.2
Lincoln	9.5	Male	4,726	439	386	389	317	717	671	498	510	799	36.7
		Female	4,774	395	382	364	274	706	690	485	520	958	38.9
Mason	37.4	Male	19,464	1,638	1,479	1,543	2,383	3,306	2,742	1,796	2,071	2,506	33.1
		Female	17,936	1,569	1,411	1,377	1,434	2,765	2,529	1,960	2,161	2,730	36.6
Okanogan	32.6	Male	16,353	1,699	1,533	1,394	1,280	2,838	2,508	1,633	1,442	2,026	33.0
		Female	16,247	1,574	1,385	1,339	1,257	2,720	2,444	1,559	1,457	2,512	34.4
Pacific	17.3	Male	8,576	762	611	726	667	1,348	1,130	830	1,010	1,492	36.5
		Female	8,724	723	576	602	633	1,254	1,015	963	1,155	1,803	40.7
Pend Oreille	9.0	Male	4,513	466	419	454	304	734	668	466	427	575	33.4
		Female	4,487	451	424	410	295	715	689	462	427	614	34.3
Pierce	555.9	Male	277,857	28,055	23,725	22,326	38,136	53,218	41,399	26,332	21,528	23,138	30.0
		Female	278,043	26,519	22,327	21,475	31,738	49,991	40,579	26,630	22,946	35,838	32.4

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POPULATION BY AGE AND SEX

SMM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
WASHINGTON (continued)													
ALL COUNTIES (continued)													
San Juan	9.8	Male	4,895	401	325	285	250	990	738	414	642	850	37.7
		Female	4,905	300	333	272	284	931	695	464	677	949	39.8
Skagit	71.0	Male	34,757	3,232	2,957	2,689	3,122	6,369	5,160	3,331	3,344	4,553	33.4
		Female	36,243	3,190	2,871	2,659	3,049	6,104	5,119	3,492	3,637	6,122	35.5
Skamania	8.0	Male	4,143	435	392	345	337	761	723	397	352	401	32.4
		Female	3,857	365	373	342	332	679	605	374	340	447	32.6
Snohomish	416.8	Male	207,346	20,132	19,272	17,494	20,926	41,926	35,625	19,985	15,518	16,468	31.2
		Female	209,454	19,489	18,315	16,809	20,074	40,962	34,168	19,596	16,352	23,689	32.3
Spokane	357.3	Male	173,339	17,026	15,478	13,880	20,204	33,468	25,039	15,956	14,266	18,022	31.0
		Female	183,961	16,280	14,872	13,540	20,384	32,579	25,525	16,648	16,111	28,022	33.3
Stevens	32.0	Male	16,034	1,883	1,706	1,497	1,164	2,952	2,601	1,438	1,156	1,637	31.0
		Female	15,966	1,797	1,691	1,362	1,197	2,964	2,481	1,298	1,215	1,961	31.5
Thurston	156.1	Male	76,544	7,496	7,218	6,651	7,662	14,790	12,680	7,266	6,002	6,779	31.3
		Female	79,556	7,269	6,764	6,277	7,498	15,292	12,303	7,397	6,477	10,279	32.8
Wahkiakum	3.4	Male	1,684	149	151	165	125	311	235	152	161	235	33.1
		Female	1,716	168	170	146	111	248	241	161	188	283	35.6
Walla Walla	48.1	Male	24,164	1,943	1,890	1,751	3,139	4,616	3,460	2,180	2,213	2,972	32.3
		Female	23,936	1,930	1,754	1,718	2,893	3,675	3,057	2,263	2,280	4,366	35.0
Whatcom	118.6	Male	58,474	5,496	4,905	4,379	7,818	12,209	8,371	4,842	4,476	5,978	30.4
		Female	60,126	5,084	4,672	4,236	8,126	11,421	7,967	4,893	4,833	8,894	32.0
Whitman	43.1	Male	22,331	1,593	1,262	1,222	6,878	4,185	2,554	1,483	1,342	1,812	25.5
		Female	20,769	1,494	1,283	1,183	5,564	3,506	2,418	1,523	1,399	2,399	27.5
Yakima	186.4	Male	91,935	9,865	8,611	8,341	9,259	15,527	13,217	8,618	7,737	10,760	31.4
		Female	94,465	9,484	8,159	7,776	8,346	15,407	13,318	8,861	8,644	14,470	33.7
TOTAL METRO COUNTIES	**3,764.6**	**Male**	**1,865,417**	**172,103**	**157,899**	**148,826**	**214,812**	**378,193**	**300,540**	**179,001**	**149,937**	**164,106**	**31.3**
		Female	**1,899,183**	**164,546**	**150,713**	**142,438**	**197,837**	**363,569**	**289,410**	**178,584**	**161,158**	**250,928**	**33.1**
TOTAL STATE	**4,630.2**	**Male**	**2,298,516**	**213,869**	**194,638**	**183,625**	**262,800**	**455,718**	**363,347**	**218,802**	**189,463**	**216,254**	**31.5**
		Female	**2,331,684**	**204,517**	**186,070**	**175,144**	**240,092**	**435,519**	**349,748**	**219,512**	**203,160**	**317,922**	**33.3**
WEST VIRGINIA													
CHARLESTON	**266.2**	**Male**	**127,770**	**12,290**	**10,945**	**10,075**	**12,440**	**23,835**	**19,233**	**13,690**	**12,067**	**13,195**	**32.6**
		Female	**138,430**	**11,458**	**10,367**	**9,837**	**12,722**	**23,721**	**19,943**	**15,748**	**14,041**	**20,593**	**35.6**
Kanawha	221.9	Male	105,732	10,045	8,847	8,137	10,499	19,727	15,431	11,412	10,384	11,250	32.8
		Female	116,168	9,336	8,330	8,110	10,811	19,487	16,240	13,452	12,209	18,193	36.2
Putnam	44.3	Male	22,038	2,245	2,098	1,938	1,941	4,108	3,802	2,278	1,683	1,945	31.8
		Female	22,262	2,122	2,037	1,727	1,911	4,234	3,703	2,296	1,832	2,400	32.9
HUNTINGTON - ASHLAND	**330.5**	**Male**	**159,217**	**15,694**	**14,856**	**13,919**	**16,277**	**26,796**	**24,376**	**16,791**	**13,833**	**16,725**	**32.1**
		Female	**171,283**	**14,588**	**14,373**	**12,982**	**16,668**	**27,010**	**25,342**	**18,140**	**16,077**	**26,123**	**35.0**
Cabell	103.2	Male	48,335	4,386	4,084	3,753	5,693	8,294	7,042	5,000	4,516	5,567	32.5
		Female	54,865	4,065	3,926	3,562	6,200	8,301	7,410	5,751	5,506	10,144	36.9
Wayne	45.9	Male	22,594	2,281	2,267	2,098	2,166	3,657	3,555	2,388	1,890	2,292	31.8
		Female	23,306	2,130	2,128	1,884	2,109	3,798	3,591	2,512	2,105	3,049	34.0
Boyd, Ky.	*52.9*	*Male*	*25,680*	*2,408*	*2,181*	*2,191*	*2,490*	*4,588*	*4,006*	*2,834*	*2,277*	*2,705*	*32.8*
		Female	*27,220*	*2,225*	*2,194*	*1,968*	*2,444*	*4,274*	*4,127*	*2,995*	*2,692*	*4,301*	*36.2*
Carter, Ky.	*25.7*	*Male*	*12,628*	*1,369*	*1,290*	*1,194*	*1,338*	*2,060*	*1,894*	*1,138*	*948*	*1,397*	*30.5*
		Female	*13,072*	*1,330*	*1,275*	*1,112*	*1,351*	*2,067*	*1,912*	*1,222*	*1,067*	*1,736*	*32.1*
Greenup, Ky.	*39.0*	*Male*	*19,123*	*1,988*	*1,913*	*1,837*	*1,746*	*3,241*	*3,158*	*2,132*	*1,511*	*1,597*	*31.4*
		Female	*19,877*	*1,799*	*1,904*	*1,746*	*1,707*	*3,347*	*3,309*	*2,191*	*1,611*	*2,263*	*33.3*
Lawrence, Ohio	*63.8*	*Male*	*30,857*	*3,212*	*3,121*	*2,846*	*2,844*	*4,956*	*4,721*	*3,299*	*2,691*	*3,167*	*31.9*
		Female	*32,943*	*3,039*	*2,946*	*2,710*	*2,837*	*5,223*	*4,993*	*3,469*	*3,096*	*4,630*	*34.5*
PARKERSBURG - MARIETTA	**157.6**	**Male**	**75,703**	**7,493**	**6,944**	**6,696**	**7,693**	**12,810**	**12,076**	**7,766**	**6,350**	**7,875**	**32.0**
		Female	**81,897**	**6,945**	**6,852**	**6,405**	**7,647**	**13,212**	**12,281**	**8,288**	**7,442**	**12,825**	**34.9**
Wood	92.0	Male	43,776	4,252	4,045	3,884	4,133	7,530	7,160	4,469	3,679	4,624	32.4
		Female	48,224	3,985	3,902	3,775	4,387	7,736	7,314	4,831	4,451	7,843	35.4
Washington, Ohio	*65.6*	*Male*	*31,927*	*3,241*	*2,899*	*2,812*	*3,560*	*5,280*	*4,916*	*3,297*	*2,671*	*3,251*	*31.5*
		Female	*33,673*	*2,960*	*2,950*	*2,630*	*3,260*	*5,476*	*4,967*	*3,457*	*2,991*	*4,982*	*34.2*
STEUBENVILLE - WEIRTON	**151.0**	**Male**	**72,950**	**6,407**	**6,568**	**6,230**	**7,514**	**12,256**	**10,059**	**8,220**	**7,432**	**8,264**	**33.0**
		Female	**78,050**	**6,138**	**6,182**	**5,910**	**7,634**	**11,684**	**10,888**	**8,970**	**8,629**	**12,015**	**36.4**
Brooke	28.6	Male	13,912	1,263	1,247	1,145	1,697	2,363	1,918	1,548	1,324	1,407	31.8
		Female	14,688	1,188	1,208	1,040	1,628	2,222	2,064	1,700	1,468	2,170	35.3

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex									Median Age By Sex
				0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	
WEST VIRGINIA (continued)													
STEUBENVILLE - WEIRTON (continued)													
Hancock	38.4	Male	18,697	1,675	1,785	1,594	1,821	3,260	2,577	2,208	1,809	1,968	32.6
		Female	19,703	1,631	1,642	1,473	1,849	3,043	2,862	2,313	2,162	2,728	35.7
Jefferson, Ohio	*84.0*	*Male*	*40,341*	*3,469*	*3,536*	*3,491*	*3,996*	*6,633*	*5,564*	*4,464*	*4,299*	*4,889*	*33.6*
		Female	*43,659*	*3,319*	*3,332*	*3,397*	*4,157*	*6,419*	*5,962*	*4,957*	*4,999*	*7,117*	*37.0*
WHEELING	**175.5**	**Male**	**83,434**	**7,213**	**7,281**	**6,757**	**8,655**	**14,475**	**11,358**	**8,672**	**8,502**	**10,521**	**33.2**
		Female	**92,066**	**7,100**	**6,948**	**6,658**	**8,916**	**14,044**	**11,656**	**9,672**	**10,153**	**16,919**	**37.0**
Marshall	39.3	Male	19,243	1,783	1,797	1,623	1,781	3,593	2,858	1,992	1,761	2,055	32.3
		Female	20,057	1,705	1,794	1,600	1,689	3,407	2,715	2,087	1,986	3,074	34.5
Ohio	57.7	Male	26,644	2,191	2,143	1,969	3,336	4,443	3,468	2,758	2,798	3,538	33.3
		Female	31,056	2,115	2,019	2,023	3,623	4,441	3,689	3,281	3,488	6,377	38.5
Belmont, Ohio	*78.5*	*Male*	*37,547*	*3,239*	*3,341*	*3,165*	*3,538*	*6,439*	*5,032*	*3,922*	*3,943*	*4,928*	*33.5*
		Female	*40,953*	*3,280*	*3,135*	*3,035*	*3,604*	*6,196*	*5,252*	*4,304*	*4,679*	*7,468*	*37.3*
ALL COUNTIES													
Barbour	16.4	Male	7,900	756	736	711	828	1,317	1,077	685	702	1,088	32.0
		Female	8,500	714	734	677	948	1,233	1,104	791	795	1,504	34.5
Berkeley	54.3	Male	26,641	2,567	2,473	2,314	2,360	4,720	3,989	2,880	2,543	2,795	32.6
		Female	27,659	2,516	2,390	2,251	2,519	4,607	4,047	2,799	2,499	4,031	34.0
Boone	30.5	Male	15,324	1,797	1,627	1,333	1,551	2,841	2,188	1,371	1,235	1,381	29.8
		Female	15,176	1,660	1,517	1,198	1,448	2,662	2,002	1,509	1,318	1,862	31.6
Braxton	14.0	Male	6,927	605	657	637	619	1,120	965	625	625	1,074	33.4
		Female	7,073	568	576	577	560	1,081	890	692	741	1,388	37.0
Brooke	28.6	Male	13,912	1,263	1,247	1,145	1,697	2,363	1,918	1,548	1,324	1,407	31.8
		Female	14,688	1,188	1,208	1,040	1,628	2,222	2,064	1,700	1,468	2,170	35.3
Cabell	103.2	Male	48,335	4,386	4,084	3,753	5,693	8,294	7,042	5,000	4,516	5,567	32.5
		Female	54,865	4,065	3,926	3,562	6,200	8,301	7,410	5,751	5,506	10,144	36.9
Calhoun	8.7	Male	4,345	414	384	373	396	759	596	380	375	668	33.0
		Female	4,355	429	346	357	364	684	533	423	428	791	35.0
Clay	11.4	Male	5,693	606	589	600	510	956	794	521	422	695	30.7
		Female	5,707	631	606	557	491	890	718	518	482	814	31.4
Doddridge	7.9	Male	3,972	379	425	361	340	593	539	371	347	617	33.1
		Female	3,928	351	325	359	327	597	503	344	384	738	35.1
Fayette	55.0	Male	26,743	2,763	2,613	2,404	3,098	4,468	3,214	2,391	2,454	3,338	30.6
		Female	28,257	2,646	2,376	2,163	2,588	4,237	3,341	2,908	2,969	5,029	35.4
Gilmer	8.1	Male	4,067	380	330	345	711	593	482	334	295	597	29.5
		Female	4,033	338	269	300	642	594	483	354	335	718	32.9
Grant	10.1	Male	5,044	465	498	482	415	855	813	476	438	602	32.7
		Female	5,056	456	446	425	426	856	705	501	482	759	34.1
Greenbrier	37.0	Male	17,900	1,670	1,565	1,594	1,700	3,018	2,582	1,773	1,586	2,412	33.0
		Female	19,100	1,571	1,551	1,487	1,621	2,876	2,643	1,972	1,792	3,587	36.7
Hampshire	16.4	Male	8,030	724	830	765	678	1,324	1,132	835	749	993	32.7
		Female	8,370	718	789	751	678	1,329	1,168	857	815	1,265	34.4
Hancock	38.4	Male	18,697	1,675	1,785	1,594	1,821	3,260	2,577	2,208	1,809	1,968	32.6
		Female	19,703	1,631	1,642	1,473	1,849	3,043	2,862	2,313	2,162	2,728	35.7
Hardy	10.1	Male	5,037	417	452	440	472	820	729	518	487	702	34.0
		Female	5,063	419	393	426	421	786	718	540	515	845	36.2
Harrison	74.8	Male	35,355	3,264	3,216	2,957	3,352	5,776	4,986	3,600	3,505	4,699	33.5
		Female	39,445	3,177	3,049	2,840	3,406	5,824	5,179	4,120	4,346	7,504	37.8
Jackson	26.8	Male	13,263	1,300	1,196	1,305	1,280	2,028	2,224	1,571	1,051	1,308	32.6
		Female	13,537	1,156	1,163	1,218	1,184	2,057	2,349	1,529	1,102	1,779	35.0
Jefferson	35.8	Male	17,792	1,746	1,685	1,547	1,994	3,181	2,751	1,650	1,504	1,734	31.0
		Female	18,008	1,607	1,603	1,425	1,973	3,153	2,616	1,694	1,670	2,267	32.6
Kanawha	221.9	Male	105,732	10,045	8,847	8,137	10,499	19,727	15,431	11,412	10,384	11,250	32.8
		Female	116,168	9,336	8,330	8,110	10,811	19,487	16,240	13,452	12,209	18,193	36.2
Lewis	18.3	Male	8,729	820	780	706	756	1,443	1,251	866	834	1,273	34.0
		Female	9,571	804	725	705	754	1,402	1,261	950	944	2,026	38.1
Lincoln	23.3	Male	11,580	1,233	1,268	1,136	1,085	1,934	1,693	1,090	908	1,233	30.5
		Female	11,720	1,232	1,173	1,055	1,086	1,857	1,650	1,169	967	1,531	32.1
Logan	49.0	Male	24,140	2,894	2,664	2,139	2,461	4,486	2,959	2,335	2,026	2,176	29.3
		Female	24,860	2,767	2,455	2,052	2,402	4,222	3,144	2,634	2,234	2,950	31.5
McDowell	45.1	Male	21,871	2,610	2,468	2,218	2,216	3,698	2,698	1,885	1,880	2,198	28.8
		Female	23,229	2,582	2,399	2,131	2,215	3,621	2,690	2,325	2,249	3,017	31.3
Marion	63.2	Male	29,742	2,614	2,687	2,390	3,139	5,056	4,189	2,872	2,945	3,850	33.0
		Female	33,458	2,634	2,560	2,246	3,320	4,943	4,350	3,457	3,714	6,234	37.4

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
WEST VIRGINIA (continued)													
ALL COUNTIES (continued)													
Marshall	39.3	Male	19,243	1,783	1,797	1,623	1,781	3,593	2,858	1,992	1,761	2,055	32.3
		Female	20,057	1,705	1,794	1,600	1,689	3,407	2,715	2,087	1,986	3,074	34.5
Mason	26.1	Male	12,877	1,322	1,191	1,087	1,227	2,106	2,032	1,419	1,083	1,410	32.7
		Female	13,223	1,273	1,090	1,085	1,214	2,086	1,952	1,447	1,107	1,969	34.3
Mercer	70.0	Male	33,174	3,258	3,171	2,754	3,463	5,925	4,517	3,266	3,041	3,779	31.7
		Female	36,826	3,109	3,084	2,613	3,672	5,791	4,689	3,602	3,888	6,378	35.3
Mineral	27.7	Male	13,517	1,315	1,364	1,228	1,257	2,219	2,154	1,333	1,181	1,466	32.2
		Female	14,183	1,235	1,182	1,149	1,242	2,266	2,089	1,393	1,421	2,206	35.1
Mingo	36.3	Male	18,030	2,283	2,058	1,778	1,921	3,195	2,363	1,578	1,377	1,477	28.1
		Female	18,270	2,061	1,932	1,687	1,860	3,035	2,323	1,791	1,595	1,986	30.3
Monongalia	74.1	Male	36,719	2,921	2,652	2,295	8,309	7,505	4,566	2,888	2,555	3,028	27.9
		Female	37,381	2,908	2,530	2,163	7,282	6,658	4,557	3,187	3,038	5,058	30.7
Monroe	13.5	Male	6,584	597	604	638	555	1,015	971	643	643	918	33.8
		Female	6,916	627	564	571	498	1,046	950	708	715	1,237	36.6
Morgan	11.4	Male	5,573	458	539	487	523	888	822	628	543	685	33.8
		Female	5,827	482	478	465	461	888	819	665	574	995	36.7
Nicholas	29.0	Male	14,369	1,577	1,464	1,329	1,325	2,555	2,015	1,379	1,214	1,511	30.8
		Female	14,631	1,456	1,371	1,306	1,324	2,435	2,000	1,485	1,301	1,953	32.6
Ohio	57.7	Male	26,644	2,191	2,143	1,969	3,336	4,443	3,468	2,758	2,798	3,538	33.3
		Female	31,056	2,115	2,019	2,023	3,623	4,441	3,689	3,281	3,488	6,377	38.5
Pendleton	7.9	Male	3,948	377	323	325	380	664	528	392	374	585	33.6
		Female	3,952	334	291	300	341	620	554	371	387	754	36.6
Pleasants	8.2	Male	4,040	397	381	411	448	694	599	363	322	425	30.5
		Female	4,160	347	388	349	427	696	544	433	379	597	33.2
Pocahontas	9.6	Male	4,747	418	400	406	431	733	704	439	450	766	34.8
		Female	4,853	391	362	389	391	703	635	468	519	995	38.0
Preston	31.0	Male	15,240	1,649	1,440	1,322	1,489	2,576	2,251	1,410	1,266	1,837	31.7
		Female	15,760	1,527	1,389	1,352	1,353	2,522	2,097	1,516	1,426	2,578	34.0
Putnam	44.3	Male	22,038	2,245	2,098	1,938	1,941	4,108	3,802	2,278	1,683	1,945	31.8
		Female	22,262	2,122	2,037	1,727	1,911	4,234	3,703	2,296	1,832	2,400	32.9
Raleigh	85.0	Male	40,895	4,440	4,123	3,487	3,652	7,675	5,678	3,867	3,564	4,409	31.2
		Female	44,105	4,270	3,990	3,214	3,768	7,432	5,680	4,463	4,367	6,921	34.2
Randolph	28.6	Male	14,112	1,269	1,232	1,192	1,694	2,484	2,065	1,231	1,178	1,767	31.7
		Female	14,488	1,220	1,185	1,184	1,441	2,238	1,972	1,318	1,391	2,539	34.9
Ritchie	11.5	Male	5,617	548	469	476	526	882	808	529	483	896	34.0
		Female	5,883	536	525	411	454	875	755	496	597	1,234	36.9
Roane	15.7	Male	7,658	773	702	585	674	1,337	1,095	756	676	1,060	33.2
		Female	8,042	743	636	613	679	1,183	1,146	803	831	1,408	36.5
Summers	15.2	Male	6,801	706	600	608	633	1,129	833	701	678	913	32.6
		Female	8,399	672	592	517	765	1,709	1,137	864	773	1,370	34.7
Taylor	16.1	Male	7,862	769	738	772	720	1,329	1,130	755	683	966	32.0
		Female	8,238	694	706	629	630	1,292	1,070	831	792	1,594	36.6
Tucker	8.5	Male	4,205	367	387	407	369	682	629	390	347	627	33.4
		Female	4,295	343	363	340	330	675	570	400	414	860	36.7
Tyler	10.9	Male	5,359	509	554	511	471	836	803	549	456	670	32.6
		Female	5,541	470	502	495	450	844	813	561	487	919	35.1
Upshur	23.3	Male	11,276	1,124	1,073	917	1,468	1,964	1,605	943	894	1,288	30.4
		Female	12,024	1,017	1,042	879	1,636	1,835	1,622	1,042	984	1,967	32.8
Wayne	45.9	Male	22,594	2,281	2,267	2,098	2,166	3,657	3,555	2,388	1,890	2,292	31.8
		Female	23,306	2,130	2,128	1,884	2,109	3,798	3,591	2,512	2,105	3,049	34.0
Webster	12.2	Male	6,041	632	666	560	529	1,009	848	494	476	827	31.3
		Female	6,159	621	631	531	526	978	749	610	579	934	32.9
Wetzel	21.1	Male	10,226	952	1,003	920	940	1,678	1,586	1,063	880	1,204	32.7
		Female	10,874	935	1,063	951	873	1,670	1,593	1,062	951	1,776	34.7
Wirt	5.0	Male	2,494	224	237	267	249	359	386	236	205	331	32.5
		Female	2,506	190	225	229	211	355	409	228	252	407	36.1
Wood	92.0	Male	43,776	4,252	4,045	3,884	4,133	7,530	7,160	4,469	3,679	4,624	32.4
		Female	48,224	3,985	3,902	3,775	4,387	7,736	7,314	4,831	4,451	7,843	35.4
Wyoming	34.3	Male	17,069	2,085	1,952	1,549	1,773	3,280	2,339	1,655	1,201	1,235	28.6
		Female	17,231	2,001	1,855	1,565	1,760	3,060	2,258	1,782	1,364	1,586	29.7
TOTAL METRO COUNTIES	**699.0**	**Male**	**334,488**	**31,436**	**29,677**	**27,369**	**34,324**	**59,194**	**49,965**	**35,386**	**31,025**	**36,112**	**32.5**
		Female	**364,512**	**29,512**	**28,168**	**26,343**	**35,449**	**58,935**	**51,677**	**39,616**	**36,628**	**58,184**	**35.7**
TOTAL STATE	**1,919.7**	**Male**	**929,499**	**91,115**	**86,779**	**79,209**	**98,054**	**162,680**	**132,989**	**91,989**	**82,525**	**104,159**	**31.7**
		Female	**990,201**	**86,715**	**82,407**	**75,381**	**97,168**	**159,072**	**134,665**	**101,835**	**96,120**	**156,838**	**34.6**

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WISCONSIN													
APPLETON - OSHKOSH - NEENAH	**313.5**	**Male**	**153,812**	**15,392**	**13,574**	**14,968**	**18,634**	**27,618**	**22,345**	**14,805**	**11,630**	**14,846**	**30.2**
		Female	**159,688**	**14,389**	**13,008**	**14,060**	**18,593**	**26,489**	**22,203**	**15,073**	**13,152**	**22,721**	**32.5**
Calumet	36.6	Male	18,335	1,975	1,838	1,961	1,927	3,081	2,670	1,760	1,393	1,730	29.8
		Female	18,265	1,897	1,759	1,920	1,809	3,008	2,509	1,725	1,459	2,179	30.8
Outagamie	138.3	Male	68,195	7,469	6,214	7,044	7,856	12,233	9,946	6,411	4,823	6,199	29.5
		Female	70,105	6,940	6,033	6,487	7,644	11,832	9,916	6,431	5,543	9,279	31.7
Winnebago	138.6	Male	67,282	5,948	5,522	5,963	8,851	12,304	9,729	6,634	5,414	6,917	31.0
		Female	71,318	5,552	5,216	5,653	9,140	11,649	9,778	6,917	6,150	11,263	33.7
EAU CLAIRE	**139.7**	**Male**	**67,593**	**6,453**	**6,081**	**6,090**	**9,193**	**11,906**	**9,148**	**5,915**	**5,347**	**7,460**	**30.0**
		Female	**72,107**	**6,033**	**5,967**	**5,703**	**10,524**	**11,661**	**8,938**	**6,215**	**6,063**	**11,003**	**31.7**
Chippewa	54.3	Male	26,926	2,776	2,629	2,781	2,540	4,527	3,689	2,492	2,188	3,304	31.0
		Female	27,374	2,596	2,571	2,481	2,484	4,261	3,648	2,488	2,394	4,451	33.3
Eau Claire	85.4	Male	40,667	3,677	3,452	3,309	6,653	7,379	5,459	3,423	3,159	4,156	29.4
		Female	44,733	3,437	3,396	3,222	8,040	7,400	5,290	3,727	3,669	6,552	30.8
GREEN BAY	**191.9**	**Male**	**93,743**	**9,606**	**8,884**	**9,417**	**11,376**	**17,909**	**13,753**	**8,481**	**6,358**	**7,959**	**29.2**
		Female	**98,157**	**9,047**	**8,606**	**9,029**	**11,284**	**17,553**	**13,959**	**8,666**	**7,249**	**12,764**	**31.3**
Brown	191.9	Male	93,743	9,606	8,884	9,417	11,376	17,909	13,753	8,481	6,358	7,959	29.2
		Female	98,157	9,047	8,606	9,029	11,284	17,553	13,959	8,666	7,249	12,764	31.3
JANESVILLE - BELOIT	**138.1**	**Male**	**67,577**	**6,819**	**6,367**	**6,385**	**7,425**	**11,750**	**10,253**	**6,948**	**5,122**	**6,508**	**30.8**
		Female	**70,523**	**6,391**	**6,106**	**6,021**	**7,176**	**11,484**	**10,385**	**6,904**	**5,619**	**10,437**	**33.3**
Rock	138.1	Male	67,577	6,819	6,367	6,385	7,425	11,750	10,253	6,948	5,122	6,508	30.8
		Female	70,523	6,391	6,106	6,021	7,176	11,484	10,385	6,904	5,619	10,437	33.3
KENOSHA	**121.9**	**Male**	**59,844**	**5,612**	**5,312**	**5,551**	**6,702**	**10,381**	**9,233**	**6,050**	**5,172**	**5,831**	**31.5**
		Female	**62,056**	**5,251**	**5,157**	**5,429**	**6,696**	**10,096**	**8,984**	**5,972**	**5,576**	**8,895**	**33.4**
Kenosha	121.9	Male	59,844	5,612	5,312	5,551	6,702	10,381	9,233	6,050	5,172	5,831	31.5
		Female	62,056	5,251	5,157	5,429	6,696	10,096	8,984	5,972	5,576	8,895	33.4
LA CROSSE	**96.2**	**Male**	**45,770**	**4,136**	**3,681**	**3,805**	**7,078**	**8,479**	**6,068**	**4,100**	**3,538**	**4,885**	**29.9**
		Female	**50,430**	**3,863**	**3,611**	**3,602**	**8,699**	**8,169**	**6,017**	**4,225**	**4,053**	**8,191**	**31.7**
La Crosse	96.2	Male	45,770	4,136	3,681	3,805	7,078	8,479	6,068	4,100	3,538	4,885	29.9
		Female	50,430	3,863	3,611	3,602	8,699	8,169	6,017	4,225	4,053	8,191	31.7
MADISON	**352.0**	**Male**	**173,108**	**14,055**	**13,395**	**13,317**	**28,279**	**40,212**	**25,514**	**14,676**	**11,266**	**12,394**	**29.4**
		Female	**178,892**	**13,386**	**13,033**	**12,718**	**27,378**	**38,884**	**25,128**	**15,166**	**12,290**	**20,909**	**30.9**
Dane	352.0	Male	173,108	14,055	13,395	13,317	28,279	40,212	25,514	14,676	11,266	12,394	29.4
		Female	178,892	13,386	13,033	12,718	27,378	38,884	25,128	15,166	12,290	20,909	30.9
MILWAUKEE	**1,401.3**	**Male**	**674,924**	**63,836**	**59,003**	**60,705**	**75,328**	**123,295**	**98,798**	**71,622**	**57,637**	**64,700**	**31.4**
		Female	**726,376**	**61,172**	**57,237**	**58,893**	**75,041**	**124,193**	**103,500**	**74,634**	**64,262**	**107,444**	**33.9**
Milwaukee	932.4	Male	441,915	41,607	35,959	36,369	53,194	83,593	57,177	45,239	40,378	48,399	31.4
		Female	490,485	40,219	35,090	35,689	55,154	83,617	61,525	49,255	46,779	83,157	34.5
Ozaukee	72.8	Male	36,016	3,293	3,360	3,697	3,436	5,905	6,429	4,172	2,909	2,815	32.1
		Female	36,784	3,146	3,416	3,489	3,086	6,004	6,523	4,113	2,933	4,074	33.8
Washington	93.8	Male	46,685	4,970	4,774	4,826	4,392	8,469	8,053	4,497	3,132	3,572	30.2
		Female	47,115	4,758	4,578	4,610	4,149	8,541	7,753	4,264	3,265	5,197	31.4
Waukesha	302.3	Male	150,308	13,966	14,910	15,813	14,306	25,328	27,139	17,714	11,218	9,914	31.4
		Female	151,992	13,049	14,153	15,105	12,652	26,031	27,699	17,002	11,285	15,016	33.1
MILWAUKEE - RACINE CONSOLIDATED AREA	***1,577.4***	***Male***	***760,922***	***72,673***	***67,095***	***69,079***	***84,258***	***138,469***	***111,830***	***80,515***	***64,599***	***72,404***	***31.3***
		Female	***816,478***	***69,391***	***64,912***	***66,950***	***83,957***	***139,327***	***116,725***	***83,552***	***71,864***	***119,800***	***33.8***
RACINE	**176.1**	**Male**	**85,998**	**8,837**	**8,092**	**8,374**	**8,930**	**15,174**	**13,032**	**8,893**	**6,962**	**7,704**	**30.8**
		Female	**90,102**	**8,219**	**7,675**	**8,057**	**8,916**	**15,134**	**13,225**	**8,918**	**7,602**	**12,356**	**33.1**
Racine	176.1	Male	85,998	8,837	8,092	8,374	8,930	15,174	13,032	8,893	6,962	7,704	30.8
		Female	90,102	8,219	7,675	8,057	8,916	15,134	13,225	8,918	7,602	12,356	33.1
SHEBOYGAN	**103.3**	**Male**	**50,632**	**4,935**	**4,453**	**4,554**	**5,406**	**8,718**	**7,100**	**4,934**	**4,376**	**6,156**	**31.8**
		Female	**52,668**	**4,671**	**4,191**	**4,291**	**4,877**	**8,112**	**7,193**	**4,960**	**4,933**	**9,440**	**35.3**
Sheboygan	103.3	Male	50,632	4,935	4,453	4,554	5,406	8,718	7,100	4,934	4,376	6,156	31.8
		Female	52,668	4,671	4,191	4,291	4,877	8,112	7,193	4,960	4,933	9,440	35.3
WAUSAU	**113.3**	**Male**	**56,275**	**5,979**	**5,310**	**5,251**	**5,936**	**9,957**	**8,436**	**5,258**	**4,395**	**5,753**	**30.7**
		Female	**57,025**	**5,450**	**5,129**	**4,922**	**5,692**	**9,504**	**8,123**	**5,332**	**4,814**	**8,059**	**32.7**
Marathon	113.3	Male	56,275	5,979	5,310	5,251	5,936	9,957	8,436	5,258	4,395	5,753	30.7
		Female	57,025	5,450	5,129	4,922	5,692	9,504	8,123	5,332	4,814	8,059	32.7

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
WISCONSIN (continued)													
ALL COUNTIES													
Adams	13.8	Male	7,171	531	469	588	602	1,292	960	738	759	1,232	36.1
		Female	6,629	492	474	539	491	783	958	685	847	1,360	40.6
Ashland	16.6	Male	8,033	786	668	752	850	1,223	998	674	783	1,299	32.9
		Female	8,567	707	676	673	828	1,166	1,013	772	829	1,903	37.3
Barron	41.2	Male	20,191	1,988	1,805	1,716	2,054	3,160	2,647	1,808	1,833	3,180	33.0
		Female	21,009	1,927	1,715	1,657	1,880	2,954	2,689	1,940	2,115	4,132	36.4
Bayfield	14.4	Male	7,253	652	602	659	540	1,118	984	677	670	1,351	35.6
		Female	7,147	601	608	613	512	1,046	960	616	815	1,376	37.0
Brown	191.9	Male	93,743	9,606	8,884	9,417	11,376	17,909	13,753	8,481	6,358	7,959	29.2
		Female	98,157	9,047	8,606	9,029	11,284	17,553	13,959	8,666	7,249	12,764	31.3
Buffalo	14.2	Male	7,164	662	631	669	690	1,095	930	715	647	1,125	33.5
		Female	7,036	625	585	645	602	922	916	692	648	1,401	36.5
Burnett	14.3	Male	7,046	587	572	589	528	990	910	718	792	1,360	37.8
		Female	7,254	601	590	584	494	902	936	679	910	1,558	39.9
Calumet	36.6	Male	18,335	1,975	1,838	1,961	1,927	3,081	2,670	1,760	1,393	1,730	29.8
		Female	18,265	1,897	1,759	1,920	1,809	3,008	2,509	1,725	1,459	2,179	30.8
Chippewa	54.3	Male	26,926	2,776	2,629	2,781	2,540	4,527	3,689	2,492	2,188	3,304	31.0
		Female	27,374	2,596	2,571	2,481	2,484	4,261	3,643	2,488	2,394	4,451	33.3
Clark	34.0	Male	17,038	1,843	1,631	1,734	1,521	2,478	2,122	1,566	1,564	2,579	32.2
		Female	16,962	1,627	1,528	1,563	1,294	2,252	2,208	1,629	1,522	3,339	36.0
Columbia	47.3	Male	23,088	2,146	2,021	2,058	2,058	3,787	3,403	2,325	2,102	3,188	33.6
		Female	24,212	2,031	1,981	1,978	1,872	3,539	3,374	2,355	2,237	4,845	37.1
Crawford	16.6	Male	8,253	826	802	840	683	1,270	1,082	778	748	1,224	32.7
		Female	8,347	791	704	767	674	1,211	1,062	762	788	1,588	35.2
Dane	352.0	Male	173,108	14,055	13,395	13,317	28,279	40,212	25,514	14,676	11,266	12,394	29.4
		Female	178,892	13,386	13,033	12,718	27,378	38,884	25,128	15,166	12,290	20,909	30.9
Dodge	76.1	Male	38,550	3,604	3,312	3,437	4,074	6,930	5,588	3,701	3,262	4,642	32.0
		Female	37,550	3,478	3,154	3,195	3,308	5,622	5,215	3,587	3,446	6,545	35.0
Door	27.3	Male	13,618	1,366	1,068	1,143	1,427	2,349	1,830	1,131	1,237	2,067	32.7
		Female	13,682	1,233	1,035	987	1,203	2,027	1,715	1,202	1,506	2,774	37.1
☐ Douglas	41.9	Male	20,497	1,904	1,741	1,693	2,485	3,619	2,688	1,883	1,828	2,656	31.7
		Female	21,403	1,879	1,676	1,589	2,267	3,330	2,589	1,938	2,110	4,025	34.9
Dunn	35.7	Male	17,761	1,674	1,417	1,244	3,559	2,988	2,105	1,420	1,246	2,108	28.3
		Female	17,939	1,478	1,353	1,265	3,671	2,667	2,021	1,455	1,316	2,713	29.5
Eau Claire	85.4	Male	40,667	3,677	3,452	3,309	6,653	7,379	5,459	3,423	3,159	4,156	29.4
		Female	44,733	3,437	3,396	3,222	8,040	7,400	5,290	3,727	3,669	6,552	30.8
Florence	4.2	Male	2,118	190	198	199	164	291	284	210	202	380	35.6
		Female	2,082	180	163	194	150	265	271	207	221	431	38.3
Fond du Lac	90.7	Male	43,764	4,454	4,146	3,923	4,719	7,657	6,177	4,303	3,563	4,822	31.1
		Female	46,936	4,280	3,899	4,032	4,821	7,402	6,146	4,446	4,095	7,815	33.7
Forest	9.4	Male	4,800	443	414	528	495	622	631	417	413	837	33.4
		Female	4,600	402	417	420	371	607	578	412	516	877	36.4
Grant	51.9	Male	26,070	2,708	2,168	2,364	4,523	3,949	3,196	2,253	1,943	2,966	28.2
		Female	25,830	2,405	2,138	2,240	3,332	3,577	3,127	2,282	2,122	4,607	32.8
Green	31.6	Male	15,417	1,512	1,417	1,354	1,430	2,734	2,176	1,435	1,343	2,016	32.3
		Female	16,183	1,523	1,389	1,343	1,382	2,540	2,102	1,528	1,498	2,878	34.7
Green Lake	19.0	Male	9,265	846	800	830	788	1,422	1,194	916	910	1,559	34.6
		Female	9,735	793	754	772	726	1,295	1,247	933	1,053	2,162	39.2
Iowa	20.5	Male	10,311	1,084	930	1,016	1,067	1,746	1,282	981	929	1,276	31.1
		Female	10,189	987	903	956	853	1,549	1,288	992	934	1,727	34.0
Iron	6.4	Male	3,131	233	235	235	274	451	377	287	377	662	38.6
		Female	3,269	255	219	217	246	393	368	346	429	796	43.3
Jackson	16.8	Male	8,458	783	793	738	761	1,290	1,142	777	804	1,370	33.9
		Female	8,342	786	681	672	637	1,220	1,110	810	825	1,601	36.6
Jefferson	69.0	Male	34,247	3,201	3,071	2,962	4,328	5,695	5,104	3,202	2,795	3,889	31.3
		Female	34,753	3,018	2,791	2,865	3,755	5,447	4,988	3,177	2,993	5,719	34.1
Juneau	21.9	Male	10,786	1,106	960	939	924	1,523	1,451	1,075	1,088	1,720	34.6
		Female	11,114	1,009	923	974	832	1,489	1,502	1,059	1,187	2,139	37.2
Kenosha	121.9	Male	59,844	5,612	5,312	5,551	6,702	10,381	9,233	6,050	5,172	5,831	31.5
		Female	62,056	5,251	5,157	5,429	6,696	10,096	8,984	5,972	5,576	8,895	33.4
Kewaunee	19.8	Male	9,981	1,043	921	991	1,040	1,621	1,273	867	873	1,352	31.1
		Female	9,819	961	851	930	898	1,369	1,224	924	976	1,686	34.3
La Crosse	96.2	Male	45,770	4,136	3,681	3,805	7,078	8,479	6,068	4,100	3,538	4,885	29.9
		Female	50,430	3,863	3,611	3,602	8,699	8,169	6,017	4,225	4,053	8,191	31.7

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WISCONSIN (continued)													
ALL COUNTIES (continued)													
Lafayette	16.6	Male	8,283	851	765	849	869	1,296	1,055	829	739	1,030	31.2
		Female	8,317	856	696	777	744	1,112	1,072	806	780	1,474	34.8
Langlade	19.8	Male	9,658	949	874	956	859	1,391	1,276	905	923	1,525	33.6
		Female	10,142	865	840	928	802	1,311	1,258	953	1,099	2,086	37.6
Lincoln	29.1	Male	14,388	1,274	1,268	1,535	1,314	2,081	2,083	1,428	1,319	2,086	33.7
		Female	14,712	1,289	1,200	1,283	1,223	1,983	2,048	1,472	1,378	2,836	36.8
Manitowoc	82.1	Male	40,398	3,855	3,630	3,843	4,129	6,812	5,572	3,927	3,537	5,093	32.0
		Female	41,702	3,692	3,339	3,783	3,873	6,236	5,441	4,036	3,954	7,348	34.9
Marathon	113.3	Male	56,275	5,979	5,310	5,251	5,936	9,957	8,436	5,258	4,395	5,753	30.7
		Female	57,025	5,450	5,129	4,922	5,692	9,504	8,123	5,332	4,814	8,059	32.7
Marinette	41.6	Male	20,357	1,998	1,736	1,892	1,835	3,042	2,899	1,907	1,882	3,166	33.9
		Female	21,243	1,901	1,698	1,745	1,767	2,939	2,781	1,905	2,251	4,256	37.1
Marquette	13.7	Male	6,829	593	546	580	544	913	869	707	756	1,321	37.7
		Female	6,871	560	509	554	456	881	882	673	828	1,528	40.4
Menominee	4.3	Male	2,147	321	283	291	240	287	246	167	139	173	23.2
		Female	2,153	353	261	278	234	288	265	193	122	159	23.5
Milwaukee	932.4	Male	441,915	41,607	35,959	36,369	53,194	83,593	57,177	45,239	40,378	48,399	31.4
		Female	490,485	40,219	35,090	35,689	55,154	83,617	61,525	49,255	46,779	83,157	34.5
Monroe	37.2	Male	18,727	1,843	1,677	1,711	1,675	3,002	2,621	1,875	1,892	2,431	33.2
		Female	18,473	1,777	1,681	1,605	1,545	2,756	2,436	1,750	1,774	3,149	34.5
Oconto	31.4	Male	15,649	1,502	1,411	1,527	1,344	2,388	2,207	1,440	1,432	2,398	33.5
		Female	15,751	1,434	1,342	1,479	1,295	2,181	2,054	1,499	1,626	2,841	35.7
Oneida	32.7	Male	16,103	1,350	1,341	1,454	1,398	2,500	2,380	1,681	1,559	2,440	35.0
		Female	16,597	1,247	1,134	1,467	1,364	2,409	2,490	1,645	1,845	2,996	37.7
Outagamie	138.3	Male	68,195	7,469	6,214	7,044	7,856	12,233	9,946	6,411	4,823	6,199	29.5
		Female	70,105	6,940	6,033	6,487	7,644	11,832	9,916	6,431	5,543	9,279	31.7
Ozaukee	72.8	Male	36,016	3,293	3,360	3,697	3,436	5,905	6,429	4,172	2,909	2,815	32.1
		Female	36,784	3,146	3,416	3,489	3,086	6,004	6,523	4,113	2,933	4,074	33.8
Pepin	7.4	Male	3,692	368	334	362	375	573	430	356	283	611	32.1
		Female	3,708	364	308	343	314	482	454	321	322	800	35.9
Pierce	33.8	Male	17,038	1,626	1,519	1,426	2,920	2,972	2,244	1,396	1,170	1,765	28.5
		Female	16,762	1,534	1,420	1,411	2,654	2,687	2,150	1,296	1,249	2,361	30.1
Polk	35.1	Male	17,476	1,769	1,617	1,545	1,499	2,845	2,422	1,527	1,527	2,725	33.1
		Female	17,624	1,647	1,489	1,444	1,397	2,667	2,347	1,613	1,670	3,350	35.7
Portage	59.8	Male	29,851	2,893	2,476	2,578	5,524	5,350	3,915	2,380	1,950	2,785	27.7
		Female	29,949	2,701	2,414	2,418	5,335	4,959	3,777	2,303	2,109	3,933	29.2
Price	16.3	Male	8,169	764	767	774	632	1,118	1,081	755	812	1,466	35.3
		Female	8,131	744	670	679	558	1,104	1,008	821	857	1,690	38.1
Racine	176.1	Male	85,998	8,837	8,092	8,374	8,930	15,174	13,032	8,893	6,962	7,704	30.8
		Female	90,102	8,219	7,675	8,057	8,916	15,134	13,225	8,918	7,602	12,356	33.1
Richland	17.5	Male	8,606	867	742	754	826	1,393	1,113	788	861	1,262	33.0
		Female	8,894	797	701	713	785	1,287	1,023	898	911	1,779	36.6
Rock	138.1	Male	67,577	6,819	6,367	6,385	7,425	11,750	10,253	6,948	5,122	6,508	30.8
		Female	70,523	6,391	6,106	6,021	7,176	11,484	10,385	6,904	5,619	10,437	33.3
Rusk	15.9	Male	7,857	768	739	754	762	1,179	960	676	824	1,195	32.7
		Female	8,043	777	696	727	672	1,111	960	759	842	1,499	35.4
☐ St. Croix	49.4	Male	24,676	2,686	2,412	2,393	2,482	4,586	3,853	2,291	1,690	2,283	30.2
		Female	24,724	2,564	2,366	2,195	2,439	4,211	3,750	2,214	1,687	3,298	31.6
Sauk	46.1	Male	22,540	2,138	1,994	2,108	2,077	3,702	3,156	2,146	2,026	3,193	33.0
		Female	23,560	2,032	1,970	1,996	1,912	3,509	3,121	2,240	2,269	4,511	36.2
Sawyer	14.9	Male	7,383	653	651	656	524	1,012	999	746	801	1,341	37.0
		Female	7,517	615	603	647	549	982	1,006	744	879	1,492	38.6
Shawano	38.4	Male	19,019	1,758	1,757	1,848	1,588	2,689	2,593	1,873	1,874	3,039	34.5
		Female	19,381	1,731	1,644	1,741	1,534	2,493	2,607	1,826	2,080	3,725	37.1
Sheboygan	103.3	Male	50,632	4,935	4,453	4,554	5,406	8,718	7,100	4,934	4,376	6,156	31.8
		Female	52,668	4,671	4,191	4,291	4,877	8,112	7,193	4,960	4,933	9,440	35.3
Taylor	18.9	Male	9,600	1,052	911	919	974	1,473	1,206	872	809	1,384	31.4
		Female	9,300	978	855	882	903	1,277	1,202	850	822	1,531	33.1
Trempealeau	26.1	Male	13,069	1,122	1,202	1,201	1,132	2,037	1,765	1,206	1,235	2,169	34.2
		Female	13,031	1,151	1,142	1,178	975	1,834	1,699	1,133	1,258	2,661	36.4
Vernon	26.7	Male	13,354	1,185	1,136	1,173	1,120	2,050	1,812	1,294	1,376	2,208	35.1
		Female	13,346	1,146	1,047	1,083	947	1,787	1,675	1,352	1,431	2,878	39.0
Vilas	18.7	Male	9,212	671	676	775	625	1,243	1,297	950	1,089	1,886	39.7
		Female	9,488	615	682	764	593	1,211	1,276	975	1,265	2,107	41.9

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POPULATION BY AGE AND SEX

S·MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
WISCONSIN (continued)													
ALL COUNTIES (continued)													
Walworth	73.9	Male	36,042	3,131	3,029	3,241	4,911	5,978	5,201	3,455	2,895	4,201	31.2
		Female	37,858	2,893	2,797	3,030	4,975	5,657	5,224	3,466	3,344	6,472	34.3
Washburn	14.7	Male	7,309	696	658	625	535	1,096	997	670	781	1,251	35.4
		Female	7,391	657	579	588	545	997	1,001	670	882	1,472	38.3
Washington	93.8	Male	46,685	4,970	4,774	4,826	4,392	8,469	8,053	4,497	3,132	3,572	30.2
		Female	47,115	4,758	4,578	4,610	4,149	8,541	7,753	4,264	3,265	5,197	31.4
Waukesha	302.3	Male	150,308	13,966	14,910	15,813	14,306	25,328	27,139	17,714	11,218	9,914	31.4
		Female	151,992	13,049	14,153	15,105	12,652	26,031	27,699	17,002	11,285	15,016	33.1
Waupaca	45.5	Male	22,310	2,077	1,927	1,926	1,943	3,425	2,981	2,036	2,052	3,943	34.6
		Female	23,190	2,046	1,817	1,881	1,841	3,184	2,885	2,061	2,296	5,179	37.9
Waushara	20.7	Male	10,235	879	857	876	844	1,524	1,353	1,020	993	1,889	36.0
		Female	10,465	845	804	847	725	1,381	1,350	1,073	1,178	2,262	39.7
Winnebago	138.6	Male	67,282	5,948	5,522	5,963	8,851	12,304	9,729	6,634	5,414	6,917	31.0
		Female	71,318	5,552	5,216	5,653	9,140	11,649	9,778	6,917	6,150	11,263	33.7
Wood	79.4	Male	38,717	3,907	3,708	3,794	3,970	6,512	5,642	3,685	3,162	4,337	31.1
		Female	40,683	3,855	3,442	3,651	4,215	6,418	5,564	3,730	3,534	6,274	33.1
TOTAL METRO COUNTIES	**3,238.6**	**Male**	**1,574,449**	**150,250**	**138,305**	**142,503**	**189,254**	**293,604**	**230,221**	**155,856**	**125,321**	**149,135**	**30.7**
		Female	**1,664,151**	**142,315**	**133,762**	**136,509**	**189,582**	**288,820**	**233,994**	**160,217**	**139,410**	**239,542**	**33.0**
TOTAL STATE	**4,869.6**	**Male**	**2,381,981**	**227,378**	**209,587**	**215,984**	**275,341**	**423,168**	**340,442**	**231,527**	**196,902**	**261,652**	**31.2**
		Female	**2,487,619**	**215,607**	**201,073**	**206,512**	**269,146**	**408,187**	**342,068**	**236,770**	**218,093**	**390,163**	**33.6**
WYOMING													
CASPER	**66.4**	**Male**	**33,840**	**3,727**	**3,019**	**2,531**	**4,298**	**7,769**	**5,037**	**3,320**	**2,273**	**1,866**	**29.3**
		Female	**32,560**	**3,713**	**2,880**	**2,458**	**3,893**	**6,466**	**4,830**	**3,135**	**2,301**	**2,884**	**30.2**
Natrona	66.4	Male	33,840	3,727	3,019	2,531	4,298	7,769	5,037	3,320	2,273	1,866	29.3
		Female	32,560	3,713	2,880	2,458	3,893	6,466	4,830	3,135	2,301	2,884	30.2
CHEYENNE	**75.1**	**Male**	**37,959**	**3,872**	**3,359**	**3,097**	**5,079**	**7,567**	**5,856**	**3,590**	**2,602**	**2,937**	**29.7**
		Female	**37,141**	**3,742**	**3,219**	**2,923**	**4,027**	**6,833**	**5,543**	**3,566**	**2,900**	**4,388**	**31.8**
Laramie	75.1	Male	37,959	3,872	3,359	3,097	5,079	7,567	5,856	3,590	2,602	2,937	29.7
		Female	37,141	3,742	3,219	2,923	4,027	6,833	5,543	3,566	2,900	4,388	31.8
ALL COUNTIES													
Albany	29.6	Male	15,490	1,322	1,052	915	4,043	3,444	1,931	1,012	820	951	26.2
		Female	14,110	1,210	1,014	886	3,149	2,776	1,772	1,078	857	1,368	27.9
Big Horn	11.9	Male	5,963	725	616	523	526	876	847	535	489	826	31.8
		Female	5,937	653	555	485	452	852	841	509	534	1,056	34.7
Campbell	33.5	Male	17,892	2,462	1,811	1,305	2,575	4,592	2,660	1,379	665	443	26.7
		Female	15,608	2,305	1,709	1,236	2,181	3,701	2,276	1,066	542	592	26.0
Carbon	18.7	Male	10,005	1,160	873	739	1,265	2,325	1,585	820	575	663	29.2
		Female	8,695	1,224	813	670	947	1,718	1,218	727	543	835	29.0
Converse	13.6	Male	6,994	954	749	567	832	1,544	1,116	581	297	354	27.6
		Female	6,606	918	702	560	755	1,341	987	514	327	502	27.7
Crook	5.8	Male	2,996	370	287	261	270	524	462	287	258	277	30.9
		Female	2,804	315	254	265	267	435	440	276	235	317	31.9
Fremont	35.1	Male	17,991	2,188	1,818	1,571	2,017	3,554	2,720	1,767	1,165	1,191	28.9
		Female	17,109	2,096	1,538	1,491	1,793	3,205	2,713	1,641	1,077	1,555	30.1
Goshen	12.9	Male	6,301	647	527	563	597	1,006	892	633	552	884	33.1
		Female	6,599	623	495	504	645	937	905	625	627	1,238	36.1
Hot Springs	5.7	Male	2,827	309	245	214	271	470	397	238	254	429	33.0
		Female	2,873	272	222	193	246	431	376	285	276	572	36.9
Johnson	6.4	Male	3,191	337	290	252	255	570	493	293	276	425	33.1
		Female	3,209	322	282	245	242	541	476	275	269	557	34.5
Laramie	75.1	Male	37,959	3,872	3,359	3,097	5,079	7,567	5,856	3,590	2,602	2,937	29.7
		Female	37,141	3,742	3,219	2,923	4,027	6,833	5,543	3,566	2,900	4,388	31.8
Lincoln	15.4	Male	7,981	1,276	932	647	680	1,501	1,119	590	578	658	28.0
		Female	7,419	1,190	835	647	641	1,286	955	572	554	739	28.1
Natrona	66.4	Male	33,840	3,727	3,019	2,531	4,298	7,769	5,037	3,320	2,273	1,866	29.3
		Female	32,560	3,713	2,880	2,458	3,893	6,466	4,830	3,135	2,301	2,884	30.2
Niobrara	2.8	Male	1,332	127	109	92	116	194	184	162	129	219	36.5
		Female	1,468	125	111	110	110	185	207	157	144	319	39.5

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POPULATION BY AGE AND SEX

S&MM ESTIMATES METRO AREA County	12/31/88 Total Population (Thousands)	Sex	Population By Sex	Population by Age and Sex: 0-5 Years	6-11 Years	12-17 Years	18-24 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	Median Age By Sex
WYOMING (continued)													
ALL COUNTIES (continued)													
Park	23.9	Male	11,860	1,235	1,061	970	1,282	2,127	1,884	1,176	970	1,155	31.5
		Female	12,040	1,125	1,106	941	1,236	1,999	1,841	1,204	979	1,609	33.1
Platte	10.3	Male	5,384	600	463	462	508	1,132	884	504	377	454	30.8
		Female	4,916	574	436	382	480	938	744	408	377	577	31.2
Sheridan	25.7	Male	12,927	1,393	1,149	935	1,194	2,707	1,936	1,136	1,091	1,386	31.6
		Female	12,773	1,276	1,037	973	1,175	2,288	1,767	1,128	1,097	2,032	33.4
Sublette	5.9	Male	3,108	336	298	290	294	610	490	306	238	246	30.5
		Female	2,792	292	292	243	219	509	483	265	210	279	31.9
Sweetwater	43.3	Male	23,009	3,157	2,233	1,719	2,863	5,441	3,528	1,810	1,195	1,063	27.8
		Female	20,291	3,077	2,157	1,485	2,409	4,370	2,782	1,579	1,100	1,332	27.3
Teton	11.5	Male	5,990	477	403	415	727	1,761	1,107	494	320	286	30.5
		Female	5,510	416	427	360	660	1,579	947	472	286	363	30.6
Uinta	20.0	Male	10,499	1,573	1,091	775	1,296	2,359	1,388	820	617	580	27.2
		Female	9,501	1,583	1,015	719	1,104	1,918	1,171	711	534	746	26.7
Washakie	9.4	Male	4,784	549	461	481	471	842	729	434	376	441	30.1
		Female	4,616	576	426	375	391	796	692	441	349	570	31.8
Weston	7.2	Male	3,643	452	331	295	390	686	513	380	284	312	30.2
		Female	3,557	422	321	286	351	596	542	337	281	421	31.7
TOTAL METRO COUNTIES	141.5	**Male**	**71,799**	**7,599**	**6,378**	**5,628**	**9,377**	**15,336**	**10,893**	**6,910**	**4,875**	**4,803**	**29.5**
		Female	**69,701**	**7,455**	**6,099**	**5,381**	**7,920**	**13,299**	**10,373**	**6,701**	**5,201**	**7,272**	**31.0**
TOTAL STATE	490.1	**Male**	**251,966**	**29,248**	**23,177**	**19,619**	**31,849**	**53,601**	**37,758**	**22,267**	**16,401**	**18,046**	**29.1**
		Female	**238,134**	**28,049**	**21,846**	**18,437**	**27,373**	**45,700**	**34,508**	**20,971**	**16,399**	**24,851**	**30.1**

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1989 SURVEY OF BUYING POWER DATA SERVICE

SECTION 6
Households By Age Of Householder And By Number Of Persons For Metropolitan Markets And All Counties

By Age Of Householder
Under 25 Years
25-34 Years
35-44 Years
45-54 Years
55-64 Years
65 And Over
By Number Of Persons: 1, 2, 3, 4, 5, 6 Or More
Average Household Size

EXPLANATION OF TERMS

An explanation of terms used in the **Survey Of Buying Power Data Service** will be found in the Introductory Section starting on page A-5.

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SYMBOLS USED IN TABLES

□ Metropolitan county of another state's metropolitan area. For area name, see page facing state map in Section 1.

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
ALABAMA														
ANNISTON	**45.2**	**3,206**	**9,907**	**9,385**	**7,063**	**6,562**	**9,077**	**11,147**	**13,693**	**9,008**	**7,074**	**2,943**	**1,335**	**2.77**
Calhoun	45.2	3,206	9,907	9,385	7,063	6,562	9,077	11,147	13,693	9,008	7,074	2,943	1,335	2.77
BIRMINGHAM	**357.2**	**20,323**	**80,165**	**71,719**	**53,846**	**51,457**	**79,690**	**86,859**	**112,380**	**68,844**	**54,668**	**22,780**	**11,669**	**2.62**
Blount	15.6	786	2,999	3,487	2,461	2,190	3,677	3,037	5,054	3,234	2,762	1,062	451	2.70
Jefferson	266.5	15,316	59,972	51,098	40,089	39,297	60,728	69,628	83,812	50,011	38,249	16,195	8,605	2.56
St. Clair	17.7	971	3,830	3,984	2,772	2,568	3,575	3,196	5,535	3,742	3,190	1,361	676	2.85
Shelby	31.0	1,890	8,188	7,761	4,562	3,561	5,038	5,368	9,643	6,625	6,035	2,274	1,055	2.84
Walker	26.4	1,360	5,176	5,389	3,962	3,841	6,672	5,630	8,336	5,232	4,432	1,888	882	2.70
DECATUR	**38.0**	**2,285**	**8,323**	**8,699**	**6,060**	**5,319**	**7,314**	**8,622**	**11,769**	**7,590**	**6,321**	**2,602**	**1,096**	**2.70**
Morgan	38.0	2,285	8,323	8,699	6,060	5,319	7,314	8,622	11,769	7,590	6,321	2,602	1,096	2.70
DOTHAN	**48.4**	**3,476**	**11,498**	**10,542**	**7,380**	**6,358**	**9,146**	**10,600**	**15,072**	**9,763**	**7,893**	**3,418**	**1,654**	**2.75**
Dale	16.8	1,514	4,383	3,612	2,435	2,019	2,837	3,436	5,064	3,570	2,900	1,273	557	2.95
Houston	31.6	1,962	7,115	6,930	4,945	4,339	6,309	7,164	10,008	6,193	4,993	2,145	1,097	2.64
FLORENCE	**53.5**	**3,326**	**10,829**	**11,413**	**8,418**	**8,025**	**11,489**	**12,570**	**17,053**	**10,449**	**8,500**	**3,471**	**1,457**	**2.62**
Colbert	21.1	1,149	4,185	4,413	3,403	3,338	4,612	4,925	6,743	4,116	3,299	1,415	602	2.61
Lauderdale	32.4	2,177	6,644	7,000	5,015	4,687	6,877	7,645	10,310	6,333	5,201	2,056	855	2.62
GADSDEN	**39.7**	**2,076**	**7,687**	**7,656**	**6,026**	**6,558**	**9,697**	**9,118**	**12,924**	**7,716**	**6,166**	**2,573**	**1,203**	**2.62**
Etowah	39.7	2,076	7,687	7,656	6,026	6,558	9,697	9,118	12,924	7,716	6,166	2,573	1,203	2.62
HUNTSVILLE	**92.0**	**6,026**	**21,338**	**22,718**	**16,932**	**12,011**	**12,975**	**23,272**	**27,144**	**18,688**	**14,390**	**5,881**	**2,625**	**2.63**
Madison	92.0	6,026	21,338	22,718	16,932	12,011	12,975	23,272	27,144	18,688	14,390	5,881	2,625	2.63
MOBILE	**179.1**	**11,214**	**40,151**	**37,651**	**27,035**	**26,165**	**36,834**	**41,752**	**53,304**	**34,103**	**28,126**	**13,651**	**8,164**	**2.73**
Baldwin	35.7	1,752	6,801	7,569	5,385	5,431	8,762	7,962	11,549	6,489	5,471	2,739	1,490	2.69
Mobile	143.4	9,462	33,350	30,082	21,650	20,734	28,122	33,790	41,755	27,614	22,655	10,912	6,674	2.73
MONTGOMERY	**111.3**	**6,529**	**24,829**	**24,694**	**17,238**	**15,725**	**22,285**	**26,112**	**33,845**	**20,825**	**17,685**	**7,786**	**5,047**	**2.75**
Autauga	12.7	656	2,465	3,334	2,223	1,670	2,352	2,170	3,598	2,577	2,511	1,172	672	2.93
Elmore	17.2	769	3,398	3,793	2,651	2,598	3,991	3,246	5,525	3,442	2,850	1,288	849	2.94
Montgomery	81.4	5,104	18,966	17,567	12,364	11,457	15,942	20,696	24,722	14,806	12,324	5,326	3,526	2.68
TUSCALOOSA	**54.5**	**5,861**	**12,670**	**10,582**	**7,982**	**7,055**	**10,350**	**13,996**	**17,161**	**10,114**	**7,905**	**3,405**	**1,919**	**2.70**
Tuscaloosa	54.5	5,861	12,670	10,582	7,982	7,055	10,350	13,996	17,161	10,114	7,905	3,405	1,919	2.70
ALL COUNTIES														
Autauga	12.7	656	2,465	3,334	2,223	1,670	2,352	2,170	3,598	2,577	2,511	1,172	672	2.93
Baldwin	35.7	1,752	6,801	7,569	5,385	5,431	8,762	7,962	11,549	6,489	5,471	2,739	1,490	2.69
Barbour	9.3	350	1,685	1,687	1,378	1,552	2,648	1,992	2,899	1,682	1,431	736	560	2.81
Bibb	6.0	265	1,134	1,205	888	845	1,663	1,293	1,783	1,097	976	505	346	2.80
Blount	15.6	786	2,999	3,487	2,461	2,190	3,677	3,037	5,054	3,234	2,762	1,062	451	2.70
Bullock	3.4	94	559	568	418	569	1,192	838	987	553	479	258	285	3.00
Butler	8.0	333	1,349	1,308	1,152	1,317	2,541	1,708	2,613	1,433	1,219	550	477	2.76
Calhoun	45.2	3,206	9,907	9,385	7,063	6,562	9,077	11,147	13,693	9,008	7,074	2,943	1,335	2.77
Chambers	14.6	662	2,589	2,639	2,154	2,388	4,168	3,160	4,845	2,656	2,113	1,011	809	2.71
Cherokee	7.3	366	1,326	1,500	1,132	1,168	1,808	1,201	2,488	1,545	1,264	539	263	2.77
Chilton	12.9	715	2,409	2,630	1,944	1,845	3,357	3,161	3,953	2,544	2,050	817	375	2.59
Choctaw	5.9	227	1,053	1,244	866	881	1,629	1,167	1,720	1,123	964	487	439	2.88
Clarke	9.5	441	1,730	1,905	1,407	1,354	2,663	1,948	2,825	1,703	1,586	735	703	2.88
Clay	4.7	216	781	900	678	681	1,444	920	1,598	895	718	335	234	2.85
Cleburne	5.1	287	948	1,088	796	738	1,243	1,220	1,599	1,011	792	338	140	2.59
Coffee	15.1	791	3,200	3,244	2,394	2,131	3,340	3,109	4,904	3,039	2,571	987	490	2.68
Colbert	21.1	1,149	4,185	4,413	3,403	3,338	4,612	4,925	6,743	4,116	3,299	1,415	602	2.61
Conecuh	5.5	264	917	894	757	829	1,839	1,302	1,720	936	801	381	360	2.84
Coosa	4.5	217	754	801	717	752	1,259	1,236	1,407	771	577	301	208	2.56
Covington	14.6	674	2,336	2,559	2,165	2,487	4,379	3,908	4,882	2,609	1,965	816	420	2.49
Crenshaw	5.3	237	827	856	756	875	1,749	1,279	1,741	932	756	359	233	2.64
Cullman	25.4	1,453	4,797	5,160	4,023	3,809	6,158	5,190	8,548	5,143	4,109	1,684	726	2.68
Dale	16.8	1,514	4,383	3,612	2,435	2,019	2,837	3,436	5,064	3,570	2,900	1,273	557	2.95
Dallas	18.8	922	3,614	3,721	2,890	2,727	4,926	4,248	5,535	3,349	2,802	1,434	1,432	2.85
De Kalb	21.4	1,206	4,048	4,166	3,258	3,111	5,611	5,001	6,940	4,223	3,281	1,347	608	2.59
Elmore	17.2	769	3,398	3,793	2,651	2,598	3,991	3,246	5,525	3,442	2,850	1,288	849	2.94
Escambia	12.7	631	2,380	2,634	1,915	1,862	3,278	2,613	3,906	2,443	2,087	972	679	2.95
Etowah	39.7	2,076	7,687	7,656	6,026	6,558	9,697	9,118	12,924	7,716	6,166	2,573	1,203	2.62
Fayette	7.3	373	1,301	1,415	1,043	1,101	2,067	1,607	2,387	1,412	1,153	509	232	2.64
Franklin	11.2	610	2,032	2,292	1,751	1,614	2,901	2,479	3,712	2,284	1,750	702	273	2.61
Geneva	9.2	404	1,599	1,744	1,385	1,408	2,660	1,919	3,025	1,847	1,434	624	351	2.67

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

SaMM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
ALABAMA (continued)														
ALL COUNTIES (continued)														
Greene	3.7	118	605	587	547	532	1,311	945	1,027	577	467	286	398	2.92
Hale	5.2	182	810	871	719	836	1,782	1,123	1,547	921	705	388	516	2.92
Henry	5.6	194	1,029	1,028	793	912	1,644	1,150	1,834	1,098	811	385	322	2.75
Houston	31.6	1,962	7,115	6,930	4,945	4,339	6,309	7,164	10,008	6,193	4,993	2,145	1,097	2.64
Jackson	19.6	1,237	4,297	4,507	2,918	2,591	4,050	3,892	6,105	4,095	3,516	1,384	608	2.71
Jefferson	266.5	15,316	59,972	51,098	40,089	39,297	60,728	69,628	83,812	50,011	38,249	16,195	8,605	2.56
Lamar	6.3	336	1,070	1,214	955	897	1,828	1,361	2,020	1,240	1,001	454	224	2.68
Lauderdale	32.4	2,177	6,644	7,000	5,015	4,687	6,877	7,645	10,310	6,333	5,201	2,056	855	2.62
Lawrence	10.9	571	2,198	2,519	1,600	1,540	2,472	1,963	3,249	2,166	2,022	915	585	2.92
Lee	32.5	6,355	7,383	6,167	4,157	3,589	4,849	9,322	10,648	5,376	4,350	1,849	955	2.54
Limestone	18.5	1,053	3,774	4,084	2,949	2,623	4,017	3,447	5,713	3,840	3,256	1,502	742	2.81
Lowndes	4.1	174	733	778	582	619	1,214	813	1,054	677	616	341	599	3.37
Macon	8.8	589	1,687	1,489	1,076	1,405	2,554	2,322	2,393	1,555	1,201	652	677	3.06
Madison	92.0	6,026	21,338	22,718	16,932	12,011	12,975	23,272	27,144	18,688	14,390	5,881	2,625	2.63
Marengo	8.6	353	1,482	1,580	1,317	1,318	2,550	1,892	2,530	1,458	1,342	699	679	2.91
Marion	12.1	706	2,245	2,478	1,773	1,716	3,182	2,500	4,081	2,422	1,964	795	338	2.66
Marshall	28.4	1,598	5,427	5,985	4,526	4,260	6,604	6,858	9,068	5,702	4,384	1,702	686	2.57
Mobile	143.4	9,462	33,350	30,082	21,650	20,734	28,122	33,790	41,755	27,614	22,655	10,912	6,674	2.73
Monroe	8.0	348	1,508	1,558	1,184	1,091	2,311	1,554	2,395	1,463	1,344	615	629	2.93
Montgomery	81.4	5,104	18,966	17,567	12,364	11,457	15,942	20,696	24,722	14,806	12,324	5,326	3,526	2.68
Morgan	38.0	2,285	8,323	8,699	6,060	5,319	7,314	8,622	11,769	7,590	6,321	2,602	1,096	2.70
Perry	4.9	171	778	831	723	725	1,672	1,123	1,442	789	671	406	469	3.04
Pickens	7.3	268	1,258	1,368	1,126	1,145	2,135	1,408	2,308	1,331	1,187	556	510	2.90
Pike	10.5	844	1,824	1,860	1,340	1,567	3,065	2,557	3,539	1,846	1,393	630	535	2.75
Randolph	7.5	366	1,282	1,336	1,150	1,170	2,196	1,539	2,542	1,364	1,165	511	379	2.73
Russell	18.8	1,068	3,717	3,860	3,128	2,969	4,058	4,334	5,836	3,590	2,844	1,262	934	2.69
St. Clair	17.7	971	3,830	3,984	2,772	2,568	3,575	3,196	5,535	3,742	3,190	1,361	676	2.85
Shelby	31.0	1,890	8,188	7,761	4,562	3,561	5,038	5,368	9,643	6,625	6,035	2,274	1,055	2.84
Sumter	5.3	313	898	842	693	816	1,738	1,223	1,603	856	720	397	501	3.08
Talladega	27.1	1,404	5,359	5,449	4,289	4,098	6,501	5,337	8,497	5,239	4,442	2,049	1,536	2.85
Tallapoosa	15.1	649	2,741	2,826	2,318	2,493	4,073	3,568	4,699	2,931	2,218	1,035	649	2.68
Tuscaloosa	54.5	5,861	12,670	10,582	7,982	7,055	10,350	13,996	17,161	10,114	7,905	3,405	1,919	2.70
Walker	26.4	1,360	5,176	5,389	3,962	3,841	6,672	5,630	8,336	5,232	4,432	1,888	882	2.70
Washington	5.8	291	1,178	1,240	867	803	1,421	1,086	1,593	1,116	1,037	562	406	2.95
Wilcox	4.6	155	724	743	641	740	1,597	1,046	1,260	718	645	359	572	3.13
Winston	8.9	500	1,729	2,029	1,366	1,312	1,964	1,874	2,909	1,797	1,495	589	236	2.66
TOTAL METRO COUNTIES	**1,037.7**	**65,390**	**231,114**	**218,919**	**161,108**	**148,204**	**212,965**	**248,382**	**320,181**	**200,690**	**161,572**	**69,772**	**37,103**	**2.67**
TOTAL STATE	**1,544.7**	**95,903**	**326,501**	**318,448**	**236,584**	**223,046**	**344,218**	**360,790**	**480,254**	**296,497**	**240,402**	**105,260**	**61,497**	**2.70**
ALASKA														
ANCHORAGE	**83.0**	**8,190**	**29,125**	**23,896**	**12,268**	**6,560**	**2,961**	**20,038**	**24,380**	**16,583**	**14,017**	**5,703**	**2,279**	**2.69**
Anchorage	83.0	8,190	29,125	23,896	12,268	6,560	2,961	20,038	24,380	16,583	14,017	5,703	2,279	2.69
ALL COUNTIES														
Aleutian Islands	1.4	126	590	362	174	87	61	275	349	307	273	123	73	4.79
Aleutians East	.4	36	168	104	49	26	17	56	103	87	90	37	27	4.50
Anchorage	83.0	8,190	29,125	23,896	12,268	6,560	2,961	20,038	24,380	16,583	14,017	5,703	2,279	2.69
Bethel	3.5	202	1,014	931	549	407	397	662	629	549	509	400	751	3.77
Bristol Bay	.2	19	50	51	47	18	15	69	51	36	25	13	6	6.00
Dillingham	2.0	132	574	550	325	214	205	424	408	374	347	274	173	3.10
Fairbanks North Star	24.8	2,440	9,347	6,788	3,210	1,920	1,095	6,180	7,098	4,770	4,305	1,721	726	2.85
Haines	.6	30	180	171	82	80	57	116	176	122	112	45	29	3.00
Juneau	9.5	710	3,091	2,715	1,373	895	716	2,024	3,124	1,830	1,561	634	327	2.76
Kenai Peninsula	15.3	1,147	4,960	4,283	2,347	1,539	1,024	2,952	4,610	2,896	2,808	1,352	682	2.86
Ketchikan Gateway	4.8	366	1,349	1,294	719	571	501	1,321	1,397	802	749	361	170	2.65
Kodiak Island	4.6	424	1,654	1,258	587	407	270	835	1,339	906	885	379	256	3.11
Matanuska - Susitna	13.7	811	4,286	4,138	2,126	1,357	982	2,523	3,931	2,761	2,593	1,202	690	2.99
Nome	2.2	125	599	538	376	251	311	446	442	370	363	240	339	3.55
North Slope	1.2	78	369	312	218	101	122	205	243	199	214	124	215	4.58
Northwest Arctic	1.7	94	485	367	310	186	258	299	306	283	239	189	384	3.71
Prince of Wales - Outer Ketchikan	1.5	105	418	430	256	151	140	251	407	289	293	147	113	3.40
Sitka	2.6	183	817	750	405	262	183	453	731	500	512	243	141	3.27
Skagway - Yakutat - Angoon	1.3	67	414	337	174	145	163	268	360	248	198	125	101	3.31
Southeast Fairbanks	1.9	154	704	570	224	138	110	284	523	381	425	175	112	3.68

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
ALASKA (continued)														
ALL COUNTIES (continued)														
Valdez - Cordova	3.3	240	968	974	533	320	265	942	900	626	499	225	108	2.76
Wade Hampton	1.2	34	304	282	218	186	176	147	189	178	168	139	379	4.83
Wrangell - Petersburg	2.1	164	628	525	281	231	271	409	649	394	376	171	101	3.14
Yukon - Koyukuk	2.8	181	857	750	425	276	311	678	684	436	485	243	274	3.43
TOTAL METRO COUNTIES	**83.0**	**8,190**	**29,125**	**23,896**	**12,268**	**6,560**	**2,961**	**20,038**	**24,380**	**16,583**	**14,017**	**5,703**	**2,279**	**2.69**
TOTAL STATE	**185.6**	**16,058**	**62,951**	**52,376**	**27,276**	**16,328**	**10,611**	**41,857**	**53,049**	**35,927**	**32,046**	**14,265**	**8,456**	**2.90**
ARIZONA														
PHOENIX	**809.8**	**59,985**	**185,825**	**171,857**	**113,376**	**110,311**	**168,446**	**208,372**	**277,987**	**134,705**	**110,023**	**51,089**	**27,624**	**2.54**
Maricopa	809.8	59,985	185,825	171,857	113,376	110,311	168,446	208,372	277,987	134,705	110,023	51,089	27,624	2.54
TUCSON	**258.9**	**20,951**	**62,158**	**50,373**	**35,241**	**36,093**	**54,084**	**72,559**	**86,728**	**42,266**	**33,147**	**15,634**	**8,566**	**2.51**
Pima	258.9	20,951	62,158	50,373	35,241	36,093	54,084	72,559	86,728	42,266	33,147	15,634	8,566	2.51
ALL COUNTIES														
Apache	16.9	888	4,193	4,341	2,825	2,027	2,626	2,383	3,503	2,687	2,919	2,012	3,396	3.80
Cochise	36.3	2,211	7,831	7,698	5,631	5,559	7,370	8,207	11,814	6,278	5,528	2,760	1,713	2.80
Coconino	29.9	3,079	9,113	7,060	4,172	3,140	3,336	5,415	9,260	5,360	5,011	2,485	2,369	3.14
Gila	15.4	777	2,844	3,024	2,213	2,676	3,866	3,730	5,247	2,420	2,095	1,197	711	2.65
Graham	7.5	516	1,505	1,582	1,116	1,046	1,735	1,280	2,372	1,220	1,144	759	725	3.35
Greenlee	3.0	230	803	601	485	455	426	565	836	570	512	333	184	2.97
La Paz	6.1	435	1,278	1,241	875	930	1,341	1,958	1,731	977	774	448	212	2.46
Maricopa	809.8	59,985	185,825	171,857	113,376	110,311	168,446	208,372	277,987	134,705	110,023	51,089	27,624	2.54
Mohave	35.2	1,646	5,557	6,335	5,154	7,166	9,342	7,792	15,401	5,403	4,076	1,720	808	2.42
Navajo	22.6	1,418	5,402	5,716	3,605	2,986	3,473	3,479	5,813	3,749	3,812	2,445	3,302	3.41
Pima	258.9	20,951	62,158	50,373	35,241	36,093	54,084	72,559	86,728	42,266	33,147	15,634	8,566	2.51
Pinal	37.6	2,254	7,677	7,516	5,847	5,769	8,537	7,795	11,967	6,318	5,840	3,314	2,366	2.93
Santa Cruz	8.7	310	1,387	1,920	1,420	1,430	1,733	1,594	2,190	1,513	1,545	1,000	858	3.10
Yavapai	42.6	1,742	6,703	6,874	5,490	8,059	13,732	11,507	17,543	6,002	4,665	2,045	838	2.35
Yuma	33.7	2,419	7,125	6,838	4,797	5,167	7,354	7,153	11,426	5,605	5,042	2,674	1,800	2.80
TOTAL METRO COUNTIES	**1,068.7**	**80,936**	**247,983**	**222,230**	**148,617**	**146,404**	**222,530**	**280,931**	**364,715**	**176,971**	**143,170**	**66,723**	**36,190**	**2.53**
TOTAL STATE	**1,364.2**	**98,861**	**309,901**	**282,976**	**192,247**	**192,814**	**287,401**	**343,789**	**463,818**	**225,073**	**186,133**	**89,915**	**55,472**	**2.60**
ARKANSAS														
FAYETTEVILLE - SPRINGDALE	**42.4**	**4,827**	**9,996**	**8,193**	**5,616**	**5,168**	**8,600**	**9,335**	**15,425**	**7,822**	**6,328**	**2,528**	**962**	**2.65**
Washington	42.4	4,827	9,996	8,193	5,616	5,168	8,600	9,335	15,425	7,822	6,328	2,528	962	2.65
FORT SMITH	**68.6**	**4,523**	**14,183**	**14,407**	**9,733**	**9,721**	**16,033**	**14,667**	**23,015**	**12,900**	**11,217**	**4,601**	**2,200**	**2.68**
Crawford	15.7	904	3,277	3,543	2,307	2,092	3,577	2,412	5,236	3,273	3,002	1,210	567	2.85
Sebastian	40.3	2,974	8,694	8,096	5,494	5,766	9,276	10,012	13,619	7,205	6,060	2,374	1,030	2.54
Sequoyah, Okla.	*12.6*	*645*	*2,212*	*2,768*	*1,932*	*1,863*	*3,180*	*2,243*	*4,160*	*2,422*	*2,155*	*1,017*	*603*	*2.90*
LITTLE ROCK - NORTH LITTLE ROCK	**192.3**	**14,233**	**48,447**	**41,763**	**26,994**	**24,972**	**35,891**	**41,244**	**63,496**	**37,138**	**31,482**	**12,468**	**6,472**	**2.71**
Faulkner	20.3	1,945	4,261	4,097	2,773	2,787	4,437	4,022	7,068	3,908	3,284	1,363	655	2.83
Lonoke	14.1	742	2,817	3,362	2,058	1,861	3,260	2,396	4,431	2,724	2,720	1,179	650	2.89
Pulaski	137.1	10,444	36,760	28,847	18,895	17,544	24,610	31,835	45,192	26,141	21,143	8,269	4,520	2.65
Saline	20.8	1,102	4,609	5,457	3,268	2,780	3,584	2,991	6,805	4,365	4,335	1,657	647	2.93
PINE BLUFF	**31.2**	**1,875**	**6,451**	**6,033**	**4,499**	**4,633**	**7,709**	**6,592**	**9,978**	**5,830**	**4,988**	**2,165**	**1,647**	**2.90**
Jefferson	31.2	1,875	6,451	6,033	4,499	4,633	7,709	6,592	9,978	5,830	4,988	2,165	1,647	2.90
TEXARKANA	**45.2**	**2,528**	**8,993**	**8,770**	**6,398**	**6,963**	**11,548**	**9,886**	**15,244**	**8,542**	**6,899**	**2,901**	**1,728**	**2.71**
Miller	14.3	818	2,829	2,689	1,992	2,197	3,775	3,052	4,677	2,885	2,102	966	618	2.75
Bowie, Tex.	*30.9*	*1,710*	*6,164*	*6,081*	*4,406*	*4,766*	*7,773*	*6,834*	*10,567*	*5,657*	*4,797*	*1,935*	*1,110*	*2.69*
ALL COUNTIES														
Arkansas	8.5	481	1,648	1,444	1,368	1,312	2,247	1,838	3,003	1,673	1,222	473	291	2.61
Ashley	9.4	446	1,790	2,015	1,413	1,316	2,420	1,877	3,005	1,769	1,546	753	450	2.81
Baxter	13.4	412	1,631	1,888	1,431	2,343	5,695	2,645	6,608	1,849	1,486	578	234	2.39
Benton	37.1	2,164	6,687	6,786	5,043	5,741	10,679	6,737	15,074	6,374	5,578	2,321	1,016	2.63
Boone	11.7	666	2,122	2,137	1,611	1,682	3,482	2,542	4,347	2,083	1,769	695	264	2.56
Bradley	5.0	212	734	826	665	806	1,757	1,124	1,770	862	760	296	188	2.66
Calhoun	2.2	94	332	391	290	364	729	487	740	427	330	124	92	2.77
Carroll	8.0	303	1,282	1,379	1,075	1,294	2,667	2,107	3,093	1,266	993	376	165	2.38
Chicot	5.6	255	923	881	788	900	1,853	1,389	1,684	946	750	402	429	2.93

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES

METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
ARKANSAS (continued)														
ALL COUNTIES (continued)														
Clark	8.0	599	1,438	1,437	1,022	1,168	2,336	1,922	2,842	1,412	1,184	404	236	2.86
Clay	7.7	350	1,100	1,[illegible]5	1,067	1,191	2,577	1,721	2,884	1,372	1,090	445	188	2.58
Cleburne	8.0	345	1,079	1,481	1,195	1,375	2,525	1,415	3,412	1,373	1,149	474	177	2.58
Cleveland	3.0	131	468	600	427	446	928	624	998	527	516	214	121	2.77
Columbia	9.8	531	1,593	1,688	1,450	1,485	3,053	2,334	3,383	1,711	1,362	586	424	2.69
Conway	7.1	381	1,216	1,313	1,041	1,111	2,038	1,362	2,501	1,314	1,115	473	335	2.79
Craighead	24.2	2,083	5,401	5,063	3,419	3,171	5,063	4,724	8,474	4,947	3,956	1,459	640	2.74
Crawford	15.7	904	3,277	3,543	2,307	2,092	3,577	2,412	5,236	3,273	3,002	1,210	567	2.85
☐ Crittenden	17.0	984	3,743	3,794	2,567	2,414	3,498	3,169	5,008	3,295	2,871	1,392	1,265	2.98
Cross	6.8	379	1,375	1,408	937	942	1,759	1,297	2,113	1,259	1,156	542	434	2.94
Dallas	4.0	167	679	701	539	624	1,290	996	1,285	678	603	267	171	2.65
Desha	6.5	366	1,260	1,229	835	920	1,890	1,577	1,868	1,135	1,056	442	422	2.92
Drew	6.5	404	1,304	1,235	878	838	1,841	1,394	2,136	1,193	1,097	421	259	2.82
Faulkner	20.3	1,945	4,261	4,097	2,773	2,787	4,437	4,022	7,068	3,908	3,284	1,363	655	2.83
Franklin	5.8	279	1,026	1,118	806	856	1,715	1,210	2,009	1,082	949	380	170	2.76
Fulton	4.4	163	658	729	563	790	1,497	1,131	1,656	739	576	243	55	2.43
Garland	32.8	1,496	5,240	5,524	4,352	5,221	10,967	9,210	12,301	5,113	3,953	1,519	704	2.39
Grant	5.2	240	954	1,247	776	690	1,293	989	1,641	1,045	981	399	145	2.75
Greene	12.4	709	2,394	2,513	1,759	1,725	3,300	2,506	4,338	2,443	1,993	793	327	2.65
Hempstead	8.5	410	1,375	1,571	1,126	1,261	2,757	1,916	2,944	1,448	1,271	570	351	2.80
Hot Spring	10.7	556	1,989	2,028	1,596	1,603	2,928	2,185	3,715	1,991	1,770	708	331	2.66
Howard	5.1	263	874	912	660	729	1,662	1,091	1,798	839	850	339	183	2.75
Independence	12.0	733	2,320	2,440	1,709	1,679	3,119	2,238	4,234	2,421	2,030	741	336	2.76
Izard	4.5	145	562	637	538	797	1,821	874	2,080	684	563	204	95	2.53
Jackson	7.6	382	1,343	1,444	1,070	1,201	2,160	1,742	2,503	1,379	1,238	480	258	2.64
Jefferson	31.2	1,875	6,451	6,033	4,499	4,633	7,709	6,592	9,978	5,830	4,988	2,165	1,647	2.90
Johnson	7.1	330	1,174	1,231	974	1,083	2,308	1,489	2,632	1,231	1,092	449	207	2.68
Lafayette	3.5	128	526	618	451	552	1,225	915	1,085	554	482	260	204	2.74
Lawrence	7.1	379	1,124	1,261	1,007	1,057	2,272	1,755	2,477	1,251	1,013	432	172	2.61
Lee	5.1	206	809	912	769	796	1,608	1,130	1,539	851	761	377	442	2.90
Lincoln	3.5	147	595	675	479	512	1,092	749	1,107	607	551	273	213	3.74
Little River	5.0	265	967	1,048	707	686	1,327	988	1,577	922	866	394	253	2.92
Logan	7.7	326	1,195	1,418	1,031	1,200	2,530	1,585	2,766	1,317	1,175	563	294	2.81
Lonoke	14.1	742	2,817	3,362	2,058	1,861	3,260	2,396	4,431	2,724	2,720	1,179	650	2.89
Madison	4.7	203	830	876	646	761	1,384	923	1,699	877	766	297	138	2.64
Marion	5.2	172	761	897	641	973	1,756	918	2,313	798	710	323	138	2.60
Miller	14.3	818	2,829	2,689	1,992	2,197	3,775	3,052	4,677	2,885	2,102	966	618	2.75
Mississippi	19.7	1,468	4,304	3,922	2,669	2,702	4,635	3,867	6,093	3,837	3,395	1,431	1,077	2.92
Monroe	4.5	208	728	723	646	713	1,482	1,130	1,409	806	604	268	283	2.71
Montgomery	3.4	125	526	584	477	568	1,120	799	1,318	562	444	194	83	2.50
Nevada	3.8	169	636	629	452	570	1,344	840	1,380	612	523	276	169	2.82
Newton	3.1	144	610	605	443	487	811	565	1,051	612	511	261	100	2.74
Ouachita	12.9	553	2,191	2,166	1,947	2,098	3,945	2,947	4,450	2,194	2,004	788	517	2.65
Perry	2.9	128	501	566	398	462	845	542	1,037	530	441	229	121	2.90
Phillips	10.7	542	1,884	1,994	1,541	1,572	3,167	2,532	3,139	1,879	1,577	746	827	2.95
Pike	4.1	229	661	805	548	607	1,250	853	1,509	734	623	251	130	2.63
Poinsett	9.3	478	1,705	1,929	1,337	1,429	2,422	1,777	3,044	1,838	1,592	680	369	2.78
Polk	6.5	304	954	1,173	907	1,008	2,154	1,317	2,516	1,118	934	397	218	2.72
Pope	17.0	1,268	3,525	3,635	2,414	2,338	3,820	3,653	5,700	3,329	2,747	1,115	456	2.69
Prairie	3.6	174	577	683	501	582	1,083	945	1,167	570	523	267	128	2.67
Pulaski	137.1	10,444	36,760	28,847	18,895	17,544	24,610	31,835	45,192	26,141	21,143	8,269	4,520	2.65
Randolph	6.6	332	1,074	1,277	920	1,048	1,949	1,424	2,302	1,216	957	475	226	2.84
St. Francis	9.9	562	1,965	1,999	1,382	1,447	2,545	2,079	2,902	1,798	1,587	776	758	3.02
Saline	20.8	1,102	4,609	5,457	3,268	2,780	3,584	2,991	6,805	4,365	4,335	1,657	647	2.93
Scott	4.2	176	573	854	629	645	1,323	954	1,550	710	640	248	98	2.57
Searcy	3.6	150	536	626	515	645	1,128	942	1,226	655	461	226	90	2.50
Sebastian	40.3	2,974	8,694	8,096	5,494	5,766	9,276	10,012	13,619	7,205	6,060	2,374	1,030	2.54
Sevier	5.5	281	965	1,098	721	828	1,607	1,142	1,908	996	901	372	181	2.65
Sharp	6.4	222	820	851	783	1,169	2,555	1,196	2,875	1,029	774	350	176	2.53
Stone	3.8	143	637	770	560	595	1,095	695	1,423	742	575	248	117	2.68
Union	18.6	987	3,372	3,250	2,594	2,944	5,453	4,467	6,400	3,305	2,574	1,161	693	2.86
Van Buren	6.3	203	915	1,008	917	1,224	2,033	1,213	2,704	1,006	814	370	193	2.54
Washington	42.4	4,827	9,996	8,193	5,616	5,168	8,600	9,335	15,425	7,822	6,328	2,528	962	2.65
White	19.6	1,234	3,582	3,969	2,817	2,769	5,229	3,680	6,919	3,576	3,422	1,405	598	2.82
Woodruff	3.6	175	619	601	456	542	1,207	898	1,177	564	546	238	177	2.78
Yell	7.0	305	1,139	1,297	999	1,149	2,111	1,514	2,500	1,242	1,100	450	194	2.61

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
ARKANSAS (continued)														
TOTAL METRO COUNTIES	**353.2**	**26,615**	**83,437**	**74,111**	**49,469**	**47,242**	**72,326**	**75,816**	**117,439**	**67,448**	**56,833**	**23,103**	**12,561**	**2.72**
TOTAL STATE	**900.2**	**55,476**	**179,214**	**175,541**	**125,196**	**130,584**	**234,189**	**193,443**	**312,772**	**164,669**	**139,410**	**57,814**	**32,092**	**2.71**
CALIFORNIA														
ANAHEIM - SANTA ANA	**808.2**	**54,445**	**198,989**	**199,750**	**133,272**	**104,911**	**116,833**	**175,238**	**268,288**	**146,713**	**129,364**	**55,857**	**32,740**	**2.81**
Orange	808.2	54,445	198,989	199,750	133,272	104,911	116,833	175,238	268,288	146,713	129,364	55,857	32,740	2.81
BAKERSFIELD	**183.4**	**14,260**	**43,496**	**38,363**	**26,519**	**25,853**	**34,909**	**37,832**	**60,194**	**32,907**	**30,594**	**13,472**	**8,401**	**2.83**
Kern	183.4	14,260	43,496	38,363	26,519	25,853	34,909	37,832	60,194	32,907	30,594	13,472	8,401	2.83
CHICO	**70.8**	**7,011**	**15,182**	**11,605**	**7,974**	**10,211**	**18,817**	**17,639**	**28,453**	**11,216**	**8,838**	**3,221**	**1,433**	**2.49**
Butte	70.8	7,011	15,182	11,605	7,974	10,211	18,817	17,639	28,453	11,216	8,838	3,221	1,433	2.49
FRESNO	**219.6**	**17,571**	**54,204**	**45,159**	**31,054**	**30,327**	**41,285**	**45,075**	**72,600**	**39,485**	**35,546**	**15,709**	**11,185**	**2.79**
Fresno	219.6	17,571	54,204	45,159	31,054	30,327	41,285	45,075	72,600	39,485	35,546	15,709	11,185	2.79
LOS ANGELES - LONG BEACH	**3,162.1**	**202,808**	**778,092**	**707,453**	**485,498**	**443,706**	**544,543**	**843,465**	**978,512**	**530,002**	**438,780**	**210,172**	**161,169**	**2.75**
Los Angeles	3,162.1	202,808	778,092	707,453	485,498	443,706	544,543	843,465	978,512	530,002	438,780	210,172	161,169	2.75
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***4,999.7***	***323,504***	***1,217,128***	***1,128,852***	***766,016***	***690,140***	***874,060***	***1,215,981***	***1,607,508***	***858,526***	***736,180***	***341,724***	***239,781***	***2.78***
MERCED	**56.9**	**5,041**	**14,123**	**11,844**	**8,264**	**7,756**	**9,872**	**10,274**	**17,906**	**10,569**	**10,169**	**4,741**	**3,241**	**3.08**
Merced	56.9	5,041	14,123	11,844	8,264	7,756	9,872	10,274	17,906	10,569	10,169	4,741	3,241	3.08
MODESTO	**120.3**	**8,888**	**28,255**	**25,489**	**16,838**	**16,287**	**24,543**	**24,765**	**40,788**	**21,952**	**19,622**	**8,336**	**4,837**	**2.84**
Stanislaus	120.3	8,888	28,255	25,489	16,838	16,287	24,543	24,765	40,788	21,952	19,622	8,336	4,837	2.84
OAKLAND	**778.1**	**47,288**	**190,627**	**182,955**	**117,741**	**107,797**	**131,692**	**204,904**	**259,974**	**135,576**	**110,885**	**44,868**	**21,893**	**2.58**
Alameda	488.8	32,422	124,966	110,290	70,676	65,764	84,682	139,998	161,210	82,136	64,303	26,720	14,433	2.54
Contra Costa	289.3	14,866	65,661	72,665	47,065	42,033	47,010	64,906	98,764	53,440	46,582	18,148	7,460	2.65
OXNARD - VENTURA	**213.3**	**12,391**	**52,335**	**54,392**	**34,097**	**27,462**	**32,623**	**35,263**	**68,121**	**40,049**	**39,918**	**18,045**	**11,904**	**3.02**
Ventura	213.3	12,391	52,335	54,392	34,097	27,462	32,623	35,263	68,121	40,049	39,918	18,045	11,904	3.02
REDDING	**52.7**	**3,401**	**11,553**	**11,906**	**7,644**	**7,660**	**10,536**	**11,475**	**19,210**	**9,436**	**8,086**	**3,162**	**1,331**	**2.66**
Shasta	52.7	3,401	11,553	11,906	7,644	7,660	10,536	11,475	19,210	9,436	8,086	3,162	1,331	2.66
RIVERSIDE - SAN BERNARDINO	**816.1**	**53,860**	**187,712**	**167,257**	**113,149**	**114,061**	**180,061**	**162,015**	**292,587**	**141,762**	**128,118**	**57,650**	**33,968**	**2.80**
Riverside	358.3	21,095	73,537	68,516	47,713	53,088	94,351	74,454	138,040	56,995	50,621	23,051	15,139	2.76
San Bernardino	457.8	32,765	114,175	98,741	65,436	60,973	85,710	87,561	154,547	84,767	77,497	34,599	18,829	2.83
SACRAMENTO	**543.4**	**42,693**	**135,689**	**115,804**	**82,017**	**75,662**	**91,535**	**138,474**	**188,247**	**96,655**	**77,124**	**29,664**	**13,236**	**2.57**
El Dorado	45.6	2,704	12,060	10,142	6,491	6,595	7,608	8,701	18,293	8,182	6,866	2,591	967	2.67
Placer	58.7	3,111	12,643	13,922	9,061	8,412	11,551	11,789	21,191	10,744	9,798	3,638	1,540	2.68
Sacramento	389.3	30,932	98,085	81,878	59,663	54,398	64,344	105,387	131,713	68,951	53,187	20,623	9,439	2.53
Yolo	49.8	5,946	12,901	9,862	6,802	6,257	8,032	12,597	17,050	8,778	7,273	2,812	1,290	2.67
SALINAS - SEASIDE - MONTEREY	**115.3**	**8,796**	**30,023**	**23,468**	**16,606**	**15,693**	**20,714**	**23,702**	**37,529**	**21,113**	**18,382**	**8,211**	**6,363**	**3.05**
Monterey	115.3	8,796	30,023	23,468	16,606	15,693	20,714	23,702	37,529	21,113	18,382	8,211	6,363	3.05
SAN DIEGO	**867.4**	**70,442**	**219,982**	**180,486**	**121,284**	**115,778**	**159,428**	**201,392**	**311,949**	**150,255**	**121,995**	**52,167**	**29,642**	**2.75**
San Diego	867.4	70,442	219,982	180,486	121,284	115,778	159,428	201,392	311,949	150,255	121,995	52,167	29,642	2.75
SAN FRANCISCO	**675.4**	**31,869**	**163,817**	**148,795**	**99,917**	**95,894**	**135,108**	**228,843**	**225,725**	**99,392**	**72,070**	**30,529**	**18,841**	**2.38**
Marin	96.1	3,695	22,734	26,368	15,554	13,117	14,632	29,086	33,723	15,590	12,064	4,196	1,441	2.38
San Francisco	333.5	16,189	84,834	65,388	44,207	44,569	78,313	135,234	107,276	41,937	26,586	12,536	9,931	2.24
San Mateo	245.8	11,985	56,249	57,039	40,156	38,208	42,163	64,523	84,726	41,865	33,420	13,797	7,469	2.55
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***2,345.1***	***138,330***	***585,028***	***545,189***	***348,409***	***315,752***	***411,392***	***638,944***	***784,355***	***395,036***	***323,010***	***132,912***	***70,843***	***2.59***
SAN JOSE	**508.9**	**35,138**	**134,450**	**130,459**	**81,071**	**63,085**	**64,697**	**115,692**	**162,603**	**93,487**	**82,848**	**35,120**	**19,150**	**2.82**
Santa Clara	508.9	35,138	134,450	130,459	81,071	63,085	64,697	115,692	162,603	93,487	82,848	35,120	19,150	2.82
SANTA BARBARA - SANTA MARIA - LOMPOC	**130.9**	**10,716**	**30,929**	**26,357**	**19,199**	**17,768**	**25,931**	**31,945**	**45,521**	**22,663**	**18,543**	**7,768**	**4,460**	**2.65**
Santa Barbara	130.9	10,716	30,929	26,357	19,199	17,768	25,931	31,945	45,521	22,663	18,543	7,768	4,460	2.65
SANTA CRUZ	**87.5**	**5,846**	**23,576**	**17,434**	**10,217**	**10,485**	**19,942**	**21,221**	**32,613**	**14,838**	**11,712**	**4,433**	**2,683**	**2.68**
Santa Cruz	87.5	5,846	23,576	17,434	10,217	10,485	19,942	21,221	32,613	14,838	11,712	4,433	2,683	2.68
SANTA ROSA - PETALUMA	**146.0**	**7,959**	**35,376**	**31,659**	**17,954**	**19,094**	**33,958**	**36,025**	**53,487**	**24,251**	**20,725**	**7,920**	**3,592**	**2.52**
Sonoma	146.0	7,959	35,376	31,659	17,954	19,094	33,958	36,025	53,487	24,251	20,725	7,920	3,592	2.52
STOCKTON	**160.0**	**11,409**	**35,675**	**32,560**	**23,324**	**23,662**	**33,370**	**36,925**	**53,130**	**28,317**	**24,863**	**10,764**	**6,001**	**2.92**
San Joaquin	160.0	11,409	35,675	32,560	23,324	23,662	33,370	36,925	53,130	28,317	24,863	10,764	6,001	2.92

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

SaMM ESTIMATES

METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
CALIFORNIA (continued)														
VALLEJO - FAIRFIELD - NAPA	**149.2**	**10,230**	**38,182**	**33,887**	**21,509**	**19,397**	**25,995**	**32,259**	**49,953**	**27,492**	**24,770**	**10,042**	**4,684**	**2.81**
Napa	41.0	2,100	8,271	8,490	5,705	6,191	10,243	10,350	15,172	6,532	5,682	2,253	1,011	2.60
Solano	108.2	8,130	29,911	25,397	15,804	13,206	15,752	21,909	34,781	20,960	19,088	7,789	3,673	2.89
VISALIA - TULARE - PORTERVILLE	**98.4**	**6,974**	**22,169**	**20,679**	**13,770**	**13,679**	**21,129**	**17,599**	**31,612**	**17,913**	**17,005**	**8,211**	**6,060**	**3.06**
Tulare	98.4	6,974	22,169	20,679	13,770	13,679	21,129	17,599	31,612	17,913	17,005	8,211	6,060	3.06
YUBA CITY	**43.9**	**3,701**	**9,978**	**9,401**	**6,513**	**5,910**	**8,397**	**9,494**	**14,886**	**7,914**	**7,051**	**3,046**	**1,509**	**2.73**
Sutter	22.9	1,724	4,786	5,074	3,737	3,125	4,454	4,918	7,968	3,929	3,660	1,567	858	2.73
Yuba	21.0	1,977	5,192	4,327	2,776	2,785	3,943	4,576	6,918	3,985	3,391	1,479	651	2.73
ALL COUNTIES														
Alameda	488.8	32,422	124,966	110,290	70,676	65,764	84,682	139,998	161,210	82,136	64,303	26,720	14,433	2.54
Alpine	.4	45	105	105	56	44	45	75	144	75	62	21	23	3.50
Amador	10.8	416	1,823	2,010	1,497	2,091	2,963	2,549	4,608	1,711	1,318	477	137	2.50
Butte	70.8	7,011	15,182	11,605	7,974	10,211	18,817	17,639	28,453	11,216	8,838	3,221	1,433	2.49
Calaveras	12.8	466	2,273	2,506	1,744	2,308	3,503	2,613	5,499	2,023	1,768	647	250	2.52
Colusa	5.5	315	1,076	1,020	813	919	1,357	1,243	1,936	919	829	342	231	2.75
Contra Costa	289.3	14,866	65,661	72,665	47,065	42,033	47,010	64,906	98,764	53,440	46,582	18,148	7,460	2.65
Del Norte	7.7	507	1,684	1,452	1,085	1,224	1,748	1,910	2,808	1,276	1,008	469	229	2.55
El Dorado	45.6	2,704	12,060	10,142	6,491	6,595	7,608	8,701	18,293	8,182	6,866	2,591	967	2.67
Fresno	219.6	17,571	54,204	45,159	31,054	30,327	41,285	45,075	72,600	39,485	35,546	15,709	11,185	2.79
Glenn	8.6	491	1,686	1,655	1,290	1,244	2,234	1,838	3,077	1,429	1,308	598	350	2.76
Humboldt	46.3	4,400	12,466	8,986	5,825	6,060	8,563	11,859	16,470	8,113	6,432	2,378	1,048	2.53
Imperial	34.1	1,989	7,391	7,050	5,636	5,349	6,685	6,241	9,391	5,997	5,761	3,320	3,390	3.29
Inyo	7.7	360	1,425	1,470	1,160	1,245	2,040	2,137	2,953	1,079	958	389	184	2.44
Kern	183.4	14,260	43,496	38,363	26,519	25,853	34,909	37,832	60,194	32,907	30,594	13,472	8,401	2.83
Kings	27.5	2,315	6,831	6,184	3,946	3,474	4,750	4,693	8,193	5,473	5,130	2,320	1,691	3.33
Lake	22.8	781	3,357	3,188	2,721	4,593	8,160	5,265	10,707	3,076	2,366	918	468	2.37
Lassen	8.1	581	1,891	1,707	1,236	1,198	1,487	1,639	2,910	1,493	1,281	541	236	3.36
Los Angeles	3,162.1	202,808	778,092	707,453	485,498	443,706	544,543	843,465	978,512	530,002	438,780	210,172	161,169	2.75
Madera	27.1	1,558	6,326	5,724	3,829	3,902	5,761	4,454	9,221	4,901	4,775	2,172	1,577	3.01
Marin	96.1	3,695	22,734	26,368	15,554	13,117	14,632	29,086	33,723	15,590	12,064	4,196	1,441	2.38
Mariposa	5.8	220	1,052	1,124	831	969	1,604	1,241	2,508	889	729	311	122	2.59
Mendocino	30.1	1,677	7,474	6,568	3,917	4,221	6,243	6,897	11,084	5,202	4,371	1,690	856	2.58
Merced	56.9	5,041	14,123	11,844	8,264	7,756	9,872	10,274	17,906	10,569	10,169	4,741	3,241	3.08
Modoc	3.6	152	696	718	504	593	937	864	1,341	591	516	201	87	2.56
Mono	4.0	511	1,460	888	482	370	289	1,202	1,408	690	479	161	60	2.38
Monterey	115.3	8,796	30,023	23,468	16,606	15,693	20,714	23,702	37,529	21,113	18,382	8,211	6,363	3.05
Napa	41.0	2,100	8,271	8,490	5,705	6,191	10,243	10,350	15,172	6,532	5,682	2,253	1,011	2.60
Nevada	30.5	1,161	6,593	6,231	3,619	5,082	7,814	5,830	13,081	5,061	4,306	1,526	696	2.55
Orange	808.2	54,445	198,989	199,750	133,272	104,911	116,833	175,238	268,288	146,713	129,364	55,857	32,740	2.81
Placer	58.7	3,111	12,643	13,922	9,061	8,412	11,551	11,789	21,191	10,744	9,798	3,638	1,540	2.68
Plumas	8.3	489	1,909	1,690	1,169	1,370	1,673	1,889	3,251	1,383	1,181	436	160	2.51
Riverside	358.3	21,095	73,537	68,516	47,713	53,088	94,351	74,454	138,040	56,995	50,621	23,051	15,139	2.76
Sacramento	389.3	30,932	98,085	81,878	59,663	54,398	64,344	105,387	131,713	68,951	53,187	20,623	9,439	2.53
San Benito	11.5	613	2,650	2,491	1,730	1,774	2,242	2,005	3,418	2,055	2,053	1,101	868	3.01
San Bernardino	457.8	32,765	114,175	98,741	65,436	60,973	85,710	87,561	154,547	84,767	77,497	34,599	18,829	2.83
San Diego	867.4	70,442	219,982	180,486	121,284	115,778	159,428	201,392	311,949	150,255	121,995	52,167	29,642	2.75
San Francisco	333.5	16,189	84,834	65,388	44,207	44,569	78,313	135,234	107,276	41,937	26,586	12,536	9,931	2.24
San Joaquin	160.0	11,409	35,675	32,560	23,324	23,662	33,370	36,925	53,130	28,317	24,863	10,764	6,001	2.92
San Luis Obispo	78.4	7,621	18,030	13,403	9,248	11,181	18,917	18,040	31,741	12,827	10,342	3,736	1,714	2.65
San Mateo	245.8	11,985	56,249	57,039	40,156	38,208	42,163	64,523	84,726	41,865	33,420	13,797	7,469	2.55
Santa Barbara	130.9	10,716	30,929	26,357	19,199	17,768	25,931	31,945	45,521	22,663	18,543	7,768	4,460	2.65
Santa Clara	508.9	35,138	134,450	130,459	81,071	63,085	64,697	115,692	162,603	93,487	82,848	35,120	19,150	2.82
Santa Cruz	87.5	5,846	23,576	17,434	10,217	10,485	19,942	21,221	32,613	14,838	11,712	4,433	2,683	2.68
Shasta	52.7	3,401	11,553	11,906	7,644	7,660	10,536	11,475	19,210	9,436	8,086	3,162	1,331	2.66
Sierra	1.5	69	340	272	209	230	380	523	527	212	149	68	21	2.33
Siskiyou	17.3	909	3,848	3,374	2,447	2,621	4,101	4,028	6,436	2,776	2,675	971	414	2.57
Solano	108.2	8,130	29,911	25,397	15,804	13,206	15,752	21,909	34,781	20,960	19,088	7,789	3,673	2.89
Sonoma	146.0	7,959	35,376	31,659	17,954	19,094	33,958	36,025	53,487	24,251	20,725	7,920	3,592	2.52
Stanislaus	120.3	8,888	28,255	25,489	16,838	16,287	24,543	24,765	40,788	21,952	19,622	8,336	4,837	2.84
Sutter	22.9	1,724	4,786	5,074	3,737	3,125	4,454	4,918	7,968	3,929	3,660	1,567	858	2.73
Tehama	18.4	968	3,425	3,601	2,696	2,894	4,816	4,094	6,926	3,054	2,731	1,098	497	2.58
Trinity	5.5	237	1,299	1,159	820	867	1,118	1,238	2,073	945	797	329	118	2.55
Tulare	98.4	6,974	22,169	20,679	13,770	13,679	21,129	17,599	31,612	17,913	17,005	8,211	6,060	3.06
Tuolumne	16.7	897	3,607	3,253	2,151	2,702	4,090	3,564	6,772	2,629	2,345	853	337	2.77
Ventura	213.3	12,391	52,335	54,392	34,097	27,462	32,623	35,263	68,121	40,049	39,918	18,045	11,904	3.02

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES		Households by Age of Householder						Households by Number of Persons						Average
METRO AREA County	12/31/88 Total Households (Thousands)	Under 25 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	1	2	3	4	5	6 or More	Household Size
CALIFORNIA (continued)														
ALL COUNTIES (continued)														
Yolo	49.8	5,946	12,901	9,862	6,802	6,257	8,032	12,597	17,050	8,778	7,273	2,812	1,290	2.67
Yuba	21.0	1,977	5,192	4,327	2,776	2,785	3,943	4,576	6,918	3,985	3,391	1,479	651	2.73
TOTAL METRO COUNTIES	**10,007.8**	**672,737**	**2,454,414**	**2,227,162**	**1,495,431**	**1,372,138**	**1,785,918**	**2,461,516**	**3,313,888**	**1,723,957**	**1,457,008**	**643,108**	**408,323**	**2.73**
TOTAL STATE	**10,458.8**	**702,485**	**2,555,131**	**2,314,991**	**1,556,092**	**1,440,663**	**1,889,438**	**2,559,447**	**3,482,371**	**1,800,036**	**1,522,678**	**670,181**	**424,087**	**2.73**
COLORADO														
BOULDER - LONGMONT	**86.4**	**9,319**	**27,742**	**20,607**	**10,873**	**7,646**	**10,213**	**23,024**	**28,553**	**15,566**	**12,659**	**4,837**	**1,761**	**2.56**
Boulder	86.4	9,319	27,742	20,607	10,873	7,646	10,213	23,024	28,553	15,566	12,659	4,837	1,761	2.56
COLORADO SPRINGS	**149.9**	**14,605**	**41,614**	**35,054**	**22,569**	**16,774**	**19,284**	**37,497**	**47,185**	**28,215**	**23,646**	**9,558**	**3,799**	**2.67**
El Paso	149.9	14,605	41,614	35,054	22,569	16,774	19,284	37,497	47,185	28,215	23,646	9,558	3,799	2.67
DENVER	**671.6**	**50,668**	**195,161**	**159,403**	**97,919**	**78,859**	**89,590**	**195,808**	**206,211**	**116,124**	**97,776**	**39,538**	**16,143**	**2.51**
Adams	105.1	10,171	31,095	25,127	16,570	11,922	10,215	22,926	31,242	21,246	18,156	8,091	3,439	2.72
Arapahoe	156.5	10,635	46,700	43,664	24,586	17,311	13,604	39,875	47,659	29,659	26,199	9,775	3,333	2.57
Denver	230.1	19,520	66,607	39,436	27,566	29,204	47,767	94,733	70,956	30,228	20,475	8,898	4,810	2.19
Douglas	14.4	364	3,468	5,277	2,614	1,478	1,199	1,294	4,429	2,968	3,694	1,459	556	3.23
Jefferson	165.5	9,978	47,291	45,899	26,583	18,944	16,805	36,980	51,925	32,023	29,252	11,315	4,005	2.69
DENVER - BOULDER CONSOLIDATED AREA	***758.0***	***59,987***	***222,903***	***180,010***	***108,792***	***86,505***	***99,803***	***218,832***	***234,764***	***131,690***	***110,435***	***44,375***	***17,904***	***2.51***
FORT COLLINS - LOVELAND	**71.6**	**8,343**	**21,337**	**15,414**	**8,354**	**6,950**	**11,202**	**16,239**	**25,968**	**12,598**	**11,040**	**4,157**	**1,598**	**2.62**
Larimer	71.6	8,343	21,337	15,414	8,354	6,950	11,202	16,239	25,968	12,598	11,040	4,157	1,598	2.62
GREELEY	**51.1**	**5,464**	**13,655**	**10,977**	**6,640**	**5,627**	**8,737**	**11,375**	**16,749**	**9,201**	**8,316**	**3,692**	**1,767**	**2.72**
Weld	51.1	5,464	13,655	10,977	6,640	5,627	8,737	11,375	16,749	9,201	8,316	3,692	1,767	2.72
PUEBLO	**49.8**	**3,343**	**11,107**	**9,265**	**7,559**	**7,653**	**10,873**	**14,022**	**15,122**	**8,620**	**7,167**	**3,367**	**1,502**	**2.58**
Pueblo	49.8	3,343	11,107	9,265	7,559	7,653	10,873	14,022	15,122	8,620	7,167	3,367	1,502	2.58
ALL COUNTIES														
Adams	105.1	10,171	31,095	25,127	16,570	11,9[illegible]	10,215	22,926	31,242	21,246	18,156	8,091	3,439	2.72
Alamosa	4.6	452	1,176	929	615	537	891	1,317	1,325	824	667	327	140	2.74
Arapahoe	156.5	10,635	46,700	43,664	24,586	17,311	13,604	39,875	47,659	29,659	26,199	9,775	3,333	2.57
Archuleta	2.0	78	472	431	294	355	370	706	546	330	255	120	43	2.35
Baca	1.9	110	353	327	276	305	529	424	675	327	280	142	52	2.74
Bent	2.0	97	382	357	309	319	536	535	622	318	282	162	81	2.80
Boulder	86.4	9,319	27,742	20,607	10,873	7,646	10,213	23,024	28,553	15,566	12,659	4,837	1,761	2.56
Chaffee	5.2	328	1,187	1,038	782	680	1,185	1,516	1,668	901	714	294	107	2.60
Cheyenne	.9	44	189	133	117	146	271	314	274	131	104	54	23	2.44
Clear Creek	3.0	225	1,152	685	359	270	309	979	900	530	416	133	42	2.33
Conejos	2.8	142	544	525	445	461	683	689	693	519	414	283	202	2.89
Costilla	1.2	49	220	210	163	237	321	236	339	234	215	110	66	3.17
Crowley	.9	41	128	119	132	158	322	242	339	130	103	48	38	3.56
Custer	.6	32	129	123	84	81	151	113	243	95	89	48	12	3.33
Delta	8.8	432	1,549	1,644	1,071	1,324	2,780	2,045	3,368	1,354	1,215	561	257	2.55
Denver	230.1	19,520	66,607	39,436	27,566	29,204	47,767	94,733	70,956	30,228	20,475	8,898	4,810	2.19
Dolores	.6	34	112	128	98	99	129	124	191	121	91	46	27	2.83
Douglas	14.4	364	3,468	5,277	2,614	1,478	1,199	1,294	4,429	2,968	3,694	1,459	556	3.23
Eagle	7.1	930	3,132	1,580	615	454	389	1,897	2,434	1,518	837	305	109	2.39
Elbert	3.3	141	836	949	425	329	620	514	1,056	608	727	274	121	2.88
El Paso	149.9	14,605	41,614	35,054	22,569	16,774	19,284	37,497	47,185	28,215	23,646	9,558	3,799	2.67
Fremont	12.3	624	2,204	2,146	1,612	1,780	3,934	3,443	4,335	1,867	1,622	718	315	2.67
Garfield	10.5	873	3,090	2,385	1,321	1,071	1,760	2,479	3,498	1,934	1,682	644	263	2.60
Gilpin	1.3	46	486	332	176	105	155	524	386	201	127	45	17	2.15
Grand	3.6	358	1,274	796	506	335	331	964	1,166	668	531	193	78	2.50
Gunnison	4.1	861	1,352	759	444	309	375	1,079	1,539	684	526	195	77	2.63
Hinsdale	.2	9	66	48	31	24	22	90	56	28	17	7	2	2.50
Huerfano	2.6	90	427	412	360	420	891	856	785	390	329	162	77	2.54
Jackson	.7	44	168	185	119	77	107	195	197	129	121	45	13	2.57
Jefferson	165.5	9,978	47,291	45,899	26,583	18,944	16,805	36,980	51,925	32,023	29,252	11,315	4,005	2.69
Kiowa	.6	27	82	111	67	139	174	72	288	121	73	32	14	3.00
Kit Carson	2.9	208	559	559	400	420	754	693	1,031	431	439	215	91	2.62
Lake	2.4	325	801	517	318	229	210	469	735	467	424	200	105	2.92
La Plata	11.9	1,157	3,233	2,531	1,606	1,407	1,966	2,695	4,243	2,153	1,725	739	345	2.68
Larimer	71.6	8,343	21,337	15,414	8,354	6,950	11,202	16,239	25,968	12,598	11,040	4,157	1,598	2.62
Las Animas	5.4	308	943	831	721	857	1,740	1,747	1,576	875	673	343	186	2.57

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

SaMM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
COLORADO (continued)														
ALL COUNTIES (continued)														
Lincoln	1.8	118	278	320	245	311	528	456	682	272	236	105	49	2.56
Logan	7.3	667	1,504	1,321	1,061	1,026	1,721	2,039	2,347	1,198	1,024	484	208	2.58
Mesa	33.6	2,720	8,529	7,034	4,486	4,151	6,680	7,032	12,010	5,920	5,499	2,151	988	2.67
Mineral	.3	19	74	78	41	41	47	102	95	42	36	17	8	2.67
Moffat	4.9	505	1,557	1,201	634	472	531	975	1,535	949	927	358	156	2.73
Montezuma	6.8	439	1,479	1,509	1,026	970	1,377	1,311	2,241	1,211	1,215	503	319	2.81
Montrose	9.3	513	1,999	2,156	1,406	1,200	2,026	2,060	3,076	1,633	1,530	716	285	2.68
Morgan	8.4	617	1,849	1,626	1,194	1,138	1,976	1,877	2,774	1,515	1,387	563	284	2.67
Otero	8.0	467	1,595	1,457	1,124	1,113	2,244	2,369	2,316	1,318	1,160	561	276	2.61
Ouray	.7	20	165	183	73	105	154	148	258	112	119	40	23	3.29
Park	2.9	120	957	827	362	310	324	620	951	552	479	218	80	2.66
Phillips	1.8	92	310	315	228	243	612	608	591	235	211	111	44	2.33
Pitkin	5.0	418	2,152	1,406	517	295	212	1,565	1,801	798	583	189	64	2.26
Prowers	5.5	420	1,182	1,067	740	770	1,321	1,590	1,627	874	809	384	216	2.56
Pueblo	49.8	3,343	11,107	9,265	7,559	7,653	10,873	14,022	15,122	8,620	7,167	3,367	1,502	2.58
Rio Blanco	2.1	201	531	498	319	238	313	505	608	375	362	194	56	2.95
Rio Grande	3.9	236	819	817	564	548	916	716	1,320	651	660	351	202	2.95
Routt	5.4	504	2,248	1,321	478	386	463	1,217	1,737	1,079	952	311	104	2.59
Saguache	1.4	78	293	260	193	224	352	308	474	205	227	108	78	2.86
San Juan	.4	27	157	91	52	35	38	161	99	62	49	23	6	2.25
San Miguel	1.5	90	682	351	131	90	156	459	480	248	185	86	42	2.40
Sedgwick	1.4	70	224	217	201	233	455	603	421	179	130	54	13	2.07
Summit	4.9	734	2,367	1,028	400	255	116	1,302	1,740	944	645	208	61	2.37
Teller	4.6	192	1,306	1,274	696	518	614	716	1,738	919	783	325	119	2.83
Washington	1.9	100	363	326	263	316	532	413	745	284	262	146	50	2.74
Weld	51.1	5,464	13,655	10,977	6,640	5,627	8,737	11,375	16,749	9,201	8,316	3,692	1,767	2.72
Yuma	3.8	239	737	720	499	533	1,072	1,096	1,218	578	553	277	78	2.50
TOTAL METRO COUNTIES	**1,080.4**	**91,742**	**310,616**	**250,720**	**153,914**	**123,509**	**149,899**	**297,965**	**339,788**	**190,324**	**160,604**	**65,149**	**26,570**	**2.56**
TOTAL STATE	**1,311.4**	**109,413**	**370,219**	**298,913**	**184,313**	**151,958**	**196,584**	**355,170**	**417,181**	**230,365**	**195,325**	**80,077**	**33,282**	**2.57**
CONNECTICUT														
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**300.0**	**10,092**	**54,562**	**69,697**	**54,380**	**50,208**	**61,061**	**63,880**	**95,338**	**55,340**	**50,885**	**23,418**	**11,139**	**2.77**
Fairfield	300.0	10,092	54,562	69,697	54,380	50,208	61,061	63,880	95,338	55,340	50,885	23,418	11,139	2.77
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**416.9**	**20,684**	**90,423**	**90,514**	**66,513**	**65,496**	**83,270**	**99,452**	**134,529**	**74,885**	**66,261**	**29,246**	**12,527**	**2.68**
Hartford	320.8	15,722	67,374	67,432	51,918	52,299	66,055	78,351	103,436	57,270	49,582	22,322	9,839	2.64
Middlesex	53.8	2,466	12,235	12,245	8,063	7,870	10,921	13,129	17,456	9,593	8,627	3,591	1,404	2.65
Tolland	42.3	2,496	10,814	10,837	6,532	5,327	6,294	7,972	13,637	8,022	8,052	3,333	1,284	3.03
NEW HAVEN - WATERBURY - MERIDEN	**295.8**	**13,367**	**62,124**	**59,990**	**44,637**	**48,591**	**67,091**	**70,996**	**94,962**	**53,272**	**45,759**	**20,837**	**9,974**	**2.68**
New Haven	295.8	13,367	62,124	59,990	44,637	48,591	67,091	70,996	94,962	53,272	45,759	20,837	9,974	2.68
NEW LONDON - NORWICH	**91.1**	**6,107**	**20,920**	**19,544**	**13,891**	**13,189**	**17,449**	**22,080**	**28,449**	**16,920**	**14,603**	**6,365**	**2,683**	**2.79**
New London	91.1	6,107	20,920	19,544	13,891	13,189	17,449	22,080	28,449	16,920	14,603	6,365	2,683	2.79
ALL COUNTIES														
Fairfield	300.0	10,092	54,562	69,697	54,380	50,208	61,061	63,880	95,338	55,340	50,885	23,418	11,139	2.77
Hartford	320.8	15,722	67,374	67,432	51,918	52,299	66,055	78,351	103,436	57,270	49,582	22,322	9,839	2.64
Litchfield	63.2	2,211	12,667	14,012	9,533	9,779	14,998	13,761	20,986	11,365	10,528	4,574	1,986	2.69
Middlesex	53.8	2,466	12,235	12,245	8,063	7,870	10,921	13,129	17,456	9,593	8,627	3,591	1,404	2.65
New Haven	295.8	13,367	62,124	59,990	44,637	48,591	67,091	70,996	94,962	53,272	45,759	20,837	9,974	2.68
New London	91.1	6,107	20,920	19,544	13,891	13,189	17,449	22,080	28,449	16,920	14,603	6,365	2,683	2.79
Tolland	42.3	2,496	10,814	10,837	6,532	5,327	6,294	7,972	13,637	8,022	8,052	3,333	1,284	3.03
Windham	36.8	2,328	8,109	7,705	5,233	5,316	6,109	8,088	11,845	6,626	6,094	2,798	1,349	2.75
TOTAL METRO COUNTIES	**1,103.8**	**50,250**	**228,029**	**239,745**	**179,421**	**177,484**	**228,871**	**256,408**	**353,278**	**200,417**	**177,508**	**79,866**	**36,323**	**2.71**
TOTAL STATE	**1,203.8**	**54,789**	**248,805**	**261,462**	**194,187**	**192,579**	**251,978**	**278,257**	**386,109**	**218,408**	**194,130**	**87,238**	**39,658**	**2.71**
DELAWARE														
WILMINGTON	**203.9**	**11,803**	**45,509**	**44,983**	**33,718**	**31,530**	**36,357**	**43,443**	**64,052**	**39,127**	**34,457**	**15,295**	**7,526**	**2.77**
New Castle	155.0	9,506	35,118	33,957	25,797	23,863	26,759	33,764	49,128	29,543	25,766	11,216	5,583	2.75

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		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
DELAWARE (continued)														
WILMINGTON (continued)														
Cecil, Md.	*24.5*	*1,220*	*5,443*	*5,937*	*4,045*	*3,654*	*4,201*	*4,575*	*7,121*	*5,075*	*4,586*	*2,153*	*990*	*2.90*
Salem, N. J.	*24.4*	*1,077*	*4,948*	*5,089*	*3,876*	*4,013*	*5,397*	*5,104*	*7,803*	*4,509*	*4,105*	*1,926*	*953*	*2.74*
ALL COUNTIES														
Kent	38.4	2,797	9,373	9,188	6,077	4,704	6,261	7,489	11,757	7,944	6,860	2,905	1,445	2.89
New Castle	155.0	9,506	35,118	33,957	25,797	23,863	26,759	33,764	49,128	29,543	25,766	11,216	5,583	2.75
Sussex	43.3	2,101	8,268	8,135	6,565	7,398	10,833	8,744	15,612	8,097	6,539	2,658	1,650	2.69
TOTAL METRO COUNTIES	**155.0**	**9,506**	**35,118**	**33,957**	**25,797**	**23,863**	**26,759**	**33,764**	**49,128**	**29,543**	**25,766**	**11,216**	**5,583**	**2.75**
TOTAL STATE	**236.7**	**14,404**	**52,759**	**51,280**	**38,439**	**35,965**	**43,853**	**49,997**	**76,497**	**45,584**	**39,165**	**16,779**	**8,678**	**2.76**
DISTRICT OF COLUMBIA														
WASHINGTON	**1,401.6**	**71,633**	**369,538**	**372,871**	**227,125**	**180,355**	**180,078**	**359,468**	**417,304**	**259,744**	**220,646**	**94,604**	**49,834**	**2.66**
District of Columbia	255.2	12,979	64,004	54,797	36,968	36,482	49,970	99,629	70,386	35,967	25,086	12,451	11,681	2.44
Calvert, Md.	*16.7*	*544*	*3,899*	*4,521*	*2,589*	*2,354*	*2,793*	*2,337*	*4,992*	*3,277*	*3,397*	*1,589*	*1,108*	*3.03*
Charles, Md.	*30.4*	*1,222*	*7,689*	*9,816*	*4,745*	*3,443*	*3,485*	*3,597*	*7,676*	*6,569*	*7,053*	*3,309*	*2,196*	*3.21*
Frederick, Md.	*49.1*	*2,177*	*12,186*	*12,453*	*7,564*	*6,327*	*8,393*	*7,756*	*15,010*	*10,289*	*10,012*	*4,034*	*1,999*	*2.93*
Montgomery, Md.	*270.5*	*9,952*	*60,946*	*69,400*	*48,570*	*40,711*	*40,921*	*63,731*	*84,596*	*51,162*	*44,326*	*18,694*	*7,991*	*2.63*
Prince George's, Md.	*250.1*	*16,295*	*72,405*	*68,237*	*40,167*	*28,753*	*24,243*	*52,737*	*73,326*	*51,577*	*42,777*	*19,190*	*10,493*	*2.80*
Alexandria city, Va.	*56.1*	*4,093*	*19,334*	*12,228*	*7,122*	*6,598*	*6,725*	*24,603*	*18,069*	*6,980*	*4,059*	*1,571*	*818*	*2.00*
Arlington, Va.	*77.0*	*5,105*	*22,936*	*15,712*	*9,491*	*10,428*	*13,328*	*32,828*	*25,482*	*9,774*	*5,769*	*2,175*	*972*	*2.09*
Fairfax, Va.	*272.0*	*12,205*	*69,689*	*85,154*	*50,583*	*34,090*	*20,279*	*54,547*	*83,631*	*56,565*	*49,888*	*19,830*	*7,539*	*2.75*
Fairfax city, Va.	*7.3*	*521*	*1,850*	*1,880*	*1,328*	*1,106*	*615*	*1,607*	*2,338*	*1,611*	*1,112*	*459*	*173*	*2.74*
Falls Church city, Va.	*4.6*	*167*	*1,056*	*1,007*	*643*	*730*	*997*	*1,733*	*1,588*	*656*	*393*	*163*	*67*	*2.11*
Loudoun, Va.	*25.6*	*970*	*6,670*	*8,146*	*3,952*	*2,611*	*3,251*	*4,116*	*7,363*	*5,384*	*5,552*	*2,190*	*995*	*2.95*
Manassas city, Va.	*7.1*	*531*	*2,486*	*1,969*	*960*	*591*	*563*	*1,154*	*2,093*	*1,562*	*1,463*	*608*	*220*	*2.93*
Manassas Park city, Va.	*2.3*	*175*	*785*	*632*	*395*	*187*	*126*	*235*	*554*	*563*	*514*	*297*	*137*	*3.22*
Prince William, Va.	*60.2*	*3,870*	*19,269*	*21,442*	*9,137*	*3,924*	*2,558*	*6,983*	*15,287*	*13,855*	*15,145*	*6,346*	*2,584*	*3.17*
Stafford, Va.	*17.4*	*827*	*4,334*	*5,477*	*2,911*	*2,020*	*1,831*	*1,875*	*4,913*	*3,953*	*4,100*	*1,698*	*861*	*3.25*
TOTAL METRO COUNTIES	**255.2**	**12,979**	**64,004**	**54,797**	**36,968**	**36,482**	**49,970**	**99,629**	**70,386**	**35,967**	**25,086**	**12,451**	**11,681**	**2.44**
TOTAL STATE	**255.2**	**12,979**	**64,004**	**54,797**	**36,968**	**36,482**	**49,970**	**99,629**	**70,386**	**35,967**	**25,086**	**12,451**	**11,681**	**2.44**
FLORIDA														
BRADENTON	**81.3**	**3,259**	**10,988**	**10,874**	**8,895**	**12,731**	**34,553**	**20,535**	**37,189**	**10,628**	**7,865**	**3,339**	**1,744**	**2.31**
Manatee	81.3	3,259	10,988	10,874	8,895	12,731	34,553	20,535	37,189	10,628	7,865	3,339	1,744	2.31
DAYTONA BEACH	**147.6**	**7,409**	**21,752**	**21,473**	**18,304**	**24,638**	**54,024**	**40,495**	**61,717**	**21,001**	**14,864**	**6,285**	**3,238**	**2.34**
Volusia	147.6	7,409	21,752	21,473	18,304	24,638	54,024	40,495	61,717	21,001	14,864	6,285	3,238	2.34
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**526.5**	**21,092**	**88,686**	**90,013**	**66,455**	**77,271**	**182,983**	**144,581**	**218,458**	**74,098**	**55,214**	**23,181**	**10,968**	**2.31**
Broward	526.5	21,092	88,686	90,013	66,455	77,271	182,983	144,581	218,458	74,098	55,214	23,181	10,968	2.31
FORT MYERS - CAPE CORAL	**131.6**	**5,525**	**19,330**	**19,775**	**15,926**	**23,608**	**47,436**	**31,654**	**59,607**	**18,695**	**13,284**	**5,546**	**2,814**	**2.34**
Lee	131.6	5,525	19,330	19,775	15,926	23,608	47,436	31,654	59,607	18,695	13,284	5,546	2,814	2.34
FORT PIERCE	**93.1**	**4,318**	**14,833**	**14,869**	**11,684**	**15,711**	**31,685**	**22,036**	**39,922**	**13,443**	**10,219**	**4,677**	**2,803**	**2.44**
Martin	39.6	1,584	5,364	5,668	4,583	6,724	15,677	9,826	18,230	5,094	3,981	1,652	817	2.37
St. Lucie	53.5	2,734	9,469	9,201	7,101	8,987	16,008	12,210	21,692	8,349	6,238	3,025	1,986	2.50
FORT WALTON BEACH	**56.3**	**5,250**	**13,593**	**14,034**	**10,047**	**7,120**	**6,256**	**12,019**	**17,608**	**11,817**	**9,570**	**3,794**	**1,492**	**2.74**
Okaloosa	56.3	5,250	13,593	14,034	10,047	7,120	6,256	12,019	17,608	11,817	9,570	3,794	1,492	2.74
GAINESVILLE	**79.3**	**12,796**	**22,440**	**15,115**	**9,238**	**8,232**	**11,479**	**19,986**	**27,459**	**14,553**	**10,862**	**4,324**	**2,116**	**2.63**
Alachua	71.5	12,361	20,975	13,427	7,970	6,994	9,773	18,406	24,926	13,092	9,585	3,712	1,779	2.58
Bradford	7.8	435	1,465	1,688	1,268	1,238	1,706	1,580	2,533	1,461	1,277	612	337	3.10
JACKSONVILLE	**348.8**	**23,821**	**82,347**	**75,803**	**53,496**	**50,004**	**63,329**	**87,005**	**110,572**	**66,047**	**52,243**	**22,058**	**10,875**	**2.63**
Clay	34.6	1,643	8,243	10,570	5,672	4,025	4,447	4,982	10,196	7,336	7,657	3,136	1,293	2.95
Duval	266.1	19,765	64,648	55,188	40,174	38,375	47,950	71,711	83,512	49,888	37,373	15,760	7,856	2.59
Nassau	16.1	886	3,587	3,985	2,809	2,204	2,629	2,737	4,914	3,347	3,072	1,321	709	2.86
St. Johns	32.0	1,527	5,869	6,060	4,841	5,400	8,303	7,575	11,950	5,476	4,141	1,841	1,017	2.55
LAKELAND - WINTER HAVEN	**151.1**	**8,237**	**27,736**	**29,384**	**22,431**	**22,800**	**40,512**	**33,081**	**55,826**	**26,106**	**21,452**	**9,333**	**5,302**	**2.66**
Polk	151.1	8,237	27,736	29,384	22,431	22,800	40,512	33,081	55,826	26,106	21,452	9,333	5,302	2.66
MELBOURNE - TITUSVILLE - PALM BAY	**157.4**	**8,795**	**26,764**	**31,797**	**27,682**	**27,636**	**34,726**	**38,358**	**58,514**	**27,823**	**20,686**	**8,685**	**3,334**	**2.47**

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FLORIDA (continued)														
MELBOURNE - TITUSVILLE - PALM BAY (continued)														
Brevard	157.4	8,795	26,764	31,797	27,682	27,636	34,726	38,358	58,514	27,823	20,686	8,685	3,334	2.47
MIAMI - HIALEAH	**710.3**	**31,546**	**129,228**	**145,579**	**115,637**	**108,407**	**179,903**	**190,283**	**234,905**	**121,399**	**94,114**	**43,454**	**26,145**	**2.61**
Dade	710.3	31,546	129,228	145,579	115,637	108,407	179,903	190,283	234,905	121,399	94,114	43,454	26,145	2.61
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***1,236.8***	***52,638***	***217,914***	***235,592***	***182,092***	***185,678***	***362,886***	***334,864***	***453,363***	***195,497***	***149,328***	***66,635***	***37,113***	***2.48***
NAPLES	**56.3**	**2,776**	**9,053**	**9,491**	**7,221**	**10,109**	**17,650**	**13,438**	**25,372**	**7,797**	**5,829**	**2,611**	**1,253**	**2.36**
Collier	56.3	2,776	9,053	9,491	7,221	10,109	17,650	13,438	25,372	7,797	5,829	2,611	1,253	2.36
OCALA	**75.0**	**3,272**	**11,727**	**13,095**	**10,574**	**13,566**	**22,766**	**16,412**	**30,146**	**12,489**	**9,478**	**4,300**	**2,175**	**2.53**
Marion	75.0	3,272	11,727	13,095	10,574	13,566	22,766	16,412	30,146	12,489	9,478	4,300	2,175	2.53
ORLANDO	**379.1**	**24,355**	**82,201**	**80,486**	**60,545**	**55,086**	**76,427**	**88,211**	**132,408**	**67,916**	**54,565**	**23,617**	**12,383**	**2.61**
Orange	242.7	17,791	53,990	48,832	38,988	35,474	47,625	61,214	83,342	43,279	32,750	14,288	7,827	2.58
Osceola	37.3	1,975	6,205	6,982	5,172	5,547	11,419	7,609	15,246	6,127	5,008	2,086	1,224	2.55
Seminole	99.1	4,589	22,006	24,672	16,385	14,065	17,383	19,388	33,820	18,510	16,807	7,243	3,332	2.70
PANAMA CITY	**50.8**	**3,744**	**11,112**	**10,948**	**8,326**	**7,454**	**9,216**	**11,841**	**16,607**	**10,021**	**7,795**	**3,166**	**1,370**	**2.61**
Bay	50.8	3,744	11,112	10,948	8,326	7,454	9,216	11,841	16,607	10,021	7,795	3,166	1,370	2.61
PENSACOLA	**131.0**	**9,035**	**29,662**	**29,571**	**21,526**	**18,989**	**22,217**	**28,393**	**42,258**	**25,813**	**21,151**	**8,969**	**4,416**	**2.71**
Escambia	105.7	7,289	23,803	23,137	17,302	15,683	18,486	23,875	34,385	20,373	16,351	7,050	3,666	2.69
Santa Rosa	25.3	1,746	5,859	6,434	4,224	3,306	3,731	4,518	7,873	5,440	4,800	1,919	750	2.79
SARASOTA	**118.7**	**3,829**	**14,339**	**15,037**	**12,842**	**19,793**	**52,860**	**30,778**	**58,244**	**14,460**	**9,964**	**3,916**	**1,338**	**2.20**
Sarasota	118.7	3,829	14,339	15,037	12,842	19,793	52,860	30,778	58,244	14,460	9,964	3,916	1,338	2.20
TALLAHASSEE	**86.3**	**10,272**	**24,161**	**18,017**	**11,171**	**9,955**	**12,724**	**22,124**	**28,241**	**15,614**	**12,151**	**4,996**	**3,174**	**2.67**
Gadsden	15.0	627	2,969	2,961	2,393	2,310	3,740	2,668	4,435	2,731	2,376	1,302	1,488	3.14
Leon	71.3	9,645	21,192	15,056	8,778	7,645	8,984	19,456	23,806	12,883	9,775	3,694	1,686	2.57
TAMPA - ST. PETERSBURG - CLEARWATER	**864.3**	**40,987**	**140,937**	**138,494**	**108,998**	**134,776**	**300,108**	**232,761**	**353,288**	**126,995**	**93,190**	**38,629**	**19,437**	**2.35**
Hernando	37.7	1,122	3,957	5,099	4,411	8,215	14,896	7,725	18,305	5,368	3,749	1,595	958	2.39
Hillsborough	325.0	22,667	72,493	68,267	48,858	45,383	67,332	80,719	110,983	58,213	45,770	19,431	9,884	2.55
Pasco	117.0	3,041	11,768	13,595	11,594	22,033	54,969	26,469	60,086	14,382	9,804	4,052	2,207	2.27
Pinellas	384.6	14,157	52,719	51,533	44,135	59,145	162,911	117,848	163,914	49,032	33,867	13,551	6,388	2.20
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**361.1**	**14,263**	**56,204**	**56,844**	**43,343**	**54,876**	**135,570**	**96,022**	**156,728**	**49,471**	**36,658**	**15,348**	**6,873**	**2.31**
Palm Beach	361.1	14,263	56,204	56,844	43,343	54,876	135,570	96,022	156,728	49,471	36,658	15,348	6,873	2.31
ALL COUNTIES														
Alachua	71.5	12,361	20,975	13,427	7,970	6,994	9,773	18,406	24,926	13,092	9,585	3,712	1,779	2.58
Baker	5.7	324	1,310	1,467	950	681	968	826	1,589	1,219	1,107	563	396	3.40
Bay	50.8	3,744	11,112	10,948	8,326	7,454	9,216	11,841	16,607	10,021	7,795	3,166	1,370	2.61
Bradford	7.8	435	1,465	1,688	1,268	1,238	1,706	1,580	2,533	1,461	1,277	612	337	3.10
Brevard	157.4	8,795	26,764	31,797	27,682	27,636	34,726	38,358	58,514	27,823	20,686	8,685	3,334	2.47
Broward	526.5	21,092	88,686	90,013	66,455	77,271	182,983	144,581	218,458	74,098	55,214	23,181	10,968	2.31
Calhoun	3.4	167	548	682	484	520	999	696	1,132	611	523	283	155	2.97
Charlotte	43.0	1,003	3,566	4,195	4,117	8,679	21,440	9,912	22,992	5,011	3,313	1,196	576	2.18
Citrus	40.0	1,048	3,957	4,694	4,341	8,065	17,895	8,591	20,385	5,246	3,539	1,512	727	2.30
Clay	34.6	1,643	8,243	10,570	5,672	4,025	4,447	4,982	10,196	7,336	7,657	3,136	1,293	2.95
Collier	56.3	2,776	9,053	9,491	7,221	10,109	17,650	13,438	25,372	7,797	5,829	2,611	1,253	2.36
Columbia	15.4	999	3,196	3,370	2,444	2,286	3,105	3,098	4,847	3,074	2,542	1,173	666	2.76
Dade	710.3	31,546	129,228	145,579	115,637	108,407	179,903	190,283	234,905	121,399	94,114	43,454	26,145	2.61
De Soto	8.2	397	1,341	1,529	1,110	1,290	2,533	1,789	3,150	1,328	1,094	551	288	2.82
Dixie	3.5	172	603	711	520	595	899	704	1,222	629	562	255	128	2.77
Duval	266.1	19,765	64,648	55,188	40,174	38,375	47,950	71,711	83,512	49,888	37,373	15,760	7,856	2.59
Escambia	105.7	7,289	23,803	23,137	17,302	15,683	18,486	23,875	34,385	20,373	16,351	7,050	3,666	2.69
Flagler	9.3	344	1,305	1,353	1,159	2,156	2,983	2,492	4,065	1,332	896	388	127	2.26
Franklin	3.1	166	476	605	437	475	941	697	1,059	575	418	210	141	2.74
Gadsden	15.0	627	2,969	2,961	2,393	2,310	3,740	2,668	4,435	2,731	2,376	1,302	1,488	3.14
Gilchrist	2.5	119	413	568	424	420	556	503	872	440	394	191	100	2.92
Glades	2.8	117	410	475	461	565	772	568	1,161	434	346	153	138	2.68
Gulf	4.3	202	689	834	810	747	1,018	858	1,396	822	680	361	183	2.79
Hamilton	3.1	187	612	598	408	445	850	777	854	546	496	251	176	3.06
Hardee	7.5	423	1,490	1,451	1,165	1,130	1,841	1,333	2,418	1,317	1,237	658	537	2.95
Hendry	8.4	529	1,706	2,032	1,324	1,288	1,521	1,461	2,675	1,550	1,442	766	506	2.98
Hernando	37.7	1,122	3,957	5,099	4,411	8,215	14,896	7,725	18,305	5,368	3,749	1,595	958	2.39
Highlands	28.0	1,099	3,387	3,649	3,118	4,768	11,979	7,606	12,261	3,616	2,667	1,179	671	2.34
Hillsborough	325.0	22,667	72,493	68,267	48,858	45,383	67,332	80,719	110,983	58,213	45,770	19,431	9,884	2.55

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	1	2	3	4	5	6 or More	
FLORIDA (continued)														
ALL COUNTIES (continued)														
Holmes	6.2	275	964	1,227	938	1,016	1,780	1,384	2,040	1,164	936	457	219	2.66
Indian River	36.4	1,426	5,260	5,642	4,886	6,555	12,631	9,234	15,334	5,237	3,959	1,790	846	2.40
Jackson	15.2	708	2,633	2,818	2,327	2,361	4,353	3,313	5,085	2,782	2,319	1,058	643	2.90
Jefferson	4.1	162	801	706	620	686	1,125	858	1,217	716	659	355	295	2.90
Lafayette	1.5	77	288	300	217	230	388	319	480	275	256	103	67	3.20
Lake	61.6	1,983	7,472	8,977	7,419	10,109	25,640	15,458	27,093	8,324	6,330	2,755	1,640	2.36
Lee	131.6	5,525	19,330	19,775	15,926	23,608	47,436	31,654	59,607	18,695	13,284	5,546	2,814	2.34
Leon	71.3	9,645	21,192	15,056	8,778	7,645	8,984	19,456	23,806	12,883	9,775	3,694	1,686	2.57
Levy	9.7	402	1,515	1,769	1,436	1,742	2,836	2,012	3,739	1,591	1,376	604	378	2.65
Liberty	1.7	112	298	320	282	250	438	355	551	322	255	141	76	2.82
Madison	5.3	256	880	955	784	858	1,567	1,075	1,690	946	826	403	360	3.00
Manatee	81.3	3,259	10,988	10,874	8,895	12,731	34,553	20,535	37,189	10,628	7,865	3,339	1,744	2.31
Marion	75.0	3,272	11,727	13,095	10,574	13,566	22,766	16,412	30,146	12,489	9,478	4,300	2,175	2.53
Martin	39.6	1,584	5,364	5,668	4,583	6,724	15,677	9,826	18,230	5,094	3,981	1,652	817	2.37
Monroe	34.8	2,061	7,101	6,138	5,184	6,254	8,062	11,367	13,558	5,030	3,191	1,261	393	2.20
Nassau	16.1	886	3,587	3,985	2,809	2,204	2,629	2,737	4,914	3,347	3,072	1,321	709	2.86
Okaloosa	56.3	5,250	13,593	14,034	10,047	7,120	6,256	12,019	17,608	11,817	9,570	3,794	1,492	2.74
Okeechobee	11.0	696	2,008	2,296	1,747	1,706	2,547	2,404	3,877	1,861	1,602	749	507	2.65
Orange	242.7	17,791	53,990	48,832	38,988	35,474	47,625	61,214	83,342	43,279	32,750	14,288	7,827	2.58
Osceola	37.3	1,975	6,205	6,982	5,172	5,547	11,419	7,609	15,246	6,127	5,008	2,086	1,224	2.55
Palm Beach	361.1	14,263	56,204	56,844	43,343	54,876	135,570	96,022	156,728	49,471	36,658	15,348	6,873	2.31
Pasco	117.0	3,041	11,768	13,595	11,594	22,033	54,969	26,469	60,086	14,382	9,804	4,052	2,207	2.27
Pinellas	384.6	14,157	52,719	51,533	44,135	59,145	162,911	117,848	163,914	49,032	33,867	13,551	6,388	2.20
Polk	151.1	8,237	27,736	29,384	22,431	22,800	40,512	33,081	55,826	26,106	21,452	9,333	5,302	2.66
Putnam	24.3	1,075	3,813	4,241	3,730	4,450	6,991	5,151	9,206	4,193	3,197	1,559	994	2.60
St. Johns	32.0	1,527	5,869	6,060	4,841	5,400	8,303	7,575	11,950	5,476	4,141	1,841	1,017	2.55
St. Lucie	53.5	2,734	9,469	9,201	7,101	8,987	16,008	12,210	21,692	8,349	6,238	3,025	1,986	2.50
Santa Rosa	25.3	1,746	5,859	6,434	4,224	3,306	3,731	4,518	7,873	5,440	4,800	1,919	750	2.79
Sarasota	118.7	3,829	14,339	15,037	12,842	19,793	52,860	30,778	58,244	14,460	9,964	3,916	1,338	2.20
Seminole	99.1	4,589	22,006	24,672	16,385	14,065	17,383	19,388	33,820	18,510	16,807	7,243	3,332	2.70
Sumter	11.8	487	1,600	2,089	1,646	2,125	3,853	2,609	4,723	1,789	1,453	770	456	2.64
Suwannee	9.8	457	1,776	1,919	1,405	1,583	2,660	2,023	3,260	1,834	1,527	727	429	2.74
Taylor	6.9	380	1,395	1,307	1,070	1,039	1,709	1,534	2,185	1,309	1,111	471	290	2.70
Union	2.4	176	493	488	387	369	487	594	679	467	358	198	104	4.75
Volusia	147.6	7,409	21,752	21,473	18,304	24,638	54,024	40,495	61,717	21,001	14,864	6,285	3,238	2.34
Wakulla	5.0	260	1,146	1,121	723	706	1,044	897	1,686	905	899	394	219	2.88
Walton	11.2	467	1,642	1,983	1,776	2,012	3,320	2,695	4,064	1,941	1,517	674	309	2.51
Washington	6.3	265	946	1,186	915	1,049	1,939	1,518	2,210	1,028	946	437	161	2.59
TOTAL METRO COUNTIES	**4,605.9**	**244,581**	**837,093**	**840,699**	**644,341**	**702,762**	**1,336,424**	**1,180,013**	**1,765,069**	**736,186**	**561,154**	**240,228**	**123,250**	**2.47**
TOTAL STATE	**5,059.3**	**263,602**	**904,133**	**914,394**	**705,105**	**781,972**	**1,490,094**	**1,286,724**	**1,949,824**	**805,650**	**615,127**	**264,824**	**137,151**	**2.47**
GEORGIA														
ALBANY	**40.5**	**2,965**	**10,861**	**9,237**	**6,311**	**5,176**	**5,950**	**7,436**	**12,010**	**8,363**	**7,177**	**3,306**	**2,208**	**2.94**
Dougherty	35.2	2,659	9,415	7,859	5,545	4,533	5,189	6,619	10,460	7,224	6,127	2,868	1,902	2.93
Lee	5.3	306	1,446	1,378	766	643	761	817	1,550	1,139	1,050	438	306	3.06
ATHENS	**55.0**	**6,784**	**14,087**	**11,113**	**7,066**	**6,429**	**9,521**	**12,915**	**18,421**	**10,401**	**8,386**	**3,279**	**1,598**	**2.71**
Clarke	31.2	5,396	8,657	5,492	3,595	3,308	4,752	8,924	10,691	5,462	3,925	1,494	704	2.63
Jackson	10.6	590	2,140	2,434	1,567	1,491	2,378	1,918	3,359	2,171	1,933	788	431	2.80
Madison	7.5	404	1,749	1,746	1,103	1,005	1,493	1,169	2,522	1,559	1,419	552	279	2.84
Oconee	5.7	394	1,541	1,441	801	625	898	904	1,849	1,209	1,109	445	184	2.82
ATLANTA	**1,033.6**	**64,640**	**283,717**	**266,984**	**155,389**	**120,043**	**142,827**	**234,018**	**317,949**	**206,002**	**172,787**	**69,852**	**32,992**	**2.68**
Barrow	9.8	578	1,993	2,147	1,492	1,426	2,164	1,883	3,084	1,908	1,757	755	413	2.82
Butts	4.9	213	1,001	1,029	765	755	1,137	869	1,498	935	837	425	336	3.35
Cherokee	28.4	1,584	7,931	7,551	3,846	3,142	4,346	3,576	9,020	6,392	5,992	2,333	1,087	2.94
Clayton	64.6	5,108	19,616	18,118	10,299	6,451	5,008	11,926	18,553	14,314	12,665	5,077	1,865	2.79
Cobb	164.6	10,997	48,761	46,299	25,501	17,438	15,604	38,224	51,118	33,923	27,743	10,237	3,355	2.59
Coweta	17.8	885	3,613	4,090	2,808	2,500	3,904	3,268	5,661	3,472	3,120	1,361	918	2.81
De Kalb	210.2	13,963	58,806	52,940	33,534	25,541	25,416	51,531	66,270	40,355	32,116	13,339	6,589	2.61
Douglas	24.9	1,266	6,852	7,242	3,910	2,631	2,999	2,848	7,169	5,687	5,699	2,380	1,117	3.06
Fayette	19.3	548	4,377	6,749	3,154	2,257	2,215	2,555	5,484	4,473	4,611	1,650	527	2.95
Forsyth	15.1	868	3,577	3,910	2,333	1,937	2,475	2,630	4,761	3,251	2,849	1,151	458	2.78
Fulton	261.7	17,733	69,578	56,918	36,096	32,315	49,060	80,788	81,451	44,205	32,134	14,232	8,890	2.48

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SMM ESTIMATES		Households by Age of Householder						Households by Number of Persons						Average Household Size
METRO AREA County	12/31/88 Total Households (Thousands)	Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
GEORGIA (continued)														
ATLANTA (continued)														
Gwinnett	116.8	6,338	36,695	36,091	16,345	10,573	10,758	18,945	35,007	26,791	24,495	8,774	2,788	2.82
Henry	18.3	695	4,192	4,489	3,128	2,597	3,199	2,643	5,747	3,928	3,583	1,517	882	2.92
Newton	14.9	775	2,995	3,581	2,369	2,075	3,105	2,259	4,570	3,046	2,809	1,330	886	2.97
Paulding	12.7	757	3,023	3,119	1,849	1,584	2,368	2,295	3,627	2,750	2,543	1,007	478	2.84
Rockdale	18.1	746	4,271	5,363	3,071	2,255	2,394	2,409	5,183	4,026	4,058	1,711	713	2.99
Spalding	19.1	958	3,939	4,342	3,027	2,818	4,016	3,471	5,932	3,857	3,423	1,485	932	2.88
Walton	12.4	628	2,497	3,006	1,862	1,748	2,659	1,898	3,814	2,489	2,353	1,088	758	3.01
AUGUSTA	**145.0**	**9,143**	**35,096**	**32,565**	**23,582**	**20,162**	**24,452**	**32,088**	**43,085**	**29,372**	**24,028**	**10,629**	**5,798**	**2.79**
Columbia	21.8	1,303	6,059	6,199	3,594	2,459	2,186	3,633	6,010	5,030	4,547	1,793	787	2.89
McDuffie	7.5	404	1,638	1,631	1,253	1,112	1,462	1,519	2,300	1,520	1,248	559	354	2.79
Richmond	69.4	4,880	17,524	14,678	10,814	9,513	11,991	15,630	20,816	13,917	11,028	4,983	3,026	2.87
Aiken, S. C.	*46.3*	*2,556*	*9,875*	*10,057*	*7,921*	*7,078*	*8,813*	*11,306*	*13,959*	*8,905*	*7,205*	*3,294*	*1,631*	*2.63*
COLUMBUS	**90.0**	**6,431**	**21,470**	**18,698**	**14,758**	**12,769**	**15,874**	**19,737**	**27,676**	**18,333**	**14,561**	**6,195**	**3,498**	**2.85**
Chattahoochee	3.6	314	1,671	1,113	249	115	138	370	663	798	996	527	246	5.86
Muscogee	67.6	5,049	16,082	13,725	11,381	9,685	11,678	15,033	21,177	13,945	10,721	4,406	2,318	2.73
Russell, Ala.	*18.8*	*1,068*	*3,717*	*3,860*	*3,128*	*2,969*	*4,058*	*4,334*	*5,836*	*3,590*	*2,844*	*1,262*	*934*	*2.69*
MACON - WARNER ROBINS	**104.0**	**6,423**	**24,024**	**23,323**	**17,356**	**15,074**	**17,800**	**21,982**	**31,567**	**20,797**	**17,522**	**7,752**	**4,380**	**2.79**
Bibb	57.5	3,369	12,769	11,584	8,985	8,839	11,954	12,959	18,170	11,006	8,980	3,998	2,387	2.73
Houston	32.0	2,301	7,983	8,249	6,011	4,208	3,248	6,015	9,289	6,891	6,034	2,507	1,264	2.84
Jones	6.9	308	1,611	1,760	1,134	965	1,122	1,197	1,962	1,417	1,322	637	365	2.97
Peach	7.6	445	1,661	1,730	1,226	1,062	1,476	1,811	2,146	1,483	1,186	610	364	2.84
SAVANNAH	**90.8**	**5,639**	**20,890**	**18,698**	**13,521**	**13,649**	**18,403**	**20,337**	**28,296**	**17,641**	**14,264**	**6,298**	**3,964**	**2.73**
Chatham	82.5	5,208	19,093	16,558	12,259	12,507	16,875	18,856	26,015	15,827	12,690	5,531	3,581	2.71
Effingham	8.3	431	1,797	2,140	1,262	1,142	1,528	1,481	2,281	1,814	1,574	767	383	2.89
ALL COUNTIES														
Appling	5.6	346	1,219	1,200	791	804	1,240	1,043	1,645	1,110	1,040	443	319	3.05
Atkinson	2.0	99	376	420	285	314	506	423	566	369	335	156	151	3.30
Bacon	3.6	201	721	712	547	602	817	820	1,013	698	633	285	151	2.75
Baker	1.2	59	214	225	174	200	328	231	336	242	195	102	94	3.00
Baldwin	12.1	823	2,789	2,658	1,782	1,703	2,345	2,656	3,715	2,325	1,935	905	564	3.25
Banks	3.8	229	760	840	526	555	890	662	1,200	815	752	267	104	2.82
Barrow	9.8	578	1,993	2,147	1,492	1,426	2,164	1,883	3,084	1,908	1,757	755	413	2.82
Bartow	18.3	985	3,874	4,204	2,876	2,676	3,685	3,045	5,703	3,942	3,292	1,504	814	2.84
Ben Hill	6.6	368	1,294	1,247	861	1,039	1,791	1,485	2,139	1,165	1,073	488	250	2.70
Berrien	5.2	284	994	1,124	769	803	1,226	989	1,657	1,034	885	416	219	2.77
Bibb	57.5	3,369	12,769	11,584	8,985	8,839	11,954	12,959	18,170	11,006	8,980	3,998	2,387	2.73
Bleckley	3.7	182	654	787	608	575	894	842	1,164	673	610	251	160	2.86
Brantley	3.9	225	857	917	608	517	776	772	1,077	783	724	380	164	2.85
Brooks	5.2	242	937	884	766	814	1,557	1,086	1,654	933	764	378	385	2.92
Bryan	5.0	262	1,233	1,233	740	708	824	682	1,463	1,083	993	464	315	3.12
Bulloch	12.7	1,278	2,845	2,500	1,747	1,674	2,656	2,610	4,192	2,402	2,021	873	602	3.00
Burke	7.0	365	1,434	1,328	986	1,132	1,755	1,553	2,026	1,159	1,097	586	579	3.07
Butts	4.9	213	1,001	1,029	765	755	1,137	869	1,498	935	837	425	336	3.35
Calhoun	1.5	46	246	247	230	247	484	346	427	258	226	115	128	3.67
Camden	6.9	490	1,515	1,638	1,070	914	1,273	1,180	2,038	1,469	1,231	566	416	3.14
Candler	2.7	129	508	501	355	448	759	586	885	485	429	189	126	2.81
Carroll	24.4	1,666	5,433	5,533	3,466	3,214	5,088	4,705	7,859	4,815	4,216	1,825	980	2.85
Catoosa	14.8	821	3,343	3,773	2,476	1,918	2,469	2,436	4,675	3,276	2,895	1,092	426	2.80
Charlton	2.8	166	513	664	478	383	596	480	799	552	489	265	215	3.00
Chatham	82.5	5,208	19,093	16,558	12,259	12,507	16,875	18,856	26,015	15,827	12,690	5,531	3,581	2.71
Chattahoochee	3.6	314	1,671	1,113	249	115	138	370	663	798	996	527	246	5.86
Chattooga	8.0	426	1,465	1,551	1,304	1,300	1,954	1,457	2,703	1,699	1,263	565	313	2.74
Cherokee	26.4	1,584	7,931	7,551	3,846	3,142	4,346	3,576	9,020	6,392	5,992	2,333	1,087	2.94
Clarke	31.2	5,396	8,657	5,492	3,595	3,308	4,752	8,924	10,691	5,462	3,925	1,494	704	2.63
Clay	1.2	40	189	182	184	217	388	297	378	177	163	98	87	2.75
Clayton	64.6	5,108	19,616	18,118	10,299	6,451	5,008	11,926	18,553	14,514	12,665	5,077	1,665	2.79
Clinch	2.3	136	499	500	364	338	463	421	683	444	390	189	173	3.04
Cobb	164.6	10,997	48,761	46,299	25,501	17,438	15,604	38,224	51,118	33,923	27,743	10,237	3,355	2.59
Coffee	10.6	650	2,318	2,230	1,506	1,602	2,294	1,985	3,293	2,146	1,753	841	582	2.92
Colquitt	13.5	680	2,624	2,646	1,970	2,176	3,404	2,765	4,295	2,535	2,249	1,017	639	2.76
Columbia	21.8	1,303	6,059	6,199	3,594	2,459	2,186	3,633	6,010	5,030	4,547	1,793	787	2.89
Cook	5.0	243	977	997	754	774	1,255	924	1,670	848	843	412	303	2.84
Coweta	17.8	885	3,613	4,090	2,808	2,500	3,904	3,268	5,661	3,472	3,120	1,361	918	2.81
Crawford	2.5	118	520	635	406	312	509	399	689	530	482	217	183	3.44

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	1	2	3	4	5	6 or More	
GEORGIA (continued)														
ALL COUNTIES (continued)														
Crisp	7.2	411	1,485	1,342	1,047	1,124	1,791	1,600	2,210	1,337	1,132	512	409	2.82
Dade	4.3	257	963	1,076	635	610	759	637	1,340	936	844	382	161	3.00
Dawson	2.8	132	635	566	443	415	609	503	928	580	488	193	108	2.75
Decatur	9.2	543	1,841	1,646	1,402	1,403	2,365	1,814	2,886	1,702	1,475	688	635	2.91
De Kalb	210.2	13,963	58,806	52,940	33,534	25,541	25,416	51,531	66,270	40,355	32,116	13,339	6,589	2.61
Dodge	6.0	266	1,100	1,191	887	956	1,600	1,317	1,845	1,150	925	448	315	2.82
Dooly	3.7	162	646	698	526	598	1,070	879	1,071	645	564	267	274	2.78
Dougherty	35.2	2,659	9,415	7,859	5,545	4,533	5,189	6,619	10,460	7,224	6,127	2,868	1,902	2.93
Douglas	24.9	1,266	6,852	7,242	3,910	2,631	2,999	2,848	7,169	5,687	5,699	2,380	1,117	3.06
Early	4.6	217	801	875	673	704	1,330	1,165	1,265	830	682	364	294	2.78
Echols	.8	46	177	160	125	101	191	171	224	153	135	75	42	3.13
Effingham	8.3	431	1,797	2,140	1,262	1,142	1,528	1,481	2,281	1,814	1,574	767	383	2.89
Elbert	7.1	329	1,309	1,417	1,037	1,097	1,911	1,604	2,290	1,298	1,124	481	303	2.69
Emanuel	7.6	374	1,456	1,490	1,080	1,233	1,967	1,542	2,400	1,490	1,175	551	442	2.92
Evans	3.1	172	585	619	455	470	799	784	895	589	468	216	148	2.68
Fannin	6.3	244	1,036	1,183	987	1,078	1,772	1,270	2,318	1,189	948	416	159	2.60
Fayette	19.3	548	4,377	6,749	3,154	2,257	2,215	2,555	5,484	4,473	4,611	1,650	527	2.95
Floyd	30.4	1,679	6,090	6,403	4,879	4,594	6,755	6,637	10,062	5,987	4,797	1,992	925	2.68
Forsyth	15.1	868	3,577	3,910	2,333	1,937	2,475	2,630	4,761	3,251	2,849	1,151	458	2.78
Franklin	6.3	276	1,124	1,282	952	1,016	1,650	1,293	2,135	1,236	1,036	400	200	2.70
Fulton	261.7	17,733	69,578	56,918	36,096	32,315	49,060	80,788	81,451	44,205	32,134	14,232	8,890	2.48
Gilmer	4.8	260	891	992	785	680	1,192	855	1,635	1,011	834	313	152	2.77
Glascock	.8	37	129	151	113	135	235	182	261	156	110	60	31	3.00
Glynn	23.4	1,396	5,164	5,023	3,592	3,399	4,826	5,446	7,695	4,450	3,571	1,496	742	2.62
Gordon	12.0	657	2,554	2,775	1,918	1,699	2,397	2,078	3,788	2,530	2,129	972	503	2.84
Grady	7.7	378	1,487	1,467	1,091	1,174	2,103	1,437	2,537	1,361	1,307	608	450	2.99
Greene	4.0	157	683	742	560	632	1,226	905	1,230	671	561	331	302	3.03
Gwinnett	116.8	6,338	36,695	36,091	16,345	10,573	10,758	18,945	35,007	26,791	24,495	8,774	2,788	2.82
Habersham	10.0	622	2,036	2,136	1,549	1,472	2,185	2,202	3,265	2,084	1,617	616	216	2.80
Hall	33.3	1,904	7,296	7,867	5,237	4,718	6,278	6,047	10,758	7,183	5,889	2,362	1,061	2.76
Hancock	3.0	97	566	553	450	501	833	629	781	503	474	260	353	3.23
Haralson	7.8	402	1,464	1,702	1,288	1,159	1,785	1,642	2,534	1,506	1,301	575	242	2.69
Harris	6.6	222	1,181	1,364	1,105	1,149	1,569	1,268	2,288	1,155	1,081	463	345	2.77
Hart	7.0	342	1,296	1,383	1,054	1,160	1,765	1,251	2,352	1,358	1,206	484	349	2.86
Heard	2.5	124	448	544	372	400	612	451	855	446	423	183	142	3.04
Henry	18.3	695	4,192	4,489	3,128	2,597	3,199	2,643	5,747	3,928	3,583	1,517	882	2.92
Houston	32.0	2,301	7,983	8,249	6,011	4,208	3,248	6,015	9,289	6,891	6,034	2,507	1,264	2.84
Irwin	3.3	136	561	645	518	507	933	723	1,069	561	521	238	188	2.82
Jackson	10.6	590	2,140	2,434	1,567	1,491	2,378	1,918	3,359	2,171	1,933	788	431	2.80
Jasper	3.1	120	641	549	491	454	845	720	884	564	538	228	166	2.74
Jeff Davis	4.4	258	931	972	676	620	943	900	1,289	886	782	342	201	2.82
Jefferson	6.6	257	1,286	1,243	881	1,038	1,895	1,509	1,856	1,223	1,002	531	479	2.89
Jenkins	2.9	147	537	552	433	491	740	626	860	563	430	217	204	3.03
Johnson	3.2	167	552	609	438	538	896	680	1,026	573	536	211	174	2.78
Jones	6.9	308	1,611	1,760	1,134	965	1,122	1,197	1,962	1,417	1,322	637	365	2.97
Lamar	4.8	182	919	966	779	731	1,223	1,018	1,476	890	778	376	262	2.81
Lanier	2.0	141	390	414	314	247	494	442	552	387	327	176	116	2.90
Laurens	14.0	726	2,801	2,866	2,057	2,211	3,339	2,789	4,395	2,731	2,363	1,009	713	2.84
Lee	5.3	306	1,446	1,378	766	643	761	817	1,550	1,139	1,050	438	306	3.06
Liberty	13.0	2,195	4,273	2,822	1,355	1,076	1,279	1,631	3,735	3,156	2,708	1,101	669	3.57
Lincoln	2.3	82	420	450	371	403	574	395	762	418	369	178	178	3.30
Long	1.8	213	401	319	232	267	368	385	527	356	292	152	88	2.89
Lowndes	26.4	2,353	6,415	5,766	3,786	3,314	4,766	5,226	8,034	5,290	4,735	1,949	1,166	2.87
Lumpkin	4.3	271	945	949	691	579	865	815	1,401	905	727	307	145	2.98
McDuffie	7.5	404	1,638	1,631	1,253	1,112	1,462	1,519	2,300	1,520	1,248	559	354	2.79
McIntosh	3.1	140	600	685	469	440	766	761	862	545	475	273	184	3.03
Macon	5.0	223	982	998	717	812	1,268	1,187	1,371	858	741	446	397	2.88
Madison	7.5	404	1,749	1,746	1,103	1,005	1,493	1,169	2,522	1,559	1,419	552	279	2.84
Marion	1.8	80	296	400	240	301	483	328	546	333	298	156	139	3.06
Meriwether	7.2	308	1,355	1,405	1,115	1,156	1,861	1,494	2,150	1,358	1,107	561	530	3.04
Miller	2.7	136	496	490	410	422	746	700	826	464	397	200	113	2.63
Mitchell	7.0	307	1,375	1,438	1,059	1,072	1,749	1,325	2,012	1,264	1,117	656	626	3.13
Monroe	5.6	222	1,131	1,281	879	799	1,288	1,056	1,721	1,077	961	441	344	3.07
Montgomery	2.3	116	440	436	322	361	625	503	722	397	389	151	138	3.17
Morgan	4.3	190	875	916	572	615	1,132	777	1,287	817	725	365	329	3.00
Murray	8.7	610	2,121	2,164	1,352	1,008	1,445	1,567	2,399	1,992	1,715	710	317	2.85

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S&MM ESTIMATES		Households by Age of Householder						Households by Number of Persons						Average Household Size
METRO AREA County	12/31/88 Total Households (Thousands)	Under 25 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	1	2	3	4	5	6 or More	
GEORGIA (continued)														
ALL COUNTIES (continued)														
Muscogee	67.6	5,049	16,082	13,725	11,381	9,685	11,678	15,033	21,177	13,945	10,721	4,406	2,318	2.73
Newton	14.9	775	2,995	3,581	2,369	2,075	3,105	2,259	4,570	3,046	2,809	1,330	886	2.97
Oconee	5.7	394	1,541	1,441	801	625	898	904	1,849	1,209	1,109	445	184	2.82
Oglethorpe	3.7	161	717	863	557	511	891	866	1,141	685	547	281	180	2.68
Paulding	12.7	757	3,023	3,119	1,849	1,584	2,368	2,295	3,627	2,750	2,543	1,007	478	2.84
Peach	7.6	445	1,661	1,730	1,226	1,062	1,476	1,811	2,146	1,483	1,186	610	364	2.84
Pickens	5.1	274	964	1,068	807	717	1,270	1,024	1,677	1,055	865	328	151	2.73
Pierce	4.6	217	961	1,025	639	700	1,058	780	1,359	886	938	408	229	2.91
Pike	3.3	114	614	742	521	490	819	518	1,062	656	567	276	221	3.06
Polk	12.5	610	2,170	2,606	1,943	1,931	3,240	2,589	3,981	2,448	2,059	915	508	2.76
Pulaski	3.1	135	522	609	519	468	847	691	941	552	532	231	153	2.81
Putnam	4.5	206	895	918	695	767	1,019	926	1,420	853	691	344	266	2.82
Quitman	.8	27	106	136	111	164	256	195	249	119	111	65	61	2.75
Rabun	4.4	201	799	860	634	734	1,172	922	1,576	847	706	256	93	2.59
Randolph	3.3	119	515	520	464	545	1,137	819	951	565	498	207	260	2.85
Richmond	69.4	4,880	17,524	14,678	10,814	9,513	11,991	15,630	20,816	13,917	11,028	4,983	3,026	2.87
Rockdale	18.1	746	4,271	5,363	3,071	2,255	2,394	2,409	5,183	4,026	4,058	1,711	713	2.99
Schley	1.1	49	189	275	127	164	296	220	336	175	188	110	71	3.27
Screven	5.7	284	1,127	1,049	816	896	1,528	1,219	1,817	1,078	817	427	342	2.79
Seminole	3.3	170	560	593	507	563	907	709	1,058	614	472	234	213	2.85
Spalding	19.1	958	3,939	4,342	3,027	2,818	4,016	3,471	5,932	3,857	3,423	1,485	932	2.88
Stephens	8.4	441	1,712	1,724	1,115	1,357	2,051	1,680	2,900	1,670	1,346	541	263	2.70
Stewart	1.9	65	294	309	288	341	603	411	571	331	280	141	166	3.05
Sumter	10.3	649	2,264	2,047	1,461	1,459	2,420	2,335	3,059	1,867	1,579	770	690	2.93
Talbot	2.2	68	411	421	339	309	652	435	632	416	352	170	195	3.05
Taliaferro	.8	17	101	113	102	137	330	271	222	132	83	50	42	2.63
Tattnall	6.1	378	1,141	1,189	867	930	1,595	1,288	1,866	1,251	1,004	422	269	3.00
Taylor	2.8	110	467	588	391	442	802	636	809	470	475	229	181	2.86
Telfair	4.0	184	714	700	568	678	1,156	932	1,236	758	586	292	196	2.73
Terrell	4.1	166	760	803	560	646	1,165	878	1,230	757	579	292	364	2.93
Thomas	13.5	696	2,642	2,721	2,078	2,100	3,263	2,735	4,220	2,518	2,230	1,038	759	2.84
Tift	12.2	879	2,654	2,627	1,757	1,732	2,551	2,464	3,695	2,363	2,117	936	625	2.88
Toombs	9.1	547	1,807	2,044	1,318	1,422	1,962	2,034	2,685	1,745	1,549	698	389	2.75
Towns	2.8	98	407	482	402	519	892	871	988	493	317	107	24	2.39
Treutlen	2.1	100	392	380	309	323	596	459	664	356	338	167	116	2.90
Troup	20.0	1,152	4,046	3,604	2,975	3,120	5,103	4,261	6,654	3,643	3,071	1,409	962	2.75
Turner	3.2	172	540	631	486	505	816	621	996	557	534	262	230	3.03
Twiggs	3.5	176	661	771	521	553	818	673	933	688	598	319	289	3.00
Union	4.3	213	736	838	624	659	1,230	796	1,540	884	651	288	141	2.70
Upson	10.0	427	1,704	1,952	1,507	1,692	2,718	2,026	3,335	1,970	1,587	662	420	2.72
Walker	20.7	1,096	4,139	4,651	3,266	3,167	4,381	3,700	6,733	4,321	3,774	1,481	691	2.76
Walton	12.4	628	2,497	3,006	1,862	1,748	2,659	1,898	3,814	2,489	2,353	1,088	758	3.01
Ware	13.4	757	2,779	2,568	2,164	2,130	3,002	2,676	4,243	2,579	2,275	1,053	574	2.81
Warren	2.0	60	356	337	319	327	601	411	599	371	306	150	163	3.20
Washington	6.5	276	1,270	1,261	947	991	1,755	1,363	1,854	1,227	1,051	515	490	3.00
Wayne	7.4	430	1,558	1,510	1,223	1,094	1,585	1,313	2,296	1,472	1,338	630	351	2.99
Webster	.8	34	139	151	123	136	217	207	216	134	122	81	40	2.75
Wheeler	1.9	74	345	355	229	322	575	401	591	344	294	150	120	2.89
White	4.7	215	916	1,053	670	707	1,139	991	1,580	975	750	265	139	2.68
Whitfield	26.2	1,849	6,018	6,536	4,130	3,335	4,332	4,642	8,027	5,787	4,946	1,937	861	2.79
Wilcox	2.6	103	454	450	368	448	777	567	850	457	400	177	149	3.00
Wilkes	4.0	180	673	728	608	677	1,134	886	1,323	709	585	300	197	2.80
Wilkinson	3.7	197	699	771	594	545	894	705	1,118	693	592	319	273	3.00
Worth	6.5	327	1,325	1,387	972	958	1,531	1,132	2,027	1,272	1,099	538	432	3.03
TOTAL METRO COUNTIES	**1,533.6**	**100,575**	**404,998**	**376,201**	**233,311**	**188,950**	**229,565**	**339,646**	**471,957**	**306,947**	**256,189**	**105,710**	**53,151**	**2.72**
TOTAL STATE	**2,325.1**	**145,959**	**566,403**	**541,025**	**351,583**	**306,754**	**413,366**	**499,197**	**720,023**	**461,268**	**387,782**	**164,797**	**92,033**	**2.77**
HAWAII														
HONOLULU	**267.8**	**16,046**	**68,206**	**64,971**	**43,182**	**38,375**	**37,020**	**45,002**	**75,960**	**53,585**	**49,789**	**24,705**	**18,759**	**3.15**
Honolulu	267.8	16,046	68,206	64,971	43,182	38,375	37,020	45,002	75,960	53,585	49,789	24,705	18,759	3.15
ALL COUNTIES														
Hawaii	38.3	1,830	8,293	8,096	5,802	5,976	7,603	6,093	12,043	7,507	6,561	3,497	2,599	3.06
Honolulu	267.8	16,046	68,206	64,971	43,182	38,375	37,020	45,002	75,960	53,585	49,789	24,705	18,759	3.15

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

SaMM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
HAWAII (continued)														
ALL COUNTIES (continued)														
Kauai	15.5	593	3,533	3,146	2,299	2,461	3,468	2,282	4,750	3,068	2,692	1,436	1,272	3.12
Maui	31.2	1,413	7,531	6,614	4,545	5,043	6,054	5,323	9,941	5,942	4,928	2,716	2,350	3.04
TOTAL METRO COUNTIES	**267.8**	**16,046**	**68,206**	**64,971**	**43,182**	**38,375**	**37,020**	**45,002**	**75,960**	**53,585**	**49,789**	**24,705**	**18,759**	**3.15**
TOTAL STATE	**352.8**	**19,882**	**88,263**	**82,827**	**55,828**	**51,855**	**54,145**	**58,700**	**102,694**	**70,102**	**63,970**	**32,354**	**24,980**	**3.13**
IDAHO														
BOISE	**78.0**	**7,025**	**21,810**	**17,912**	**9,956**	**8,933**	**12,364**	**17,231**	**27,196**	**13,745**	**12,330**	**5,053**	**2,445**	**2.64**
Ada	78.0	7,025	21,810	17,912	9,956	8,933	12,364	17,231	27,196	13,745	12,330	5,053	2,445	2.64
ALL COUNTIES														
Ada	78.0	7,025	21,810	17,912	9,956	8,933	12,364	17,231	27,196	13,745	12,330	5,053	2,445	2.64
Adams	1.2	70	244	286	163	142	295	235	454	182	184	105	40	3.00
Bannock	24.0	2,630	6,799	4,943	3,032	2,711	3,885	5,050	7,851	4,294	3,778	1,831	1,196	2.85
Bear Lake	2.3	153	481	443	295	335	593	505	712	360	343	219	161	2.91
Benewah	3.2	221	729	727	447	427	649	645	1,096	538	542	246	133	2.78
Bingham	11.6	798	2,779	2,600	1,718	1,491	2,214	1,786	3,375	1,991	2,038	1,336	1,174	3.28
Blaine	5.6	468	1,944	1,421	602	564	601	1,678	1,929	960	634	295	104	2.39
Boise	1.6	96	430	367	215	227	265	549	478	260	193	83	37	2.81
Bonner	10.1	505	2,511	2,084	1,450	1,432	2,118	1,987	3,715	1,726	1,653	688	331	2.75
Bonneville	24.1	2,236	6,297	5,589	3,512	2,937	3,529	4,128	7,645	4,269	4,271	2,120	1,667	3.02
Boundary	2.6	129	627	542	402	321	579	462	907	417	453	244	117	3.00
Butte	1.0	71	224	181	154	138	232	184	325	166	162	98	65	3.20
Camas	.3	17	64	71	44	33	71	108	79	50	38	18	7	2.33
Canyon	31.4	2,386	6,987	6,390	4,152	4,263	7,222	5,929	11,028	5,325	5,182	2,477	1,459	2.90
Caribou	2.8	244	738	624	382	351	461	624	772	494	458	289	163	2.89
Cassia	6.4	522	1,425	1,286	919	912	1,336	1,073	2,108	1,078	983	618	540	3.20
Clark	.3	19	57	79	41	39	65	120	74	47	34	18	7	2.33
Clearwater	3.3	202	726	819	474	469	610	663	1,128	573	580	243	113	2.82
Custer	1.9	68	414	406	261	310	441	703	535	272	213	121	56	2.42
Elmore	7.1	1,043	2,038	1,688	819	684	828	1,091	2,354	1,409	1,473	522	251	3.04
Franklin	2.8	171	548	518	358	377	828	468	887	458	379	301	307	3.29
Fremont	3.6	233	761	770	528	492	816	716	1,098	586	537	365	298	3.03
Gem	4.2	238	792	857	549	618	1,146	763	1,578	689	672	341	157	2.86
Gooding	4.3	243	751	843	571	658	1,234	924	1,602	641	633	313	187	2.81
Idaho	5.1	285	1,067	1,060	739	710	1,239	1,237	1,691	817	795	366	194	2.71
Jefferson	5.3	357	1,257	1,162	711	706	1,107	740	1,575	919	846	637	583	3.26
Jerome	5.2	371	1,110	1,023	729	776	1,191	949	1,798	938	844	423	248	2.92
Kootenai	26.4	1,714	6,207	6,170	3,637	3,398	5,274	5,114	9,453	4,431	4,604	1,876	922	2.75
Latah	10.8	1,607	3,070	1,993	1,165	1,090	1,875	2,629	4,211	1,721	1,416	583	240	2.69
Lemhi	2.7	148	554	624	340	411	623	645	964	426	364	189	112	2.59
Lewis	1.4	82	262	269	199	195	393	318	510	211	200	111	50	2.79
Lincoln	1.2	62	255	225	172	176	310	263	392	186	202	91	66	2.75
Madison	5.7	1,316	1,302	1,034	647	554	847	681	1,462	946	1,078	696	837	3.98
Minidoka	6.7	508	1,489	1,385	946	1,109	1,263	1,079	2,205	1,167	1,171	625	453	3.09
Nez Perce	13.1	973	2,821	2,597	1,850	1,841	3,018	3,002	4,821	2,166	1,884	851	376	2.59
Oneida	1.1	51	177	203	118	176	375	241	384	157	151	93	74	3.18
Owyhee	2.9	185	587	555	404	427	742	563	987	468	462	240	180	2.93
Payette	6.1	372	1,098	1,233	766	903	1,728	1,250	2,226	968	924	481	251	2.75
Power	2.6	147	716	567	376	342	452	538	759	452	447	244	160	2.88
Shoshone	5.7	405	1,341	1,175	780	854	1,145	1,280	1,951	880	932	423	234	2.79
Teton	.9	52	241	175	115	136	181	134	309	147	143	92	75	3.67
Twin Falls	19.5	1,446	4,137	3,869	2,530	2,717	4,801	4,107	7,039	3,219	2,958	1,411	766	2.82
Valley	2.3	146	680	529	308	313	324	451	865	395	368	157	64	2.91
Washington	3.1	144	536	529	389	460	1,042	646	1,174	489	431	213	147	2.68
TOTAL METRO COUNTIES	**78.0**	**7,025**	**21,810**	**17,912**	**9,956**	**8,933**	**12,364**	**17,231**	**27,196**	**13,745**	**12,330**	**5,053**	**2,445**	**2.64**
TOTAL STATE	**361.5**	**30,159**	**89,083**	**77,823**	**47,965**	**46,158**	**70,312**	**73,489**	**123,702**	**61,633**	**57,983**	**27,646**	**17,047**	**2.84**
ILLINOIS														
AURORA - ELGIN	**128.0**	**8,472**	**32,994**	**30,036**	**19,060**	**15,974**	**21,464**	**26,782**	**38,223**	**24,042**	**22,823**	**10,521**	**5,609**	**2.81**
Kane	113.6	7,656	29,176	26,095	16,884	14,326	19,463	24,034	34,278	21,129	19,836	9,189	5,134	2.80
Kendall	14.4	816	3,818	3,941	2,176	1,648	2,001	2,748	3,945	2,913	2,987	1,332	475	2.84

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		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
ILLINOIS (continued)														
BLOOMINGTON - NORMAL	46.3	5,278	11,554	8,904	6,011	5,598	8,955	12,583	15,162	7,908	6,839	2,742	1,086	2.73
McLean	46.3	5,278	11,554	8,904	6,011	5,598	8,955	12,563	15,162	7,908	6,839	2,742	1,086	2.73
CHAMPAIGN - URBANA - RANTOUL	63.0	9,541	18,247	11,730	7,785	6,611	9,086	18,591	20,679	10,741	8,599	3,154	1,236	2.75
Champaign	63.0	9,541	18,247	11,730	7,785	6,611	9,086	18,591	20,679	10,741	8,599	3,154	1,236	2.75
CHICAGO	2,303.2	119,570	528,854	504,436	369,327	348,109	432,904	591,861	696,933	395,377	336,671	167,954	114,404	2.69
Cook	1,967.8	102,176	440,005	414,949	314,780	305,574	390,316	521,201	595,219	332,188	276,375	140,204	102,613	2.68
Du Page	274.7	14,501	74,128	73,601	45,403	35,000	32,067	59,699	82,988	51,517	48,762	22,350	9,384	2.75
McHenry	60.7	2,893	14,721	15,886	9,144	7,535	10,521	10,961	18,726	11,672	11,534	5,400	2,407	2.84
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	*2,989.4*	*161,022*	*698,038*	*667,610*	*479,017*	*441,862*	*541,851*	*725,474*	*900,619*	*527,322*	*461,928*	*227,499*	*146,558*	*2.74*
DAVENPORT - ROCK ISLAND - MOLINE	141.8	10,668	33,757	29,541	20,212	19,229	28,393	37,016	44,618	24,637	21,554	9,584	4,391	2.61
Henry	20.2	1,190	4,038	4,220	2,850	2,780	5,122	4,739	6,494	3,433	3,339	1,526	669	2.69
Rock Island	61.0	4,455	13,380	12,201	8,888	8,841	13,235	16,377	19,734	10,502	8,741	3,848	1,798	2.57
Scott, Iowa	*60.6*	*5,023*	*16,339*	*13,120*	*8,474*	*7,608*	*10,036*	*15,900*	*18,390*	*10,702*	*9,474*	*4,210*	*1,924*	*2.61*
DECATUR	48.3	3,405	10,685	9,699	7,211	6,832	10,468	12,629	15,613	8,484	7,220	3,034	1,320	2.58
Macon	48.3	3,405	10,685	9,699	7,211	6,832	10,468	12,629	15,613	8,484	7,220	3,034	1,320	2.58
JOLIET	128.9	7,637	34,597	32,486	18,988	15,761	19,431	22,449	36,949	24,709	25,690	12,417	6,586	3.00
Grundy	12.7	831	2,851	2,700	1,856	1,773	2,689	2,790	4,025	2,341	2,141	1,007	396	2.69
Will	116.2	6,806	31,746	29,786	17,132	13,988	16,742	19,659	32,924	22,368	23,549	11,410	6,290	3.04
KANKAKEE	36.7	2,512	8,209	7,466	5,356	5,381	7,776	9,165	11,091	6,407	5,802	2,748	1,487	2.76
Kankakee	36.7	2,512	8,209	7,466	5,356	5,381	7,776	9,165	11,091	6,407	5,802	2,748	1,487	2.76
LAKE COUNTY	167.0	8,672	41,043	43,440	28,584	22,271	22,990	31,435	49,807	33,205	31,400	14,393	6,760	2.98
Lake	167.0	8,672	41,043	43,440	28,584	22,271	22,990	31,435	49,807	33,205	31,400	14,393	6,760	2.98
PEORIA	132.3	9,414	31,385	26,976	19,927	17,923	26,675	32,211	42,693	23,534	20,749	9,039	4,074	2.64
Peoria	72.4	5,360	17,199	14,049	10,322	10,015	15,455	19,287	23,735	12,143	10,344	4,606	2,285	2.59
Tazewell	48.2	3,379	11,486	10,457	7,873	6,385	8,620	10,630	15,251	9,259	8,334	3,413	1,313	2.66
Woodford	11.7	675	2,700	2,470	1,732	1,523	2,600	2,294	3,707	2,132	2,071	1,020	476	2.88
ROCKFORD	107.6	7,210	25,088	23,756	16,357	15,059	20,130	25,692	34,209	19,275	17,434	7,513	3,477	2.64
Boone	11.0	680	2,386	2,764	1,602	1,408	2,160	2,303	3,452	1,945	1,949	927	424	2.78
Winnebago	96.6	6,530	22,702	20,992	14,755	13,651	17,970	23,389	30,757	17,330	15,485	6,586	3,053	2.63
SPRINGFIELD	79.8	5,466	18,743	15,659	11,067	10,925	17,940	23,748	25,377	13,478	10,862	4,470	1,865	2.44
Menard	4.7	259	915	964	674	624	1,264	1,093	1,534	837	807	313	116	2.66
Sangamon	75.1	5,207	17,828	14,695	10,393	10,301	16,676	22,655	23,843	12,641	10,055	4,157	1,749	2.43
ALL COUNTIES														
Adams	26.7	1,878	5,274	4,798	3,769	3,943	7,038	7,306	8,854	4,369	3,680	1,680	811	2.55
Alexander	4.7	238	746	734	598	712	1,672	1,395	1,500	831	540	226	208	2.49
Bond	6.2	404	1,063	1,068	853	948	1,864	1,470	2,156	1,093	934	374	173	2.68
Boone	11.0	680	2,386	2,764	1,602	1,408	2,160	2,303	3,452	1,945	1,949	927	424	2.78
Brown	2.0	93	324	277	249	331	726	550	725	275	278	113	59	2.55
Bureau	14.3	755	2,578	2,623	1,953	2,146	4,245	3,751	4,749	2,233	2,066	1,036	465	2.62
Calhoun	2.1	76	310	367	307	325	715	451	753	358	268	174	96	2.76
Carroll	7.0	383	1,304	1,221	1,009	1,109	1,974	1,819	2,451	1,084	988	448	210	2.53
Cass	5.4	302	1,009	991	747	786	1,565	1,353	1,789	946	776	378	158	2.65
Champaign	63.0	9,541	18,247	11,730	7,785	6,611	9,086	18,591	20,679	10,741	8,599	3,154	1,236	2.75
Christian	14.3	797	2,579	2,579	1,977	2,178	4,190	3,925	4,598	2,442	2,054	901	380	2.52
Clark	6.7	373	1,120	1,188	882	1,041	2,096	1,844	2,283	1,076	946	397	154	2.48
Clay	6.1	356	1,027	989	742	934	2,052	1,673	2,089	1,075	790	328	145	2.46
Clinton	11.9	699	2,396	2,316	1,732	1,760	2,997	2,556	3,588	2,235	1,870	1,006	645	2.87
Coles	19.3	2,269	3,962	3,281	2,608	2,506	4,674	3,956	6,555	3,257	2,782	965	385	2.70
Cook	1,967.8	102,176	440,005	414,949	314,780	305,574	390,316	521,201	595,219	332,188	276,375	140,204	102,613	2.68
Crawford	8.1	447	1,440	1,371	1,110	1,221	2,511	2,039	2,982	1,260	1,172	478	169	2.52
Cumberland	4.3	246	807	786	587	652	1,222	1,111	1,386	717	652	283	151	2.58
De Kalb	26.1	3,407	6,252	4,989	3,424	3,270	4,758	6,929	8,595	4,613	3,692	1,612	659	2.87
De Witt	7.2	451	1,373	1,391	1,009	1,094	1,882	1,878	2,403	1,228	1,098	407	186	2.51
Douglas	7.6	498	1,470	1,444	1,167	1,155	1,866	1,754	2,692	1,286	1,143	482	243	2.64
Du Page	274.7	14,501	74,128	73,601	45,403	35,000	32,067	59,699	82,988	51,517	48,762	22,350	9,384	2.75
Edgar	8.3	463	1,474	1,455	1,119	1,278	2,511	2,355	2,785	1,358	1,147	473	182	2.45
Edwards	3.6	208	649	621	422	543	1,157	1,134	1,192	573	465	191	45	2.33
Effingham	12.2	835	2,703	2,333	1,608	1,688	3,033	2,885	3,691	2,231	1,927	932	534	2.73
Fayette	8.2	452	1,403	1,377	1,102	1,206	2,660	2,035	2,880	1,379	1,106	574	226	2.70
Ford	5.8	326	1,012	991	898	895	1,678	1,684	1,891	946	798	358	123	2.47

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

SaMM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
ILLINOIS (continued)														
ALL COUNTIES (continued)														
Franklin	17.6	853	2,897	3,022	2,077	2,793	5,958	4,932	6,013	2,900	2,429	940	386	2.46
Fulton	15.3	844	2,855	2,879	2,034	2,248	4,440	3,754	5,212	2,608	2,312	1,003	411	2.56
Gallatin	2.9	147	465	600	389	423	876	846	891	489	421	194	59	2.55
Greene	6.2	330	966	1,069	843	975	2,017	1,507	2,150	1,033	913	411	186	2.56
Grundy	12.7	831	2,851	2,700	1,856	1,773	2,689	2,790	4,025	2,341	2,141	1,007	396	2.69
Hamilton	3.9	196	568	626	513	599	1,398	1,183	1,348	642	460	192	75	2.36
Hancock	9.2	532	1,679	1,540	1,261	1,394	2,794	2,527	3,082	1,527	1,298	533	233	2.52
Hardin	2.2	102	337	369	324	387	681	503	787	422	315	113	60	2.59
Henderson	3.4	220	631	671	472	518	888	726	1,164	618	556	233	103	2.71
Henry	20.2	1,190	4,038	4,220	2,850	2,780	5,122	4,739	6,494	3,433	3,339	1,526	669	2.69
Iroquois	12.4	675	2,194	2,362	1,744	1,900	3,525	3,035	4,218	2,064	1,909	809	365	2.59
Jackson	23.9	4,477	6,089	3,754	2,488	2,436	4,654	7,507	8,094	3,827	2,969	1,042	461	2.56
Jasper	4.3	239	757	726	570	640	1,368	925	1,513	717	660	305	180	2.67
Jefferson	15.6	938	3,176	2,814	1,988	2,299	4,385	4,513	5,093	2,654	2,150	839	351	2.43
Jersey	7.3	396	1,428	1,529	1,160	1,115	1,672	1,474	2,344	1,364	1,240	597	281	2.92
Jo Daviess	9.0	475	1,787	1,685	1,284	1,392	2,377	2,397	2,742	1,510	1,312	683	356	2.64
Johnson	3.3	138	530	655	436	513	1,028	947	1,103	542	439	198	71	3.09
Kane	113.6	7,656	29,176	26,095	16,884	14,326	19,463	24,034	34,278	21,129	19,836	9,189	5,134	2.80
Kankakee	36.7	2,512	8,209	7,466	5,356	5,381	7,776	9,165	11,091	6,407	5,802	2,748	1,487	2.76
Kendall	14.4	816	3,818	3,941	2,176	1,648	2,001	2,748	3,945	2,913	2,987	1,332	475	2.84
Knox	22.7	1,483	4,720	4,209	3,255	3,268	5,765	6,475	7,435	3,816	3,187	1,310	477	2.55
Lake	167.0	8,672	41,043	43,440	28,584	22,271	22,990	31,435	49,807	33,205	31,400	14,393	6,760	2.98
La Salle	42.0	2,329	7,698	7,659	6,144	6,754	11,416	12,346	12,826	7,054	5,797	2,744	1,233	2.56
Lawrence	6.5	347	1,135	1,039	864	1,042	2,073	1,675	2,261	1,088	931	377	168	2.60
Lee	12.9	838	2,651	2,432	1,860	1,944	3,175	3,410	4,127	2,081	1,917	944	421	2.73
Livingston	14.7	938	2,756	2,771	2,118	2,175	3,942	3,615	4,984	2,539	2,063	999	500	2.83
Logan	10.4	629	2,000	1,936	1,488	1,504	2,843	3,032	3,408	1,745	1,456	564	195	2.93
McDonough	12.5	1,527	2,686	2,089	1,518	1,653	3,027	3,734	4,181	2,044	1,643	648	250	2.83
McHenry	60.7	2,893	14,721	15,886	9,144	7,535	10,521	10,961	18,726	11,672	11,534	5,400	2,407	2.84
McLean	46.3	5,278	11,554	8,904	6,011	5,598	8,955	12,563	15,162	7,908	6,839	2,742	1,086	2.73
Macon	48.3	3,405	10,685	9,699	7,211	6,832	10,468	12,629	15,613	8,484	7,220	3,034	1,320	2.58
Macoupin	19.9	1,038	3,578	3,388	2,770	3,038	6,088	5,181	6,622	3,411	2,923	1,202	561	2.56
Madison	95.7	5,857	19,220	19,125	15,326	14,781	21,391	22,584	31,037	18,010	14,759	6,316	2,994	2.64
Marion	17.2	1,108	3,123	3,186	2,339	2,495	4,949	4,439	5,826	3,044	2,368	1,035	488	2.60
Marshall	5.0	263	944	964	694	759	1,376	1,210	1,634	833	804	353	166	2.68
Mason	6.7	400	1,266	1,319	908	949	1,858	1,508	2,295	1,119	1,087	481	210	2.67
Massac	6.2	316	1,036	1,110	925	961	1,852	1,707	2,137	1,057	840	343	116	2.45
Menard	4.7	259	915	764	674	624	1,264	1,093	1,534	837	807	313	116	2.66
Mercer	7.0	370	1,396	1,515	985	1,019	1,715	1,568	2,243	1,226	1,191	563	209	2.73
Monroe	8.1	413	1,527	1,613	1,345	1,198	2,004	1,664	2,639	1,482	1,368	640	307	2.74
Montgomery	12.3	713	2,146	2,015	1,615	1,932	3,879	3,085	4,341	2,026	1,714	765	369	2.64
Morgan	14.5	950	2,868	2,698	2,006	2,054	3,924	4,236	4,730	2,400	1,949	836	349	2.62
Moultrie	5.4	313	1,074	1,029	774	757	1,453	1,070	1,932	1,001	872	370	155	2.76
Ogle	17.3	1,113	3,536	3,847	2,491	2,431	3,882	4,083	5,510	3,076	2,800	1,279	552	2.65
Peoria	72.4	5,360	17,199	14,049	10,322	10,015	15,455	19,287	23,735	12,143	10,344	4,606	2,285	2.59
Perry	8.9	474	1,696	1,553	1,193	1,309	2,675	2,356	2,891	1,525	1,316	560	252	2.56
Piatt	6.4	319	1,300	1,367	961	916	1,537	1,460	2,108	1,153	1,071	454	154	2.63
Pike	7.3	351	1,174	1,156	974	1,121	2,524	1,965	2,605	1,171	934	454	171	2.45
Pope	1.9	75	281	375	255	290	624	647	586	298	242	95	32	2.47
Pulaski	3.5	160	495	520	492	548	1,285	957	1,166	579	449	183	166	2.51
Putnam	2.2	114	496	470	287	329	504	423	738	405	388	168	78	2.82
Randolph	12.5	714	2,443	2,203	1,710	1,846	3,584	2,833	4,170	2,278	1,998	825	396	2.90
Richland	6.8	500	1,262	1,247	900	981	1,910	1,895	2,273	1,202	913	356	161	2.47
Rock Island	61.0	4,455	13,380	12,201	8,888	8,841	13,235	16,377	19,734	10,502	8,741	3,848	1,798	2.57
St. Clair	97.2	5,770	20,534	19,694	15,778	14,562	20,862	22,504	29,307	18,055	15,155	7,283	4,896	2.78
Saline	12.1	603	1,898	2,050	1,561	1,819	4,169	3,994	3,982	1,967	1,442	554	161	2.35
Sangamon	75.1	5,207	17,828	14,695	10,393	10,301	16,676	22,655	23,843	12,641	10,055	4,157	1,749	2.43
Schuyler	3.1	163	542	531	420	467	977	761	1,132	498	447	192	70	2.58
Scott	2.3	132	381	377	324	329	757	529	801	418	341	135	76	2.65
Shelby	9.2	468	1,593	1,695	1,248	1,383	2,813	2,100	3,144	1,513	1,507	638	298	2.63
Stark	2.6	127	463	481	350	415	764	692	852	402	381	175	98	2.69
Stephenson	19.4	1,338	3,839	3,713	2,762	2,829	4,919	4,915	6,621	3,134	2,909	1,254	567	2.56
Tazewell	48.2	3,379	11,486	10,457	7,873	6,385	8,620	10,630	15,251	9,259	8,334	3,413	1,313	2.66
Union	7.6	287	1,349	1,237	848	1,506	2,373	2,088	3,060	1,130	873	348	101	2.41
Vermilion	35.4	2,345	7,196	6,701	5,022	5,412	8,724	9,575	11,326	6,150	5,165	2,176	1,008	2.57
Wabash	5.5	421	1,078	927	759	828	1,487	1,417	1,831	947	817	352	136	2.55

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		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
ILLINOIS (continued)														
ALL COUNTIES (continued)														
Warren	7.9	485	1,509	1,457	1,098	1,140	2,211	2,081	2,576	1,294	1,203	516	230	2.63
Washington	6.0	247	991	989	795	975	2,003	1,399	2,089	955	894	474	189	2.65
Wayne	7.4	447	1,117	1,265	974	1,205	2,392	2,115	2,582	1,200	957	386	160	2.41
White	7.3	370	1,191	1,215	1,025	1,116	2,383	1,957	2,717	1,213	953	337	123	2.42
Whiteside	24.0	1,676	5,074	4,839	3,562	3,482	5,367	5,623	7,637	4,213	3,930	1,782	815	2.66
Will	116.2	6,806	31,746	29,786	17,132	13,988	16,742	19,659	32,924	22,368	23,549	11,410	6,290	3.04
Williamson	25.0	1,454	4,897	4,896	3,246	3,743	6,964	6,981	8,456	4,329	3,411	1,299	524	2.46
Winnebago	96.6	6,530	22,702	20,992	14,755	13,651	17,970	23,389	30,757	17,330	15,485	6,586	3,053	2.63
Woodford	11.7	675	2,700	2,470	1,732	1,523	2,600	2,294	3,707	2,132	2,071	1,020	476	2.88
TOTAL METRO COUNTIES	**3,542.5**	**205,957**	**823,922**	**775,286**	**556,752**	**515,481**	**665,102**	**879,024**	**1,081,879**	**622,241**	**540,561**	**259,201**	**159,594**	**2.71**
TOTAL STATE	**4,335.4**	**259,325**	**975,610**	**919,202**	**664,835**	**632,685**	**883,743**	**1,090,160**	**1,346,123**	**755,958**	**654,089**	**308,032**	**181,038**	**2.69**
INDIANA														
ANDERSON	**49.2**	**2,982**	**10,489**	**10,448**	**7,754**	**7,099**	**10,428**	**11,474**	**16,239**	**8,957**	**7,835**	**3,281**	**1,414**	**2.67**
Madison	49.2	2,982	10,489	10,448	7,754	7,099	10,428	11,474	16,239	8,957	7,835	3,281	1,414	2.67
BLOOMINGTON	**37.5**	**5,335**	**10,744**	**7,282**	**4,587**	**3,916**	**5,636**	**11,380**	**12,515**	**6,381**	**4,820**	**1,802**	**602**	**2.74**
Monroe	37.5	5,335	10,744	7,282	4,587	3,916	5,636	11,380	12,515	6,381	4,820	1,802	602	2.74
ELKHART - GOSHEN	**55.0**	**3,692**	**13,308**	**12,255**	**8,155**	**7,295**	**10,295**	**11,052**	**18,140**	**10,113**	**9,671**	**4,098**	**1,926**	**2.73**
Elkhart	55.0	3,692	13,308	12,255	8,155	7,295	10,295	11,052	18,140	10,113	9,671	4,098	1,926	2.73
EVANSVILLE	**109.6**	**7,486**	**23,908**	**21,674**	**15,998**	**15,951**	**24,583**	**27,061**	**35,516**	**20,139**	**16,929**	**6,922**	**3,033**	**2.59**
Posey	9.4	585	2,193	2,079	1,311	1,261	1,971	1,675	3,015	1,800	1,814	750	346	2.81
Vanderburgh	67.2	4,935	13,960	11,906	9,794	10,298	16,307	18,564	22,594	11,625	9,058	3,688	1,670	2.49
Warrick	16.7	878	4,118	4,385	2,437	2,094	2,788	2,918	4,833	3,451	3,511	1,416	571	2.86
Henderson, Ky	*16.3*	*1,088*	*3,637*	*3,304*	*2,456*	*2,298*	*3,517*	*3,904*	*5,074*	*3,262*	*2,546*	*1,068*	*446*	*2.63*
FORT WAYNE	**133.5**	**9,543**	**33,077**	**28,038**	**19,784**	**17,948**	**25,110**	**28,703**	**42,938**	**23,812**	**22,642**	**10,246**	**5,159**	**2.73**
Allen	111.5	8,168	28,181	23,425	16,534	14,927	20,265	24,813	35,694	19,774	18,592	8,335	4,292	2.71
De Kalb	12.2	752	2,731	2,594	1,783	1,643	2,697	2,182	3,881	2,267	2,271	1,110	489	2.84
Whitley	9.8	623	2,165	2,019	1,467	1,378	2,148	1,708	3,363	1,771	1,779	801	378	2.81
GARY - HAMMOND	**217.8**	**13,733**	**50,534**	**47,642**	**36,414**	**33,295**	**36,182**	**42,318**	**64,904**	**42,125**	**38,265**	**18,751**	**11,437**	**2.87**
Lake	173.8	10,576	38,821	36,559	29,638	27,908	30,298	34,640	51,642	33,509	29,442	14,788	9,779	2.85
Porter	44.0	3,157	11,713	11,083	6,776	5,387	5,884	7,678	13,262	8,616	8,823	3,963	1,658	2.91
INDIANAPOLIS	**466.3**	**31,834**	**112,023**	**101,839**	**72,232**	**64,310**	**84,062**	**108,301**	**149,756**	**85,683**	**74,522**	**32,231**	**15,807**	**2.67**
Boone	14.3	827	3,115	3,430	2,182	1,858	2,888	2,670	4,784	2,657	2,692	1,089	408	2.77
Hamilton	35.7	1,648	8,409	10,227	5,972	4,491	4,953	5,363	11,168	7,232	7,645	3,146	1,146	2.89
Hancock	16.5	857	3,630	4,545	2,688	2,137	2,643	2,561	5,024	3,265	3,589	1,495	566	2.91
Hendricks	26.0	1,259	6,229	6,995	4,206	3,424	3,887	3,710	8,063	5,381	5,699	2,327	820	3.02
Johnson	30.2	1,851	7,603	7,692	4,780	3,758	4,516	5,467	9,142	6,195	6,026	2,481	889	2.89
Marion	310.4	23,536	75,828	61,056	47,098	44,156	58,726	82,833	101,173	54,486	42,300	18,923	10,685	2.55
Morgan	18.9	1,031	4,165	4,755	3,080	2,516	3,353	3,032	5,813	3,736	3,856	1,695	768	2.90
Shelby	14.3	825	3,044	3,139	2,226	1,970	3,096	2,665	4,589	2,731	2,715	1,075	525	2.79
KOKOMO	**38.5**	**2,491**	**8,597**	**8,957**	**6,328**	**5,192**	**6,935**	**8,920**	**11,910**	**7,242**	**6,600**	**2,742**	**1,086**	**2.65**
Howard	32.2	2,127	7,370	7,550	5,391	4,276	5,486	7,353	9,978	6,110	5,501	2,329	929	2.66
Tipton	6.3	364	1,227	1,407	937	916	1,449	1,567	1,932	1,132	1,099	413	157	2.62
LAFAYETTE - WEST LAFAYETTE	**43.9**	**5,999**	**11,453**	**8,448**	**5,585**	**5,213**	**7,202**	**11,642**	**14,929**	**7,557**	**6,286**	**2,544**	**942**	**2.82**
Tippecanoe	43.9	5,999	11,453	8,448	5,585	5,213	7,202	11,642	14,929	7,557	6,286	2,544	942	2.82
MUNCIE	**43.8**	**3,847**	**9,448**	**9,228**	**6,627**	**6,013**	**8,637**	**10,311**	**14,517**	**8,024**	**6,969**	**2,796**	**1,183**	**2.76**
Delaware	43.8	3,847	9,448	9,228	6,627	6,013	8,637	10,311	14,517	8,024	6,969	2,796	1,183	2.76
SOUTH BEND - MISHAWAKA	**90.6**	**5,524**	**20,143**	**16,623**	**13,707**	**14,013**	**20,590**	**22,486**	**30,341**	**15,560**	**13,394**	**5,993**	**2,826**	**2.67**
St. Joseph	90.6	5,524	20,143	16,623	13,707	14,013	20,590	22,486	30,341	15,560	13,394	5,993	2,826	2.67
TERRE HAUTE	**49.6**	**3,612**	**9,944**	**8,673**	**6,637**	**7,704**	**13,030**	**12,508**	**16,917**	**8,654**	**7,072**	**3,042**	**1,407**	**2.68**
Clay	9.5	526	1,719	1,702	1,312	1,417	2,824	2,093	3,284	1,706	1,466	666	285	2.64
Vigo	40.1	3,086	8,225	6,971	5,325	6,287	10,206	10,415	13,633	6,948	5,606	2,376	1,122	2.68
ALL COUNTIES														
Adams	10.5	686	2,358	2,124	1,439	1,479	2,414	1,898	3,349	1,846	1,810	964	633	2.98
Allen	111.5	8,168	28,181	23,425	16,534	14,927	20,265	24,813	35,694	19,774	18,592	8,335	4,292	2.71
Bartholomew	24.8	1,527	5,941	6,195	3,831	3,135	4,171	5,352	7,622	4,851	4,529	1,781	665	2.69
Benton	3.5	202	613	654	489	564	978	853	1,189	544	515	250	149	2.69
Blackford	5.6	309	1,119	1,148	826	838	1,360	1,289	1,762	960	980	411	198	2.70
Boone	14.3	827	3,115	3,430	2,182	1,858	2,888	2,670	4,784	2,657	2,692	1,089	408	2.77

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	1	2	3	4	5	6 or More	
INDIANA (continued)														
ALL COUNTIES (continued)														
Brown	5.3	272	1,210	1,178	768	809	1,063	1,205	1,866	914	799	352	164	2.58
Carroll	7.1	407	1,414	1,440	1,046	1,044	1,749	1,393	2,548	1,146	1,235	547	231	2.70
Cass	15.1	927	3,014	2,959	2,274	2,403	3,523	3,309	5,092	2,623	2,533	1,074	469	2.70
Clark	32.7	2,030	8,213	7,309	5,069	4,481	5,598	6,804	9,999	6,549	5,838	2,434	1,076	2.73
Clay	9.5	526	1,719	1,702	1,312	1,417	2,824	2,093	3,284	1,706	1,466	666	285	2.64
Clinton	11.8	732	2,367	2,263	1,715	1,711	3,012	2,608	3,958	2,073	1,944	857	360	2.65
Crawford	3.7	211	718	708	508	533	1,022	700	1,228	712	611	297	152	2.86
Daviess	10.5	591	2,009	1,924	1,441	1,706	2,829	2,234	3,656	1,773	1,675	716	446	2.74
Dearborn	13.6	664	2,850	3,031	2,104	1,999	2,952	2,390	4,141	2,698	2,527	1,223	621	2.88
Decatur	8.4	503	1,784	1,725	1,183	1,190	2,015	1,704	2,653	1,498	1,417	711	417	2.80
De Kalb	12.2	752	2,731	2,594	1,783	1,643	2,697	2,182	3,881	2,267	2,271	1,110	489	2.84
Delaware	43.8	3,847	9,448	9,228	6,627	6,013	8,637	10,311	14,517	8,024	6,969	2,796	1,183	2.76
Dubois	13.1	851	2,954	2,654	1,873	1,739	3,029	2,946	3,822	2,385	2,113	1,131	703	2.82
Elkhart	55.0	3,692	13,308	12,255	8,155	7,295	10,295	11,052	18,140	10,113	9,671	4,098	1,926	2.73
Fayette	9.9	612	2,167	2,008	1,504	1,488	2,121	1,963	3,246	1,879	1,700	709	403	2.75
Floyd	23.3	1,249	5,185	5,167	3,464	3,329	4,906	4,552	7,420	4,540	4,199	1,743	846	2.76
Fountain	6.8	391	1,223	1,365	957	1,067	1,797	1,450	2,375	1,140	1,120	500	215	2.72
Franklin	6.5	333	1,403	1,433	986	873	1,472	1,030	1,912	1,220	1,269	622	447	3.15
Fulton	7.5	478	1,363	1,379	1,064	1,163	2,053	1,605	2,791	1,246	1,093	530	235	2.60
Gibson	12.9	793	2,390	2,466	1,837	1,919	3,495	2,921	4,413	2,362	1,958	857	389	2.63
Grant	27.8	1,882	5,770	5,883	4,630	4,088	5,547	5,872	9,023	5,164	4,821	2,016	904	2.79
Greene	12.3	592	2,246	2,343	1,644	1,820	3,655	2,964	4,276	2,118	1,890	748	304	2.54
Hamilton	35.7	1,648	8,409	10,227	5,972	4,491	4,953	5,363	11,168	7,232	7,645	3,146	1,146	2.89
Hancock	16.5	857	3,630	4,545	2,688	2,137	2,643	2,561	5,024	3,265	3,589	1,495	566	2.91
Harrison	10.4	596	2,277	2,384	1,573	1,385	2,185	1,613	3,293	2,111	1,986	916	481	2.91
Hendricks	26.0	1,259	6,229	6,995	4,206	3,424	3,887	3,710	8,063	5,381	5,699	2,327	820	3.02
Henry	18.6	1,055	3,805	3,919	2,824	2,677	4,320	3,926	6,002	3,542	3,228	1,359	543	2.72
Howard	32.2	2,127	7,370	7,550	5,391	4,276	5,486	7,353	9,978	6,110	5,501	2,329	929	2.66
Huntington	13.7	925	2,783	2,698	1,959	2,005	3,330	3,049	4,515	2,352	2,244	1,054	486	2.73
Jackson	13.8	923	2,843	2,814	2,019	1,887	3,314	2,888	4,489	2,557	2,424	1,027	415	2.70
Jasper	9.0	590	1,971	2,007	1,353	1,201	1,878	1,485	2,901	1,539	1,719	896	460	3.06
Jay	8.2	473	1,520	1,673	1,166	1,219	2,149	1,711	2,855	1,383	1,350	585	316	2.70
Jefferson	10.5	685	2,301	2,253	1,509	1,473	2,279	2,304	3,395	1,960	1,741	765	335	2.82
Jennings	7.9	479	1,760	1,821	1,100	1,045	1,695	1,476	2,352	1,526	1,473	724	349	3.06
Johnson	30.2	1,851	7,603	7,692	4,780	3,758	4,516	5,467	9,142	6,195	6,026	2,481	889	2.89
Knox	15.8	1,009	2,900	2,757	2,200	2,313	4,621	4,470	5,215	2,693	2,163	875	384	2.58
Kosciusko	24.1	1,706	5,734	5,161	3,350	3,240	4,909	4,484	8,435	4,432	4,156	1,768	825	2.73
La Grange	9.4	575	2,233	2,043	1,345	1,297	1,907	1,430	3,097	1,603	1,673	796	801	3.18
Lake	173.8	10,576	38,821	36,559	29,638	27,908	30,298	34,640	51,642	33,509	29,442	14,788	9,779	2.85
La Porte	37.5	2,212	8,234	7,615	5,710	5,805	7,924	7,738	12,248	6,905	6,294	2,841	1,474	2.85
Lawrence	16.6	931	3,311	3,344	2,493	2,400	4,121	3,604	5,510	3,252	2,706	1,092	436	2.63
Madison	49.2	2,982	10,489	10,448	7,754	7,099	10,428	11,474	16,239	8,957	7,835	3,281	1,414	2.67
Marion	310.4	23,536	75,828	61,056	47,098	44,156	58,726	82,833	101,173	54,486	42,300	18,923	10,685	2.55
Marshall	15.4	925	3,230	3,033	2,346	2,122	3,744	3,159	5,117	2,648	2,700	1,192	584	2.74
Martin	3.9	198	787	802	587	620	906	810	1,144	771	700	324	151	2.79
Miami	14.1	1,099	3,308	2,983	1,985	1,838	2,887	2,903	4,456	2,639	2,507	1,116	479	2.79
Monroe	37.5	5,335	10,744	7,282	4,587	3,916	5,636	11,380	12,515	6,381	4,820	1,802	602	2.74
Montgomery	13.4	906	2,637	2,725	2,012	1,845	3,275	2,991	4,703	2,323	2,141	907	335	2.65
Morgan	18.9	1,031	4,165	4,755	3,080	2,516	3,353	3,032	5,813	3,736	3,856	1,695	768	2.90
Newton	5.2	311	1,094	1,147	682	697	1,269	1,079	1,582	915	929	491	204	2.79
Noble	14.1	968	3,170	2,900	2,048	2,006	3,008	2,725	4,655	2,576	2,434	1,154	556	2.79
Ohio	2.0	102	382	394	328	288	506	518	598	383	307	138	56	2.60
Orange	7.1	377	1,382	1,327	999	1,073	1,942	1,516	2,390	1,338	1,148	458	250	2.70
Owen	6.9	343	1,306	1,376	1,095	946	1,834	1,671	2,202	1,272	1,030	487	238	2.61
Parke	5.8	273	1,048	1,141	833	854	1,651	1,214	2,021	1,065	882	446	172	2.78
Perry	6.5	372	1,255	1,185	956	1,019	1,713	1,339	2,064	1,240	1,045	533	279	2.91
Pike	5.2	273	924	1,029	713	715	1,546	1,210	1,783	947	845	296	119	2.56
Porter	44.0	3,157	11,713	11,083	6,776	5,387	5,884	7,678	13,262	8,616	8,823	3,963	1,658	2.91
Posey	9.4	585	2,193	2,079	1,311	1,261	1,971	1,675	3,015	1,800	1,814	750	346	2.81
Pulaski	5.1	291	960	895	717	787	1,450	1,290	1,578	865	775	391	201	2.65
Putnam	10.0	599	1,748	2,048	1,627	1,427	2,551	1,937	3,516	1,818	1,711	695	323	3.06
Randolph	10.7	603	2,165	2,250	1,650	1,465	2,567	2,230	3,664	1,822	1,822	802	360	2.69
Ripley	8.8	493	1,761	1,738	1,233	1,280	2,295	1,683	2,793	1,623	1,486	731	484	2.94
Rush	6.5	394	1,194	1,234	1,002	979	1,697	1,309	2,157	1,149	1,074	512	299	2.85
St. Joseph	90.6	5,524	20,143	16,623	13,707	14,013	20,590	22,486	30,341	15,560	13,394	5,993	2,826	2.67
Scott	7.5	444	1,620	1,720	1,104	1,006	1,606	1,434	2,210	1,573	1,312	633	338	2.83

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		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
INDIANA (continued)														
ALL COUNTIES (continued)														
Shelby	14.3	825	3,044	3,139	2,226	1,970	3,096	2,665	4,589	2,731	2,715	1,075	525	2.79
Spencer	6.8	350	1,330	1,414	978	931	1,797	1,214	2,185	1,263	1,274	555	309	2.96
Starke	8.0	411	1,565	1,666	1,194	1,093	2,071	1,597	2,581	1,399	1,322	716	385	2.80
Steuben	10.6	730	2,134	2,186	1,510	1,511	2,529	2,387	3,744	1,722	1,651	783	313	2.69
Sullivan	8.1	377	1,445	1,417	1,055	1,281	2,525	1,917	2,807	1,405	1,246	498	227	2.57
Switzerland	2.8	135	454	571	395	445	800	570	939	517	462	197	115	2.75
Tippecanoe	43.9	5,999	11,453	8,448	5,585	5,213	7,202	11,642	14,929	7,557	6,286	2,544	942	2.82
Tipton	6.3	364	1,227	1,407	937	916	1,449	1,567	1,932	1,132	1,099	413	157	2.62
Union	2.4	139	489	506	315	337	614	436	795	456	433	206	74	2.83
Vanderburgh	67.2	4,935	13,960	11,906	9,794	10,298	16,307	18,564	22,594	11,626	9,058	3,688	1,670	2.49
Vermillion	7.1	355	1,307	1,349	916	1,070	2,103	1,952	2,291	1,210	1,035	445	167	2.49
Vigo	40.1	3,086	8,225	6,971	5,325	6,287	10,206	10,415	13,633	6,948	5,606	2,376	1,122	2.68
Wabash	12.6	879	2,618	2,643	1,881	1,798	2,781	2,522	4,343	2,214	2,176	934	411	2.83
Warren	2.9	153	547	640	436	430	694	507	1,013	485	528	259	108	2.93
Warrick	16.7	878	4,118	4,385	2,437	2,094	2,788	2,918	4,833	3,451	3,511	1,416	571	2.86
Washington	8.4	538	1,670	1,735	1,189	1,203	2,065	1,582	2,688	1,670	1,448	663	349	2.80
Wayne	27.1	1,640	5,295	5,557	4,178	4,011	6,419	6,405	9,040	4,824	4,267	1,747	817	2.65
Wells	9.4	611	2,026	2,013	1,360	1,277	2,113	1,892	3,045	1,675	1,714	736	338	2.74
White	9.4	554	1,893	1,763	1,281	1,464	2,445	2,231	3,243	1,572	1,422	678	254	2.57
Whitley	9.8	623	2,165	2,019	1,467	1,378	2,148	1,708	3,363	1,771	1,779	801	378	2.81
TOTAL METRO COUNTIES	**1,399.0**	**99,529**	**328,556**	**295,694**	**213,562**	**196,845**	**264,814**	**317,611**	**448,401**	**256,883**	**227,009**	**99,696**	**49,400**	**2.72**
TOTAL STATE	**2,051.0**	**139,234**	**462,758**	**429,035**	**309,210**	**290,794**	**419,969**	**455,702**	**663,543**	**374,460**	**336,018**	**148,274**	**73,003**	**2.73**
IOWA														
CEDAR RAPIDS	**67.0**	**5,496**	**16,796**	**14,202**	**9,497**	**8,416**	**12,593**	**19,263**	**20,622**	**11,386**	**10,008**	**4,095**	**1,626**	**2.52**
Linn	67.0	5,496	16,796	14,202	9,497	8,416	12,593	19,263	20,622	11,386	10,008	4,095	1,626	2.52
DAVENPORT - ROCK ISLAND - MOLINE	**141.8**	**10,668**	**33,757**	**29,541**	**20,212**	**19,229**	**28,393**	**37,016**	**44,618**	**24,637**	**21,554**	**9,584**	**4,391**	**2.61**
Scott	60.6	5,023	16,339	13,120	8,474	7,608	10,036	15,900	18,390	10,702	9,474	4,210	1,924	2.61
Henry, Ill.	*20.2*	*1,190*	*4,038*	*4,220*	*2,850*	*2,780*	*5,122*	*4,739*	*6,494*	*3,433*	*3,339*	*1,526*	*669*	*2.69*
Rock Island, Ill.	*61.0*	*4,455*	*13,380*	*12,201*	*8,888*	*8,841*	*13,235*	*16,377*	*19,734*	*10,502*	*8,741*	*3,848*	*1,798*	*2.57*
DES MOINES	**157.7**	**12,496**	**39,329**	**32,688**	**22,556**	**20,529**	**30,102**	**46,656**	**49,324**	**26,709**	**22,405**	**9,185**	**3,421**	**2.47**
Dallas	11.9	728	2,586	2,509	1,672	1,615	2,790	3,217	3,798	2,007	1,834	763	281	2.53
Polk	132.4	10,937	33,406	26,793	18,920	17,418	24,926	40,492	41,642	22,181	17,968	7,334	2,783	2.43
Warren	13.4	831	3,337	3,386	1,964	1,496	2,386	2,947	3,884	2,521	2,603	1,088	357	2.79
DUBUQUE	**31.5**	**2,212**	**7,356**	**6,254**	**4,596**	**4,340**	**6,742**	**7,679**	**8,914**	**5,290**	**4,996**	**2,761**	**1,860**	**2.88**
Dubuque	31.5	2,212	7,356	6,254	4,596	4,340	6,742	7,679	8,914	5,290	4,996	2,761	1,860	2.88
IOWA CITY	**33.7**	**5,069**	**11,590**	**6,132**	**3,522**	**2,912**	**4,475**	**11,263**	**10,879**	**5,352**	**4,084**	**1,538**	**584**	**2.56**
Johnson	33.7	5,069	11,590	6,132	3,522	2,912	4,475	11,263	10,879	5,352	4,084	1,538	584	2.56
SIOUX CITY	**44.7**	**3,186**	**10,050**	**7,957**	**6,285**	**6,465**	**10,757**	**12,068**	**14,038**	**7,523**	**6,634**	**3,078**	**1,359**	**2.59**
Woodbury	38.2	2,680	8,351	6,649	5,416	5,649	9,455	10,580	12,089	6,374	5,531	2,525	1,101	2.56
Dakota, Neb.	*6.5*	*506*	*1,699*	*1,308*	*869*	*816*	*1,302*	*1,488*	*1,949*	*1,149*	*1,103*	*553*	*258*	*2.74*
WATERLOO - CEDAR FALLS	**55.6**	**4,880**	**13,631**	**10,840**	**7,655**	**7,418**	**11,176**	**14,157**	**17,905**	**9,764**	**8,511**	**3,695**	**1,568**	**2.68**
Black Hawk	47.0	4,272	11,848	9,071	6,509	6,320	8,980	12,061	15,154	8,317	7,106	3,043	1,319	2.66
Bremer	8.6	608	1,783	1,769	1,146	1,098	2,196	2,096	2,751	1,447	1,405	652	249	2.76
ALL COUNTIES														
Adair	3.5	207	569	537	471	526	1,190	967	1,289	504	439	212	89	2.49
Adams	2.1	106	331	342	307	315	699	500	803	339	287	126	45	2.52
Allamakee	5.4	289	920	898	735	847	1,711	1,281	1,787	872	725	451	284	2.74
Appanoose	6.0	360	1,025	934	728	911	2,042	1,809	2,051	883	764	364	129	2.40
Audubon	2.9	148	463	496	392	465	936	802	1,035	434	338	209	82	2.55
Benton	8.8	566	1,627	1,654	1,203	1,243	2,507	2,309	2,797	1,436	1,350	654	254	2.59
Black Hawk	47.0	4,272	11,848	9,071	6,509	6,320	8,980	12,061	15,154	8,317	7,106	3,043	1,319	2.66
Boone	10.1	694	2,028	1,732	1,351	1,438	2,857	3,024	3,355	1,628	1,336	569	188	2.53
Bremer	8.6	608	1,783	1,769	1,146	1,098	2,196	2,096	2,751	1,447	1,405	652	249	2.76
Buchanan	7.9	574	1,670	1,435	1,045	1,178	1,998	1,794	2,486	1,276	1,298	640	406	2.77
Buena Vista	7.7	541	1,475	1,105	1,076	1,219	2,284	2,169	2,697	1,156	1,034	465	179	2.60
Butler	6.2	342	1,166	1,017	814	955	1,906	1,499	2,146	953	946	468	188	2.63
Calhoun	4.7	250	754	705	637	765	1,589	1,298	1,706	700	580	283	133	2.51
Carroll	8.3	554	1,571	1,343	1,175	1,294	2,363	2,131	2,570	1,327	1,116	687	469	2.71
Cass	6.5	398	1,142	1,051	889	913	2,107	1,986	2,242	924	829	390	129	2.43

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METRO AREA County	12/31/88 Total Households (Thousands)	Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	Household Size
IOWA (continued)														
ALL COUNTIES (continued)														
Cedar	7.3	455	1,464	1,391	992	1,042	1,956	2,003	2,371	1,183	1,084	481	178	2.52
Cerro Gordo	19.8	1,499	4,036	3,427	2,853	2,916	5,069	6,035	6,550	3,099	2,634	1,065	417	2.43
Cherokee	5.9	343	1,111	964	870	890	1,722	1,938	1,797	882	773	367	143	2.46
Chickasaw	5.3	344	960	1,023	729	732	1,512	1,312	1,675	921	795	441	256	2.70
Clarke	3.4	218	601	574	446	464	1,097	819	1,273	524	490	198	96	2.59
Clay	7.4	621	1,629	1,274	1,001	1,051	1,824	2,265	2,331	1,202	1,012	440	150	2.43
Clayton	8.1	474	1,462	1,357	1,134	1,223	2,450	2,185	2,620	1,285	1,137	572	301	2.58
Clinton	20.2	1,331	4,272	3,940	2,859	2,930	4,868	5,061	6,446	3,432	3,079	1,504	678	2.63
Crawford	6.8	465	1,295	1,221	926	1,052	1,841	1,739	2,191	1,077	996	553	244	2.65
Dallas	11.9	728	2,586	2,509	1,672	1,615	2,790	3,217	3,798	2,007	1,834	763	281	2.53
Davis	3.3	199	550	580	434	483	1,054	685	1,253	520	498	222	122	2.73
Decatur	3.3	217	568	519	404	482	1,110	873	1,227	483	424	211	82	2.70
Delaware	6.7	438	1,273	1,222	991	1,003	1,773	1,416	2,137	1,093	1,027	545	482	2.84
Des Moines	18.0	1,154	3,798	3,354	2,457	2,662	4,575	5,322	5,698	2,969	2,499	1,075	437	2.47
Dickinson	6.2	348	1,249	1,032	803	963	1,805	1,720	2,214	976	820	350	120	2.42
Dubuque	31.5	2,212	7,356	6,254	4,596	4,340	6,742	7,679	8,914	5,290	4,996	2,761	1,860	2.88
Emmet	4.7	370	938	785	634	685	1,288	1,519	1,374	732	645	302	128	2.47
Fayette	9.0	520	1,626	1,503	1,210	1,330	2,811	2,537	2,858	1,407	1,217	646	335	2.58
Floyd	7.1	375	1,307	1,371	967	1,075	2,005	1,943	2,324	1,071	1,057	485	220	2.56
Franklin	5.0	264	926	829	689	744	1,548	1,565	1,637	771	655	282	90	2.40
Fremont	3.8	183	640	604	493	626	1,254	1,090	1,339	549	497	232	93	2.45
Greene	4.6	240	808	715	582	688	1,567	1,535	1,503	643	552	258	109	2.35
Grundy	5.3	251	988	1,035	705	799	1,522	1,447	1,716	840	815	345	137	2.53
Guthrie	4.7	207	756	746	641	737	1,613	1,309	1,687	687	622	271	124	2.47
Hamilton	6.7	379	1,253	1,123	1,000	1,055	1,890	1,968	2,116	1,114	934	414	154	2.46
Hancock	5.5	351	1,133	924	741	798	1,553	1,747	1,679	880	709	356	129	2.44
Hardin	8.1	489	1,400	1,354	1,060	1,239	2,558	2,300	2,843	1,194	1,122	453	188	2.52
Harrison	5.9	330	956	1,034	819	886	1,875	1,425	2,074	887	860	436	218	2.63
Henry	7.2	421	1,506	1,372	875	1,008	2,018	2,013	2,381	1,160	1,050	422	174	2.65
Howard	4.0	201	625	594	548	635	1,397	1,125	1,330	591	527	269	158	2.58
Humboldt	4.9	284	836	810	709	831	1,430	1,623	1,566	786	600	238	87	2.33
Ida	3.5	174	580	562	492	562	1,130	991	1,215	491	466	247	90	2.49
Iowa	6.0	331	1,120	993	860	919	1,777	1,689	1,925	988	871	356	171	2.52
Jackson	8.2	507	1,541	1,508	1,224	1,140	2,280	2,033	2,505	1,345	1,206	691	420	2.71
Jasper	14.3	912	2,784	2,766	2,185	2,064	3,589	3,641	4,784	2,500	2,225	877	273	2.54
Jefferson	6.5	420	1,324	1,154	833	886	1,883	2,022	2,115	1,044	823	361	135	2.60
Johnson	33.7	5,069	11,590	6,132	3,522	2,912	4,475	11,263	10,879	5,352	4,084	1,538	584	2.56
Jones	7.2	409	1,410	1,337	1,023	1,070	1,951	1,638	2,360	1,202	1,173	550	277	2.79
Keokuk	4.7	235	754	704	596	721	1,690	1,340	1,617	687	628	285	143	2.51
Kossuth	7.7	490	1,430	1,243	1,085	1,188	2,264	2,079	2,483	1,185	1,075	571	307	2.58
Lee	16.3	1,009	3,327	3,005	2,271	2,497	4,191	4,522	5,182	2,676	2,411	1,059	450	2.57
Linn	67.0	5,496	16,796	14,202	9,497	8,416	12,593	19,263	20,622	11,386	10,008	4,095	1,626	2.52
Louisa	4.5	275	950	909	631	566	1,169	938	1,477	825	796	323	141	2.76
Lucas	4.1	230	668	717	557	597	1,331	1,322	1,365	590	536	209	78	2.37
Lyon	4.4	220	829	668	677	672	1,334	990	1,453	714	660	373	210	2.77
Madison	4.6	205	852	894	610	646	1,393	1,010	1,644	743	716	340	147	2.70
Mahaska	9.1	663	1,823	1,509	1,169	1,332	2,604	2,399	3,283	1,427	1,257	522	212	2.53
Marion	11.1	767	2,257	2,134	1,465	1,526	2,951	2,682	3,779	1,828	1,758	758	295	2.72
Marshall	15.8	1,147	3,531	3,083	2,135	2,140	3,764	4,663	5,054	2,556	2,227	935	365	2.51
Mills	4.7	288	1,002	899	638	676	1,197	1,161	1,539	760	783	325	132	2.94
Mitchell	4.5	250	698	698	653	689	1,512	1,444	1,389	669	566	282	150	2.49
Monona	4.4	203	712	679	581	699	1,526	1,276	1,530	637	618	249	90	2.45
Monroe	3.3	183	529	513	423	521	1,131	856	1,165	472	443	260	104	2.58
Montgomery	5.3	331	951	749	728	769	1,772	1,634	1,841	786	666	277	96	2.38
Muscatine	15.6	1,148	3,546	3,192	2,141	2,057	3,516	3,844	4,792	2,766	2,538	1,113	547	2.65
O'Brien	6.2	428	1,050	922	883	922	1,995	1,754	2,086	918	853	420	169	2.53
Osceola	3.1	184	500	484	428	491	1,013	842	1,021	490	414	219	114	2.55
Page	7.3	435	1,258	1,172	889	1,117	2,429	2,160	2,563	1,069	934	422	152	2.47
Palo Alto	4.4	306	712	664	632	648	1,438	1,403	1,346	626	579	296	150	2.50
Plymouth	9.2	581	1,730	1,552	1,383	1,353	2,601	2,404	2,865	1,451	1,347	729	404	2.67
Pocahontas	4.1	201	657	673	528	698	1,343	1,150	1,383	641	549	248	129	2.51
Polk	132.4	10,937	33,406	26,793	18,920	17,418	24,926	40,492	41,642	22,181	17,968	7,334	2,783	2.43
☐ Pottawattamie	33.7	2,423	7,149	6,589	5,270	4,762	7,507	8,493	10,585	5,986	5,145	2,413	1,078	2.61
Poweshiek	7.2	475	1,388	1,262	988	1,045	2,042	2,070	2,393	1,109	1,003	454	171	2.61
Ringgold	2.3	108	372	312	336	351	821	621	876	347	278	143	35	2.43
Sac	5.3	282	872	787	737	839	1,783	1,708	1,723	803	636	318	112	2.38

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

SaMM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
IOWA (continued)														
ALL COUNTIES (continued)														
Scott	60.6	5,023	16,339	13,120	8,474	7,608	10,036	15,900	18,390	10,702	9,474	4,210	1,924	2.61
Shelby	5.5	314	985	950	791	880	1,580	1,531	1,749	837	747	418	218	2.58
Sioux	10.6	830	2,115	1,884	1,425	1,512	2,834	2,234	3,393	1,729	1,695	981	568	2.92
Story	25.3	3,776	7,079	4,507	2,870	2,568	4,500	7,143	8,769	4,215	3,509	1,251	413	2.88
Tama	6.8	334	1,172	1,210	940	1,003	2,141	1,604	2,384	1,052	1,027	506	227	2.65
Taylor	3.1	160	480	445	381	500	1,134	814	1,237	426	363	181	79	2.45
Union	5.4	335	1,019	878	655	798	1,715	1,609	1,822	814	719	315	121	2.44
Van Buren	3.1	140	508	516	402	454	1,080	712	1,164	469	454	195	106	2.58
Wapello	15.4	940	2,859	2,500	2,115	2,325	4,661	4,453	5,254	2,494	2,026	837	336	2.44
Warren	13.4	831	3,337	3,386	1,964	1,496	2,366	2,947	3,884	2,521	2,603	1,088	357	2.79
Washington	7.6	462	1,534	1,314	1,016	1,097	2,177	1,993	2,538	1,206	1,080	518	265	2.62
Wayne	3.1	149	441	414	388	493	1,215	948	1,152	435	364	149	52	2.35
Webster	16.9	1,224	3,363	2,984	2,465	2,491	4,373	4,943	5,435	2,682	2,312	1,049	479	2.53
Winnebago	5.1	292	942	832	652	751	1,631	1,670	1,598	779	655	302	96	2.47
Winneshiek	7.6	534	1,384	1,243	1,060	1,146	2,233	2,105	2,367	1,182	1,032	585	329	2.82
Woodbury	38.2	2,680	8,351	6,649	5,416	5,649	9,455	10,580	12,089	6,374	5,531	2,525	1,101	2.56
Worth	3.4	151	605	580	448	489	1,127	935	1,135	553	483	217	77	2.53
Wright	6.1	337	1,044	1,007	804	967	1,941	1,687	2,178	905	821	366	143	2.48
TOTAL METRO COUNTIES	**478.0**	**40,279**	**120,541**	**96,474**	**66,986**	**61,634**	**92,086**	**133,991**	**148,708**	**81,563**	**70,154**	**30,422**	**13,162**	**2.57**
TOTAL STATE	**1,106.2**	**81,654**	**241,935**	**205,408**	**152,574**	**153,607**	**271,022**	**306,746**	**356,810**	**180,976**	**158,648**	**71,455**	**31,565**	**2.57**
KANSAS														
KANSAS CITY	**598.5**	**38,767**	**141,926**	**130,874**	**91,580**	**82,110**	**113,243**	**144,788**	**197,433**	**108,065**	**92,928**	**37,546**	**17,740**	**2.62**
Johnson	131.5	7,092	34,682	33,492	21,105	17,597	17,532	28,269	43,726	25,524	22,626	8,522	2,833	2.62
Leavenworth	20.2	1,135	4,392	5,162	2,933	2,602	3,976	4,176	6,063	3,791	3,767	1,657	746	3.15
Miami	8.6	492	1,586	1,709	1,295	1,181	2,337	1,941	2,948	1,485	1,368	586	272	2.73
Wyandotte	65.5	5,079	14,563	11,986	9,624	9,727	14,521	16,005	21,429	11,737	9,493	4,199	2,637	2.65
Cass, Mo.	*21.0*	*1,262*	*4,474*	*5,361*	*3,402*	*2,643*	*3,856*	*3,587*	*6,701*	*4,116*	*4,181*	*1,716*	*699*	*2.88*
Clay, Mo.	*57.0*	*3,930*	*14,522*	*13,513*	*9,328*	*7,696*	*8,011*	*12,211*	*19,414*	*11,104*	*9,509*	*3,468*	*1,294*	*2.64*
Jackson, Mo.	*254.8*	*17,522*	*59,008*	*49,729*	*38,059*	*35,417*	*55,065*	*70,511*	*83,661*	*43,082*	*34,956*	*14,453*	*8,137*	*2.52*
Lafayette, Mo.	*11.9*	*587*	*1,981*	*2,332*	*1,717*	*1,710*	*3,573*	*2,701*	*4,185*	*1,980*	*1,873*	*815*	*346*	*2.68*
Platte, Mo.	*19.6*	*1,261*	*5,198*	*5,567*	*2,875*	*2,403*	*2,296*	*3,763*	*6,476*	*3,729*	*3,633*	*1,485*	*514*	*2.77*
Ray, Mo.	*8.4*	*407*	*1,520*	*2,023*	*1,242*	*1,134*	*2,074*	*1,624*	*2,830*	*1,517*	*1,522*	*645*	*262*	*2.83*
LAWRENCE	**27.0**	**4,654**	**7,984**	**4,843**	**2,955**	**2,601**	**3,963**	**7,127**	**9,725**	**4,799**	**3,542**	**1,312**	**495**	**2.78**
Douglas	27.0	4,654	7,984	4,843	2,955	2,601	3,963	7,127	9,725	4,799	3,542	1,312	495	2.78
TOPEKA	**64.9**	**5,093**	**15,500**	**12,545**	**9,559**	**8,620**	**13,583**	**18,052**	**21,542**	**11,176**	**9,126**	**3,525**	**1,479**	**2.52**
Shawnee	64.9	5,093	15,500	12,545	9,559	8,620	13,583	18,052	21,542	11,176	9,126	3,525	1,479	2.52
WICHITA	**174.3**	**15,339**	**43,523**	**33,805**	**26,125**	**23,929**	**31,579**	**43,381**	**59,215**	**30,579**	**25,768**	**10,427**	**4,930**	**2.57**
Butler	18.1	1,119	3,777	3,676	2,812	2,546	4,170	3,524	6,418	3,206	3,150	1,294	508	2.73
Sedgwick	156.2	14,220	39,746	30,129	23,313	21,383	27,409	39,857	52,797	27,373	22,618	9,133	4,422	2.56
ALL COUNTIES														
Allen	6.1	405	1,053	964	772	893	2,013	1,752	2,089	946	815	332	166	2.52
Anderson	3.2	156	475	488	381	458	1,242	785	1,229	449	407	204	126	2.69
Atchison	6.5	393	1,174	1,123	934	962	1,914	1,871	2,001	1,023	907	441	257	2.77
Barber	2.7	154	412	398	362	437	937	759	1,038	384	328	140	51	2.41
Barton	12.2	961	2,496	2,083	1,809	1,791	3,060	3,208	4,179	2,039	1,724	716	334	2.59
Bourbon	6.6	438	1,104	989	803	988	2,278	2,016	2,387	957	802	320	118	2.36
Brown	4.7	260	739	678	558	713	1,752	1,385	1,639	663	612	287	114	2.49
Butler	18.1	1,119	3,777	3,676	2,812	2,546	4,170	3,524	6,418	3,206	3,150	1,294	508	2.73
Chase	1.3	47	197	204	151	217	484	394	472	188	151	59	36	2.38
Chautauqua	2.2	83	279	340	240	369	889	793	792	297	211	80	27	2.18
Cherokee	9.0	474	1,454	1,601	1,153	1,412	2,906	2,317	3,137	1,435	1,337	552	222	2.52
Cheyenne	1.5	68	224	192	227	271	518	494	541	201	171	78	15	2.27
Clark	1.0	37	130	157	142	161	373	254	418	128	131	53	16	2.50
Clay	3.8	212	595	559	485	570	1,379	1,055	1,412	580	473	211	69	2.50
Cloud	4.5	315	705	662	529	651	1,638	1,402	1,570	632	563	224	109	2.58
Coffey	3.6	217	657	616	416	453	1,241	812	1,382	570	500	221	115	2.67
Comanche	1.0	45	143	167	130	148	367	253	387	152	143	49	16	2.50
Cowley	14.3	963	2,651	2,519	1,965	1,947	4,255	3,663	5,228	2,211	2,063	830	305	2.61
Crawford	15.5	1,344	2,558	2,301	1,700	2,263	5,334	4,859	5,470	2,280	1,804	716	371	2.41
Decatur	1.7	100	246	222	239	271	622	515	616	242	189	99	39	2.41
Dickinson	8.2	419	1,281	1,453	1,156	1,169	2,722	2,268	2,872	1,264	1,107	517	172	2.48

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES		Households by Age of Householder						Households by Number of Persons						Average
METRO AREA County	12/31/88 Total Households (Thousands)	Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	House-hold Size
KANSAS (continued)														
ALL COUNTIES (continued)														
Doniphan	3.4	194	638	550	417	504	1,097	777	1,148	579	509	248	139	2.79
Douglas	27.0	4,654	7,984	4,843	2,955	2,601	3,963	7,127	9,725	4,799	3,542	1,312	495	2.78
Edwards	1.7	95	267	272	224	243	599	521	616	246	194	93	30	2.35
Elk	1.6	57	188	216	194	249	696	516	642	185	158	68	31	2.25
Ellis	10.2	1,421	2,508	1,699	1,272	1,265	2,035	2,939	3,268	1,669	1,415	632	277	2.66
Ellsworth	2.9	139	431	402	372	428	1,128	954	1,024	418	313	140	51	2.31
Finney	10.6	1,095	2,981	2,168	1,359	1,303	1,694	2,260	3,214	1,990	1,809	841	486	2.85
Ford	10.0	897	2,233	1,902	1,345	1,329	2,294	2,531	3,302	1,632	1,504	708	323	2.70
Franklin	8.5	566	1,508	1,566	1,162	1,136	2,562	2,133	2,983	1,426	1,239	498	221	2.61
Geary	10.7	1,997	2,674	2,168	1,316	1,094	1,451	2,057	3,458	2,388	1,812	666	319	2.84
Gove	1.4	85	257	229	196	193	440	405	460	199	192	87	57	2.50
Graham	1.4	76	214	231	215	209	455	389	503	195	191	89	33	2.57
Grant	2.7	242	710	618	422	342	366	594	811	516	472	225	82	2.74
Gray	1.9	144	427	382	261	257	429	369	653	320	325	157	76	2.89
Greeley	.7	57	122	127	104	109	181	174	229	129	109	45	14	2.57
Greenwood	3.3	147	433	452	424	523	1,321	999	1,263	446	376	154	62	2.42
Hamilton	1.1	60	164	184	170	169	353	517	284	145	99	42	13	2.09
Harper	3.1	126	460	451	415	484	1,164	903	1,217	422	352	142	64	2.35
Harvey	11.5	764	2,437	2,073	1,666	1,515	3,045	2,625	4,137	1,912	1,865	697	264	2.75
Haskell	1.4	100	340	311	201	196	252	291	465	229	244	121	50	2.86
Hodgeman	.9	51	134	127	143	159	286	260	329	134	111	46	20	2.44
Jackson	4.5	185	813	908	653	585	1,356	958	1,577	719	718	352	176	2.69
Jefferson	5.8	237	1,127	1,258	847	808	1,523	1,025	2,091	1,005	1,016	458	205	2.93
Jewell	1.9	90	279	240	269	277	745	571	723	267	206	102	31	2.42
Johnson	131.5	7,092	34,682	33,492	21,105	17,597	17,532	28,269	43,726	25,524	22,626	8,522	2,833	2.62
Kearny	1.2	97	273	215	185	178	252	228	406	202	204	102	58	3.17
Kingman	3.4	188	567	550	465	542	1,088	790	1,274	525	482	221	108	2.62
Kiowa	1.5	77	277	217	208	232	489	402	577	230	179	86	26	2.53
Labette	9.7	574	1,806	1,657	1,195	1,403	3,065	2,642	3,305	1,487	1,395	586	285	2.60
Lane	1.0	51	173	166	158	137	315	263	352	161	140	62	22	2.50
Leavenworth	20.2	1,135	4,392	5,162	2,933	2,602	3,976	4,176	6,063	3,791	3,767	1,657	746	3.15
Lincoln	1.6	65	237	184	221	232	661	486	628	208	174	79	25	2.31
Linn	3.4	123	507	559	443	537	1,231	906	1,304	476	439	205	70	2.53
Logan	1.4	82	247	217	218	212	424	516	413	209	156	82	24	2.29
Lyon	13.6	1,895	3,537	2,149	1,434	1,451	3,134	3,605	4,729	2,307	1,890	738	331	2.62
McPherson	10.6	728	2,122	1,854	1,451	1,472	2,973	2,637	3,905	1,702	1,491	656	209	2.61
Marion	5.1	243	733	761	667	798	1,898	1,245	2,059	758	638	295	105	2.57
Marshall	5.3	265	739	715	692	982	1,907	1,314	2,262	695	597	280	152	2.43
Meade	1.8	127	314	276	264	243	576	489	630	271	255	106	49	2.50
Miami	8.6	492	1,586	1,709	1,295	1,181	2,337	1,941	2,948	1,485	1,368	586	272	2.73
Mitchell	3.2	202	569	437	406	416	1,170	1,058	1,095	436	374	158	79	2.44
Montgomery	16.5	1,026	2,856	2,888	2,069	2,471	5,190	4,135	6,108	2,540	2,311	972	434	2.55
Morris	2.6	116	372	404	317	393	998	731	982	395	310	125	57	2.42
Morton	1.2	90	251	278	172	174	235	226	410	217	218	89	40	2.75
Nemaha	4.2	230	649	614	561	652	1,494	1,137	1,427	619	540	276	201	2.60
Neosho	6.9	433	1,196	1,192	887	1,009	2,183	1,736	2,472	1,100	958	448	186	2.64
Ness	1.6	98	258	235	192	238	579	442	598	215	222	86	37	2.56
Norton	2.7	114	405	411	369	378	1,023	1,003	929	342	258	129	39	2.33
Osage	6.0	337	1,086	1,108	847	829	1,793	1,313	2,128	991	962	423	183	2.70
Osborne	2.3	107	314	306	271	363	939	637	916	311	246	127	63	2.43
Ottawa	2.3	102	351	399	304	316	828	562	873	360	315	137	53	2.52
Pawnee	3.0	154	534	499	401	484	928	926	1,084	436	348	138	68	2.47
Phillips	2.9	145	459	451	374	441	1,020	847	1,040	402	389	164	58	2.41
Pottawatomie	5.9	442	1,347	1,052	733	744	1,582	1,322	2,107	950	936	415	170	2.69
Pratt	4.2	312	764	642	563	608	1,311	1,146	1,552	651	551	221	79	2.43
Rawlins	1.4	74	227	221	188	218	472	367	524	219	164	74	52	2.64
Reno	25.7	1,877	5,487	4,736	3,444	3,586	6,570	6,811	8,827	4,317	3,687	1,457	601	2.59
Republic	2.8	131	388	377	353	435	1,116	830	1,096	380	313	130	51	2.43
Rice	4.6	244	719	752	645	685	1,555	1,365	1,665	698	547	234	91	2.50
Riley	20.3	4,166	6,649	3,417	1,738	1,698	2,632	5,017	6,866	3,729	3,145	1,135	408	3.10
Rooks	2.4	151	364	329	315	380	861	620	926	313	305	148	88	2.58
Rush	1.6	75	218	203	229	274	601	416	645	236	191	81	31	2.56
Russell	3.3	171	550	488	453	528	1,110	859	1,300	521	395	169	56	2.52
Saline	20.3	1,890	4,579	3,916	2,764	2,648	4,503	5,232	7,031	3,498	2,931	1,159	449	2.53
Scott	2.2	149	514	404	297	319	517	511	710	400	371	146	62	2.68
Sedgwick	156.2	14,220	39,746	30,129	23,313	21,383	27,409	39,857	52,797	27,373	22,618	9,133	4,422	2.56

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES / METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
KANSAS (continued)														
ALL COUNTIES (continued)														
Seward	6.9	732	1,734	1,335	1,057	853	1,189	1,544	2,300	1,243	1,136	447	230	2.67
Shawnee	64.9	5,093	15,500	12,545	9,559	8,620	13,583	18,052	21,542	11,176	9,126	3,525	1,479	2.52
Sheridan	1.3	74	218	206	210	187	405	424	369	199	173	95	40	2.46
Sherman	2.9	217	565	553	402	424	739	853	943	448	402	170	84	2.48
Smith	2.3	93	308	292	320	353	934	669	896	323	271	109	32	2.39
Stafford	2.3	109	329	333	278	368	883	737	872	300	252	110	29	2.39
Stanton	.8	65	174	181	146	94	140	157	263	157	123	71	29	2.75
Stevens	1.7	129	369	338	218	256	390	320	632	277	281	132	58	3.12
Sumner	10.0	568	1,784	1,782	1,398	1,467	3,001	2,270	3,733	1,628	1,442	646	281	2.62
Thomas	3.0	322	647	540	374	396	721	748	1,030	445	487	193	97	2.90
Trego	1.7	98	286	224	222	267	603	421	649	240	233	103	54	2.65
Wabaunsee	2.5	97	415	470	348	358	812	508	962	373	405	167	85	2.80
Wallace	.7	45	143	113	100	116	183	141	278	101	100	50	30	2.71
Washington	3.0	114	396	389	395	452	1,254	867	1,120	386	327	187	113	2.47
Wichita	1.0	80	212	182	175	130	221	236	332	150	164	74	44	2.80
Wilson	4.8	253	762	767	585	727	1,706	1,219	1,803	740	656	246	136	2.54
Woodson	1.8	81	237	239	223	312	708	457	738	259	211	98	37	2.44
Wyandotte	65.5	5,079	14,563	11,986	9,624	9,727	14,521	16,005	21,429	11,737	9,493	4,199	2,637	2.65
TOTAL METRO COUNTIES	**492.0**	**38,884**	**122,230**	**103,542**	**73,596**	**66,257**	**87,491**	**118,951**	**164,648**	**89,091**	**75,690**	**30,228**	**13,392**	**2.63**
TOTAL STATE	**959.2**	**75,228**	**213,375**	**183,015**	**134,339**	**131,244**	**221,999**	**240,917**	**329,979**	**163,679**	**141,047**	**58,005**	**25,573**	**2.62**
KENTUCKY														
CLARKSVILLE - HOPKINSVILLE	**53.9**	**5,524**	**13,996**	**11,381**	**7,758**	**6,060**	**9,181**	**10,441**	**16,657**	**11,850**	**9,374**	**3,750**	**1,828**	**2.95**
Christian	20.2	1,877	5,082	4,113	2,705	2,415	4,008	3,696	6,040	4,430	3,637	1,543	854	3.19
Montgomery, Tenn.	*33.7*	*3,647*	*8,914*	*7,268*	*5,053*	*3,645*	*5,173*	*6,745*	*10,617*	*7,420*	*5,737*	*2,207*	*974*	*2.81*
HUNTINGTON - ASHLAND	**124.3**	**7,255**	**24,908**	**25,462**	**19,257**	**18,637**	**28,781**	**29,095**	**38,838**	**24,452**	**19,575**	**8,462**	**3,858**	**2.66**
Boyd	20.0	1,101	3,924	4,063	3,193	3,036	4,683	4,706	6,373	4,031	3,145	1,256	489	2.65
Carter	8.8	536	1,794	1,847	1,261	1,212	2,150	1,426	2,719	1,879	1,587	728	461	2.92
Greenup	13.4	671	2,953	3,151	2,315	1,881	2,429	2,034	4,095	2,987	2,637	1,109	538	2.91
Lawrence, Ohio	*23.5*	*1,229*	*4,692*	*5,013*	*3,782*	*3,653*	*5,131*	*5,028*	*7,246*	*4,697*	*3,869*	*1,811*	*849*	*2.71*
Cabell, W. Va.	*41.8*	*2,784*	*8,183*	*7,702*	*6,012*	*6,401*	*10,718*	*12,613*	*13,164*	*7,369*	*5,457*	*2,305*	*892*	*2.47*
Wayne, W. Va.	*16.8*	*934*	*3,362*	*3,686*	*2,694*	*2,454*	*3,670*	*3,288*	*5,261*	*3,489*	*2,880*	*1,253*	*629*	*2.73*
LEXINGTON-FAYETTE	**131.8**	**11,577**	**34,992**	**27,993**	**18,457**	**16,116**	**22,665**	**34,114**	**41,996**	**24,978**	**19,609**	**7,827**	**3,276**	**2.61**
Bourbon	7.3	347	1,431	1,471	1,109	1,127	1,815	1,651	2,278	1,439	1,181	515	236	2.66
Clark	11.0	588	2,539	2,428	1,709	1,472	2,264	2,406	3,306	2,327	1,831	786	344	2.71
Fayette	87.7	9,014	24,702	17,970	11,924	10,365	13,725	25,569	28,232	15,799	11,725	4,506	1,869	2.52
Jessamine	10.6	788	2,928	2,478	1,451	1,199	1,756	1,695	3,357	2,250	2,164	814	320	2.94
Scott	8.3	503	1,851	1,894	1,251	1,050	1,751	1,564	2,626	1,732	1,494	627	257	2.84
Woodford	6.9	337	1,541	1,752	1,013	903	1,354	1,229	2,197	1,431	1,214	579	250	2.83
LOUISVILLE	**362.8**	**21,730**	**85,768**	**76,816**	**56,435**	**51,893**	**70,158**	**85,278**	**113,068**	**69,618**	**57,961**	**24,611**	**12,264**	**2.67**
Bullitt	15.4	969	4,146	4,508	2,375	1,663	1,739	1,768	3,863	3,356	3,799	1,741	873	3.17
Jefferson	262.0	16,032	61,432	52,075	41,249	38,752	52,460	67,669	82,810	48,974	38,111	16,184	8,252	2.58
Oldham	10.2	456	2,748	3,306	1,404	1,037	1,249	1,259	2,816	2,252	2,485	962	426	3.32
Shelby	8.8	398	1,767	2,067	1,301	1,246	2,021	1,613	2,867	1,836	1,543	631	310	2.83
Clark, Ind.	*32.7*	*2,030*	*8,213*	*7,309*	*5,069*	*4,481*	*5,598*	*6,804*	*9,999*	*6,549*	*5,838*	*2,434*	*1,076*	*2.73*
Floyd, Ind.	*23.3*	*1,249*	*5,185*	*5,167*	*3,464*	*3,329*	*4,906*	*4,552*	*7,420*	*4,540*	*4,199*	*1,743*	*846*	*2.76*
Harrison, Ind.	*10.4*	*596*	*2,277*	*2,384*	*1,573*	*1,385*	*2,185*	*1,613*	*3,293*	*2,111*	*1,986*	*916*	*481*	*2.91*
OWENSBORO	**33.1**	**2,330**	**7,234**	**6,753**	**5,147**	**4,611**	**7,025**	**8,021**	**10,042**	**6,307**	**5,361**	**2,305**	**1,064**	**2.66**
Daviess	33.1	2,330	7,234	6,753	5,147	4,611	7,025	8,021	10,042	6,307	5,361	2,305	1,064	2.66
ALL COUNTIES														
Adair	5.8	268	922	1,107	852	941	1,710	1,053	2,084	1,167	914	378	204	2.78
Allen	5.8	306	939	1,105	847	954	1,649	1,314	1,993	1,219	787	310	177	2.60
Anderson	5.2	301	1,142	1,134	725	667	1,231	830	1,732	1,160	972	350	156	2.79
Ballard	3.2	139	553	627	423	448	1,010	845	1,048	580	459	200	68	2.56
Barren	12.9	753	2,525	2,480	1,872	1,901	3,369	2,758	4,417	2,603	2,019	777	326	2.63
Bath	3.6	193	654	689	556	531	977	730	1,125	767	602	240	136	2.75
Bell	11.9	629	2,435	2,332	1,643	1,817	3,044	2,574	3,384	2,370	2,037	978	557	2.81
Boone	18.4	1,139	4,834	4,682	2,983	2,239	2,523	3,166	5,340	3,942	3,536	1,669	747	2.92
Bourbon	7.3	347	1,431	1,471	1,109	1,127	1,815	1,651	2,278	1,439	1,181	515	236	2.66
Boyd	20.0	1,101	3,924	4,063	3,193	3,036	4,683	4,706	6,373	4,031	3,145	1,256	489	2.65
Boyle	9.7	508	1,967	1,969	1,472	1,516	2,268	2,567	3,032	1,892	1,420	560	229	2.66

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S&MM ESTIMATES		Households by Age of Householder						Households by Number of Persons						Average
METRO AREA County	12/31/88 Total Households (Thousands)	Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	House-hold Size
KENTUCKY (continued)														
ALL COUNTIES (continued)														
Bracken	2.7	115	445	489	403	420	828	547	877	508	448	195	125	2.85
Breathitt	5.5	336	1,293	1,136	788	693	1,254	841	1,473	1,240	1,079	521	346	3.09
Breckinridge	6.3	310	1,214	1,211	837	1,000	1,728	1,290	2,054	1,235	1,029	434	258	2.71
Bullitt	15.4	969	4,146	4,508	2,375	1,663	1,739	1,768	3,863	3,356	3,799	1,741	873	3.17
Butler	4.0	238	741	813	525	585	1,098	706	1,323	851	705	281	134	2.95
Caldwell	5.0	229	811	873	696	763	1,628	1,209	1,746	938	737	258	112	2.54
Calloway	11.9	980	2,262	2,250	1,443	1,660	3,305	2,979	4,506	2,109	1,607	529	170	2.66
Campbell	29.8	1,694	6,135	5,549	4,728	4,613	7,081	6,866	8,976	5,504	4,568	2,384	1,502	2.75
Carlisle	2.0	82	309	349	286	291	683	407	756	358	294	128	57	2.60
Carroll	3.5	224	636	705	504	540	891	800	1,115	681	546	238	120	2.71
Carter	8.8	536	1,794	1,847	1,261	1,212	2,150	1,426	2,719	1,879	1,587	728	461	2.92
Casey	5.8	310	1,064	1,080	837	882	1,627	1,338	1,856	1,158	888	374	186	2.60
Christian	20.2	1,877	5,082	4,113	2,705	2,415	4,008	3,696	6,040	4,430	3,637	1,543	854	3.19
Clark	11.0	588	2,539	2,428	1,709	1,472	2,264	2,406	3,306	2,327	1,831	786	344	2.71
Clay	7.8	491	1,659	1,728	1,107	1,069	1,746	1,064	2,134	1,785	1,440	751	626	3.10
Clinton	3.6	150	604	727	509	546	1,064	707	1,228	737	559	235	134	2.67
Crittenden	3.2	151	559	588	402	483	1,017	706	1,108	614	502	197	73	2.81
Cumberland	2.8	129	438	471	444	458	860	737	908	571	357	154	73	2.50
Daviess	33.1	2,330	7,234	6,753	5,147	4,611	7,025	8,021	10,042	6,307	5,361	2,305	1,064	2.66
Edmonson	3.5	170	623	774	517	519	897	538	1,145	783	629	270	135	3.00
Elliott	2.5	159	559	502	341	349	590	501	723	525	431	204	116	2.80
Estill	5.3	269	1,004	1,136	743	703	1,445	1,095	1,627	1,055	886	393	244	2.75
Fayette	87.7	9,014	24,702	17,970	11,924	10,365	13,725	25,569	28,232	15,799	11,725	4,506	1,869	2.52
Fleming	4.7	240	906	877	639	701	1,337	1,154	1,411	947	720	311	157	2.64
Floyd	18.3	1,096	4,167	3,709	2,664	2,728	3,936	3,100	5,546	4,014	3,324	1,389	927	2.87
Franklin	17.6	1,114	4,349	3,752	2,643	2,365	3,377	4,863	5,540	3,415	2,524	917	341	2.52
Fulton	3.1	141	468	496	404	452	1,139	864	1,012	497	440	177	110	2.52
Gallatin	1.9	94	362	438	291	270	445	479	547	379	284	147	64	2.63
Garrard	4.2	203	811	790	639	637	1,120	856	1,456	880	632	255	121	2.64
Grant	5.0	254	972	1,178	688	684	1,224	792	1,658	977	902	431	240	2.96
Graves	13.4	632	2,364	2,468	1,711	2,065	4,160	3,209	4,782	2,434	1,961	750	264	2.51
Grayson	6.3	488	1,561	1,566	1,169	1,270	2,246	1,616	2,751	1,678	1,321	617	317	2.72
Green	3.9	188	663	756	575	639	1,079	702	1,386	848	618	244	102	2.69
Greenup	13.4	671	2,953	3,151	2,315	1,881	2,429	2,034	4,095	2,987	2,637	1,109	538	2.91
Hancock	2.9	187	689	657	421	339	607	687	807	575	504	230	97	2.72
Hardin	29.1	3,066	7,713	6,788	4,350	3,144	4,039	5,252	8,540	6,625	5,373	2,302	1,008	3.25
Harlan	14.2	896	3,065	2,600	1,924	2,227	3,488	2,846	4,053	2,915	2,488	1,199	699	2.87
Harrison	5.7	292	1,009	1,069	820	852	1,658	1,145	1,923	1,097	949	412	174	2.77
Hart	5.9	282	1,001	1,140	883	1,019	1,575	1,245	1,934	1,196	906	398	221	2.69
Henderson	16.3	1,088	3,637	3,304	2,456	2,298	3,517	3,904	5,074	3,262	2,546	1,068	446	2.63
Henry	4.7	223	840	1,001	661	741	1,234	913	1,598	925	762	336	166	2.79
Hickman	1.9	83	315	344	236	289	633	412	676	362	300	86	64	2.79
Hopkins	17.8	1,124	3,848	3,506	2,397	2,552	4,373	3,946	5,801	3,570	2,892	1,095	496	2.66
Jackson	4.4	283	897	832	606	648	1,134	684	1,467	945	724	340	240	2.84
Jefferson	262.0	16,032	61,432	52,075	41,249	38,752	52,460	67,669	82,810	48,974	38,111	16,184	8,252	2.58
Jessamine	10.6	788	2,928	2,478	1,451	1,199	1,756	1,695	3,357	2,250	2,164	814	320	2.94
Johnson	8.9	516	1,907	1,853	1,260	1,248	2,116	1,526	2,840	1,893	1,533	686	422	2.93
Kenton	51.7	3,256	11,983	10,182	7,708	7,278	11,293	12,496	15,501	9,656	7,856	3,793	2,398	2.71
Knott	6.1	415	1,451	1,278	800	835	1,321	891	1,692	1,378	1,199	514	426	3.07
Knox	10.9	624	2,201	2,307	1,420	1,579	2,769	2,042	3,232	2,249	1,881	900	596	2.89
Larue	4.4	203	799	844	671	648	1,235	997	1,424	886	689	267	137	2.68
Laurel	15.4	932	3,428	3,245	2,235	2,134	3,426	2,582	4,743	3,343	2,761	1,272	699	2.89
Lawrence	5.0	271	984	1,045	668	717	1,315	942	1,450	1,034	898	413	263	2.96
Lee	2.9	122	499	535	453	422	869	724	867	601	407	200	101	2.62
Leslie	4.9	395	1,172	1,085	777	570	901	770	1,249	1,181	971	467	262	3.04
Letcher	10.4	614	2,331	2,070	1,499	1,468	2,418	1,963	2,979	2,164	1,916	840	538	2.89
Lewis	5.0	339	987	1,059	714	693	1,208	1,008	1,387	1,075	836	423	271	2.84
Lincoln	7.0	354	1,295	1,411	1,011	1,076	1,853	1,379	2,223	1,423	1,168	505	302	2.76
Livingston	3.7	173	720	736	538	552	981	994	1,168	726	559	197	56	2.49
Logan	9.7	537	1,683	1,958	1,415	1,445	2,662	2,094	3,142	1,941	1,574	638	311	2.71
Lyon	2.3	93	354	387	327	408	731	698	808	409	265	91	29	2.83
McCracken	24.4	1,305	5,008	4,586	3,518	3,661	6,322	6,560	8,099	4,509	3,508	1,255	469	2.47
McCreary	5.7	306	1,176	1,160	810	853	1,395	1,085	1,571	1,208	973	503	360	2.93
McLean	3.5	171	667	721	477	507	957	676	1,218	662	601	256	87	2.83
Madison	19.2	1,914	4,434	3,979	2,670	2,383	3,820	4,257	6,318	4,067	2,889	1,160	509	2.95
Magoffin	4.9	370	1,096	1,056	712	628	1,038	859	1,321	1,104	835	436	345	2.98

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

SMM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
KENTUCKY (continued)														
ALL COUNTIES (continued)														
Marion	5.8	331	1,237	1,142	847	799	1,444	1,181	1,609	1,114	947	542	407	3.00
Marshall	10.6	517	1,911	2,195	1,616	1,588	2,773	2,242	3,826	2,086	1,685	600	161	2.56
Martin	4.5	349	1,212	954	610	566	809	553	1,150	1,025	982	457	333	3.27
Mason	6.2	307	1,148	1,091	962	1,020	1,672	1,435	2,028	1,158	948	412	219	2.68
Meade	7.9	675	2,763	1,815	915	761	971	1,107	2,129	1,774	1,788	751	351	3.05
Menifee	1.6	110	335	307	235	228	385	250	497	330	311	136	76	3.31
Mercer	7.4	393	1,384	1,495	1,143	1,124	1,861	1,486	2,530	1,435	1,215	511	223	2.70
Metcalfe	3.6	180	600	715	562	550	993	691	1,186	808	557	228	130	2.72
Monroe	4.7	255	780	933	688	720	1,324	1,125	1,503	1,007	651	274	140	2.60
Montgomery	7.7	495	1,723	1,675	1,069	1,060	1,678	1,613	2,358	1,628	1,319	525	257	2.74
Morgan	4.1	293	816	785	601	553	1,052	766	1,318	900	637	298	181	2.85
Muhlenberg	11.4	651	2,285	2,227	1,533	1,687	3,017	2,048	3,800	2,335	2,044	787	386	2.81
Nelson	10.2	618	2,409	2,115	1,520	1,440	2,098	1,900	2,826	2,095	1,800	967	612	2.95
Nicholas	2.7	148	487	511	374	417	763	575	901	523	412	190	99	2.70
Ohio	8.0	423	1,622	1,594	1,092	1,146	2,123	1,657	2,626	1,545	1,339	568	265	2.71
Oldham	10.2	456	2,748	3,306	1,404	1,037	1,249	1,259	2,816	2,252	2,485	962	426	3.32
Owen	3.4	144	602	624	497	526	1,007	858	1,035	636	518	235	118	2.74
Owsley	1.8	88	340	347	252	264	509	277	591	362	320	154	96	3.11
Pendleton	4.1	234	795	823	599	600	1,049	900	1,212	843	651	331	163	2.73
Perry	12.0	766	2,770	2,481	1,800	1,637	2,546	2,062	3,233	2,598	2,309	1,102	696	2.97
Pike	28.4	1,989	6,900	6,098	4,191	3,999	5,223	5,113	8,009	6,545	5,244	2,322	1,167	2.90
Powell	4.0	225	896	965	574	509	831	571	1,135	868	810	397	219	3.10
Pulaski	19.0	1,073	3,750	3,860	2,853	2,805	4,659	4,127	6,239	3,870	3,000	1,205	559	2.65
Robertson	.8	24	125	156	120	125	250	176	273	154	121	47	29	2.63
Rockcastle	5.3	282	966	1,099	781	755	1,417	981	1,719	1,078	884	383	255	2.79
Rowan	6.4	631	1,352	1,406	857	813	1,341	1,471	2,096	1,280	984	381	188	2.98
Russell	5.6	273	949	1,028	796	971	1,583	1,331	1,842	1,129	796	348	154	2.59
Scott	8.3	503	1,851	1,894	1,251	1,050	1,751	1,564	2,626	1,732	1,494	627	257	2.84
Shelby	8.8	398	1,767	2,067	1,301	1,246	2,021	1,613	2,867	1,836	1,543	631	310	2.83
Simpson	5.4	330	1,091	1,041	764	798	1,376	1,146	1,788	1,069	854	353	190	2.72
Spencer	2.2	108	429	512	320	313	518	382	684	471	409	166	88	2.91
Taylor	8.6	514	1,738	1,773	1,373	1,189	2,013	1,940	2,876	1,854	1,268	471	191	2.59
Todd	4.3	218	736	774	595	685	1,292	952	1,403	868	612	299	166	2.65
Trigg	3.6	121	582	693	507	643	1,054	773	1,304	685	503	224	111	2.58
Trimble	2.2	99	466	509	295	323	508	322	757	459	413	170	79	2.91
Union	5.8	369	1,263	1,052	807	874	1,435	1,330	1,734	1,161	935	433	207	3.05
Warren	30.7	3,125	7,493	6,272	4,115	3,815	5,880	7,157	10,138	6,064	4,777	1,777	787	2.74
Washington	3.4	169	659	647	468	539	918	555	1,122	649	600	265	210	2.97
Wayne	6.6	380	1,287	1,298	946	995	1,694	1,323	2,143	1,365	1,054	462	253	2.74
Webster	5.5	333	992	965	722	783	1,705	1,271	1,830	1,052	847	315	185	2.65
Whitley	13.3	809	2,702	2,652	1,801	1,921	3,415	2,837	4,254	2,579	2,126	955	549	2.78
Wolfe	2.5	176	460	480	340	365	679	429	788	549	439	189	106	2.88
Woodford	6.9	337	1,541	1,752	1,013	903	1,354	1,229	2,197	1,431	1,214	579	250	2.83
TOTAL METRO COUNTIES	**639.9**	**43,124**	**152,661**	**133,593**	**97,282**	**88,397**	**124,843**	**152,738**	**198,512**	**123,394**	**100,420**	**43,200**	**21,636**	**2.68**
TOTAL STATE	**1,376.0**	**89,329**	**306,266**	**282,259**	**201,890**	**193,488**	**302,768**	**304,599**	**431,017**	**274,383**	**221,963**	**95,043**	**48,995**	**2.74**
LOUISIANA														
ALEXANDRIA	**49.1**	**3,322**	**10,408**	**10,370**	**7,418**	**7,085**	**10,497**	**11,153**	**14,745**	**9,347**	**7,828**	**3,758**	**2,269**	**2.83**
Rapides	49.1	3,322	10,408	10,370	7,418	7,085	10,497	11,153	14,745	9,347	7,828	3,758	2,269	2.83
BATON ROUGE	**188.7**	**16,684**	**52,482**	**42,424**	**26,972**	**23,053**	**27,085**	**40,450**	**55,286**	**36,689**	**32,191**	**15,424**	**8,660**	**2.88**
Ascension	19.5	1,428	5,167	4,540	2,842	2,379	3,144	3,140	5,218	3,885	3,978	1,973	1,306	3.06
East Baton Rouge	138.3	13,085	39,490	30,363	19,432	16,814	19,116	32,473	41,461	26,369	21,998	10,374	5,625	2.81
Livingston	24.4	1,745	6,361	6,099	3,661	2,922	3,612	3,731	6,868	5,173	5,038	2,437	1,153	3.03
West Baton Rouge	6.5	426	1,464	1,422	1,037	938	1,213	1,106	1,739	1,262	1,177	640	576	3.22
HOUMA - THIBODAUX	**61.0**	**5,589**	**15,761**	**13,815**	**9,394**	**7,487**	**8,954**	**10,606**	**16,619**	**12,831**	**11,185**	**5,989**	**3,770**	**3.02**
Lafourche	28.5	2,556	6,967	6,384	4,405	3,708	4,480	4,727	8,059	6,040	5,230	2,753	1,691	3.04
Terrebonne	32.5	3,033	8,794	7,431	4,989	3,779	4,474	5,879	8,560	6,791	5,955	3,236	2,079	3.01
LAFAYETTE	**74.9**	**7,437**	**20,579**	**16,124**	**11,158**	**8,692**	**10,910**	**16,783**	**21,730**	**14,483**	**11,954**	**6,087**	**3,863**	**2.85**
Lafayette	60.2	6,421	17,228	12,887	8,965	6,671	8,028	14,481	17,663	11,553	9,343	4,591	2,569	2.77
St. Martin	14.7	1,016	3,351	3,237	2,193	2,021	2,882	2,302	4,067	2,930	2,611	1,496	1,294	3.14
LAKE CHARLES	**61.2**	**4,599**	**14,257**	**12,938**	**9,966**	**8,528**	**10,912**	**12,622**	**18,432**	**12,090**	**10,235**	**5,019**	**2,802**	**2.82**
Calcasieu	61.2	4,599	14,257	12,938	9,966	8,528	10,912	12,622	18,432	12,090	10,235	5,019	2,802	2.82

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		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
LOUISIANA (continued)														
MONROE	**51.6**	**4,031**	**11,819**	**10,499**	**7,738**	**6,973**	**10,540**	**11,565**	**15,838**	**9,484**	**8,560**	**3,859**	**2,294**	**2.81**
Ouachita	51.6	4,031	11,819	10,499	7,738	6,973	10,540	11,565	15,838	9,484	8,560	3,859	2,294	2.81
NEW ORLEANS	**489.9**	**32,669**	**125,193**	**107,304**	**74,516**	**66,511**	**83,707**	**125,726**	**141,751**	**90,365**	**73,011**	**35,799**	**23,248**	**2.70**
Jefferson	174.0	12,810	47,922	41,541	27,191	22,356	22,180	40,635	50,663	34,044	28,297	13,255	7,106	2.71
Orleans	211.4	13,702	51,559	39,756	29,505	30,098	46,780	66,822	61,755	34,488	24,849	12,758	10,728	2.59
St. Bernard	23.8	1,473	5,637	5,268	4,432	3,852	3,138	3,871	6,907	5,370	4,545	2,090	1,017	2.89
St. Charles	14.9	1,076	3,795	3,567	2,626	1,836	2,000	2,628	3,959	3,151	2,754	1,483	925	2.99
St. John the Baptist	13.0	884	3,454	3,230	2,014	1,529	1,889	1,805	3,268	2,700	2,618	1,453	1,156	3.22
St. Tammany	52.8	2,724	12,826	13,942	8,748	6,840	7,720	9,965	15,199	10,612	9,948	4,760	2,316	2.88
SHREVEPORT	**134.3**	**9,670**	**30,822**	**27,637**	**20,712**	**18,336**	**27,123**	**32,842**	**41,257**	**24,949**	**20,405**	**9,240**	**5,607**	**2.70**
Bossier	32.2	2,739	8,110	7,934	5,244	3,760	4,413	6,644	9,284	6,847	5,880	2,431	1,114	2.84
Caddo	102.1	6,931	22,712	19,703	15,468	14,576	22,710	26,198	31,973	18,102	14,525	6,809	4,493	2.66
ALL COUNTIES														
Acadia	20.0	1,372	3,965	4,000	3,169	2,913	4,581	3,746	5,963	3,880	3,164	1,889	1,358	2.96
Allen	7.2	331	1,290	1,422	1,136	1,120	1,901	1,677	2,030	1,323	1,148	599	423	3.00
Ascension	19.5	1,428	5,167	4,540	2,842	2,379	3,144	3,140	5,218	3,885	3,978	1,973	1,306	3.06
Assumption	6.9	433	1,530	1,505	994	929	1,509	1,051	1,815	1,296	1,303	769	666	3.26
Avoyelles	14.7	751	2,614	2,778	2,197	2,343	4,017	2,975	4,661	2,618	2,282	1,265	899	2.91
Beauregard	11.3	698	2,379	2,491	1,783	1,532	2,417	2,103	3,405	2,199	1,991	1,003	599	2.97
Bienville	6.2	239	960	1,029	892	924	2,156	1,483	2,079	978	847	465	348	2.74
Bossier	32.2	2,739	8,110	7,934	5,244	3,760	4,413	6,644	9,284	6,847	5,880	2,431	1,114	2.84
Caddo	102.1	6,931	22,712	19,703	15,468	14,576	22,710	26,198	31,973	18,102	14,525	6,809	4,493	2.66
Calcasieu	61.2	4,599	14,257	12,938	9,966	8,528	10,912	12,622	18,432	12,090	10,235	5,019	2,802	2.82
Caldwell	4.7	242	790	844	676	704	1,444	1,308	1,412	772	689	315	204	2.60
Cameron	3.4	272	697	651	612	487	681	691	961	700	543	327	178	2.82
Catahoula	4.5	277	815	837	673	696	1,202	917	1,387	827	762	360	247	2.84
Claiborne	6.3	239	929	997	859	986	2,290	1,517	2,174	1,040	816	382	371	2.87
Concordia	8.0	457	1,517	1,649	1,333	1,238	1,806	1,655	2,347	1,557	1,354	640	447	2.86
De Soto	10.2	448	1,723	1,796	1,466	1,530	3,237	2,357	3,173	1,838	1,432	791	609	2.80
East Baton Rouge	138.3	13,085	39,490	30,363	19,432	16,814	19,116	32,473	41,461	26,369	21,998	10,374	5,625	2.81
East Carroll	3.7	195	685	616	520	590	1,094	886	1,029	556	540	303	386	3.00
East Feliciana	5.9	299	1,174	1,231	960	863	1,373	1,030	1,585	1,130	1,054	561	540	3.61
Evangeline	12.2	802	2,242	2,364	1,837	1,895	3,060	2,436	3,965	2,214	1,826	989	770	2.89
Franklin	8.5	421	1,422	1,522	1,230	1,322	2,583	1,913	2,613	1,569	1,280	637	488	2.80
Grant	6.7	307	1,089	1,319	925	1,082	1,478	1,529	2,120	1,170	1,018	559	304	2.78
Iberia	22.1	1,615	4,939	4,697	3,440	3,075	4,334	3,706	6,351	4,473	3,781	2,082	1,707	3.05
Iberville	10.3	549	2,106	2,056	1,531	1,554	2,504	2,035	2,700	1,977	1,752	927	909	3.21
Jackson	6.9	311	1,080	1,273	1,004	1,044	2,188	1,858	2,162	1,176	927	466	311	2.62
Jefferson	174.0	12,810	47,922	41,541	27,191	22,356	22,180	40,635	50,663	34,044	28,297	13,255	7,106	2.71
Jefferson Davis	11.0	754	2,094	2,215	1,746	1,598	2,593	2,014	3,310	2,082	1,842	1,019	733	2.97
Lafayette	60.2	6,421	17,228	12,887	8,965	6,671	8,028	14,481	17,663	11,553	9,343	4,591	2,569	2.77
Lafourche	28.5	2,556	6,967	6,384	4,405	3,708	4,480	4,727	8,059	6,040	5,230	2,753	1,691	3.04
La Salle	6.1	350	1,099	1,148	881	892	1,730	1,330	1,967	1,147	978	441	237	2.74
Lincoln	14.0	1,708	2,727	2,537	1,797	1,860	3,371	3,463	4,742	2,467	1,996	829	503	3.07
Livingston	24.4	1,745	6,361	6,099	3,661	2,922	3,612	3,731	6,868	5,173	5,038	2,437	1,153	3.03
Madison	5.8	337	1,008	1,025	785	816	1,829	1,871	1,440	895	735	475	384	2.66
Morehouse	13.1	670	2,338	2,359	2,076	2,098	3,559	2,910	4,059	2,252	2,035	975	869	2.86
Natchitoches	14.2	952	2,750	2,543	1,965	2,041	3,949	3,459	4,344	2,485	2,008	1,132	772	2.85
Orleans	211.4	13,702	51,559	39,756	29,505	30,098	46,780	66,822	61,755	34,488	24,849	12,758	10,728	2.59
Ouachita	51.6	4,031	11,819	10,499	7,738	6,973	10,540	11,565	15,838	9,484	8,560	3,859	2,294	2.81
Plaquemines	8.2	593	1,897	1,979	1,435	1,084	1,212	1,223	2,209	1,702	1,626	840	600	3.20
Pointe Coupee	8.3	433	1,623	1,636	1,211	1,253	2,144	1,747	2,318	1,566	1,343	752	574	2.92
Rapides	49.1	3,322	10,408	10,370	7,418	7,085	10,497	11,153	14,745	9,347	7,828	3,758	2,269	2.83
Red River	3.8	201	662	677	521	611	1,128	796	1,202	703	578	279	242	2.82
Richland	7.9	370	1,299	1,384	1,136	1,272	2,439	1,619	2,470	1,377	1,280	645	509	2.87
Sabine	10.4	473	1,613	2,009	1,431	1,745	3,129	2,501	3,390	1,698	1,526	800	485	2.70
St. Bernard	23.8	1,473	5,637	5,268	4,432	3,852	3,138	3,871	6,907	5,370	4,545	2,090	1,017	2.89
St. Charles	14.9	1,076	3,795	3,567	2,626	1,836	2,000	2,628	3,959	3,151	2,754	1,483	925	2.99
St. Helena	3.1	131	589	581	463	440	896	674	832	526	494	291	283	3.16
St. James	6.7	349	1,495	1,449	1,069	914	1,424	944	1,612	1,281	1,334	787	742	3.33
St. John the Baptist	13.0	884	3,454	3,230	2,014	1,529	1,889	1,805	3,268	2,700	2,618	1,453	1,156	3.22
St. Landry	30.0	1,768	5,873	5,967	4,785	4,493	7,114	6,290	8,583	5,550	4,653	2,736	2,188	2.92
St. Martin	14.7	1,016	3,351	3,237	2,193	2,021	2,882	2,302	4,067	2,930	2,611	1,496	1,294	3.14
St. Mary	20.1	1,672	4,900	4,714	3,045	2,531	3,238	3,663	5,614	3,829	3,506	1,905	1,583	3.07
St. Tammany	52.8	2,724	12,826	13,942	8,748	6,840	7,720	9,965	15,199	10,612	9,948	4,760	2,316	2.88

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LOUISIANA (continued)														
ALL COUNTIES (continued)														
Tangipahoa	31.2	2,379	6,770	6,402	4,455	4,348	6,846	6,388	9,273	5,833	5,160	2,630	1,916	2.95
Tensas	2.9	119	448	444	387	491	1,011	754	859	471	413	208	195	2.90
Terrebonne	32.5	3,033	8,794	7,431	4,989	3,779	4,474	5,879	8,560	6,791	5,955	3,236	2,079	3.01
Union	8.0	317	1,312	1,488	1,114	1,261	2,508	1,596	2,689	1,406	1,282	617	410	2.86
Vermilion	18.7	1,366	3,633	3,639	2,871	2,752	4,439	3,743	5,772	3,665	2,903	1,601	1,016	2.84
Vernon	18.1	2,505	4,749	3,865	2,317	1,854	2,810	3,053	5,310	4,070	3,373	1,465	829	3.36
Washington	16.9	870	3,088	3,214	2,609	2,759	4,360	3,673	5,302	3,103	2,678	1,288	856	2.84
Webster	17.2	916	2,912	3,241	2,557	2,754	4,820	3,888	5,817	3,163	2,540	1,124	668	2.66
West Baton Rouge	6.5	426	1,464	1,422	1,037	938	1,213	1,106	1,739	1,262	1,177	640	576	3.22
West Carroll	4.7	210	756	874	663	721	1,476	977	1,557	801	769	375	221	2.77
West Feliciana	2.6	128	538	498	453	368	615	482	762	460	425	256	215	5.19
Winn	6.2	293	1,084	1,117	862	1,004	1,840	1,330	2,047	1,146	931	451	295	2.77
TOTAL METRO COUNTIES	1,110.7	84,001	281,321	241,111	167,874	146,665	189,728	261,747	325,658	210,238	175,369	85,175	52,513	2.78
TOTAL STATE	1,579.6	114,123	372,524	333,193	237,745	215,452	306,563	359,008	467,070	297,209	250,286	124,425	81,602	2.83
MAINE														
BANGOR	49.6	3,639	11,492	10,180	7,666	6,662	9,961	10,833	15,912	9,368	8,275	3,579	1,633	2.81
Penobscot	49.6	3,639	11,492	10,180	7,666	6,662	9,961	10,833	15,912	9,368	8,275	3,579	1,633	2.81
LEWISTON - AUBURN	38.5	2,663	8,284	7,497	5,627	5,533	8,896	9,860	11,918	7,102	5,810	2,618	1,192	2.65
Androscoggin	38.5	2,663	8,284	7,497	5,627	5,533	8,896	9,860	11,918	7,102	5,810	2,618	1,192	2.65
PORTLAND	91.8	5,569	20,969	18,344	13,168	12,941	20,809	25,459	29,646	15,541	13,058	5,713	2,383	2.55
Cumberland	91.8	5,569	20,969	18,344	13,168	12,941	20,809	25,459	29,646	15,541	13,058	5,713	2,383	2.55
ALL COUNTIES														
Androscoggin	38.5	2,663	8,284	7,497	5,627	5,533	8,896	9,860	11,918	7,102	5,810	2,618	1,192	2.65
Aroostook	29.8	1,879	6,698	6,204	4,669	4,156	6,194	6,028	8,857	5,828	5,259	2,527	1,301	2.89
Cumberland	91.8	5,569	20,969	18,344	13,168	12,941	20,809	25,459	29,646	15,541	13,058	5,713	2,383	2.55
Franklin	11.0	709	2,290	2,341	1,628	1,495	2,537	2,776	3,379	1,905	1,843	764	333	2.68
Hancock	18.2	926	3,736	3,365	2,616	2,587	4,970	4,725	6,363	3,071	2,521	1,094	426	2.52
Kennebec	43.8	2,574	9,722	9,021	6,531	6,350	9,602	11,344	13,535	7,812	6,758	2,969	1,382	2.66
Knox	14.0	665	2,739	2,538	1,974	2,133	3,951	3,923	4,722	2,385	1,808	832	330	2.52
Lincoln	11.4	462	2,293	2,171	1,625	1,676	3,173	2,528	4,133	1,974	1,732	693	340	2.59
Oxford	19.7	945	3,878	3,801	3,035	3,058	4,983	4,785	6,410	3,484	3,032	1,332	657	2.61
Penobscot	49.6	3,639	11,492	10,180	7,666	6,662	9,961	10,833	15,912	9,368	8,275	3,579	1,633	2.81
Piscataquis	6.7	358	1,256	1,325	998	972	1,791	1,299	2,397	1,172	1,103	476	253	2.73
Sagadahoc	12.5	781	3,013	2,787	1,666	1,587	2,666	2,739	4,053	2,342	2,072	889	405	2.70
Somerset	17.0	864	3,590	3,567	2,586	2,436	3,957	3,394	5,584	3,117	2,842	1,377	686	2.78
Waldo	11.8	648	2,713	2,418	1,690	1,610	2,721	2,546	3,785	2,264	1,861	898	446	2.69
Washington	13.4	652	2,586	2,477	2,015	2,061	3,609	3,243	4,398	2,290	2,038	1,001	430	2.65
York	63.9	3,295	14,506	12,858	9,101	9,305	14,835	15,724	20,510	11,382	10,012	4,292	1,980	2.63
TOTAL METRO COUNTIES	179.9	11,871	40,745	36,021	26,461	25,136	39,666	46,152	57,476	32,011	27,143	11,910	5,208	2.64
TOTAL STATE	453.1	26,629	99,765	90,894	66,595	64,562	104,655	111,206	145,602	81,037	70,024	31,054	14,177	2.66
MARYLAND														
BALTIMORE	866.5	42,002	199,106	197,508	140,971	131,391	155,522	197,749	268,360	168,005	138,467	60,359	33,560	2.73
Anne Arundel	148.0	7,439	36,500	39,667	25,573	20,233	18,588	26,617	45,196	30,947	28,201	11,797	5,242	2.93
Baltimore	265.6	12,825	60,043	56,154	44,948	44,571	47,059	63,928	87,614	51,968	40,047	15,910	6,133	2.58
Baltimore city	282.6	14,774	59,869	51,915	42,204	45,689	68,149	78,249	84,255	49,565	35,970	18,363	16,198	2.68
Carroll	41.0	1,619	9,592	11,349	6,407	5,212	6,821	6,044	12,749	8,674	8,499	3,500	1,534	2.98
Harford	57.8	2,673	14,054	16,553	9,985	7,493	7,042	9,120	16,870	12,389	11,954	5,255	2,212	2.95
Howard	60.2	2,247	16,780	19,470	10,054	6,343	5,306	11,972	17,640	12,283	11,745	4,754	1,806	2.77
Queen Anne's	11.3	425	2,268	2,400	1,800	1,850	2,557	1,819	4,036	2,179	2,051	780	435	2.88
CUMBERLAND	39.2	1,634	6,644	7,409	6,018	6,648	10,847	9,725	12,773	7,114	5,869	2,595	1,124	2.63
Allegany	28.8	1,165	4,597	5,185	4,481	5,003	8,369	7,220	9,654	5,130	4,147	1,845	804	2.62
Mineral, W. Va.	*10.4*	*469*	*2,047*	*2,224*	*1,537*	*1,645*	*2,478*	*2,503*	*3,119*	*1,984*	*1,722*	*750*	*320*	*2.66*
HAGERSTOWN	42.1	2,307	8,497	8,629	6,751	6,605	9,311	9,302	14,194	8,208	6,463	2,711	1,222	2.75
Washington	42.1	2,307	8,497	8,629	6,751	6,605	9,311	9,302	14,194	8,208	6,463	2,711	1,222	2.75
ALL COUNTIES														
Allegany	28.8	1,165	4,597	5,185	4,481	5,003	8,369	7,220	9,654	5,130	4,147	1,845	804	2.62

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

SMM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
MARYLAND (continued)														
ALL COUNTIES (continued)														
Anne Arundel	148.0	7,439	36,500	39,667	25,573	20,233	18,588	26,617	45,196	30,947	28,201	11,797	5,242	2.93
Baltimore	265.6	12,825	60,043	56,154	44,948	44,571	47,059	63,928	87,614	51,968	40,047	15,910	6,133	2.58
Baltimore city	282.6	14,774	59,869	51,915	42,204	45,689	68,149	78,249	84,255	49,565	35,970	18,363	16,198	2.68
Calvert	16.7	544	3,899	4,521	2,589	2,354	2,793	2,337	4,992	3,277	3,397	1,589	1,108	3.03
Caroline	9.2	408	1,735	1,867	1,317	1,462	2,411	1,758	3,155	1,831	1,498	613	345	2.75
Carroll	41.0	1,619	9,592	11,349	6,407	5,212	6,821	6,044	12,749	8,674	8,499	3,500	1,534	2.98
Cecil	24.5	1,220	5,443	5,937	4,045	3,654	4,201	4,575	7,121	5,075	4,586	2,153	990	2.90
Charles	30.4	1,222	7,689	9,816	4,745	3,443	3,485	3,597	7,676	6,569	7,053	3,309	2,196	3.21
Dorchester	11.6	513	2,013	2,124	1,728	2,018	3,204	2,630	4,083	2,215	1,622	660	390	2.66
Frederick	49.1	2,177	12,186	12,453	7,564	6,327	8,393	7,756	15,010	10,289	10,012	4,034	1,999	2.93
Garrett	9.7	566	1,968	2,091	1,417	1,459	2,199	1,775	3,001	1,950	1,678	837	459	2.90
Harford	57.8	2,673	14,054	16,553	9,985	7,493	7,042	9,120	16,870	12,389	11,954	5,255	2,212	2.95
Howard	60.2	2,247	16,780	19,470	10,054	6,343	5,306	11,972	17,640	12,283	11,745	4,754	1,806	2.77
Kent	6.6	324	1,119	1,241	942	1,119	1,855	1,672	2,270	1,176	910	383	189	2.61
Montgomery	270.5	9,952	60,946	69,400	48,570	40,711	40,921	63,731	84,596	51,162	44,326	18,694	7,991	2.63
Prince George's	230.1	16,295	72,405	68,237	40,167	28,753	24,243	52,737	73,326	51,577	42,777	19,190	10,493	2.80
Queen Anne's	11.3	423	2,268	2,400	1,800	1,850	2,557	1,819	4,036	2,179	2,051	780	435	2.88
St. Mary's	24.0	1,713	6,436	6,107	3,402	2,927	3,415	4,530	6,822	4,737	4,486	2,117	1,308	2.97
Somerset	7.0	232	1,135	1,208	1,057	1,210	2,158	1,554	2,352	1,304	1,025	459	306	2.83
Talbot	11.5	463	1,948	1,992	1,616	2,024	3,457	3,077	4,157	1,964	1,468	568	246	2.43
Washington	42.1	2,307	8,497	8,629	6,751	6,605	9,311	9,302	14,194	8,208	6,463	2,711	1,222	2.75
Wicomico	27.2	1,469	5,641	5,714	4,295	4,156	5,925	6,170	8,983	5,392	4,174	1,697	784	2.68
Worcester	15.0	752	2,783	2,859	2,350	2,511	3,745	3,700	5,221	2,698	2,010	849	522	2.52
TOTAL METRO COUNTIES	**1,578.7**	**76,884**	**374,768**	**381,686**	**259,883**	**228,241**	**257,238**	**349,004**	**484,929**	**309,292**	**261,228**	**113,884**	**60,363**	**2.75**
TOTAL STATE	**1,700.5**	**83,324**	**399,546**	**406,889**	**278,007**	**247,127**	**285,607**	**375,870**	**524,973**	**332,559**	**280,119**	**122,067**	**64,912**	**2.74**
MASSACHUSETTS														
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**1,406.0**	**69,133**	**313,776**	**289,161**	**216,208**	**207,501**	**310,221**	**384,562**	**425,252**	**236,240**	**202,679**	**101,485**	**55,782**	**2.65**
Essex	250.0	10,547	49,970	49,997	39,127	40,116	60,243	65,753	76,633	43,251	37,978	17,865	8,520	2.62
Middlesex	507.1	22,580	116,296	107,118	80,653	74,032	106,421	129,425	155,041	87,988	76,970	37,858	19,818	2.70
Norfolk	224.7	6,854	43,989	47,432	37,985	35,918	52,522	55,879	68,641	38,585	34,087	17,703	9,805	2.71
Plymouth	152.7	5,988	34,614	37,346	23,419	21,032	30,301	31,719	44,306	27,441	27,579	14,096	7,559	2.88
Suffolk	271.5	23,164	68,907	47,268	35,024	36,403	60,734	101,786	80,631	38,975	26,065	13,963	10,080	2.41
NEW BEDFORD - FALL RIVER - ATTLEBORO	**185.0**	**8,497**	**36,573**	**37,000**	**27,719**	**30,571**	**44,640**	**42,029**	**58,524**	**34,564**	**29,468**	**13,240**	**7,175**	**2.70**
Bristol	185.0	8,497	36,573	37,000	27,719	30,571	44,640	42,029	58,524	34,564	29,468	13,240	7,175	2.70
PITTSFIELD	**55.4**	**2,516**	**10,327**	**10,202**	**8,393**	**9,322**	**14,640**	**15,595**	**17,520**	**9,418**	**7,754**	**3,608**	**1,505**	**2.57**
Berkshire	55.4	2,516	10,327	10,202	8,393	9,322	14,640	15,595	17,520	9,418	7,754	3,608	1,505	2.57
SPRINGFIELD	**218.7**	**11,943**	**45,883**	**42,024**	**32,715**	**35,781**	**50,354**	**56,442**	**68,741**	**39,117**	**32,415**	**14,755**	**7,230**	**2.70**
Hampden	170.2	8,445	33,750	32,636	26,210	28,770	40,389	44,032	52,781	30,383	25,297	11,794	5,913	2.63
Hampshire	48.5	3,498	12,133	9,388	6,505	7,011	9,965	12,410	15,960	8,734	7,118	2,961	1,317	2.94
WORCESTER - FITCHBURG - LEOMINSTER	**250.2**	**12,856**	**51,957**	**49,500**	**36,646**	**39,589**	**59,652**	**61,033**	**78,813**	**44,183**	**38,966**	**18,183**	**9,022**	**2.71**
Worcester	250.2	12,856	51,957	49,500	36,646	39,589	59,652	61,033	78,813	44,183	38,966	18,183	9,022	2.71
ALL COUNTIES														
Barnstable	76.9	2,569	13,432	12,833	9,722	12,315	26,029	20,113	30,621	11,571	9,028	3,878	1,689	2.40
Berkshire	55.4	2,516	10,327	10,202	8,393	9,322	14,640	15,595	17,520	9,418	7,754	3,608	1,505	2.57
Bristol	185.0	8,497	36,573	37,000	27,719	30,571	44,640	42,029	58,524	34,564	29,468	13,240	7,175	2.70
Dukes	5.4	217	1,254	942	600	747	1,640	2,008	1,830	732	508	229	93	2.17
Essex	250.0	10,547	49,970	49,997	39,127	40,116	60,243	65,753	76,633	43,251	37,978	17,865	8,520	2.62
Franklin	27.4	1,677	6,341	5,078	3,527	4,217	6,560	7,069	9,368	4,717	3,865	1,661	720	2.52
Hampden	170.2	8,445	33,750	32,636	26,210	28,770	40,389	44,032	52,781	30,383	25,297	11,794	5,913	2.63
Hampshire	48.5	3,498	12,133	9,388	6,505	7,011	9,965	12,410	15,960	8,734	7,118	2,961	1,317	2.94
Middlesex	507.1	22,580	116,296	107,118	80,653	74,032	106,421	129,425	155,041	87,988	76,970	37,858	19,818	2.70
Nantucket	2.7	106	641	433	402	375	743	949	943	390	254	114	50	2.22
Norfolk	224.7	6,854	43,989	47,432	37,985	35,918	52,522	55,879	68,641	38,585	34,087	17,703	9,805	2.71
Plymouth	152.7	5,988	34,614	37,346	23,419	21,032	30,301	31,719	44,306	27,441	27,579	14,096	7,559	2.88
Suffolk	271.5	23,164	68,907	47,268	35,024	36,403	60,734	101,786	80,631	38,975	26,065	13,963	10,080	2.41
Worcester	250.2	12,856	51,957	49,500	36,646	39,589	59,652	61,033	78,813	44,183	38,966	18,183	9,022	2.71

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SMRM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
MASSACHUSETTS (continued)														
TOTAL METRO COUNTIES	2,115.3	104,945	458,516	427,887	321,681	322,764	479,507	559,661	648,850	363,522	311,282	151,271	80,714	2.66
TOTAL STATE	2,227.7	109,514	480,184	447,173	335,932	340,418	514,479	589,800	691,612	380,932	324,937	157,153	83,266	2.65
MICHIGAN														
ANN ARBOR	101.3	12,147	32,795	21,848	12,748	10,057	11,705	26,717	33,346	17,824	14,944	5,865	2,604	2.70
Washtenaw	101.3	12,147	32,795	21,848	12,748	10,057	11,705	26,717	33,346	17,824	14,944	5,865	2,604	2.70
BATTLE CREEK	53.2	3,514	11,555	10,802	8,389	7,941	10,999	13,272	17,570	9,126	8,172	3,542	1,518	2.62
Calhoun	53.2	3,514	11,555	10,802	8,389	7,941	10,999	13,272	17,570	9,126	8,172	3,542	1,518	2.62
BENTON HARBOR	63.0	3,866	13,718	13,222	9,705	9,313	13,176	14,884	20,182	11,158	9,886	4,541	2,349	2.67
Berrien	63.0	3,866	13,718	13,222	9,705	9,313	13,176	14,884	20,182	11,158	9,886	4,541	2,349	2.67
DETROIT	1,625.7	87,782	374,256	354,343	266,993	249,831	292,495	385,491	485,483	296,737	261,043	127,223	69,723	2.70
Lapeer	25.9	1,469	5,980	6,485	3,593	2,798	3,575	3,351	6,712	4,530	5,158	2,734	1,415	3.13
Livingston	37.3	1,741	9,335	11,093	5,826	4,224	5,081	4,894	11,201	7,050	8,319	3,907	1,929	3.07
Macomb	256.3	12,590	59,220	61,357	46,345	39,358	37,430	54,040	73,975	49,212	45,760	22,799	10,514	2.79
Monroe	46.9	2,813	11,155	11,226	7,564	6,224	7,918	8,232	13,467	9,143	9,078	4,686	2,294	2.93
Oakland	397.7	19,988	93,465	93,867	67,056	57,923	65,401	94,577	123,524	72,645	64,994	29,167	12,793	2.65
St. Clair	52.0	3,180	11,268	11,174	7,817	7,457	11,104	10,152	16,397	9,154	9,258	4,592	2,447	2.81
Wayne	811.6	46,001	183,833	159,141	128,792	131,847	161,986	210,245	240,207	145,003	118,476	59,338	38,331	2.66
DETROIT - ANN ARBOR CONSOLIDATED AREA	*1,727.0*	*99,929*	*407,051*	*376,191*	*279,741*	*259,888*	*304,200*	*412,208*	*518,829*	*314,561*	*275,987*	*133,088*	*72,327*	*2.70*
FLINT	161.7	12,102	39,031	36,461	27,785	20,895	25,426	37,029	47,597	30,350	27,288	12,812	6,624	2.72
Genesee	161.7	12,102	39,031	36,461	27,785	20,895	25,426	37,029	47,597	30,350	27,288	12,812	6,624	2.72
GRAND RAPIDS	242.7	18,979	60,937	51,280	35,381	31,423	44,700	55,387	76,079	42,548	40,035	19,709	8,942	2.74
Kent	182.5	14,853	45,977	37,002	26,447	23,913	34,308	45,391	57,239	31,559	28,261	13,725	6,324	2.67
Ottawa	60.2	4,126	14,960	14,278	8,934	7,510	10,392	9,996	18,840	10,989	11,774	5,983	2,618	2.96
JACKSON	52.8	3,479	12,105	11,282	7,946	7,543	10,445	11,467	17,109	9,448	8,902	3,984	1,890	2.84
Jackson	52.8	3,479	12,105	11,282	7,946	7,543	10,445	11,467	17,109	9,448	8,902	3,984	1,890	2.84
KALAMAZOO	83.5	8,547	21,614	17,613	11,860	10,226	13,640	21,080	27,391	14,719	12,799	5,270	2,241	2.66
Kalamazoo	83.5	8,547	21,614	17,613	11,860	10,226	13,640	21,080	27,391	14,719	12,799	5,270	2,241	2.66
LANSING - EAST LANSING	157.4	16,027	44,199	34,222	21,597	17,724	23,631	35,775	50,901	27,887	26,073	11,308	5,456	2.78
Clinton	19.3	1,057	4,670	5,055	3,128	2,330	3,060	2,815	5,939	3,454	3,965	1,996	1,131	3.01
Eaton	34.9	2,532	9,099	8,595	5,296	4,072	5,306	7,349	10,782	6,334	6,473	2,802	1,160	2.75
Ingham	103.2	12,438	30,430	20,572	13,173	11,322	15,265	25,611	34,180	18,099	15,635	6,510	3,165	2.75
MUSKEGON	58.3	3,667	12,755	11,596	8,883	9,021	12,378	12,874	18,345	10,590	9,656	4,556	2,279	2.74
Muskegon	58.3	3,667	12,755	11,596	8,883	9,021	12,378	12,874	18,345	10,590	9,656	4,556	2,279	2.74
SAGINAW - BAY CITY - MIDLAND	146.0	9,626	34,901	32,624	22,316	19,757	26,776	30,985	43,816	26,295	25,744	12,690	6,470	2.80
Bay	41.9	2,673	9,551	8,781	6,156	6,023	8,716	9,540	12,589	7,330	7,120	3,559	1,762	2.74
Midland	27.1	1,762	6,929	6,767	4,347	3,405	3,890	5,497	8,225	5,070	5,185	2,177	946	2.80
Saginaw	77.0	5,191	18,421	17,076	11,813	10,329	14,170	15,948	23,002	13,895	13,439	6,954	3,762	2.83
ALL COUNTIES														
Alcona	4.3	165	515	721	565	785	1,549	989	1,790	640	501	239	141	2.49
Alger	3.1	153	579	585	445	530	808	657	1,080	518	479	243	123	2.84
Allegan	31.9	2,031	7,352	7,029	4,496	4,401	6,591	5,465	10,748	5,610	5,746	2,818	1,513	2.85
Alpena	11.6	701	2,259	2,422	1,856	1,652	2,710	2,660	3,686	1,995	1,845	949	465	2.71
Antrim	6.6	328	1,250	1,275	875	1,024	1,848	1,306	2,469	1,067	999	494	265	2.68
Arenac	5.8	308	1,043	1,073	806	1,002	1,568	1,180	2,066	953	860	474	267	2.71
Baraga	3.0	140	537	566	364	506	887	802	924	480	406	244	144	2.73
Barry	17.5	930	3,899	4,116	2,699	2,461	3,395	3,025	5,901	3,132	3,282	1,505	655	2.83
Bay	41.9	2,673	9,551	8,781	6,156	6,023	8,716	9,540	12,589	7,330	7,120	3,559	1,762	2.74
Benzie	4.6	257	875	922	616	660	1,270	883	1,749	771	689	333	175	2.67
Berrien	63.0	3,866	13,718	13,222	9,705	9,313	13,176	14,884	20,182	11,158	9,886	4,541	2,349	2.67
Branch	15.1	1,008	3,158	3,174	2,165	2,167	3,428	3,294	5,041	2,728	2,449	1,052	536	2.76
Calhoun	53.2	3,514	11,555	10,802	8,389	7,941	10,999	13,272	17,570	9,126	8,172	3,542	1,518	2.62
Cass	18.5	971	3,836	4,100	2,873	2,825	3,895	3,791	6,136	3,361	3,099	1,420	693	2.71
Charlevoix	8.4	498	1,770	1,774	1,170	1,216	1,972	2,276	2,597	1,440	1,208	608	271	2.56
Cheboygan	8.3	434	1,561	1,658	1,133	1,297	2,217	2,085	2,766	1,346	1,207	600	296	2.59
Chippewa	10.2	732	1,994	1,822	1,523	1,568	2,561	2,438	3,503	1,659	1,491	743	366	2.84
Clare	10.4	553	1,729	1,892	1,444	1,805	2,977	2,432	3,895	1,616	1,403	703	351	2.56
Clinton	19.3	1,057	4,670	5,055	3,128	2,330	3,060	2,815	5,939	3,454	3,965	1,996	1,131	3.01
Crawford	3.8	211	698	780	539	608	964	721	1,367	653	629	272	158	2.87

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

SaMM ESTIMATES		Households by Age of Householder						Households by Number of Persons						Average
METRO AREA County	12/31/88 Total Households (Thousands)	Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	Household Size
MICHIGAN (continued)														
ALL COUNTIES (continued)														
Delta	13.8	741	2,867	2,676	2,009	2,060	3,447	2,975	4,384	2,387	2,350	1,109	595	2.75
Dickinson	10.5	575	1,897	1,686	1,436	1,662	3,244	2,769	3,561	1,753	1,506	649	262	2.55
Eaton	34.9	2,532	9,099	8,595	5,296	4,072	5,306	7,349	10,782	6,334	6,473	2,802	1,160	2.75
Emmet	9.4	582	2,118	1,954	1,275	1,272	2,199	2,257	3,084	1,553	1,469	669	368	2.68
Genesee	161.7	12,102	39,031	36,461	27,785	20,895	25,426	37,029	47,597	30,350	27,288	12,812	6,624	2.72
Gladwin	8.9	441	1,500	1,610	1,323	1,554	2,472	1,916	3,360	1,356	1,283	638	347	2.61
Gogebic	7.4	242	981	1,055	965	1,414	2,743	2,153	2,641	1,074	865	431	236	2.47
Grand Traverse	23.3	1,764	6,162	4,978	3,102	2,766	4,528	5,243	7,760	4,234	3,761	1,537	765	2.68
Gratiot	14.0	939	2,995	2,972	1,997	1,953	3,144	3,175	4,354	2,345	2,375	1,211	540	2.82
Hillsdale	15.4	984	3,099	3,214	2,229	2,154	3,720	2,840	5,378	2,612	2,697	1,222	651	2.86
Houghton	13.5	1,267	2,194	2,082	1,464	2,111	4,382	3,384	4,799	2,080	1,829	881	527	2.80
Huron	13.6	669	2,484	2,270	1,810	2,309	4,058	3,075	4,742	2,160	1,889	1,052	682	2.68
Ingham	103.2	12,438	30,430	20,572	13,173	11,322	15,265	25,611	34,180	18,099	15,635	6,510	3,165	2.75
Ionia	17.6	1,179	4,122	3,827	2,468	2,263	3,741	3,145	5,509	3,140	3,284	1,595	927	3.16
Iosco	11.8	1,008	2,364	2,106	1,585	1,711	3,026	2,947	4,093	2,024	1,714	712	310	2.59
Iron	5.7	189	773	760	744	1,104	2,130	1,548	2,244	831	642	314	121	2.40
Isabella	17.6	2,646	4,423	3,315	2,157	2,030	3,029	3,522	5,485	3,127	3,283	1,442	741	3.17
Jackson	52.8	3,479	12,105	11,282	7,946	7,543	10,445	11,467	17,109	9,448	8,902	3,984	1,890	2.84
Kalamazoo	83.5	8,547	21,614	17,613	11,860	10,226	13,640	21,080	27,391	14,719	12,799	5,270	2,241	2.66
Kalkaska	4.9	329	1,082	986	633	704	1,166	928	1,731	827	808	412	194	2.76
Kent	182.5	14,853	45,977	37,002	26,447	23,913	34,308	45,391	57,239	31,559	28,261	13,726	6,324	2.67
Keweenaw	.7	23	91	82	68	112	324	186	304	100	64	29	17	2.71
Lake	3.8	132	480	525	508	708	1,447	1,036	1,579	450	380	202	153	2.37
Lapeer	23.9	1,469	5,980	6,485	3,593	2,798	3,575	3,351	6,712	4,530	5,158	2,734	1,415	3.13
Leelanau	6.2	267	1,385	1,276	868	892	1,512	1,324	2,332	1,005	863	441	235	2.61
Lenawee	32.0	1,838	7,234	6,913	4,787	4,708	6,520	6,063	10,310	5,773	5,831	2,666	1,357	2.86
Livingston	37.3	1,741	9,335	11,093	5,826	4,224	5,081	4,894	11,201	7,050	8,319	3,907	1,929	3.07
Luce	2.2	119	415	426	335	357	548	438	770	365	371	170	86	2.95
Mackinac	3.9	175	722	685	564	643	1,111	801	1,423	689	531	296	160	2.67
Macomb	256.3	12,590	59,220	61,357	46,345	39,358	37,430	54,040	73,975	49,212	45,760	22,799	10,514	2.79
Manistee	9.3	431	1,705	1,647	1,317	1,456	2,744	2,903	2,833	1,458	1,245	572	289	2.45
Marquette	25.4	2,588	6,964	4,948	3,130	3,046	4,724	5,384	7,959	4,902	4,501	1,914	740	2.86
Mason	10.3	563	1,972	1,917	1,416	1,556	2,876	2,416	3,711	1,651	1,527	654	341	2.60
Mecosta	12.6	1,680	2,627	2,249	1,605	1,731	2,708	2,361	4,470	2,098	2,182	997	492	3.21
Menominee	9.7	599	1,903	1,687	1,325	1,503	2,683	2,181	3,224	1,647	1,507	752	389	2.68
Midland	27.1	1,762	6,929	6,767	4,347	3,405	3,890	5,497	8,225	5,070	5,185	2,177	946	2.80
Missaukee	3.9	238	764	817	490	585	1,006	636	1,421	627	698	323	195	3.00
Monroe	46.9	2,813	11,155	11,226	7,564	6,224	7,918	8,232	12,467	9,143	9,078	4,686	2,294	2.93
Montcalm	18.8	1,247	3,755	3,860	2,693	2,709	4,536	3,496	6,658	3,125	3,052	1,627	842	2.78
Montmorency	3.2	160	468	470	418	621	1,043	656	1,332	473	434	195	110	2.59
Muskegon	58.3	3,667	12,755	11,596	8,883	9,021	12,378	12,874	18,345	10,590	9,656	4,556	2,279	2.74
Newaygo	14.7	724	2,830	2,952	2,183	2,277	3,734	3,223	5,021	2,295	2,298	1,228	635	2.69
Oakland	397.7	19,988	93,465	93,867	67,056	57,923	65,401	94,577	123,524	72,645	64,994	29,167	12,793	2.65
Oceana	8.4	433	1,670	1,722	1,243	1,223	2,109	1,631	2,854	1,333	1,404	771	407	2.81
Ogemaw	7.0	369	1,186	1,255	920	1,205	2,065	1,391	2,726	1,069	1,029	524	261	2.66
Ontonagon	3.5	106	558	712	504	568	1,052	875	1,189	548	484	267	137	2.63
Osceola	7.6	397	1,488	1,510	1,069	1,131	2,005	1,590	2,565	1,223	1,263	635	324	2.74
Oscoda	3.0	134	462	507	419	541	937	820	1,073	448	392	188	79	2.47
Otsego	6.0	367	1,317	1,342	909	818	1,247	1,199	1,936	1,056	995	536	278	2.83
Ottawa	60.2	4,126	14,960	14,278	8,934	7,510	10,392	9,996	18,840	10,989	11,774	5,983	2,618	2.96
Presque Isle	5.4	223	943	924	808	907	1,595	1,261	1,854	866	764	413	242	2.67
Roscommon	8.5	405	1,173	1,278	1,071	1,734	2,839	1,996	3,798	1,177	906	478	145	2.38
Saginaw	77.0	5,191	18,421	17,076	11,813	10,329	14,170	15,948	23,002	13,395	13,439	6,954	3,762	2.83
St. Clair	52.0	3,180	11,268	11,174	7,817	7,457	11,104	10,152	16,397	9,154	9,258	4,592	2,447	2.81
St. Joseph	22.5	1,435	4,993	4,534	3,234	3,118	5,186	4,720	7,562	3,915	3,743	1,745	815	2.70
Sanilac	15.4	826	2,947	2,899	2,122	2,395	4,211	3,138	5,252	2,543	2,454	1,345	668	2.75
Schoolcraft	2.9	148	535	491	416	476	834	597	1,066	462	423	225	127	2.83
Shiawassee	24.5	1,576	5,785	5,816	3,723	3,159	4,441	4,236	7,440	4,496	4,676	2,387	1,265	2.91
Tuscola	19.1	1,146	4,311	4,322	2,762	2,663	3,896	3,177	5,937	3,387	3,692	1,859	1,048	2.99
Van Buren	26.0	1,479	5,633	5,525	3,780	3,529	6,054	5,438	8,637	4,528	4,280	1,950	1,167	2.73
Washtenaw	101.3	12,147	32,795	21,848	12,748	10,057	11,705	26,717	33,346	17,824	14,944	5,865	2,604	2.70
Wayne	811.6	46,001	183,833	159,141	128,792	131,847	161,986	210,245	240,207	145,003	118,476	59,338	38,331	2.66
Wexford	10.5	673	2,130	2,009	1,538	1,562	2,588	2,361	3,592	1,783	1,621	752	391	2.65
TOTAL METRO COUNTIES	**2,745.6**	**179,736**	**657,866**	**595,293**	**433,603**	**393,731**	**485,371**	**644,961**	**837,819**	**496,682**	**444,542**	**211,500**	**110,096**	**2.72**
TOTAL STATE	**3,423.1**	**223,212**	**798,443**	**729,993**	**528,594**	**493,238**	**649,615**	**788,376**	**1,067,490**	**611,646**	**554,200**	**264,212**	**137,176**	**2.73**

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	1	2	3	4	5	6 or More	
MINNESOTA														
DULUTH	**94.3**	**6,790**	**20,603**	**16,434**	**12,619**	**13,947**	**23,907**	**25,015**	**30,402**	**15,390**	**14,550**	**6,216**	**2,727**	**2.61**
St. Louis	77.9	5,569	17,063	13,638	10,458	11,518	19,654	20,285	25,148	12,824	12,217	5,162	2,264	2.62
Douglas, Wisc.	*16.4*	*1,221*	*3,540*	*2,796*	*2,161*	*2,429*	*4,253*	*4,730*	*5,254*	*2,566*	*2,333*	*1,054*	*463*	*2.55*
FARGO - MOORHEAD	**56.5**	**6,509**	**15,399**	**10,376**	**7,233**	**6,644**	**10,339**	**15,157**	**17,970**	**9,557**	**8,732**	**3,677**	**1,407**	**2.67**
Clay	17.1	1,960	3,873	3,181	2,360	2,251	3,475	4,150	5,313	3,079	2,810	1,268	480	2.86
Cass, N. D.	*39.4*	*4,549*	*11,526*	*7,195*	*4,873*	*4,393*	*6,864*	*11,007*	*12,657*	*6,478*	*5,922*	*2,409*	*927*	*2.59*
MINNEAPOLIS - ST. PAUL	**907.0**	**67,002**	**241,848**	**204,046**	**127,570**	**109,936**	**156,598**	**239,856**	**276,752**	**154,504**	**142,385**	**64,984**	**28,519**	**2.62**
Anoka	77.4	5,329	22,880	23,044	12,167	7,448	6,532	12,530	20,298	15,781	17,101	8,319	3,371	3.00
Carver	15.3	997	3,932	3,563	2,325	1,677	2,806	2,807	4,610	2,799	2,923	1,437	724	2.91
Chisago	9.8	545	2,083	2,372	1,297	1,260	2,243	1,595	3,187	1,643	1,893	961	521	3.02
Dakota	87.4	6,165	24,977	24,741	12,635	8,903	9,979	17,912	24,184	16,373	17,358	8,322	3,251	2.84
Hennepin	417.9	32,532	111,396	84,911	57,234	53,472	78,355	130,625	133,824	67,067	54,825	22,481	9,078	2.42
Isanti	9.1	531	2,117	2,214	1,266	986	1,986	1,847	2,585	1,557	1,793	910	408	2.93
Ramsey	188.8	14,953	48,116	35,608	25,766	25,171	39,186	55,811	59,613	30,497	25,245	11,699	5,935	2.53
Scott	18.1	1,136	4,755	4,985	2,584	1,951	2,689	2,632	5,094	3,430	3,881	1,971	1,092	3.10
Washington	44.8	2,292	12,153	13,561	7,118	4,621	5,055	7,471	11,979	8,639	9,796	4,863	2,052	3.02
Wright	21.3	1,355	5,189	5,141	2,725	2,452	4,438	3,313	6,358	3,682	4,264	2,340	1,343	3.19
St. Croix, Wisc.	*17.1*	*1,167*	*4,250*	*3,906*	*2,453*	*1,995*	*3,329*	*3,313*	*5,020*	*3,036*	*3,306*	*1,681*	*744*	*2.89*
ROCHESTER	**37.3**	**3,479**	**9,714**	**8,756**	**5,100**	**4,070**	**6,181**	**9,340**	**11,548**	**6,446**	**6,099**	**2,750**	**1,117**	**2.65**
Olmstead	37.3	3,479	9,714	8,756	5,100	4,070	6,181	9,340	11,548	6,446	6,099	2,750	1,117	2.65
ST. CLOUD	**59.0**	**5,177**	**14,758**	**12,043**	**8,043**	**7,107**	**11,872**	**10,622**	**17,922**	**10,003**	**10,682**	**5,590**	**4,181**	**3.12**
Benton	10.0	904	2,666	1,876	1,260	1,205	2,089	2,034	3,156	1,637	1,705	832	636	2.86
Sherburne	11.7	846	3,348	3,059	1,520	1,213	1,714	1,542	3,455	2,168	2,519	1,358	658	3.19
Stearns	37.3	3,427	8,744	7,108	5,263	4,689	8,069	7,046	11,311	6,198	6,458	3,400	2,887	3.17
ALL COUNTIES														
Aitkin	5.4	203	830	931	656	895	1,885	1,157	2,197	775	709	350	212	2.63
Anoka	77.4	5,329	22,880	23,044	12,167	7,448	6,532	12,530	20,298	15,781	17,101	8,319	3,371	3.00
Becker	11.2	675	2,203	2,100	1,530	1,602	3,090	2,380	3,705	1,827	1,764	975	549	2.78
Beltrami	11.8	1,026	2,683	2,279	1,618	1,475	2,719	2,379	3,919	2,027	1,943	985	547	2.92
Benton	10.0	904	2,663	1,876	1,260	1,205	2,089	2,034	3,156	1,637	1,705	832	636	2.86
Big Stone	2.8	142	422	411	364	452	1,009	746	998	379	367	203	107	2.64
Blue Earth	18.7	2,269	4,453	3,092	2,327	2,368	4,191	4,528	6,434	3,120	2,786	1,239	593	2.76
Brown	10.2	621	1,922	1,689	1,415	1,496	3,057	2,480	3,370	1,555	1,535	804	456	2.72
Carlton	10.7	549	2,203	2,119	1,641	1,600	2,588	2,208	3,397	1,827	1,875	935	458	2.84
Carver	15.3	997	3,932	3,563	2,325	1,677	2,806	2,807	4,610	2,799	2,923	1,437	724	2.91
Cass	8.1	276	1,256	1,445	1,089	1,359	2,675	1,671	3,201	1,182	1,138	557	351	2.70
Chippewa	5.5	312	1,013	870	688	829	1,788	1,446	1,872	862	768	393	159	2.55
Chisago	9.8	545	2,083	2,372	1,297	1,260	2,243	1,595	3,187	1,643	1,893	961	521	3.02
Clay	17.1	1,960	3,873	3,181	2,360	2,251	3,475	4,150	5,313	3,079	2,810	1,268	480	2.86
Clearwater	3.1	148	477	581	419	461	1,014	670	1,019	482	497	276	156	2.84
Cook	1.8	95	389	358	247	258	453	659	538	269	220	87	27	2.28
Cottonwood	5.2	269	922	850	674	732	1,753	1,213	1,864	774	793	390	166	2.63
Crow Wing	18.0	990	3,268	3,347	2,343	2,718	5,334	4,211	6,477	2,760	2,608	1,306	638	2.63
Dakota	87.4	6,165	24,977	24,741	12,635	8,903	9,979	17,912	24,184	16,373	17,358	8,322	3,251	2.84
Dodge	5.3	340	1,174	1,109	681	690	1,306	906	1,768	931	981	494	220	2.94
Douglas	11.4	916	2,088	2,012	1,456	1,684	3,244	2,669	3,863	1,920	1,746	819	381	2.64
Faribault	7.2	386	1,204	1,134	959	1,124	2,393	2,052	2,384	1,113	964	456	231	2.50
Fillmore	7.7	358	1,310	1,279	1,034	1,182	2,537	1,782	2,670	1,229	1,110	599	310	2.71
Freeborn	13.4	773	2,530	2,464	1,836	2,082	3,715	3,527	4,301	2,276	2,021	921	354	2.57
Goodhue	14.8	854	2,931	2,864	1,946	1,965	4,240	3,223	4,945	2,521	2,397	1,159	555	2.73
Grant	2.6	102	395	399	343	416	945	565	1,007	395	373	172	88	2.69
Hennepin	417.9	32,532	111,396	84,911	57,234	53,472	78,355	130,625	133,824	67,067	54,825	22,481	9,078	2.42
Houston	6.4	324	1,348	1,111	930	903	1,784	1,312	2,098	1,112	1,071	496	311	3.00
Hubbard	5.8	257	1,012	1,094	800	901	1,736	1,158	2,175	912	864	469	222	2.74
Isanti	9.1	531	2,117	2,214	1,266	986	1,986	1,847	2,585	1,557	1,793	910	408	2.93
Itasca	16.3	869	3,567	3,178	2,312	2,494	3,880	3,585	5,354	2,738	2,686	1,332	605	2.71
Jackson	4.7	324	854	724	663	725	1,410	1,033	1,703	710	745	340	169	2.66
Kanabec	4.7	295	873	935	644	692	1,261	1,092	1,555	797	700	363	193	2.72
Kandiyohi	14.4	1,264	3,095	2,518	1,860	1,964	3,699	3,178	4,952	2,408	2,262	1,140	460	2.72
Kittson	2.4	104	414	381	307	377	817	585	848	386	342	153	86	2.63
Koochiching	5.7	326	1,190	1,127	866	881	1,310	1,247	1,766	1,017	976	479	215	2.74
Lac qui Parle	3.7	183	607	548	498	602	1,262	891	1,314	562	545	265	123	2.62
Lake	4.2	239	879	844	719	604	915	834	1,426	739	753	318	130	2.76

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
MINNESOTA (continued)														
ALL COUNTIES (continued)														
Lake of the Woods	1.5	74	249	297	179	261	440	364	544	230	212	94	56	2.67
Le Sueur	8.7	460	1,709	1,710	1,138	1,234	2,449	1,953	2,857	1,388	1,321	718	463	2.74
Lincoln	2.8	125	412	438	392	442	991	684	971	408	384	210	143	2.71
Lyon	9.0	742	1,885	1,592	1,109	1,278	2,394	2,108	2,982	1,481	1,339	707	383	2.80
McLeod	11.5	753	2,360	2,249	1,529	1,536	3,073	2,487	3,730	1,919	1,975	955	434	2.74
Mahnomen	1.7	71	253	290	247	280	559	376	517	270	230	160	147	3.12
Marshall	4.5	203	807	806	608	736	1,340	1,044	1,415	718	706	394	223	2.73
Martin	9.5	643	1,815	1,555	1,246	1,385	2,856	2,527	3,256	1,528	1,326	620	243	2.53
Meeker	7.8	407	1,477	1,346	1,077	1,164	2,329	1,726	2,639	1,265	1,194	610	366	2.74
Mille Lacs	7.0	415	1,270	1,273	901	1,006	2,135	1,561	2,378	1,133	1,072	539	317	2.73
Morrison	10.4	562	1,989	1,866	1,529	1,555	2,899	2,134	3,290	1,681	1,603	898	794	2.97
Mower	14.8	837	2,547	2,284	2,278	2,569	4,285	3,877	5,173	2,288	2,028	1,013	421	2.56
Murray	3.9	171	726	587	551	658	1,207	920	1,288	653	574	294	171	2.67
Nicollet	10.1	810	2,493	1,974	1,412	1,188	2,223	2,399	3,031	1,810	1,712	767	381	2.97
Nobles	7.6	502	1,365	1,292	1,083	1,112	2,246	1,770	2,594	1,269	1,100	575	292	2.66
Norman	3.2	136	481	488	418	523	1,154	818	1,113	477	430	220	142	2.69
Olmsted	37.3	3,479	9,714	8,756	5,100	4,070	6,181	9,340	11,548	6,446	6,099	2,750	1,117	2.65
Otter Tail	19.8	968	3,375	3,238	2,722	3,094	6,403	4,281	7,367	3,029	2,942	1,420	761	2.70
Pennington	5.6	526	1,192	1,021	680	729	1,452	1,490	1,709	990	826	423	162	2.61
Pine	7.5	393	1,346	1,372	1,004	1,099	2,286	1,603	2,637	1,130	1,170	602	358	2.83
Pipestone	4.3	307	680	623	577	646	1,467	1,247	1,455	634	549	282	133	2.49
Polk	12.5	941	2,357	2,115	1,729	1,812	3,546	3,180	4,013	1,994	1,833	919	561	2.70
Pope	4.6	195	760	714	626	781	1,524	1,234	1,622	678	611	318	137	2.52
Ramsey	188.8	14,953	48,116	35,608	25,766	25,171	39,186	55,811	59,613	30,497	25,245	11,699	5,935	2.53
Red Lake	1.8	103	302	329	244	265	557	401	571	280	263	159	126	2.83
Redwood	6.5	355	1,125	1,091	795	1,012	2,122	1,559	2,234	1,004	865	527	311	2.74
Renville	7.2	397	1,260	1,064	1,026	1,154	2,299	1,782	2,460	1,083	1,023	560	292	2.65
Rice	16.3	1,163	3,546	3,420	2,143	2,049	3,979	3,860	5,074	2,560	2,762	1,343	701	2.99
Rock	3.8	225	676	630	501	641	1,127	834	1,321	617	588	279	161	2.71
Roseau	4.9	297	922	922	633	723	1,403	1,063	1,588	811	806	415	217	2.86
St. Louis	77.9	5,569	17,063	13,638	10,458	11,518	19,654	20,285	25,148	12,824	12,217	5,162	2,264	2.62
Scott	18.1	1,136	4,755	4,985	2,584	1,951	2,689	2,632	5,094	3,430	3,881	1,971	1,092	3.10
Sherburne	11.7	846	3,348	3,059	1,520	1,213	1,714	1,542	3,455	2,168	2,519	1,358	658	3.19
Sibley	5.4	268	908	927	808	803	1,686	1,172	1,829	864	817	472	246	2.74
Stearns	37.3	3,427	8,744	7,108	5,263	4,689	8,069	7,046	11,311	6,198	6,458	3,400	2,887	3.17
Steele	11.3	843	2,578	2,185	1,461	1,502	2,731	2,295	3,854	1,903	1,931	925	392	2.76
Stevens	3.6	345	687	546	496	515	1,011	850	1,148	623	550	290	139	2.92
Swift	4.6	246	772	694	583	778	1,527	1,121	1,563	710	672	322	212	2.63
Todd	9.4	486	1,660	1,652	1,277	1,449	2,876	1,974	3,166	1,469	1,412	822	557	2.79
Traverse	1.7	70	233	249	268	262	618	410	647	243	209	120	71	3.00
Wabasha	7.5	404	1,552	1,339	953	1,080	2,172	1,880	2,379	1,221	1,088	602	330	2.67
Wadena	5.0	311	826	909	667	737	1,550	1,049	1,710	764	782	436	259	2.78
Waseca	6.7	539	1,475	1,117	830	994	1,745	1,502	2,185	1,105	1,117	524	267	2.76
Washington	44.8	2,292	12,153	13,561	7,118	4,621	5,055	7,471	11,979	8,639	9,796	4,863	2,052	3.02
Watonwan	4.7	258	804	757	660	712	1,509	1,300	1,620	755	621	281	123	2.47
Wilkin	2.8	160	509	440	445	416	830	628	899	428	469	240	136	2.89
Winona	16.2	1,381	3,411	2,846	2,110	2,083	4,369	3,819	5,390	2,694	2,442	1,177	678	2.86
Wright	21.3	1,355	5,189	5,141	2,725	2,452	4,438	3,313	6,358	3,682	4,264	2,340	1,343	3.19
Yellow Medicine	4.5	311	693	691	609	679	1,517	1,033	1,617	685	680	328	157	2.73
TOTAL METRO COUNTIES	**1,081.2**	**82,020**	**283,006**	**237,758**	**151,078**	**132,887**	**194,451**	**280,940**	**331,663**	**183,820**	**170,887**	**78,073**	**35,817**	**2.65**
TOTAL STATE	**1,616.6**	**115,912**	**386,005**	**332,489**	**223,487**	**211,360**	**347,347**	**404,642**	**512,619**	**270,217**	**252,662**	**119,108**	**57,352**	**2.68**
MISSISSIPPI														
BILOXI - GULFPORT	**74.1**	**5,475**	**16,695**	**16,057**	**11,508**	**10,430**	**13,935**	**18,518**	**22,066**	**13,836**	**11,151**	**5,428**	**3,101**	**2.77**
Hancock	11.9	515	2,059	2,549	1,907	2,012	2,858	2,636	3,779	2,115	1,734	983	653	2.76
Harrison	62.2	4,960	14,636	13,508	9,601	8,418	11,077	15,882	18,287	11,721	9,417	4,445	2,448	2.77
JACKSON	**142.2**	**9,283**	**36,347**	**30,688**	**21,492**	**18,072**	**26,318**	**30,674**	**43,343**	**27,366**	**23,011**	**10,336**	**7,470**	**2.83**
Hinds	95.3	6,774	24,528	19,325	14,123	12,446	18,104	22,390	29,497	17,733	14,450	6,501	4,729	2.75
Madison	17.7	878	4,375	3,545	2,558	2,248	4,096	3,196	5,436	3,218	2,821	1,418	1,611	3.07
Rankin	29.2	1,631	7,444	7,818	4,811	3,378	4,118	5,088	8,410	6,415	5,740	2,417	1,130	2.95
PASCAGOULA	**44.8**	**3,115**	**11,234**	**11,444**	**7,456**	**5,616**	**5,935**	**8,245**	**12,705**	**9,242**	**8,267**	**4,101**	**2,240**	**2.90**
Jackson	44.8	3,115	11,234	11,444	7,456	5,616	5,935	8,245	12,705	9,242	8,267	4,101	2,240	2.90

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		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
MISSISSIPPI (continued)														
ALL COUNTIES														
Adams	13.6	651	2,685	2,728	2,258	2,164	3,114	2,973	4,041	2,575	2,168	1,029	814	2.78
Alcorn	13.1	739	2,641	2,775	1,858	1,821	3,266	3,263	4,087	2,567	2,001	820	362	2.57
Amite	4.7	187	724	778	670	764	1,577	947	1,465	858	717	347	366	2.85
Attala	7.1	274	1,083	1,239	989	1,135	2,380	1,491	2,431	1,274	1,000	489	415	2.77
Benton	2.7	116	436	468	413	440	827	462	908	505	411	199	215	3.11
Bolivar	14.4	736	2,920	2,638	1,897	2,118	4,091	3,267	4,035	2,256	2,124	1,146	1,572	3.10
Calhoun	5.7	282	975	1,022	772	856	1,793	1,244	1,881	1,040	865	403	267	2.70
Carroll	3.4	133	523	668	483	538	1,055	628	1,110	637	508	268	249	2.94
Chickasaw	6.3	320	1,174	1,261	886	908	1,751	1,213	1,949	1,143	1,060	543	392	2.92
Choctaw	3.1	145	540	579	433	419	984	585	999	589	506	250	171	2.97
Claiborne	3.7	157	704	653	505	579	1,102	938	1,069	678	457	243	315	3.35
Clarke	6.3	284	1,117	1,157	907	933	1,902	1,372	1,987	1,134	941	526	340	2.75
Clay	7.5	478	1,573	1,396	1,086	1,067	1,900	1,500	2,195	1,452	1,266	573	514	2.92
Coahoma	12.3	572	2,185	2,147	1,789	1,895	3,712	3,164	3,376	1,944	1,715	929	1,172	2.90
Copiah	9.5	435	1,613	1,646	1,329	1,452	3,025	2,076	2,868	1,700	1,425	766	665	2.93
Covington	6.0	285	994	1,233	856	928	1,704	1,209	1,857	1,039	989	505	401	2.83
☐ De Soto	22.3	956	5,136	6,769	3,639	2,587	3,213	3,179	5,961	4,973	4,903	2,115	1,169	3.02
Forrest	25.9	2,594	5,797	4,807	3,432	3,564	5,706	7,290	8,140	4,534	3,396	1,610	930	2.66
Franklin	3.2	149	518	528	473	501	1,031	753	1,068	532	446	233	168	2.69
George	5.6	305	1,110	1,315	858	749	1,263	846	1,659	1,089	1,097	569	340	3.02
Greene	3.3	171	656	688	446	484	855	514	957	658	627	314	230	3.09
Grenada	6.9	354	1,354	1,376	1,004	1,051	1,761	1,468	2,170	1,244	1,106	493	419	2.81
Hancock	11.9	515	2,059	2,549	1,907	2,012	2,858	2,636	3,779	2,115	1,734	983	653	2.76
Harrison	62.2	4,960	14,636	13,508	9,601	8,418	11,077	15,882	18,287	11,721	9,417	4,445	2,448	2.77
Hinds	95.3	6,774	24,528	19,325	14,123	12,446	18,104	22,390	29,497	17,733	14,450	6,501	4,729	2.75
Holmes	7.5	292	1,128	1,132	1,065	1,237	2,646	1,812	2,176	1,159	993	565	795	3.01
Humphreys	4.5	234	748	765	665	680	1,408	1,063	1,179	759	654	359	486	3.04
Issaquena	.8	40	146	179	96	121	218	174	210	149	114	77	76	3.13
Itawamba	7.9	416	1,416	1,667	1,172	1,183	2,046	1,618	2,586	1,637	1,293	549	217	2.70
Jackson	44.8	3,115	11,234	11,444	7,456	5,616	5,935	8,245	12,705	9,242	8,267	4,101	2,240	2.90
Jasper	6.0	280	1,068	1,050	889	931	1,782	1,183	1,812	1,163	982	447	413	2.83
Jefferson	3.0	117	547	524	403	444	965	682	780	513	420	250	355	3.03
Jefferson Davis	4.7	174	821	893	647	788	1,377	961	1,380	838	704	391	426	3.04
Jones	23.2	1,327	4,510	4,450	3,521	3,367	6,025	5,260	7,480	4,417	3,578	1,564	901	2.70
Kemper	3.5	148	588	549	488	523	1,204	721	1,117	579	506	255	322	2.91
Lafayette	11.4	1,656	2,471	2,164	1,351	1,375	2,383	3,949	3,301	1,911	1,322	623	294	2.68
Lamar	9.9	772	2,291	2,234	1,444	1,288	1,871	1,734	3,013	2,024	1,794	872	463	2.87
Lauderdale	29.6	1,807	6,188	5,746	4,273	4,292	7,294	7,576	9,257	5,397	4,290	1,899	1,181	2.68
Lawrence	4.6	241	827	919	720	635	1,258	890	1,382	911	794	362	261	2.83
Leake	6.8	303	1,102	1,167	1,020	1,006	2,202	1,350	2,318	1,205	1,017	482	428	2.79
Lee	24.5	1,520	5,508	5,354	3,720	3,229	5,169	5,508	7,704	4,916	3,910	1,655	807	2.65
Leflore	13.9	740	2,722	2,591	1,852	2,122	3,873	3,442	3,946	2,310	2,030	1,023	1,149	2.96
Lincoln	11.4	612	2,213	2,167	1,655	1,712	3,041	2,347	3,577	2,026	1,900	918	632	2.80
Lowndes	21.7	1,623	5,347	4,644	3,201	2,655	4,230	4,608	6,606	4,316	3,541	1,534	1,095	2.81
Madison	17.7	878	4,375	3,545	2,558	2,248	4,096	3,196	5,436	3,218	2,821	1,418	1,611	3.07
Marion	9.2	517	1,679	1,641	1,392	1,488	2,483	1,760	2,960	1,760	1,507	662	551	2.88
Marshall	10.7	483	2,002	2,352	1,687	1,643	2,533	1,688	3,001	2,090	1,873	1,013	1,035	3.18
Monroe	12.9	698	2,459	2,569	1,877	1,895	3,402	2,470	4,114	2,504	2,106	1,016	690	2.82
Montgomery	4.4	158	646	750	641	702	1,503	953	1,421	770	654	332	270	2.86
Neshoba	9.2	435	1,701	1,711	1,389	1,360	2,604	2,009	2,944	1,695	1,415	676	461	2.71
Newton	7.6	307	1,199	1,329	1,126	1,168	2,471	1,788	2,469	1,333	1,153	532	325	2.68
Noxubee	4.1	164	655	707	611	632	1,331	858	1,232	649	579	347	435	3.05
Oktibbeha	12.2	1,869	2,846	2,298	1,500	1,359	2,328	2,541	4,019	2,391	1,825	782	642	3.08
Panola	10.1	456	1,783	1,758	1,513	1,531	3,059	1,996	3,120	1,826	1,519	765	874	2.94
Pearl River	14.0	729	2,671	3,221	2,300	2,050	3,029	2,781	4,128	2,715	2,466	1,243	667	2.85
Perry	3.5	166	663	727	553	507	884	648	987	692	590	353	230	2.94
Pike	13.7	666	2,519	2,451	1,988	2,073	4,003	3,075	4,302	2,437	2,067	1,012	807	2.80
Pontotoc	8.4	445	1,549	1,496	1,232	1,291	2,387	1,605	2,781	1,679	1,407	606	322	2.75
Prentiss	9.3	489	1,684	1,862	1,370	1,359	2,536	1,878	3,029	1,948	1,446	639	360	2.74
Quitman	3.9	148	628	696	514	630	1,284	871	1,149	646	580	268	386	2.95
Rankin	29.2	1,631	7,444	7,818	4,811	3,378	4,118	5,088	8,410	6,415	5,740	2,417	1,130	2.95
Scott	9.5	507	1,855	1,819	1,487	1,290	2,542	2,010	2,806	1,849	1,515	776	544	2.79
Sharkey	2.2	77	421	412	313	319	658	459	555	383	333	180	290	3.45
Simpson	8.8	446	1,683	1,666	1,333	1,256	2,416	1,593	2,799	1,665	1,516	712	515	2.88
Smith	5.5	263	991	1,074	797	825	1,550	938	1,848	1,033	954	405	322	2.87

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES		Households by Age of Householder						Households by Number of Persons						Average
METRO AREA County	12/31/88 Total Households (Thousands)	Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	Household Size
MISSISSIPPI (continued)														
ALL COUNTIES (continued)														
Stone	3.6	192	713	752	550	565	828	709	1,092	711	589	293	206	2.97
Sunflower	10.8	463	2,035	1,906	1,506	1,628	3,262	2,274	3,015	1,816	1,571	878	1,246	3.40
Tallahatchie	5.4	191	873	958	751	853	1,774	1,198	1,571	877	717	461	576	2.98
Tate	7.2	365	1,347	1,570	1,037	1,014	1,867	1,222	2,134	1,416	1,330	584	514	3.06
Tippah	7.0	354	1,243	1,350	983	1,011	2,059	1,324	2,416	1,291	1,104	553	312	2.81
Tishomingo	7.1	337	1,329	1,409	1,092	1,047	1,886	1,410	2,430	1,515	1,142	431	172	2.62
Tunica	3.0	148	525	483	402	481	961	739	773	457	394	252	385	2.97
Union	8.8	432	1,684	1,598	1,253	1,291	2,542	1,922	2,955	1,715	1,332	601	275	2.65
Walthall	4.8	217	840	882	719	718	1,424	868	1,551	892	733	395	361	2.92
Warren	19.1	1,099	4,286	4,091	2,633	2,606	4,385	4,428	5,606	3,396	3,186	1,441	1,043	2.76
Washington	23.9	1,310	5,141	4,639	3,545	3,421	5,844	5,241	6,687	4,266	3,654	1,992	2,060	2.98
Wayne	6.9	446	1,390	1,414	997	990	1,663	1,240	2,075	1,336	1,237	543	469	3.01
Webster	3.7	153	539	655	512	581	1,260	726	1,298	681	576	253	166	2.76
Wilkinson	3.4	114	518	582	466	556	1,164	756	991	565	500	301	287	2.94
Winston	6.9	300	1,196	1,199	1,051	1,009	2,145	1,367	2,202	1,346	1,056	513	416	2.83
Yalobusha	5.0	215	819	787	684	822	1,673	1,203	1,645	833	695	332	292	2.66
Yazoo	9.5	421	1,665	1,674	1,412	1,515	2,813	2,082	2,892	1,620	1,397	725	784	2.84
TOTAL METRO COUNTIES	**283.4**	**18,829**	**69,412**	**64,958**	**44,095**	**36,705**	**49,401**	**60,616**	**84,075**	**55,417**	**47,332**	**21,980**	**13,980**	**2.84**
TOTAL STATE	**937.9**	**56,278**	**196,152**	**190,743**	**138,837**	**132,145**	**223,745**	**203,327**	**285,148**	**175,893**	**148,717**	**70,927**	**53,888**	**2.84**
MISSOURI														
COLUMBIA	**40.8**	**6,030**	**12,407**	**7,802**	**4,558**	**3,948**	**6,055**	**10,655**	**14,270**	**7,310**	**5,790**	**1,957**	**818**	**2.72**
Boone	40.8	6,030	12,407	7,802	4,558	3,948	6,055	10,655	14,270	7,310	5,790	1,957	818	2.72
JOPLIN	**52.2**	**3,389**	**9,870**	**9,724**	**7,370**	**7,663**	**14,184**	**12,340**	**18,627**	**8,945**	**7,746**	**3,177**	**1,365**	**2.61**
Jasper	35.4	2,443	6,844	6,365	4,826	5,224	9,698	8,969	12,520	5,960	5,080	2,007	864	2.56
Newton	16.8	946	3,026	3,359	2,544	2,439	4,486	3,371	6,107	2,985	2,666	1,170	501	2.72
KANSAS CITY	**598.5**	**38,767**	**141,926**	**130,874**	**91,580**	**82,110**	**113,243**	**144,788**	**197,433**	**108,065**	**92,928**	**37,546**	**17,740**	**2.62**
Cass	21.0	1,262	4,474	5,361	3,402	2,643	3,858	3,587	6,701	4,116	4,181	1,716	699	2.88
Clay	57.0	3,930	14,522	13,513	9,328	7,696	8,011	12,211	19,414	11,104	9,509	3,468	1,294	2.64
Jackson	254.8	17,522	59,008	49,729	38,059	35,417	55,065	70,511	83,661	43,082	34,956	14,453	8,137	2.52
Lafayette	11.9	587	1,981	2,332	1,717	1,710	3,573	2,701	4,185	1,980	1,873	815	346	2.68
Platte	19.6	1,261	5,198	5,567	2,875	2,403	2,296	3,763	6,476	3,729	3,633	1,485	514	2.77
Ray	8.4	407	1,520	2,023	1,242	1,134	2,074	1,624	2,830	1,517	1,522	645	262	2.83
Johnson, Kans.	*131.5*	*7,092*	*34,682*	*33,492*	*21,105*	*17,597*	*17,532*	*28,269*	*43,726*	*25,524*	*22,626*	*8,522*	*2,833*	*2.62*
Leavenworth, Kans.	*20.2*	*1,135*	*4,392*	*5,162*	*2,933*	*2,602*	*3,976*	*4,176*	*6,063*	*3,791*	*3,767*	*1,657*	*746*	*3.15*
Miami, Kans.	*8.6*	*492*	*1,586*	*1,709*	*1,295*	*1,181*	*2,337*	*1,941*	*2,948*	*1,485*	*1,368*	*586*	*272*	*2.73*
Wyandotte, Kans.	*65.5*	*5,079*	*14,563*	*11,986*	*9,624*	*9,777*	*14,521*	*16,005*	*21,429*	*11,737*	*9,493*	*4,199*	*2,637*	*2.65*
ST. JOSEPH	**32.7**	**2,205**	**6,341**	**5,552**	**4,474**	**4,975**	**9,153**	**8,275**	**11,072**	**5,569**	**4,714**	**2,066**	**1,004**	**2.63**
Buchanan	32.7	2,205	6,341	5,552	4,474	4,975	9,153	8,275	11,072	5,569	4,714	2,066	1,004	2.63
ST. LOUIS	**913.1**	**49,353**	**199,300**	**191,914**	**144,971**	**133,027**	**194,535**	**214,910**	**287,676**	**166,247**	**142,632**	**64,636**	**36,999**	**2.72**
Franklin	27.3	1,628	5,629	5,982	4,039	3,622	6,400	4,787	8,688	5,199	4,910	2,404	1,312	2.99
Jefferson	56.3	3,544	14,921	14,463	8,881	6,600	7,891	7,536	16,942	12,364	11,883	5,062	2,513	3.05
St. Charles	65.4	4,090	18,029	18,170	10,476	7,218	7,417	9,844	18,804	13,919	14,147	6,004	2,682	2.99
St. Louis	372.3	17,091	84,044	83,937	62,959	55,318	68,951	80,916	122,228	69,415	60,449	26,651	12,641	2.71
St. Louis city	171.6	9,865	31,572	25,085	23,275	26,853	54,950	61,045	52,099	24,204	16,851	8,673	8,728	2.48
Clinton, Ill.	*11.9*	*699*	*2,396*	*2,316*	*1,732*	*1,760*	*2,997*	*2,556*	*3,588*	*2,235*	*1,870*	*1,006*	*645*	*2.87*
Jersey, Ill.	*7.3*	*396*	*1,428*	*1,529*	*1,160*	*1,115*	*1,672*	*1,474*	*2,344*	*1,364*	*1,240*	*597*	*281*	*2.92*
Madison, Ill.	*95.7*	*5,857*	*19,220*	*19,125*	*15,326*	*14,781*	*21,391*	*22,584*	*31,037*	*18,010*	*14,759*	*6,316*	*2,994*	*2.64*
Monroe, Ill.	*8.1*	*413*	*1,527*	*1,613*	*1,345*	*1,198*	*2,004*	*1,664*	*2,639*	*1,482*	*1,368*	*640*	*307*	*2.74*
St. Clair, Ill.	*97.2*	*5,770*	*20,534*	*19,694*	*15,778*	*14,562*	*20,862*	*22,504*	*29,307*	*18,055*	*15,155*	*7,283*	*4,896*	*2.78*
SPRINGFIELD	**89.8**	**7,810**	**20,389**	**17,631**	**12,453**	**11,537**	**19,980**	**21,132**	**32,043**	**16,059**	**13,619**	**5,051**	**1,896**	**2.61**
Christian	11.0	666	2,324	2,418	1,656	1,408	2,528	1,704	4,008	2,136	2,041	809	302	2.80
Greene	78.8	7,144	18,065	15,213	10,797	10,129	17,452	19,428	28,035	13,923	11,578	4,242	1,594	2.59
ALL COUNTIES														
Adair	9.0	1,219	2,071	1,423	940	1,091	2,256	2,670	3,135	1,437	1,175	415	168	2.69
Andrew	5.3	270	1,001	1,062	748	760	1,459	930	1,930	904	960	412	164	2.92
Atchison	3.1	159	530	502	394	440	1,075	832	1,136	487	398	184	63	2.58
Audrain	9.6	597	1,819	1,617	1,279	1,554	2,734	2,195	3,463	1,652	1,426	573	291	2.67
Barry	10.5	540	1,516	1,784	1,403	1,659	3,598	2,175	4,268	1,709	1,415	612	321	2.67
Barton	4.7	276	709	687	591	701	1,736	1,254	1,699	754	617	271	95	2.55
Bates	6.3	279	957	1,016	853	939	2,256	1,479	2,365	1,009	897	387	163	2.63

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S&MM ESTIMATES		Households by Age of Householder						Households by Number of Persons						Average
METRO AREA County	12/31/88 Total Households (Thousands)	Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	Household Size
MISSOURI (continued)														
ALL COUNTIES (continued)														
Benton	5.4	205	634	822	754	997	1,988	1,194	2,329	791	668	292	126	2.56
Bollinger	4.2	202	670	738	571	681	1,338	854	1,528	780	609	263	166	2.67
Boone	40.8	6,030	12,407	7,802	4,538	3,948	6,055	10,655	14,270	7,310	5,790	1,957	818	2.72
Buchanan	32.7	2,205	6,341	5,552	4,474	4,975	9,153	8,275	11,072	5,569	4,714	2,066	1,004	2.63
Butler	14.9	829	2,610	2,715	2,144	2,350	4,252	3,447	5,271	2,681	2,149	899	453	2.64
Caldwell	3.2	129	437	569	413	482	1,170	743	1,212	477	458	207	103	2.66
Callaway	11.2	737	2,540	2,289	1,598	1,420	2,616	2,256	3,776	2,125	1,945	741	357	2.98
Camden	10.5	556	1,587	1,752	1,545	2,016	3,044	1,981	4,814	1,699	1,300	493	213	2.49
Cape Girardeau	23.0	2,077	5,131	4,271	3,051	3,041	5,429	5,220	8,057	4,244	3,535	1,375	569	2.75
Carroll	4.6	225	725	726	567	665	1,692	1,206	1,659	731	609	260	135	2.48
Carter	2.0	103	350	387	281	299	580	436	665	378	308	135	78	3.05
Cass	21.0	1,262	4,474	5,361	3,402	2,643	3,858	3,587	6,701	4,116	4,181	1,716	699	2.88
Cedar	5.0	212	654	734	662	809	1,929	1,195	2,098	780	604	201	122	2.56
Chariton	3.9	183	566	609	476	606	1,460	999	1,427	655	493	203	123	2.56
Christian	11.0	666	2,324	2,418	1,656	1,408	2,528	1,704	4,008	2,136	2,041	809	302	2.80
Clark	3.0	160	554	557	383	411	935	711	1,030	467	467	212	113	2.80
Clay	57.0	3,930	14,522	13,513	9,328	7,696	8,011	12,211	19,414	11,104	9,509	3,458	1,294	2.64
Clinton	6.2	284	1,137	1,413	914	787	1,665	1,342	1,984	1,107	1,067	493	207	2.81
Cole	22.9	1,693	5,589	4,547	3,209	2,964	4,898	5,535	7,539	4,011	3,640	1,418	757	2.86
Cooper	5.7	283	1,010	964	729	920	1,794	1,425	2,005	935	806	365	164	2.68
Crawford	7.4	354	1,161	1,370	1,051	1,059	2,405	1,463	2,741	1,249	1,080	556	311	2.78
Dade	3.1	130	408	438	387	490	1,247	850	1,182	479	377	164	48	2.45
Dallas	5.1	210	706	888	724	802	1,770	1,005	2,072	799	716	328	180	2.76
Daviess	3.4	150	462	537	457	542	1,252	830	1,315	493	414	222	126	2.59
De Kalb	3.1	143	485	578	421	441	1,032	707	1,136	488	484	206	79	2.74
Dent	5.5	293	914	989	748	815	1,741	1,155	2,001	1,016	833	335	160	2.73
Douglas	4.6	209	760	833	734	686	1,378	985	1,600	875	694	291	155	2.74
Dunklin	12.8	712	2,156	2,412	1,717	1,966	3,837	2,984	4,485	2,310	1,822	763	436	2.73
Franklin	27.3	1,628	5,629	5,982	4,039	3,622	6,400	4,787	8,688	5,199	4,910	2,404	1,312	2.99
Gasconade	5.3	220	769	806	710	895	1,900	1,301	1,956	867	733	297	146	2.66
Gentry	3.0	151	409	434	348	475	1,183	824	1,145	453	343	158	77	2.60
Greene	78.8	7,144	18,065	15,213	10,797	10,129	17,452	19,428	28,035	13,923	11,578	4,242	1,594	2.59
Grundy	4.7	261	759	789	581	696	1,614	1,314	1,730	703	623	236	94	2.51
Harrison	4.0	225	534	571	491	607	1,572	1,298	1,435	572	449	180	66	2.33
Henry	8.2	415	1,248	1,389	1,013	1,179	2,956	2,161	3,033	1,263	1,066	463	214	2.51
Hickory	3.2	96	331	422	442	648	1,261	748	1,492	419	340	134	67	2.34
Holt	2.7	98	430	361	305	441	1,065	766	990	401	345	137	61	2.41
Howard	3.6	198	583	560	472	476	1,311	932	1,277	593	470	230	98	2.78
Howell	11.8	600	1,975	2,188	1,690	1,788	3,559	2,521	4,350	2,073	1,758	767	331	2.67
Iron	3.9	227	673	744	537	596	1,123	773	1,327	687	679	279	155	2.95
Jackson	254.8	17,522	59,008	49,729	38,059	35,417	55,065	70,511	83,661	43,082	34,956	14,453	8,137	2.52
Jasper	35.4	2,443	6,844	6,365	4,826	5,224	9,698	8,969	12,520	5,960	5,080	2,007	864	2.56
Jefferson	56.3	3,544	14,921	14,463	8,881	6,600	7,891	7,536	16,942	12,364	11,883	5,062	2,513	3.05
Johnson	13.1	1,870	3,073	2,592	1,581	1,404	2,580	2,641	4,661	2,396	2,189	874	339	3.08
Knox	2.1	91	271	337	282	315	804	537	781	289	280	135	78	2.57
Laclede	10.3	603	1,825	1,994	1,453	1,517	2,908	2,139	3,739	1,868	1,590	642	322	2.67
Lafayette	11.9	587	1,981	2,332	1,717	1,710	3,573	2,701	4,185	1,980	1,873	815	346	2.68
Lawrence	11.9	626	1,938	2,131	1,587	1,791	3,827	2,578	4,449	1,978	1,762	756	377	2.69
Lewis	3.7	246	616	677	499	521	1,141	933	1,230	622	553	254	108	2.84
Lincoln	9.5	473	1,731	1,943	1,450	1,297	2,606	1,731	3,252	1,712	1,649	739	417	2.88
Linn	6.1	295	874	846	786	967	2,332	1,687	2,348	915	714	303	133	2.46
Livingston	5.9	334	995	1,022	799	874	1,876	1,577	2,094	924	804	339	162	2.61
McDonald	6.3	361	1,022	1,243	958	884	1,832	1,277	2,377	1,061	925	474	186	2.71
Macon	6.4	312	971	1,050	788	953	2,326	1,517	2,482	1,031	859	348	163	2.63
Madison	4.7	221	664	754	611	746	1,704	1,063	1,765	807	648	270	147	2.57
Maries	3.1	119	488	555	444	508	986	668	1,105	540	450	218	119	2.71
Marion	10.7	659	2,015	1,691	1,438	1,546	3,351	2,651	3,733	1,799	1,552	629	336	2.65
Mercer	1.6	80	198	207	219	267	629	401	669	239	170	82	39	2.63
Miller	8.1	445	1,451	1,465	1,105	1,216	2,418	1,754	2,942	1,339	1,249	533	283	2.74
Mississippi	5.4	271	916	1,050	696	818	1,649	1,187	1,780	1,026	769	347	291	2.81
Moniteau	4.4	210	762	775	598	644	1,411	970	1,548	802	653	267	160	2.98
Monroe	3.5	196	560	619	435	488	1,202	834	1,252	554	496	249	115	2.77
Montgomery	4.2	193	612	704	561	649	1,481	974	1,503	678	611	282	152	2.81
Morgan	6.1	226	799	987	881	1,065	2,142	1,261	2,611	986	745	322	175	2.67
New Madrid	7.6	420	1,317	1,474	1,042	1,152	2,195	1,618	2,398	1,449	1,232	521	382	2.88
Newton	16.8	946	3,026	3,359	2,544	2,439	4,486	3,371	6,107	2,985	2,666	1,170	501	2.72

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
MISSOURI (continued)														
ALL COUNTIES (continued)														
Nodaway	7.6	757	1,419	1,201	864	990	2,369	2,106	2,661	1,174	1,008	443	208	2.82
Oregon	3.9	176	582	677	522	619	1,324	878	1,474	661	535	232	120	2.74
Osage	4.2	225	735	722	565	610	1,343	835	1,386	713	638	311	317	3.02
Ozark	3.5	147	494	544	531	608	1,176	674	1,488	564	469	204	101	2.63
Pemiscot	8.5	440	1,434	1,395	1,163	1,370	2,698	2,168	2,713	1,463	1,118	547	491	2.80
Perry	6.1	348	1,178	1,006	766	903	1,899	1,281	2,066	1,056	947	430	320	2.92
Pettis	14.1	897	2,492	2,446	2,047	2,065	4,153	3,303	5,053	2,421	2,074	857	392	2.62
Phelps	12.2	1,268	2,375	2,363	1,693	1,688	2,813	2,668	4,386	2,163	1,882	770	331	2.87
Pike	6.0	325	1,017	1,109	856	870	1,823	1,398	1,992	1,026	930	398	256	2.83
Platte	19.6	1,261	5,198	5,567	2,875	2,403	2,296	3,763	6,476	3,729	3,633	1,485	514	2.77
Polk	7.7	468	1,191	1,364	972	1,153	2,552	1,682	2,946	1,261	1,130	455	226	2.78
Pulaski	11.8	1,201	3,145	2,658	1,653	1,259	1,884	2,057	3,676	2,493	2,214	966	394	3.76
Putnam	2.1	98	252	347	256	344	803	566	767	305	283	116	63	2.67
Ralls	3.4	170	638	637	457	517	981	660	1,244	617	541	233	105	2.74
Randolph	9.5	603	1,831	1,620	1,169	1,308	2,969	2,372	3,310	1,579	1,405	568	266	2.84
Ray	8.4	407	1,520	2,023	1,242	1,134	2,074	1,624	2,830	1,517	1,522	645	262	2.83
Reynolds	2.7	142	480	497	370	408	803	699	885	485	371	178	82	2.59
Ripley	5.1	210	675	861	756	852	1,746	1,022	1,985	915	677	296	205	2.71
St. Charles	65.4	4,090	18,029	18,170	10,476	7,218	7,417	9,844	18,804	13,919	14,147	6,004	2,682	2.99
St. Clair	3.5	146	410	562	437	540	1,405	852	1,447	463	435	200	103	2.54
Ste. Genevieve	5.8	296	1,128	1,136	895	867	1,478	1,097	1,793	1,023	1,029	536	322	2.91
St. Francois	16.1	840	2,837	3,008	2,282	2,505	4,628	3,478	5,526	2,930	2,541	1,081	544	2.84
St. Louis	372.3	17,091	84,044	83,937	62,959	55,318	68,951	80,916	122,228	69,415	60,449	26,651	12,641	2.71
St. Louis city	171.6	9,865	31,572	25,085	23,275	26,853	54,950	61,045	52,099	24,204	16,851	8,673	8,728	2.48
Saline	9.4	552	1,674	1,538	1,190	1,404	3,042	2,615	3,246	1,462	1,335	495	247	2.63
Schuyler	2.0	99	297	330	234	283	757	677	630	294	241	118	40	2.35
Scotland	2.1	85	291	330	251	336	807	628	729	279	270	122	72	2.48
Scott	14.9	897	3,100	3,048	2,021	2,159	3,675	3,051	4,805	2,920	2,434	1,066	624	2.81
Shannon	3.0	156	522	586	425	494	817	585	1,109	524	480	202	100	2.67
Shelby	3.0	158	417	444	347	444	1,190	801	1,114	449	380	182	74	2.53
Stoddard	11.2	559	1,900	2,158	1,533	1,676	3,374	2,333	4,055	2,139	1,741	614	318	2.67
Stone	7.6	274	979	1,224	1,127	1,411	2,585	1,490	3,455	1,184	906	384	181	2.46
Sullivan	2.8	122	366	423	351	445	1,093	796	1,028	403	364	148	61	2.43
Taney	10.7	468	1,423	1,657	1,401	1,852	3,899	2,204	5,020	1,557	1,263	459	197	2.48
Texas	8.3	440	1,286	1,509	1,276	1,288	2,501	1,808	3,061	1,429	1,212	546	244	2.66
Vernon	7.7	442	1,357	1,268	1,036	1,167	2,430	2,024	2,800	1,195	1,078	403	200	2.73
Warren	6.8	313	1,264	1,346	986	955	1,936	1,182	2,445	1,208	1,132	540	293	2.90
Washington	6.7	375	1,319	1,364	978	959	1,705	1,201	2,120	1,190	1,220	590	379	2.99
Wayne	4.9	211	621	816	717	807	1,728	1,053	1,925	828	666	282	146	2.57
Webster	8.1	448	1,468	1,756	1,177	1,087	2,164	1,408	2,780	1,461	1,445	640	366	2.88
Worth	1.1	39	143	156	135	156	471	346	395	148	123	72	16	2.36
Wright	6.2	330	915	1,121	887	950	1,997	1,319	2,307	1,078	897	386	213	2.76
TOTAL METRO COUNTIES	**1,281.1**	**80,621**	**289,905**	**266,871**	**195,108**	**178,737**	**269,858**	**310,927**	**418,040**	**228,512**	**195,783**	**83,627**	**44,211**	**2.66**
TOTAL STATE	**1,935.7**	**119,507**	**404,218**	**383,707**	**283,980**	**275,902**	**468,386**	**458,948**	**655,238**	**340,140**	**291,869**	**124,438**	**65,067**	**2.69**
MONTANA														
BILLINGS	**46.5**	**3,930**	**11,980**	**9,952**	**6,676**	**6,105**	**7,857**	**12,713**	**14,625**	**8,059**	**7,120**	**2,874**	**1,109**	**2.54**
Yellowstone	46.5	3,930	11,980	9,952	6,676	6,105	7,857	12,713	14,625	8,059	7,120	2,874	1,109	2.54
GREAT FALLS	**30.6**	**2,740**	**6,980**	**6,792**	**4,374**	**4,060**	**5,654**	**8,561**	**9,477**	**5,425**	**4,530**	**1,832**	**775**	**2.57**
Cascade	30.6	2,740	6,980	6,792	4,374	4,060	5,654	8,561	9,477	5,425	4,530	1,832	775	2.57
ALL COUNTIES														
Beaverhead	3.2	241	692	640	429	419	779	919	973	500	473	216	119	2.63
Big Horn	3.3	194	808	764	491	439	604	678	872	538	534	347	331	3.30
Blaine	2.5	144	532	498	332	347	647	712	661	410	347	202	168	2.84
Broadwater	1.6	78	328	307	233	253	401	569	412	265	215	104	35	2.38
Carbon	3.6	148	651	591	495	563	1,152	1,448	999	495	394	200	64	2.31
Carter	.6	29	87	109	102	100	173	128	212	90	100	51	19	2.83
Cascade	30.6	2,740	6,980	6,792	4,374	4,060	5,654	8,561	9,477	5,425	4,530	1,832	775	2.57
Chouteau	2.2	122	430	412	317	419	500	604	693	346	341	144	72	2.59
Custer	5.2	432	1,066	948	727	758	1,269	1,933	1,437	801	623	290	116	2.40
Daniels	1.0	34	179	176	143	172	296	233	335	168	154	81	29	2.70
Dawson	4.1	397	980	778	595	539	811	1,292	1,121	687	598	296	106	2.56

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		Under 25 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	1	2	3	4	5	6 or More	
MONTANA (continued)														
ALL COUNTIES (continued)														
Deer Lodge	4.1	193	759	715	581	766	1,086	1,393	1,200	607	530	255	115	2.59
Fallon	1.4	110	311	234	243	202	300	424	383	254	207	97	35	2.50
Fergus	4.9	270	938	915	685	770	1,322	1,549	1,514	741	643	304	149	2.55
Flathead	23.4	1,476	6,014	5,145	3,231	3,116	4,418	6,122	7,645	3,934	3,533	1,523	643	2.54
Gallatin	18.6	2,680	5,473	3,662	2,060	1,939	2,786	4,850	6,334	3,276	2,721	1,057	362	2.63
Garfield	.6	36	122	109	92	106	135	136	194	120	79	45	26	2.67
Glacier	3.8	247	902	745	609	523	774	725	1,161	675	629	319	291	2.97
Golden Valley	.4	12	56	71	71	72	118	125	135	46	46	32	16	2.50
Granite	1.1	43	195	214	145	197	306	261	368	202	149	71	49	2.73
Hill	6.9	642	1,677	1,231	1,021	1,015	1,314	1,861	2,144	1,143	1,015	477	260	2.61
Jefferson	3.1	148	799	797	435	391	530	700	965	547	500	253	135	2.81
Judith Basin	1.0	38	181	200	141	142	298	288	310	158	147	67	30	2.50
Lake	8.2	393	1,657	1,607	1,117	1,172	2,254	1,735	2,883	1,334	1,290	584	374	2.72
Lewis and Clark	19.6	1,494	5,257	4,253	2,643	2,509	3,444	6,078	5,985	3,239	2,686	1,136	476	2.46
Liberty	1.0	61	217	183	164	151	224	435	229	147	114	57	18	2.30
Lincoln	6.8	443	1,650	1,688	1,012	923	1,084	1,545	2,053	1,144	1,240	571	247	2.72
McCone	.9	41	175	156	155	169	204	257	248	145	137	77	36	2.67
Madison	2.2	109	392	425	321	326	627	526	817	359	308	121	69	2.55
Meagher	.8	38	149	151	135	134	193	252	232	136	102	54	24	2.50
Mineral	1.6	117	407	362	216	223	275	469	466	269	251	106	39	2.50
Missoula	32.0	3,366	9,296	7,093	4,060	3,220	4,965	9,724	10,067	5,803	4,090	1,644	672	2.46
Musselshell	1.8	75	358	299	217	307	544	504	600	261	255	131	49	2.50
Park	5.0	275	1,133	925	697	705	1,265	1,599	1,667	721	624	280	109	2.38
Petroleum	.2	10	43	33	37	37	40	38	74	27	35	19	7	3.00
Phillips	2.1	148	412	365	287	323	565	676	599	322	289	148	66	2.57
Pondera	2.5	146	476	497	384	377	620	622	783	394	365	215	121	2.68
Powder River	.9	57	221	151	154	152	165	236	277	170	140	57	20	2.56
Powell	2.4	123	483	502	352	383	557	745	713	387	330	153	72	2.96
Prairie	.7	23	124	122	87	116	228	221	199	125	105	34	16	2.43
Ravalli	10.1	370	1,984	2,365	1,415	1,459	2,507	2,485	3,526	1,566	1,507	677	339	2.66
Richland	4.5	439	1,103	857	562	602	937	1,082	1,376	771	766	349	156	2.73
Roosevelt	3.7	237	858	698	564	556	787	779	1,082	633	607	340	259	3.00
Rosebud	4.1	352	1,134	990	586	520	518	939	1,103	663	728	373	294	2.95
Sanders	3.8	183	798	786	505	551	977	1,277	1,119	595	489	230	90	2.39
Sheridan	2.1	142	403	320	316	365	554	585	688	346	325	110	46	2.48
Silver Bow	14.3	804	2,641	2,637	1,904	2,284	4,030	4,819	4,169	2,097	1,896	887	432	2.42
Stillwater	2.6	102	509	481	356	392	760	674	875	422	381	184	64	2.54
Sweet Grass	1.2	46	196	224	160	174	400	371	388	161	158	88	34	2.58
Teton	2.5	94	430	475	374	410	717	704	798	380	340	184	94	2.56
Toole	2.2	152	467	394	306	373	508	796	599	343	276	131	55	2.41
Treasure	.4	19	78	66	73	54	110	115	121	71	59	23	11	2.50
Valley	3.7	246	775	729	588	543	819	1,219	1,000	614	501	262	104	2.49
Wheatland	.9	34	158	151	133	163	261	274	286	151	106	49	34	2.44
Wibaux	.5	24	107	81	80	81	127	165	129	70	72	40	24	2.60
Yellowstone	46.5	3,930	11,980	9,952	6,676	6,105	7,857	12,713	14,625	8,059	7,120	2,874	1,109	2.54
TOTAL METRO COUNTIES	**77.1**	**6,670**	**18,960**	**16,744**	**11,050**	**10,165**	**13,511**	**21,274**	**24,102**	**13,484**	**11,650**	**4,706**	**1,884**	**2.55**
TOTAL STATE	**319.0**	**24,547**	**76,231**	**66,071**	**44,188**	**43,167**	**64,796**	**90,170**	**99,321**	**53,353**	**46,200**	**20,451**	**9,505**	**2.57**
NEBRASKA														
LINCOLN	**82.9**	**9,507**	**22,530**	**15,406**	**10,462**	**9,467**	**15,528**	**24,004**	**27,899**	**13,623**	**11,349**	**4,406**	**1,619**	**2.54**
Lancaster	82.9	9,507	22,530	15,406	10,462	9,467	15,528	24,004	27,899	13,623	11,349	4,406	1,619	2.54
OMAHA	**232.2**	**18,167**	**59,074**	**50,261**	**33,995**	**28,801**	**41,902**	**59,062**	**70,865**	**40,468**	**36,707**	**16,936**	**8,162**	**2.68**
Douglas	160.0	12,874	40,554	32,082	22,903	20,736	30,851	44,128	50,043	26,524	22,888	10,793	5,624	2.62
Sarpy	32.5	2,556	10,191	10,264	4,914	2,498	2,077	4,932	8,408	6,923	7,690	3,264	1,283	3.05
Washington	6.0	314	1,180	1,326	908	805	1,467	1,509	1,829	1,035	984	466	177	2.68
Pottawattamie, Iowa	*33.7*	*2,423*	*7,149*	*6,589*	*5,270*	*4,762*	*7,507*	*8,493*	*10,585*	*5,986*	*5,145*	*2,413*	*1,078*	*2.61*
ALL COUNTIES														
Adams	12.0	1,008	2,428	2,068	1,532	1,620	3,344	3,709	4,004	1,829	1,577	637	244	2.47
Antelope	3.1	154	534	469	415	453	1,075	765	1,101	423	447	237	127	2.68
Arthur	.2	9	26	40	38	29	58	54	65	33	31	11	6	2.50
Banner	.3	15	52	67	46	53	67	52	120	47	47	25	9	2.67
Blaine	.3	16	53	56	40	35	100	63	104	52	43	21	17	3.00

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		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
NEBRASKA (continued)														
ALL COUNTIES (continued)														
Boone	2.5	141	378	392	356	367	866	632	857	360	348	192	111	2.72
Box Butte	5.3	573	1,386	904	589	609	1,239	1,274	1,735	895	892	353	151	2.74
Boyd	1.3	64	164	171	184	219	498	412	435	211	133	78	31	2.38
Brown	1.6	91	273	269	206	226	535	572	485	216	200	98	29	2.38
Buffalo	13.8	1,747	3,270	2,279	1,666	1,580	3,258	3,429	4,785	2,264	2,064	886	372	2.71
Burt	3.4	139	514	495	490	521	1,241	953	1,226	498	417	221	85	2.47
Butler	3.3	138	514	505	444	548	1,151	804	1,175	466	465	238	152	2.70
Cass	8.4	517	1,714	1,798	1,262	1,122	1,987	1,674	2,873	1,451	1,494	624	284	2.74
Cedar	3.9	194	677	559	552	582	1,336	1,019	1,194	592	530	302	263	2.74
Chase	1.9	114	364	358	256	262	540	564	593	289	280	123	51	2.53
Cherry	2.6	161	484	502	373	369	711	649	887	420	384	178	82	2.58
Cheyenne	4.2	329	711	676	630	639	1,215	1,261	1,430	649	513	241	106	2.40
Clay	2.9	188	505	480	387	402	938	673	1,085	412	426	201	103	2.66
Colfax	3.5	203	554	507	430	487	1,319	917	1,221	502	465	255	140	2.63
Cuming	4.0	215	672	651	587	603	1,272	899	1,374	605	592	316	214	2.80
Custer	5.0	227	831	767	667	728	1,780	1,328	1,814	708	656	341	153	2.52
Dakota	6.5	506	1,699	1,308	869	816	1,302	1,488	1,949	1,149	1,103	553	258	2.74
Dawes	3.5	364	715	512	433	490	986	1,022	1,263	509	442	177	87	2.66
Dawson	8.1	567	1,798	1,468	1,094	1,070	2,103	1,891	2,802	1,324	1,302	568	213	2.63
Deuel	1.0	36	133	153	127	167	384	353	323	133	112	60	19	2.30
Dixon	2.6	124	434	399	341	385	917	724	842	366	370	190	108	2.58
Dodge	14.0	998	2,736	2,560	2,053	1,879	3,774	3,757	4,704	2,303	1,991	877	368	2.55
Douglas	160.0	12,874	40,554	32,082	22,903	20,736	30,851	44,128	50,043	26,524	22,888	10,793	5,624	2.62
Dundy	1.2	63	200	151	152	198	436	439	382	164	138	65	12	2.25
Fillmore	2.9	135	473	456	385	445	1,006	830	992	419	405	183	71	2.52
Franklin	1.5	60	196	202	198	242	602	410	592	190	182	90	36	2.67
Frontier	1.4	108	231	239	196	183	443	439	435	220	186	87	33	2.43
Furnas	2.5	125	352	337	301	372	1,013	716	985	338	271	134	56	2.44
Gage	8.9	519	1,532	1,470	1,214	1,310	2,855	2,185	3,369	1,385	1,257	509	195	2.62
Garden	1.0	46	143	155	147	159	350	257	392	149	130	59	13	2.70
Garfield	.9	37	127	155	98	141	342	291	304	119	106	55	25	2.44
Gosper	.8	42	134	142	132	133	217	210	297	122	101	55	15	2.50
Grant	.3	16	60	62	44	35	83	69	101	51	41	28	10	3.00
Greeley	1.2	53	178	177	166	198	428	330	400	145	155	94	76	2.67
Hall	18.7	1,510	4,349	3,633	2,532	2,426	4,250	4,834	6,126	2,940	2,861	1,330	609	2.60
Hamilton	3.4	231	716	626	507	492	828	784	1,169	545	530	265	107	2.71
Harlan	1.7	62	265	242	222	271	638	513	622	246	188	93	38	2.35
Hayes	.5	21	96	83	85	92	123	119	162	98	72	35	14	2.80
Hitchcock	1.5	81	259	232	201	231	496	357	580	232	196	91	44	2.53
Holt	5.0	311	953	813	713	705	1,505	1,281	1,586	772	749	401	211	2.70
Hooker	.4	18	68	70	49	69	126	162	112	58	42	20	6	2.50
Howard®	2.4	103	398	403	364	373	759	458	895	383	353	195	116	2.75
Jefferson	3.6	190	551	539	465	571	1,284	962	1,358	528	479	206	67	2.53
Johnson	2.0	79	283	295	266	308	769	601	687	314	256	102	40	2.45
Kearney	2.6	168	483	462	349	370	768	682	918	377	377	171	75	2.62
Keith	3.7	239	691	707	583	532	948	1,015	1,219	616	522	234	94	2.51
Keya Paha	.5	27	80	97	69	72	155	161	150	74	69	35	11	2.40
Kimball	1.8	117	348	321	289	270	455	572	548	275	251	116	38	2.50
Knox	4.0	185	651	556	564	639	1,405	989	1,419	605	531	283	173	2.68
Lancaster	82.9	9,507	22,530	15,406	10,462	9,467	15,528	24,004	27,899	13,623	11,349	4,406	1,619	2.54
Lincoln	12.6	1,067	2,886	2,485	1,782	1,581	2,799	2,870	4,284	2,123	1,985	920	418	2.67
Logan	.4	20	74	66	62	55	123	164	103	63	47	18	5	2.25
Loup	.3	15	37	61	41	49	97	65	109	41	58	18	9	2.67
McPherson	.2	11	32	25	36	29	67	37	87	33	16	20	7	3.00
Madison	12.5	1,256	2,714	2,085	1,584	1,579	3,282	3,089	4,295	2,065	1,821	869	361	2.64
Merrick	3.1	166	566	586	422	464	896	697	1,078	465	484	249	127	2.74
Morrill	2.4	141	430	439	330	320	740	730	805	355	314	137	59	2.42
Nance	1.7	91	291	227	249	249	593	551	503	243	230	119	54	2.53
Nemaha	3.2	183	641	447	391	437	1,101	842	1,176	459	482	175	66	2.59
Nuckolls	2.6	130	378	405	375	408	904	723	963	343	331	170	70	2.50
Otoe	5.9	298	951	972	783	910	1,986	1,585	2,146	867	763	361	178	2.51
Pawnee	1.5	47	182	185	200	265	621	445	575	210	161	77	32	2.40
Perkins	1.5	73	270	251	185	243	478	401	519	239	202	91	48	2.53
Phelps	3.7	231	725	617	545	499	1,083	881	1,367	575	543	254	80	2.70
Pierce	3.1	186	501	544	401	489	979	657	1,161	454	479	206	143	2.71
Platte	10.7	770	2,410	1,952	1,517	1,429	2,622	2,390	3,369	1,798	1,805	871	467	2.74

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder: Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	Households by Number of Persons: 1	2	3	4	5	6 or More	Average Household Size
NEBRASKA (continued)														
ALL COUNTIES (continued)														
Polk	2.3	93	387	374	283	349	814	633	788	315	318	170	76	2.57
Red Willow	4.9	378	935	783	730	679	1,395	1,295	1,681	800	686	300	138	2.53
Richardson	4.2	182	598	633	507	672	1,608	1,302	1,451	608	514	231	94	2.43
Rock	.9	48	194	136	122	117	283	242	301	129	139	59	30	2.56
Saline	4.9	284	787	781	598	742	1,708	1,388	1,779	693	645	292	103	2.63
Sarpy	32.5	2,556	10,191	10,264	4,914	2,498	2,077	4,932	8,408	6,923	7,690	3,264	1,283	3.05
Saunders	7.0	308	1,271	1,315	1,036	1,004	2,066	1,460	2,428	1,122	1,073	626	291	2.73
Scotts Bluff	14.3	1,017	3,102	2,662	2,042	1,965	3,512	3,291	4,868	2,356	2,295	1,017	473	2.65
Seward	5.9	470	1,183	1,054	794	796	1,603	1,472	1,988	954	881	433	172	2.75
Sheridan	2.8	149	478	425	411	483	854	703	988	407	428	167	107	2.61
Sherman	1.5	57	210	216	215	231	571	422	512	213	175	117	61	2.53
Sioux	.7	29	113	125	137	101	195	196	241	112	88	52	11	2.57
Stanton	2.5	171	569	485	326	341	608	558	774	413	409	228	118	2.76
Thayer	2.6	129	385	386	322	423	955	667	985	378	347	158	65	2.65
Thomas	.4	21	90	76	59	53	101	159	100	63	51	20	7	2.25
Thurston	2.4	129	431	430	371	363	676	509	741	405	368	206	171	3.00
Valley	2.2	101	355	329	260	347	808	599	812	313	248	158	70	2.55
Washington	6.0	314	1,180	1,326	908	805	1,467	1,509	1,829	1,035	984	466	177	2.68
Wayne	3.3	316	606	552	475	430	921	829	1,182	519	475	206	89	2.97
Webster	2.0	73	252	298	239	336	802	674	679	256	234	113	44	2.35
Wheeler	.4	23	69	52	64	60	112	127	113	60	52	34	14	2.50
York	5.7	355	1,174	1,005	754	803	1,609	1,471	2,011	656	806	397	159	2.58
TOTAL METRO COUNTIES	**287.9**	**25,757**	**76,154**	**60,386**	**40,056**	**34,322**	**51,225**	**76,061**	**90,128**	**49,254**	**44,014**	**19,482**	**8,961**	**2.65**
TOTAL STATE	**611.3**	**47,653**	**138,188**	**115,580**	**84,193**	**79,905**	**145,781**	**159,301**	**201,387**	**99,481**	**90,636**	**41,407**	**19,088**	**2.63**
NEVADA														
LAS VEGAS	**261.7**	**19,996**	**64,284**	**65,859**	**42,354**	**35,285**	**33,922**	**75,440**	**85,353**	**44,702**	**33,350**	**14,967**	**7,888**	**2.45**
Clark	261.7	19,996	64,284	65,859	42,354	35,285	33,922	75,440	85,353	44,702	33,350	14,967	7,888	2.45
RENO	**104.4**	**8,254**	**26,746**	**24,117**	**15,859**	**14,632**	**14,792**	**31,918**	**36,374**	**17,271**	**12,303**	**4,520**	**1,914**	**2.33**
Washoe	104.4	8,254	26,746	24,117	15,859	14,632	14,792	31,918	36,374	17,271	12,303	4,620	1,914	2.33
ALL COUNTIES														
Carson City	16.3	1,041	3,460	3,837	2,502	2,539	2,921	5,308	5,501	2,646	1,900	711	234	2.42
Churchill	6.7	446	1,296	1,460	946	1,015	1,537	1,745	2,302	1,099	944	407	203	2.58
Clark	261.7	19,996	64,284	65,859	42,354	35,285	33,922	75,440	85,353	44,702	33,350	14,967	7,888	2.45
Douglas	10.5	440	2,706	2,716	1,569	1,651	1,418	2,325	4,099	1,889	1,447	532	208	2.48
Elko	9.7	679	2,099	2,371	1,474	1,428	1,649	3,070	2,867	1,560	1,257	624	322	2.47
Esmeralda	.3	17	57	53	55	61	57	78	121	40	38	12	11	4.00
Eureka	.5	46	122	102	77	90	63	189	125	74	62	35	15	2.80
Humboldt	4.5	349	1,085	1,002	715	679	670	1,282	1,415	719	603	317	164	2.67
Lander	1.9	200	525	432	299	239	205	640	504	334	251	117	54	2.47
Lincoln	1.4	83	252	285	180	219	381	423	426	182	180	107	82	2.71
Lyon	7.5	380	1,445	1,600	1,169	1,319	1,587	1,874	2,633	1,325	1,014	452	202	2.49
Mineral	2.6	123	459	538	447	484	549	998	708	390	308	136	60	2.35
Nye	6.5	471	1,241	1,498	1,142	1,098	1,050	1,911	2,222	918	803	425	221	2.45
Pershing	1.7	130	350	267	273	306	374	517	543	318	172	104	46	2.41
Storey	.6	34	119	146	103	107	91	151	236	98	67	36	12	3.33
Washoe	104.4	8,254	26,746	24,117	15,859	14,632	14,792	31,918	36,374	17,271	12,303	4,620	1,914	2.33
White Pine	3.0	146	580	626	486	499	663	921	918	452	414	216	79	2.57
TOTAL METRO COUNTIES	**366.1**	**28,250**	**91,030**	**89,976**	**58,213**	**49,917**	**48,714**	**107,358**	**121,727**	**61,973**	**45,653**	**19,587**	**9,802**	**2.42**
TOTAL STATE	**439.8**	**32,835**	**106,826**	**106,909**	**69,650**	**61,651**	**61,929**	**128,790**	**146,347**	**74,017**	**55,113**	**23,818**	**11,715**	**2.43**
NEW HAMPSHIRE														
MANCHESTER - NASHUA	**123.5**	**7,221**	**29,860**	**28,521**	**18,415**	**16,772**	**22,711**	**29,100**	**38,025**	**22,097**	**20,673**	**9,344**	**4,261**	**2.70**
Hillsborough	123.5	7,221	29,860	28,521	18,415	16,772	22,711	29,100	38,025	22,097	20,673	9,344	4,261	2.70
PORTSMOUTH - DOVER - ROCHESTER	**124.0**	**8,032**	**30,792**	**28,822**	**18,513**	**15,966**	**21,875**	**28,143**	**39,298**	**22,768**	**20,885**	**9,028**	**3,878**	**2.72**
Rockingham	88.3	4,809	22,809	21,611	13,123	11,061	14,887	19,770	27,553	16,312	15,294	6,587	2,784	2.71
Strafford	35.7	3,223	7,983	7,211	5,390	4,905	6,988	8,373	11,745	6,456	5,591	2,441	1,094	2.74

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
NEW HAMPSHIRE (continued)														
ALL COUNTIES														
Belknap	19.3	1,086	4,135	3,778	2,904	2,869	4,528	4,645	6,545	3,416	2,856	1,285	553	2.61
Carroll	14.7	656	2,997	2,733	2,050	2,268	3,996	4,209	5,291	2,336	1,806	754	304	2.37
Cheshire	25.8	1,485	5,544	5,347	3,755	3,790	5,879	5,846	8,862	4,551	4,064	1,717	760	2.70
Coos	13.5	741	2,634	2,331	2,097	2,209	3,488	3,456	4,424	2,301	2,034	887	398	2.57
Grafton	26.9	1,866	6,175	5,282	3,670	3,657	6,250	7,132	8,952	4,630	3,975	1,550	661	2.69
Hillsborough	123.5	7,221	29,860	28,521	18,415	16,772	22,711	29,100	38,025	22,077	20,673	9,344	4,261	2.70
Merrimack	45.0	2,350	10,710	9,405	6,640	6,032	9,863	10,820	14,751	8,020	7,137	2,950	1,322	2.67
Rockingham	88.3	4,809	22,809	21,611	13,123	11,061	14,887	19,770	27,553	16,312	15,294	6,587	2,784	2.71
Strafford	35.7	3,223	7,983	7,211	5,390	4,905	6,988	8,373	11,745	6,456	5,591	2,441	1,094	2.74
Sullivan	15.5	880	3,390	3,021	2,156	2,323	3,730	4,122	5,096	2,614	2,260	981	427	2.53
TOTAL METRO COUNTIES	**247.5**	**15,253**	**60,652**	**57,343**	**36,928**	**32,738**	**44,586**	**57,243**	**77,323**	**44,865**	**41,558**	**18,372**	**8,139**	**2.71**
TOTAL STATE	**408.2**	**24,317**	**96,237**	**89,240**	**60,200**	**55,886**	**82,320**	**97,473**	**131,244**	**72,733**	**65,690**	**28,496**	**12,564**	**2.67**
NEW JERSEY														
ATLANTIC CITY	**123.9**	**5,567**	**21,851**	**21,334**	**17,274**	**20,116**	**37,758**	**34,499**	**41,929**	**19,556**	**16,016**	**7,600**	**4,300**	**2.52**
Atlantic	82.7	3,761	15,291	15,099	12,084	13,184	23,281	22,028	26,823	13,662	11,512	5,477	3,198	2.58
Cape May	41.2	1,806	6,560	6,235	5,190	6,932	14,477	12,471	15,106	5,894	4,504	2,123	1,102	2.40
BERGEN - PASSAIC	**484.2**	**14,301**	**88,990**	**103,306**	**86,376**	**86,706**	**104,521**	**112,234**	**150,323**	**90,816**	**77,487**	**36,308**	**17,032**	**2.68**
Bergen	316.0	7,361	54,862	67,058	59,054	59,314	68,351	74,297	99,996	58,698	50,321	23,069	9,619	2.64
Passaic	168.2	6,940	34,128	36,248	27,322	27,392	36,170	37,937	50,327	32,118	27,166	13,239	7,413	2.75
JERSEY CITY	**213.0**	**10,206**	**42,852**	**42,582**	**33,574**	**35,436**	**48,350**	**60,801**	**63,012**	**38,087**	**29,169**	**13,550**	**8,381**	**2.57**
Hudson	213.0	10,206	42,852	42,582	33,574	35,436	48,350	60,801	63,012	38,087	29,169	13,550	8,381	2.57
MIDDLESEX - SOMERSET - HUNTERDON	**348.5**	**13,039**	**73,892**	**83,126**	**64,681**	**57,546**	**56,216**	**74,298**	**103,885**	**67,732**	**61,210**	**28,528**	**12,847**	**2.81**
Hunterdon	35.1	871	7,093	10,008	6,259	4,811	6,058	6,544	10,669	6,663	6,784	3,115	1,325	2.90
Middlesex	232.4	9,712	50,519	52,834	42,049	39,468	37,818	51,179	68,764	45,068	39,976	18,725	8,688	2.80
Somerset	81.0	2,456	16,280	20,284	16,373	13,267	12,340	16,575	24,452	16,001	14,450	6,688	2,834	2.79
MONMOUTH - OCEAN	**375.9**	**11,411**	**69,514**	**79,816**	**55,311**	**55,421**	**104,427**	**94,297**	**121,011**	**61,838**	**57,339**	**27,891**	**13,524**	**2.63**
Monmouth	206.4	6,723	39,912	49,376	35,436	31,243	43,710	49,012	60,201	36,658	35,090	16,975	8,464	2.74
Ocean	169.5	4,688	29,602	30,440	19,875	24,178	60,717	45,285	60,810	25,180	22,249	10,916	5,060	2.48
NEWARK	**694.9**	**24,235**	**138,535**	**161,837**	**119,463**	**111,680**	**139,150**	**158,593**	**207,781**	**129,865**	**114,165**	**54,183**	**30,313**	**2.74**
Essex	312.5	13,222	62,793	69,054	51,681	49,142	66,608	77,555	92,670	56,768	46,851	22,857	15,799	2.70
Morris	149.6	4,146	31,687	41,376	28,433	21,921	22,037	29,260	43,284	28,715	28,996	13,525	5,820	2.86
Sussex	44.9	1,381	11,785	12,889	6,580	5,360	6,905	7,840	13,021	8,716	9,202	4,288	1,833	2.91
Union	187.9	5,486	32,270	38,518	32,769	35,257	43,600	43,938	58,806	35,666	29,116	13,513	6,861	2.66
TRENTON	**119.6**	**4,619**	**24,231**	**25,565**	**19,921**	**19,894**	**25,370**	**29,028**	**37,075**	**22,206**	**18,689**	**8,371**	**4,231**	**2.74**
Mercer	119.6	4,619	24,231	25,565	19,921	19,894	25,370	29,028	37,075	22,206	18,689	8,371	4,231	2.74
VINELAND - MILLVILLE - BRIDGETON	**48.9**	**2,272**	**9,687**	**10,284**	**7,849**	**7,657**	**11,151**	**10,291**	**14,982**	**9,195**	**8,142**	**3,865**	**2,425**	**2.86**
Cumberland	48.9	2,272	9,687	10,284	7,849	7,657	11,151	10,291	14,982	9,195	8,142	3,865	2,425	2.86
ALL COUNTIES														
Atlantic	82.7	3,761	15,291	15,099	12,084	13,184	23,281	22,028	26,823	13,662	11,512	5,477	3,198	2.58
Bergen	316.0	7,361	54,862	67,058	59,054	59,314	68,351	74,297	99,996	58,698	50,321	23,069	9,619	2.64
☐ Burlington	136.3	5,834	31,357	34,784	24,836	19,889	19,600	26,450	40,060	26,780	25,347	11,794	5,869	2.93
☐ Camden	182.7	8,600	40,184	39,152	29,972	29,599	35,193	42,057	54,496	33,973	29,648	14,665	7,861	2.72
Cape May	41.2	1,806	6,560	6,235	5,190	6,932	14,477	12,471	15,106	5,894	4,504	2,123	1,102	2.40
Cumberland	48.9	2,272	9,687	10,284	7,849	7,657	11,151	10,291	14,982	9,195	8,142	3,865	2,425	2.86
Essex	312.5	13,222	62,793	69,054	51,681	49,142	66,608	77,555	92,670	56,768	46,851	22,857	15,799	2.70
☐ Gloucester	76.4	3,942	17,665	17,614	12,671	11,594	12,914	14,289	22,316	14,967	14,291	7,047	3,490	2.88
Hudson	213.0	10,206	42,852	42,582	33,574	35,436	48,350	60,801	63,012	38,087	29,169	13,550	8,381	2.57
Hunterdon	35.1	871	7,093	10,008	6,259	4,811	6,058	6,544	10,669	6,663	6,784	3,115	1,325	2.90
Mercer	119.6	4,619	24,231	25,565	19,921	19,894	25,370	29,028	37,075	22,206	18,689	8,371	4,231	2.74
Middlesex	232.4	9,712	50,519	52,834	42,049	39,468	37,818	51,179	68,764	45,068	39,976	18,725	8,688	2.80
Monmouth	206.4	6,723	39,912	49,376	35,436	31,243	43,710	49,012	60,201	36,658	35,090	16,975	8,464	2.74
Morris	149.6	4,146	31,687	41,376	28,433	21,921	22,037	29,260	43,284	28,715	28,996	13,525	5,820	2.86
Ocean	169.5	4,688	29,602	30,440	19,875	24,178	60,717	45,285	60,810	25,180	22,249	10,916	5,060	2.48
Passaic	168.2	6,940	34,128	36,248	27,322	27,392	36,170	37,937	50,327	32,118	27,166	13,239	7,413	2.75
☐ Salem	24.4	1,077	4,948	5,089	3,876	4,013	5,397	5,104	7,803	4,509	4,105	1,926	953	2.74
Somerset	81.0	2,456	16,280	20,284	16,373	13,267	12,340	16,575	24,452	16,001	14,450	6,688	2,834	2.79
Sussex	44.9	1,381	11,785	12,889	6,580	5,360	6,905	7,840	13,021	8,716	9,202	4,288	1,833	2.91
Union	187.9	5,486	32,270	38,518	32,769	35,257	43,600	43,938	58,806	35,666	29,116	13,513	6,861	2.66

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
NEW JERSEY (continued)														
ALL COUNTIES (continued)														
Warren	33.0	1,327	6,723	7,262	5,188	5,073	7,427	7,208	10,403	5,913	5,643	2,593	1,160	2.72
TOTAL METRO COUNTIES	**2,861.7**	**106,430**	**570,429**	**631,751**	**480,992**	**464,624**	**607,474**	**669,149**	**875,156**	**525,437**	**461,251**	**218,321**	**112,386**	**2.71**
TOTAL STATE	**2,861.7**	**106,430**	**570,429**	**631,751**	**480,992**	**464,624**	**607,474**	**669,149**	**875,156**	**525,437**	**461,251**	**218,321**	**112,386**	**2.71**
NEW MEXICO														
ALBUQUERQUE	**191.6**	**16,187**	**52,321**	**41,987**	**27,756**	**25,108**	**28,241**	**51,832**	**57,467**	**34,554**	**28,682**	**12,741**	**6,324**	**2.59**
Bernalillo	191.6	16,187	52,321	41,987	27,756	25,108	28,241	51,832	57,467	34,554	28,682	12,741	6,324	2.59
LAS CRUCES	**44.9**	**4,597**	**11,146**	**9,513**	**6,985**	**5,868**	**6,791**	**9,869**	**12,737**	**8,327**	**7,349**	**3,798**	**2,820**	**2.91**
Dona Ana	44.9	4,597	11,146	9,513	6,985	5,868	6,791	9,869	12,737	8,327	7,349	3,798	2,820	2.91
SANTA FE	**43.2**	**2,040**	**11,167**	**10,971**	**6,588**	**5,721**	**6,713**	**14,051**	**11,566**	**7,572**	**6,072**	**2,752**	**1,187**	**2.60**
Los Alamos	7.5	247	1,535	2,448	1,563	1,147	560	1,703	2,387	1,397	1,369	467	177	2.61
Santa Fe	35.7	1,793	9,632	8,523	5,025	4,574	6,153	12,348	9,179	6,175	4,703	2,285	1,010	2.60
ALL COUNTIES														
Bernalillo	191.6	16,187	52,321	41,987	27,756	25,108	28,241	51,832	57,467	34,554	28,682	12,741	6,324	2.59
Catron	.9	42	172	186	121	131	248	191	317	157	132	59	44	3.22
Chaves	21.4	1,321	4,086	3,901	3,052	3,304	5,736	5,143	7,351	3,474	3,083	1,439	910	2.67
Cibola	7.1	558	1,774	1,608	1,068	912	1,180	1,695	1,761	1,277	1,267	676	424	3.11
Colfax	5.1	329	1,062	961	667	788	1,293	1,329	1,535	842	808	367	219	2.71
Curry	16.3	1,633	3,903	3,481	2,166	1,914	3,203	3,972	4,930	3,010	2,044	1,169	575	2.71
De Baca	1.1	48	158	169	148	186	391	459	329	158	100	34	20	2.18
Dona Ana	44.9	4,597	11,146	9,513	6,985	5,868	6,791	9,869	12,737	8,327	7,349	3,798	2,820	2.91
Eddy	18.8	1,385	4,027	3,267	2,805	2,797	4,519	3,559	6,374	3,523	3,042	1,447	855	2.81
Grant	9.6	557	2,134	1,980	1,483	1,423	2,023	1,903	2,875	1,698	1,735	842	547	2.89
Guadalupe	1.5	79	298	285	215	243	380	359	394	278	226	144	99	2.87
Harding	.4	14	71	41	69	73	132	182	100	54	38	20	6	2.25
Hidalgo	2.0	158	488	401	286	297	370	422	529	367	336	209	137	3.05
Lea	21.7	1,987	5,189	4,459	3,540	2,994	3,531	4,144	7,004	4,086	3,655	1,729	1,082	2.82
Lincoln	5.9	303	1,281	1,189	830	944	1,353	1,617	2,005	1,005	741	349	183	2.49
Los Alamos	7.5	247	1,535	2,448	1,563	1,147	560	1,703	2,387	1,397	1,369	467	177	2.61
Luna	6.5	286	936	1,054	939	1,214	2,051	1,332	2,551	938	839	474	366	2.74
McKinley	20.2	1,621	5,525	5,121	3,098	2,300	2,535	3,563	4,142	3,629	3,713	2,249	2,904	3.55
Mora	1.5	51	269	243	217	262	458	340	397	287	225	134	117	3.13
Otero	17.9	1,835	4,672	4,107	2,689	2,186	2,411	3,296	5,492	3,704	3,196	1,443	769	2.90
Quay	4.5	237	786	816	618	706	1,337	1,277	1,414	740	606	317	146	2.53
Rio Arriba	11.1	821	2,603	2,317	1,691	1,638	2,030	2,303	2,534	2,356	1,931	1,136	840	3.07
Roosevelt	6.3	735	1,240	1,065	798	840	1,622	1,861	2,127	1,006	771	339	196	2.62
Sandoval	17.9	670	4,019	4,055	2,581	2,873	3,702	2,402	5,782	3,433	3,179	1,545	1,559	3.15
San Juan	31.2	2,789	8,309	7,394	4,784	3,706	4,218	6,288	8,018	5,751	5,614	2,929	2,600	3.06
San Miguel	8.7	615	2,001	1,744	1,138	1,275	1,927	2,311	2,108	1,620	1,359	760	542	2.92
Santa Fe	35.7	1,793	9,632	8,523	5,025	4,574	6,153	12,348	9,179	6,175	4,703	2,285	1,010	2.60
Sierra	4.4	144	384	514	534	759	2,065	1,296	1,964	470	380	178	112	2.25
Socorro	4.7	412	1,091	922	679	658	938	995	1,363	836	818	398	290	3.02
Taos	7.3	341	1,809	1,724	1,015	949	1,462	1,842	1,820	1,342	1,253	646	397	2.85
Torrance	3.5	181	709	682	496	571	861	801	1,081	567	577	295	179	2.80
Union	1.8	79	298	333	240	280	570	437	624	285	264	110	80	2.67
Valencia	15.1	1,200	3,793	3,407	2,262	1,946	2,492	3,775	3,674	2,885	2,591	1,425	750	2.88
TOTAL METRO COUNTIES	**279.7**	**22,824**	**74,634**	**62,471**	**41,329**	**36,697**	**41,745**	**75,752**	**81,770**	**50,453**	**42,103**	**19,291**	**10,331**	**2.83**
TOTAL STATE	**554.1**	**43,255**	**137,741**	**119,897**	**81,558**	**74,866**	**96,783**	**134,846**	**162,365**	**100,231**	**87,226**	**42,153**	**27,279**	**2.78**
NEW YORK														
ALBANY - SCHENECTADY - TROY	**325.0**	**17,161**	**68,832**	**62,885**	**48,628**	**50,355**	**77,139**	**83,660**	**103,999**	**56,170**	**47,712**	**22,210**	**11,249**	**2.64**
Albany	112.6	6,804	24,984	20,280	16,482	17,219	26,831	32,811	36,174	18,697	14,543	6,835	3,540	2.55
Greene	16.7	621	2,786	3,169	2,489	2,580	5,055	4,345	5,571	2,833	2,305	1,090	559	2.60
Montgomery	20.2	809	3,474	3,233	2,890	3,683	6,111	4,828	6,917	3,621	2,770	1,323	741	2.61
Rensselaer	56.2	3,128	11,722	10,768	8,504	8,700	13,378	13,334	17,744	9,685	8,793	4,191	2,453	2.76
Saratoga	60.4	3,113	14,457	14,648	9,293	8,181	10,708	12,646	18,290	11,122	10,857	5,112	2,373	2.80
Schenectady	58.9	2,686	11,409	10,787	8,970	9,992	15,056	15,696	19,303	10,212	8,447	3,659	1,583	2.55
BINGHAMTON	**98.9**	**5,985**	**19,836**	**19,829**	**15,897**	**15,363**	**21,990**	**23,968**	**31,384**	**17,654**	**15,291**	**7,120**	**3,483**	**2.69**
Broome	80.2	5,017	15,940	15,260	12,607	12,795	18,581	20,392	25,850	14,072	11,795	5,431	2,660	2.65

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		Under 25 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	1	2	3	4	5	6 or More	
NEW YORK (continued)														
BINGHAMTON (continued)														
Tioga	18.7	968	3,896	4,569	3,290	2,568	3,409	3,576	5,534	3,582	3,496	1,689	823	2.83
BUFFALO	**360.0**	**17,288**	**71,388**	**68,466**	**58,927**	**61,317**	**82,614**	**88,998**	**114,384**	**63,117**	**53,608**	**26,141**	**13,752**	**2.68**
Erie	360.0	17,288	71,388	68,466	58,927	61,317	82,614	88,998	114,384	63,117	53,608	26,141	13,752	2.68
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***440.9***	***21,523***	***87,565***	***83,802***	***72,118***	***75,127***	***100,765***	***107,849***	***139,811***	***77,665***	***66,592***	***32,287***	***16,696***	***2.68***
ELMIRA	**34.4**	**1,789**	**6,808**	**6,518**	**5,281**	**5,698**	**8,306**	**7,894**	**11,228**	**6,161**	**5,414**	**2,495**	**1,208**	**2.73**
Chemung	34.4	1,789	6,808	6,518	5,281	5,698	8,306	7,894	11,228	6,161	5,414	2,495	1,208	2.73
GLENS FALLS	**40.5**	**1,946**	**7,837**	**8,331**	**6,141**	**6,187**	**10,058**	**8,845**	**12,709**	**6,987**	**6,550**	**3,309**	**2,100**	**2.83**
Warren	20.8	1,064	4,191	4,210	3,104	3,160	5,071	4,758	6,691	3,547	3,241	1,629	934	2.72
Washington	19.7	882	3,646	4,121	3,037	3,027	4,987	4,087	6,018	3,440	3,309	1,680	1,166	2.95
JAMESTOWN - DUNKIRK	**54.0**	**3,032**	**10,240**	**9,775**	**8,181**	**8,392**	**14,380**	**12,856**	**18,072**	**9,192**	**8,177**	**3,828**	**1,875**	**2.68**
Chautauqua	54.0	3,032	10,240	9,775	8,181	8,392	14,380	12,856	18,072	9,192	8,177	3,828	1,875	2.68
NASSAU - SUFFOLK	**877.4**	**19,494**	**162,131**	**213,828**	**175,668**	**153,157**	**153,122**	**132,117**	**253,957**	**172,960**	**179,610**	**91,134**	**47,622**	**3.04**
Nassau	447.9	7,660	71,657	96,840	93,875	93,230	84,638	67,842	137,082	91,216	88,041	42,334	21,385	2.97
Suffolk	429.5	11,834	90,474	116,988	81,793	59,927	68,484	64,275	116,875	81,744	91,569	48,800	26,237	3.12
NEW YORK	**3,458.7**	**146,984**	**744,313**	**743,580**	**535,948**	**513,177**	**774,698**	**1,100,039**	**1,025,689**	**564,656**	**437,447**	**205,931**	**124,938**	**2.48**
Bronx	465.2	24,670	97,582	101,098	69,752	67,002	105,096	133,404	133,467	85,529	62,708	30,435	19,657	2.61
Kings	901.0	43,992	194,380	187,049	135,854	135,234	204,491	252,806	269,692	160,246	120,286	58,407	39,563	2.57
New York (Manhattan)	770.9	37,158	196,935	168,441	108,163	97,131	163,072	395,860	208,337	81,515	49,609	22,328	13,251	1.94
Putnam	28.7	735	6,366	8,356	4,915	3,400	4,928	5,007	8,310	5,205	5,627	3,108	1,443	2.96
Queens	753.4	24,615	144,693	150,109	118,821	126,460	188,702	197,279	243,535	133,031	103,730	47,022	28,803	2.59
Richmond	130.7	4,302	29,825	32,869	21,480	19,066	23,158	23,929	37,839	24,594	25,723	12,573	6,042	2.94
Rockland	85.7	2,496	16,721	24,514	18,532	11,588	11,849	13,482	22,701	16,516	18,743	9,216	5,042	3.14
Westchester	323.1	9,016	57,811	71,144	58,431	53,296	73,402	78,272	101,808	58,020	51,021	22,842	11,137	2.68
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***6,849.8***	***253,768***	***1,395,936***	***1,521,390***	***1,140,435***	***1,076,779***	***1,461,492***	***1,814,669***	***2,050,474***	***1,199,013***	***1,025,387***	***489,679***	***270,578***	***2.64***
NIAGARA FALLS	**80.9**	**4,235**	**16,177**	**15,336**	**13,191**	**13,810**	**18,151**	**18,851**	**25,427**	**14,548**	**12,984**	**6,146**	**2,944**	**2.69**
Niagara	80.9	4,235	16,177	15,336	13,191	13,810	18,151	18,851	25,427	14,548	12,984	6,146	2,944	2.69
ORANGE COUNTY	**97.2**	**4,006**	**21,147**	**23,618**	**15,034**	**13,448**	**19,947**	**18,410**	**29,478**	**17,719**	**18,075**	**8,736**	**4,782**	**2.99**
Orange	97.2	4,006	21,147	23,618	15,034	13,448	19,947	18,410	29,478	17,719	18,075	8,736	4,782	2.99
POUGHKEEPSIE	**90.1**	**4,181**	**19,222**	**21,969**	**15,033**	**12,215**	**17,480**	**20,176**	**27,518**	**16,033**	**15,659**	**7,203**	**3,511**	**2.91**
Dutchess	90.1	4,181	19,222	21,969	15,033	12,215	17,480	20,176	27,518	16,033	15,659	7,203	3,511	2.91
ROCHESTER	**368.9**	**22,368**	**85,621**	**79,208**	**55,551**	**52,646**	**73,506**	**91,225**	**115,074**	**64,448**	**58,915**	**26,546**	**12,692**	**2.69**
Livingston	20.1	1,283	4,379	4,341	3,102	2,790	4,205	4,022	6,367	3,666	3,559	1,677	809	3.02
Monroe	269.3	17,322	63,914	57,263	40,342	38,588	52,171	71,320	83,347	46,340	41,278	18,444	8,571	2.62
Ontario	33.5	1,777	7,507	7,206	5,019	4,774	7,217	6,881	10,851	6,045	5,902	2,575	1,246	2.81
Orleans	14.2	691	2,797	2,982	2,179	2,230	3,321	2,882	4,552	2,462	2,448	1,179	677	2.88
Wayne	31.8	1,595	7,024	7,416	4,909	4,264	6,592	6,120	9,957	5,935	5,728	2,671	1,389	2.85
SYRACUSE	**236.8**	**15,426**	**52,919**	**47,976**	**36,621**	**35,625**	**48,233**	**56,090**	**74,633**	**41,594**	**36,988**	**17,815**	**9,680**	**2.75**
Madison	22.4	1,255	4,731	4,965	3,391	3,333	4,725	4,411	7,018	4,080	3,923	1,834	1,134	3.03
Onondaga	172.7	11,354	38,739	34,257	27,001	26,205	35,144	43,373	54,840	29,901	25,762	12,394	6,430	2.67
Oswego	41.7	2,817	9,449	8,754	6,229	6,087	8,364	8,306	12,775	7,613	7,303	3,587	2,116	2.93
UTICA - ROME	**116.1**	**6,047**	**21,563**	**22,196**	**17,553**	**20,055**	**28,686**	**27,566**	**36,866**	**19,992**	**17,874**	**8,851**	**4,951**	**2.77**
Herkimer	24.6	1,219	4,385	4,604	3,548	4,315	6,529	5,495	8,047	4,197	3,879	1,895	1,087	2.76
Oneida	91.5	4,828	17,178	17,592	14,005	15,740	22,157	22,071	28,819	15,795	13,995	6,956	3,864	2.77
ALL COUNTIES														
Albany	112.6	6,804	24,984	20,280	16,482	17,219	26,831	32,811	36,174	18,697	14,543	6,835	3,540	2.55
Allegany	17.5	1,175	3,444	3,384	2,576	2,504	4,417	3,808	5,708	3,002	2,753	1,415	814	2.99
Bronx	465.2	24,670	97,582	101,098	69,752	67,002	105,096	133,404	133,467	85,529	62,708	30,435	19,657	2.61
Broome	80.2	5,017	15,940	15,260	12,607	12,795	18,581	20,392	25,850	14,072	11,795	5,431	2,660	2.65
Cattaraugus	30.8	1,639	6,225	5,778	4,688	4,795	7,675	6,894	9,798	5,222	4,988	2,478	1,420	2.82
Cayuga	29.1	1,439	5,815	5,561	4,213	4,731	7,341	6,337	9,197	5,078	4,684	2,324	1,480	2.87
Chautauqua	54.0	3,032	10,240	9,775	8,181	8,392	14,380	12,856	18,072	9,192	8,177	3,828	1,875	2.68
Chemung	34.4	1,789	6,808	6,518	5,281	5,698	8,306	7,894	11,228	6,161	5,414	2,495	1,208	2.73
Chenango	18.9	998	3,802	3,973	2,885	2,832	4,410	3,824	6,107	3,319	3,182	1,558	910	2.80
Clinton	27.0	2,318	6,385	5,854	4,131	3,311	5,001	5,517	7,924	5,043	4,959	2,362	1,195	3.11
Columbia	23.5	854	4,321	4,756	3,470	3,644	6,455	5,481	8,061	4,021	3,546	1,555	836	2.67
Cortland	17.0	1,400	3,619	3,466	2,343	2,326	3,846	3,915	5,379	2,867	2,869	1,269	701	2.87
Delaware	17.9	873	3,186	3,335	2,675	2,912	4,919	3,918	6,325	2,953	2,651	1,311	742	2.78
Dutchess	90.1	4,181	19,222	21,969	15,033	12,215	17,480	20,176	27,518	16,033	15,659	7,203	3,511	2.91
Erie	360.0	17,288	71,388	68,466	58,927	61,317	82,614	88,998	114,384	63,117	53,608	26,141	13,752	2.68

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NEW YORK (continued)														
ALL COUNTIES (continued)														
Essex	14.3	572	2,682	2,689	2,152	2,340	3,865	3,794	4,462	2,371	2,033	1,070	570	2.66
Franklin	16.0	838	3,038	2,933	2,468	2,506	4,217	3,753	4,883	2,687	2,431	1,320	926	2.87
Fulton	21.2	1,032	3,888	3,843	2,989	3,530	5,918	5,037	7,130	3,689	3,027	1,438	879	2.65
Genesee	21.6	1,097	4,426	4,547	3,359	3,316	4,855	4,261	6,860	3,842	3,702	1,820	1,115	2.84
Greene	16.7	621	2,786	3,169	2,489	2,580	5,055	4,345	5,571	2,833	2,302	1,090	559	2.60
Hamilton	1.9	54	269	347	283	367	580	437	734	311	229	123	66	2.95
Herkimer	24.6	1,219	4,385	4,604	3,548	4,315	6,529	5,495	8,047	4,197	3,879	1,895	1,087	2.76
Jefferson	35.2	1,989	6,962	6,713	5,223	5,350	8,963	7,605	11,139	6,147	5,700	2,888	1,721	2.79
Kings	901.0	43,992	194,380	187,049	135,854	135,234	204,491	252,806	269,692	160,246	120,286	58,407	39,563	2.57
Lewis	9.1	455	1,876	1,759	1,438	1,396	2,176	1,895	2,582	1,614	1,524	876	609	2.91
Livingston	20.1	1,283	4,379	4,341	3,102	2,790	4,205	4,022	6,367	3,666	3,559	1,677	809	3.02
Madison	22.4	1,255	4,731	4,965	3,391	3,333	4,725	4,411	7,018	4,080	3,923	1,834	1,134	3.03
Monroe	269.3	17,022	63,914	57,263	40,342	38,588	52,171	71,320	83,347	46,340	41,278	18,444	8,571	2.62
Montgomery	20.2	809	3,474	3,233	2,890	3,683	6,111	4,828	6,917	3,621	2,770	1,323	741	2.61
Nassau	447.9	7,660	71,657	96,840	93,875	93,230	84,638	67,842	137,082	91,216	88,041	42,334	21,385	2.97
New York (Manhattan)	770.9	37,158	196,935	168,441	108,163	97,131	163,072	395,860	208,337	81,515	49,609	22,328	13,251	1.94
Niagara	80.9	4,235	16,177	15,336	13,191	13,810	18,151	18,851	25,427	14,548	12,984	6,146	2,944	2.69
Oneida	91.5	4,828	17,178	17,592	14,005	15,740	22,157	22,071	28,819	15,795	13,995	6,956	3,864	2.77
Onondaga	172.7	11,354	38,739	34,257	27,001	26,205	35,144	43,373	54,840	29,901	25,762	12,394	6,430	2.67
Ontario	33.5	1,777	7,507	7,206	5,019	4,774	7,217	6,881	10,851	6,045	5,902	2,575	1,246	2.81
Orange	97.2	4,006	21,147	23,618	15,034	13,448	19,947	18,410	29,478	17,719	18,075	8,736	4,782	2.99
Orleans	14.2	691	2,797	2,982	2,179	2,230	3,321	2,882	4,552	2,462	2,448	1,179	677	2.88
Oswego	41.7	2,817	9,449	8,754	6,229	6,087	8,364	8,306	12,775	7,613	7,303	3,587	2,116	2.93
Otsego	21.8	1,369	4,125	3,956	2,953	3,326	6,071	5,286	7,550	3,551	3,225	1,423	765	2.79
Putnam	28.7	735	6,366	8,356	4,915	3,400	4,928	5,007	8,310	5,205	5,627	3,108	1,443	2.96
Queens	753.4	24,615	144,693	150,109	118,821	126,460	188,702	197,279	243,535	133,031	103,730	47,022	28,803	2.59
Rensselaer	56.2	3,128	11,722	10,768	8,504	8,700	13,378	13,334	17,744	9,685	8,793	4,191	2,453	2.76
Richmond	130.7	4,302	29,825	32,869	21,480	19,066	23,158	23,929	37,839	24,594	25,723	12,573	6,042	2.94
Rockland	85.7	2,496	16,721	24,514	18,532	11,588	11,849	13,482	22,701	16,516	18,743	9,216	5,042	3.14
St. Lawrence	38.0	2,498	7,700	7,459	6,051	5,844	8,448	8,057	11,441	6,806	6,307	3,362	2,027	3.02
Saratoga	60.4	3,113	14,457	14,648	9,293	8,181	10,708	12,646	18,290	11,122	10,857	5,112	2,373	2.80
Schenectady	58.9	2,686	11,409	10,787	8,970	9,992	15,056	15,596	19,303	10,212	8,447	3,659	1,583	2.55
Schoharie	11.0	500	2,062	2,181	1,664	1,731	2,862	2,266	3,726	1,885	1,811	857	455	2.94
Schuyler	6.4	287	1,279	1,335	980	1,022	1,497	1,209	2,181	1,096	1,061	536	317	2.86
Seneca	11.9	617	2,375	2,492	1,868	1,908	2,640	2,466	3,942	2,162	1,964	943	423	2.86
Steuben	36.3	1,926	7,190	7,260	5,546	5,647	8,731	8,396	11,612	6,271	5,894	2,654	1,473	2.72
Suffolk	429.5	11,834	90,474	116,988	81,793	59,927	68,484	64,275	116,875	81,744	91,569	48,800	26,237	3.12
Sullivan	25.3	1,073	4,419	4,778	3,867	4,108	7,055	6,760	8,577	4,037	3,458	1,615	853	2.72
Tioga	18.7	968	3,896	4,569	3,290	2,568	3,409	3,576	5,534	3,582	3,496	1,689	823	2.83
Tompkins	31.8	3,969	9,024	5,996	3,897	3,593	5,321	8,543	10,719	5,516	4,470	1,808	744	2.86
Ulster	62.4	3,030	12,554	13,483	9,750	8,714	14,869	15,229	20,237	10,994	9,437	4,324	2,179	2.69
Warren	20.8	1,064	4,191	4,210	3,104	3,160	5,071	4,758	6,691	3,547	3,241	1,629	934	2.72
Washington	19.7	882	3,646	4,121	3,037	3,027	4,987	4,087	6,018	3,440	3,309	1,680	1,166	2.95
Wayne	31.8	1,595	7,024	7,416	4,909	4,264	6,592	6,120	9,957	5,935	5,728	2,671	1,389	2.85
Westchester	323.1	9,016	57,811	71,144	58,431	53,296	73,402	78,272	101,808	58,020	51,021	22,842	11,137	2.68
Wyoming	13.8	721	2,965	2,971	1,979	1,975	3,189	2,822	4,193	2,446	2,420	1,241	678	3.05
Yates	8.6	377	1,622	1,586	1,185	1,276	2,554	2,437	2,705	1,344	1,193	600	321	2.58
TOTAL METRO COUNTIES	**6,238.9**	**269,942**	**1,308,034**	**1,343,515**	**1,007,654**	**961,445**	**1,348,310**	**1,690,695**	**1,880,418**	**1,071,231**	**914,304**	**437,465**	**244,787**	**2.63**
TOTAL STATE	**6,807.2**	**303,042**	**1,423,287**	**1,455,950**	**1,092,287**	**1,046,449**	**1,486,185**	**1,820,642**	**2,063,590**	**1,162,505**	**1,003,822**	**480,635**	**269,006**	**2.65**
NORTH CAROLINA														
ASHEVILLE	**69.9**	**3,339**	**14,102**	**14,189**	**10,453**	**10,742**	**17,075**	**19,331**	**22,922**	**12,874**	**9,614**	**3,699**	**1,460**	**2.48**
Buncombe	69.9	3,339	14,102	14,189	10,453	10,742	17,075	19,331	22,922	12,874	9,614	3,699	1,460	2.48
BURLINGTON	**40.7**	**1,975**	**7,848**	**8,597**	**6,740**	**6,825**	**8,715**	**9,917**	**13,388**	**8,245**	**5,956**	**2,220**	**974**	**2.57**
Alamance	40.7	1,975	7,848	8,597	6,740	6,825	8,715	9,917	13,388	8,245	5,956	2,220	974	2.57
CHARLOTTE - GASTONIA - ROCK HILL	**421.1**	**24,337**	**99,124**	**95,857**	**67,271**	**59,556**	**74,955**	**99,203**	**132,674**	**83,111**	**66,509**	**26,881**	**12,722**	**2.64**
Cabarrus	35.4	1,747	6,959	7,546	5,729	5,581	7,838	7,145	12,025	7,078	5,912	2,269	971	2.69
Gaston	63.8	3,484	13,901	13,991	10,566	9,586	12,272	12,731	20,174	13,462	10,891	4,449	2,093	2.72
Lincoln	18.2	1,022	3,952	4,242	2,972	2,617	3,395	3,517	5,889	3,939	3,098	1,195	562	2.70
Mecklenburg	188.7	12,044	49,616	44,201	29,900	24,549	28,390	52,092	58,027	35,454	27,290	10,927	4,910	2.53
Rowan	40.9	2,108	7,902	8,058	6,364	6,690	9,778	9,838	13,914	7,897	5,925	2,298	1,028	2.59

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
NORTH CAROLINA (continued)														
CHARLOTTE - GASTONIA - ROCK HILL (continued)														
Union	28.9	1,539	6,582	7,227	4,376	3,909	5,267	4,713	8,992	3,947	5,643	2,345	1,260	2.91
York, S. C.	*45.2*	*2,393*	*10,212*	*10,592*	*7,364*	*6,624*	*8,015*	*9,167*	*13,653*	*7,334*	*7,750*	*3,398*	*1,898*	*2.81*
FAYETTEVILLE	**87.9**	**9,883**	**26,150**	**20,997**	**13,231**	**8,995**	**8,644**	**16,540**	**25,093**	**20,024**	**16,256**	**6,748**	**3,239**	**3.05**
Cumberland	87.9	9,883	26,150	20,997	13,231	8,995	8,644	16,540	25,093	20,024	16,256	6,748	3,239	3.05
GREENSBORO - WINSTON-SALEM - HIGH POINT	**361.5**	**20,936**	**82,706**	**80,940**	**58,582**	**51,406**	**66,930**	**90,566**	**115,796**	**72,129**	**54,207**	**20,145**	**8,657**	**2.58**
Davidson	47.1	2,651	10,135	10,991	7,789	6,971	8,563	9,732	15,294	10,215	7,798	2,835	1,226	2.66
Davie	10.9	473	2,380	2,571	1,757	1,616	2,103	2,302	3,410	2,343	1,893	688	264	2.68
Forsyth	107.7	6,432	25,409	23,476	17,559	15,105	19,719	30,242	34,293	20,461	14,803	5,516	2,385	2.50
Guilford	131.4	8,035	31,032	28,830	21,188	18,540	23,775	35,168	41,820	25,096	18,960	7,127	3,229	2.57
Randolph	39.3	2,194	8,413	9,171	6,375	5,711	7,436	8,360	12,850	8,497	6,347	2,332	914	2.61
Stokes	13.6	635	3,111	3,394	2,086	1,730	2,644	2,454	4,229	3,050	2,489	978	400	2.77
Yadkin	11.5	516	2,226	2,507	1,828	1,733	2,690	2,308	3,900	2,467	1,917	669	239	2.65
HICKORY	**84.5**	**4,862**	**18,715**	**19,779**	**13,852**	**12,083**	**15,209**	**18,994**	**26,829**	**17,742**	**13,724**	**5,225**	**1,986**	**2.66**
Alexander	10.3	572	2,305	2,581	1,696	1,329	1,817	1,987	3,133	2,270	1,913	725	272	2.74
Burke	29.3	1,649	6,280	6,875	4,791	4,308	5,397	6,890	9,359	6,135	4,555	1,721	640	2.66
Catawba	44.9	2,641	10,130	10,323	7,365	6,446	7,995	10,117	14,337	9,337	7,256	2,779	1,074	2.63
JACKSONVILLE	**38.9**	**7,016**	**10,979**	**8,469**	**5,148**	**3,642**	**3,646**	**7,235**	**11,788**	**9,121**	**6,868**	**2,703**	**1,185**	**3.32**
Onslow	38.9	7,016	10,979	8,469	5,148	3,642	3,646	7,235	11,788	9,121	6,868	2,703	1,185	3.32
RALEIGH - DURHAM	**266.1**	**20,799**	**73,549**	**59,583**	**38,122**	**32,354**	**41,693**	**73,570**	**85,290**	**50,184**	**37,246**	**13,665**	**6,145**	**2.59**
Durham	68.8	5,184	18,336	13,925	9,427	9,105	12,823	19,690	22,332	12,561	9,079	3,443	1,695	2.53
Franklin	12.8	467	2,469	2,502	1,956	2,096	3,310	2,639	4,055	2,630	1,942	872	662	2.80
Orange	34.3	4,207	10,729	6,855	4,048	3,591	4,870	10,490	11,592	6,058	4,125	1,402	633	2.59
Wake	150.2	10,941	42,015	36,301	22,691	17,562	20,690	40,751	47,311	28,935	22,100	7,948	3,155	2.59
WILMINGTON	**46.5**	**3,027**	**10,929**	**10,046**	**6,849**	**6,852**	**8,797**	**12,081**	**14,873**	**8,853**	**6,856**	**2,674**	**1,163**	**2.56**
New Hanover	46.5	3,027	10,929	10,046	6,849	6,852	8,797	12,081	14,873	8,853	6,856	2,674	1,163	2.56
ALL COUNTIES														
Alamance	40.7	1,975	7,848	8,597	6,740	6,825	8,715	9,917	13,388	8,245	5,956	2,220	974	2.57
Alexander	10.3	572	2,305	2,581	1,696	1,329	1,817	1,987	3,133	2,270	1,913	725	272	2.74
Alleghany	3.9	183	676	729	630	616	1,066	851	1,363	768	608	223	87	2.59
Anson	9.1	385	1,729	1,615	1,373	1,524	2,474	1,800	2,834	1,687	1,403	727	649	2.91
Ashe	9.3	418	1,730	1,837	1,450	1,359	2,506	2,221	2,980	1,976	1,408	523	192	2.54
Avery	5.5	253	1,169	1,185	806	822	1,265	1,246	1,753	1,114	829	399	159	2.78
Beaufort	16.7	809	3,201	3,194	2,522	2,650	4,324	3,824	5,244	3,209	2,650	1,103	670	2.65
Bertie	7.5	293	1,277	1,299	1,201	1,348	2,082	1,497	2,342	1,424	1,160	518	559	2.81
Bladen	11.4	460	2,321	2,300	1,762	1,884	2,673	2,510	3,305	2,287	1,843	897	558	2.77
Brunswick	19.2	884	4,042	4,072	2,999	3,076	4,127	3,694	6,364	3,784	3,214	1,364	780	2.72
Buncombe	69.9	3,339	14,102	14,189	10,453	10,742	17,075	19,331	22,922	12,874	9,614	3,699	1,460	2.48
Burke	29.3	1,649	6,280	6,875	4,791	4,308	5,397	6,890	9,359	6,135	4,555	1,721	640	2.66
Cabarrus	35.4	1,747	6,959	7,546	5,729	5,581	7,838	7,145	12,025	7,078	5,912	2,269	971	2.69
Caldwell	26.9	1,569	5,736	6,493	4,425	3,798	4,879	5,196	8,508	5,835	4,707	1,825	829	2.72
Camden	2.1	100	333	446	344	349	528	332	675	456	353	166	118	2.86
Carteret	20.8	1,517	4,371	4,117	3,201	3,289	4,305	5,503	6,957	3,958	2,840	1,092	450	2.50
Caswell	7.3	279	1,477	1,609	1,189	1,172	1,574	1,108	2,189	1,509	1,406	633	455	3.05
Catawba	44.9	2,641	10,130	10,323	7,365	6,446	7,995	10,117	14,337	9,337	7,256	2,779	1,074	2.63
Chatham	14.5	663	3,479	3,027	2,129	2,210	2,992	3,465	4,752	2,774	2,234	873	402	2.57
Cherokee	8.2	368	1,373	1,661	1,186	1,338	2,274	1,849	2,780	1,592	1,261	509	209	2.59
Chowan	5.3	200	1,021	924	826	916	1,413	1,283	1,692	982	801	338	204	2.64
Clay	2.8	109	521	463	354	473	880	521	1,076	549	423	158	73	2.68
Cleveland	32.3	1,672	6,780	7,227	5,039	4,914	6,668	6,552	10,159	6,722	5,446	2,252	1,169	2.75
Columbus	19.3	876	3,749	4,189	3,083	3,072	4,331	4,015	5,778	3,926	3,293	1,388	900	2.77
Craven	30.1	3,052	7,585	6,115	4,326	4,012	5,010	6,811	9,090	6,350	4,886	2,002	961	2.76
Cumberland	87.9	9,883	26,150	20,997	13,231	8,995	8,644	16,540	25,093	20,024	16,256	6,748	3,239	3.05
Currituck	5.5	293	1,054	1,139	867	855	1,292	1,382	1,767	1,040	806	339	166	2.58
Dare	8.8	522	1,948	1,533	1,235	1,580	1,982	2,195	3,391	1,574	1,022	459	159	2.41
Davidson	47.1	2,651	10,135	10,991	7,789	6,971	8,563	9,732	15,294	10,215	7,798	2,835	1,226	2.66
Davie	10.9	473	2,380	2,571	1,757	1,616	2,103	2,302	3,410	2,343	1,893	688	264	2.68
Duplin	15.5	694	2,962	3,146	2,463	2,560	3,675	3,389	4,634	3,118	2,553	1,132	674	2.73
Durham	68.8	5,184	18,336	13,925	9,427	9,105	12,823	19,690	22,332	12,561	9,079	3,443	1,695	2.53
Edgecombe	20.7	1,024	4,583	4,195	3,324	3,212	4,362	3,931	6,288	4,186	3,419	1,553	1,323	2.88
Forsyth	107.7	6,432	25,409	23,476	17,559	15,105	19,719	30,242	34,293	20,461	14,803	5,516	2,385	2.50
Franklin	12.8	467	2,469	2,502	1,956	2,096	3,310	2,639	4,055	2,630	1,942	872	662	2.80
Gaston	63.8	3,484	13,901	13,991	10,566	9,586	12,272	12,731	20,174	13,462	10,891	4,449	2,093	2.72

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		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
NORTH CAROLINA (continued)														
ALL COUNTIES (continued)														
Gates	3.4	106	523	634	534	593	1,010	616	1,109	632	555	250	238	2.91
Graham	2.5	110	469	520	352	412	637	382	845	545	434	197	97	2.96
Granville	13.0	467	2,340	2,874	2,172	2,108	3,039	2,945	3,837	2,549	2,057	907	705	2.95
Greene	5.4	255	1,140	1,125	902	885	1,093	893	1,645	1,180	880	433	369	3.00
Guilford	131.4	8,035	31,032	28,830	21,188	18,540	23,775	35,168	41,820	25,096	18,960	7,127	3,229	2.57
Halifax	20.0	884	3,645	3,727	3,261	3,402	5,081	4,422	6,092	3,843	2,936	1,496	1,211	2.81
Harnett	23.9	1,838	5,064	4,859	3,759	3,512	4,868	5,126	7,506	5,067	3,726	1,618	857	2.79
Haywood	19.2	859	3,456	4,086	3,065	3,072	4,662	4,426	6,647	3,720	2,889	1,111	407	2.56
Henderson	29.1	1,230	5,156	5,561	3,911	4,388	8,854	7,729	10,492	4,989	3,868	1,463	559	2.43
Hertford	8.3	320	1,571	1,612	1,302	1,439	2,056	1,765	2,537	[illegible]	1,321	584	517	2.88
Hoke	7.6	471	1,823	1,680	1,202	1,097	1,327	1,215	2,071	1,519	1,388	769	638	3.21
Hyde	2.0	95	349	351	259	335	611	430	619	411	280	155	105	2.80
Iredell	34.5	1,704	6,932	7,477	5,577	5,318	7,492	7,343	11,231	6,988	5,585	2,279	1,074	2.66
Jackson	9.8	776	2,061	2,027	1,381	1,408	2,147	2,247	3,421	1,884	1,471	553	224	2.83
Johnston	30.7	1,472	6,315	6,679	4,782	4,905	6,547	6,790	9,816	6,311	4,923	1,903	957	2.64
Jones	3.2	160	572	594	485	577	812	588	983	669	512	230	218	3.00
Lee	15.7	897	3,519	3,392	2,555	2,365	2,972	3,110	4,993	3,243	2,807	1,000	547	2.72
Lenoir	22.4	1,158	4,659	4,579	3,726	3,722	4,556	5,266	6,906	4,468	3,468	1,440	852	2.71
Lincoln	18.2	1,022	3,952	4,242	2,972	2,617	3,395	3,517	5,889	3,939	3,098	1,195	562	2.70
McDowell	13.6	721	2,745	2,871	2,198	2,075	2,990	2,843	4,399	2,838	2,166	949	405	2.69
Macon	9.6	313	1,560	1,752	1,312	1,595	3,068	2,430	3,534	1,784	1,276	417	159	2.43
Madison	6.5	285	1,167	1,264	903	1,030	1,851	1,455	2,175	1,303	1,025	394	148	2.71
Martin	9.5	400	1,850	1,940	1,461	1,617	2,232	1,773	2,892	1,963	1,615	709	548	2.89
Mecklenburg	188.7	12,044	49,616	44,201	29,900	24,549	28,390	52,092	58,027	35,454	27,290	10,927	4,910	2.53
Mitchell	5.5	230	978	1,064	877	853	1,498	879	2,007	1,288	849	337	140	2.67
Montgomery	8.9	428	1,803	1,744	1,335	1,508	2,082	1,850	2,747	1,808	1,476	641	378	2.75
Moore	23.8	1,288	4,396	4,284	3,535	3,980	6,317	6,239	7,997	4,264	3,225	1,395	680	2.52
Nash	27.7	1,375	6,043	5,896	4,300	4,296	5,790	6,387	8,553	5,519	4,314	1,813	1,114	2.66
New Hanover	46.5	3,027	10,929	10,046	6,849	6,852	8,797	12,081	14,873	8,853	6,856	2,674	1,163	2.56
Northampton	7.7	271	1,187	1,373	1,227	1,492	2,150	1,754	2,351	1,379	1,110	580	526	2.91
Onslow	38.9	7,016	10,979	8,469	5,148	3,642	3,646	7,235	11,788	9,121	6,868	2,703	1,185	3.32
Orange	34.3	4,207	10,729	6,855	4,048	3,591	4,870	10,490	11,592	6,058	4,125	1,402	633	2.59
Pamlico	4.1	142	702	731	701	661	1,163	801	1,375	804	665	268	187	2.80
Pasquotank	11.2	723	2,265	2,127	1,642	1,809	2,634	2,694	3,513	2,165	1,647	759	422	2.73
Pender	9.9	325	1,888	2,076	1,475	1,708	2,428	2,116	3,056	1,884	1,576	821	447	2.76
Perquimans	4.2	171	667	756	618	745	1,243	1,002	1,390	731	626	280	171	2.62
Person	11.3	515	2,265	2,335	1,801	1,853	2,531	2,300	3,447	2,388	1,881	804	480	2.75
Pitt	39.3	3,832	9,814	7,631	5,656	5,404	6,963	12,387	11,433	7,248	4,963	2,223	1,046	2.58
Polk	5.8	182	832	997	823	958	2,008	1,385	2,238	953	758	321	145	2.48
Randolph	39.3	2,194	8,413	9,171	6,375	5,711	7,436	8,360	12,850	8,497	6,347	2,332	914	2.61
Richmond	17.8	859	3,450	3,403	2,872	3,075	4,141	4,314	5,392	3,328	2,791	1,226	749	2.69
Robeson	35.7	1,895	7,967	7,596	5,482	5,448	7,312	6,424	9,478	7,195	6,450	3,328	2,825	3.05
Rockingham	33.3	1,730	6,654	6,891	5,226	5,275	7,524	7,473	10,692	6,847	5,041	2,097	1,150	2.63
Rowan	40.9	2,108	7,902	8,058	6,364	6,690	9,778	9,838	13,914	7,897	5,925	2,298	1,028	2.59
Rutherford	21.9	1,110	4,205	4,333	3,356	3,433	5,463	5,132	7,209	4,177	3,326	1,433	623	2.61
Sampson	18.8	783	3,546	3,769	2,938	3,071	4,693	4,095	5,584	3,754	3,147	1,339	881	2.74
Scotland	12.0	687	2,724	2,629	1,820	1,816	2,324	2,388	3,468	2,339	2,061	1,082	662	2.93
Stanly	19.8	954	3,780	3,999	3,113	3,265	4,689	4,312	6,693	4,001	3,155	1,162	477	2.64
Stokes	13.6	635	3,111	3,394	2,086	1,730	2,644	2,454	4,229	3,050	2,489	978	400	2.77
Surry	24.4	1,309	4,730	5,135	3,899	3,750	5,577	5,193	8,144	5,077	3,882	1,513	591	2.62
Swain	4.1	223	733	836	595	613	1,100	958	1,328	782	605	271	156	2.66
Transylvania	10.2	468	1,916	2,290	1,478	1,628	2,420	2,362	3,417	2,026	1,558	596	241	2.63
Tyrrell	1.4	65	234	207	213	262	419	282	479	248	218	91	82	3.00
Union	28.9	1,539	6,582	7,227	4,376	3,909	5,267	4,713	8,992	5,947	5,643	2,345	1,260	2.91
Vance	14.2	652	2,923	2,822	2,270	2,239	3,294	2,798	4,446	2,809	2,313	1,011	823	2.82
Wake	150.2	10,941	42,015	36,301	22,691	17,562	20,690	40,751	47,311	28,935	22,100	7,948	3,155	2.59
Warren	5.8	190	940	930	906	1,046	1,788	1,100	1,800	1,147	863	463	427	2.93
Washington	5.2	254	1,114	1,059	801	788	1,184	954	1,550	1,053	878	439	326	2.90
Watauga	12.7	1,781	2,795	2,528	1,601	1,575	2,420	3,446	4,383	2,402	1,617	651	201	2.76
Wayne	36.4	2,731	8,489	8,112	5,791	5,008	6,269	8,226	10,728	7,682	6,067	2,496	1,201	2.76
Wilkes	23.5	1,381	5,090	5,350	3,642	3,343	4,694	4,870	7,436	5,170	3,911	1,488	625	2.68
Wilson	24.3	1,398	5,304	5,073	3,886	3,729	4,910	5,565	7,519	4,848	3,799	1,523	1,046	2.71
Yadkin	11.5	516	2,226	2,507	1,828	1,733	2,690	2,308	3,900	2,467	1,917	669	239	2.65
Yancey	5.9	265	1,142	1,158	890	892	1,553	1,080	2,066	1,262	975	355	162	2.71

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
NORTH CAROLINA (continued)														
TOTAL METRO COUNTIES	**1,371.9**	**93,781**	**333,890**	**307,865**	**212,884**	**185,831**	**237,649**	**338,270**	**435,000**	**272,949**	**209,486**	**80,562**	**35,633**	**2.64**
TOTAL STATE	**2,451.3**	**153,142**	**554,499**	**529,118**	**379,486**	**354,238**	**480,817**	**578,005**	**776,590**	**487,829**	**378,980**	**152,698**	**77,198**	**2.67**
NORTH DAKOTA														
BISMARCK	**32.6**	**3,090**	**8,778**	**6,560**	**4,648**	**3,756**	**5,768**	**7,352**	**10,232**	**5,808**	**5,563**	**2,475**	**1,170**	**2.76**
Burleigh	23.1	2,367	6,460	4,787	3,226	2,574	3,686	5,330	7,298	4,082	3,965	1,703	722	2.73
Morton	9.5	723	2,318	1,773	1,422	1,182	2,082	2,022	2,934	1,726	1,598	772	448	2.83
FARGO - MOORHEAD	**56.5**	**6,509**	**15,399**	**10,376**	**7,233**	**6,644**	**10,339**	**15,157**	**17,970**	**9,557**	**8,732**	**3,677**	**1,407**	**2.67**
Cass	39.4	4,549	11,526	7,195	4,873	4,393	6,864	11,007	12,657	6,478	5,922	2,409	927	2.59
Clay, Minn.	*17.1*	*1,960*	*3,873*	*3,181*	*2,360*	*2,251*	*3,475*	*4,150*	*5,313*	*3,079*	*2,810*	*1,268*	*480*	*2.86*
GRAND FORKS	**24.6**	**3,450**	**7,422**	**4,552**	**2,735**	**2,473**	**3,968**	**5,858**	**7,740**	**4,489**	**4,075**	**1,754**	**684**	**2.87**
Grand Forks	24.6	3,450	7,422	4,552	2,735	2,473	3,968	5,858	7,740	4,489	4,075	1,754	684	2.87
ALL COUNTIES														
Adams	1.3	81	247	228	179	191	374	328	441	191	201	101	38	2.77
Barnes	5.1	361	919	790	610	792	1,628	1,431	1,719	784	706	326	134	2.59
Benson	2.5	119	396	434	348	393	810	524	795	394	351	210	226	3.24
Billings	.4	26	74	87	70	71	72	103	114	70	57	37	19	3.00
Bottineau	3.2	164	557	562	414	479	1,024	720	1,161	477	480	238	124	2.84
Bowman	1.6	109	319	288	239	217	428	427	466	247	266	128	66	2.63
Burke	1.4	45	174	201	215	245	520	399	502	208	164	88	39	2.50
Burleigh	23.1	2,367	6,460	4,787	3,226	2,574	3,686	5,330	7,298	4,082	3,965	1,703	722	2.73
Cass	39.4	4,549	11,526	7,195	4,873	4,393	6,864	11,007	12,657	6,478	5,922	2,409	927	2.59
Cavalier	2.6	97	431	410	408	418	836	618	843	421	388	210	120	2.73
Dickey	2.5	136	460	419	327	403	755	546	893	393	398	170	100	2.92
Divide	1.2	41	170	185	153	256	395	341	417	189	142	80	31	2.67
Dunn	1.6	97	313	290	238	268	394	309	513	287	266	130	95	2.94
Eddy	1.3	60	196	172	187	209	476	510	357	192	142	71	28	2.31
Emmons	2.0	62	263	328	356	364	627	463	638	347	269	146	137	2.80
Foster	1.6	103	278	261	243	242	473	349	571	246	233	126	75	2.75
Golden Valley	.9	45	148	169	113	153	272	254	292	130	106	79	39	2.67
Grand Forks	24.6	3,450	7,422	4,552	2,735	2,473	3,968	5,858	7,740	4,489	4,075	1,754	684	2.87
Grant	1.5	55	252	239	224	258	472	361	490	245	209	117	78	2.80
Griggs	1.4	48	238	177	186	245	506	334	511	230	189	88	48	2.57
Hettinger	1.5	69	255	218	235	276	447	350	526	228	212	114	70	2.67
Kidder	1.4	62	218	243	230	252	395	342	455	220	212	110	61	2.71
La Moure	2.2	83	345	324	324	376	748	582	752	335	276	166	89	2.64
Logan	1.2	42	148	180	214	243	373	311	415	181	168	79	46	2.58
McHenry	2.8	110	430	415	404	430	1,011	713	950	421	410	195	111	2.57
McIntosh	1.9	61	216	256	310	355	702	614	704	257	194	95	36	2.32
McKenzie	2.6	180	593	510	346	412	559	565	788	393	470	234	150	3.04
McLean	4.4	257	916	796	572	698	1,161	949	1,466	711	738	370	166	2.84
Mercer	4.9	427	1,228	1,000	635	628	982	1,034	1,594	904	873	335	160	2.71
Morton	9.5	723	2,318	1,773	1,422	1,182	2,082	2,022	2,934	1,726	1,598	772	448	2.83
Mountrail	2.9	142	524	510	399	486	839	756	911	461	416	235	121	2.69
Nelson	2.0	54	258	310	285	346	747	588	688	290	248	127	59	2.50
Oliver	.8	39	197	162	131	124	147	113	245	152	155	88	47	3.13
Pembina	3.7	169	715	587	533	584	1,112	877	1,305	566	534	271	147	2.78
Pierce	2.0	120	313	357	291	284	635	446	702	298	283	153	118	2.95
Ramsey	5.1	331	1,009	827	693	759	1,481	1,490	1,554	826	712	352	166	2.59
Ransom	2.5	121	444	393	345	390	807	603	885	373	362	195	82	2.68
Renville	1.4	61	247	253	183	211	445	381	465	209	188	102	55	2.57
Richland	7.0	676	1,441	1,046	895	1,006	1,936	1,522	2,439	1,237	1,089	463	250	2.84
Rolette	3.8	247	820	807	566	531	829	743	966	590	606	417	478	3.42
Sargent	1.9	102	358	343	248	312	537	544	561	313	276	135	71	2.63
Sheridan	1.0	27	144	174	174	179	302	214	375	170	138	70	33	2.60
Sioux	.9	56	211	222	146	135	130	148	197	154	135	124	142	4.44
Slope	.4	18	66	62	76	74	104	95	114	77	68	28	18	3.00
Stark	8.4	931	2,177	1,513	1,097	985	1,697	1,911	2,543	1,483	1,351	683	429	2.89
Steele	1.1	45	176	183	167	188	341	290	367	168	153	90	32	2.55
Stutsman	9.2	737	2,055	1,553	1,316	1,258	2,281	2,384	3,027	1,531	1,414	583	261	2.66
Towner	1.6	70	258	222	198	275	577	427	581	213	199	107	73	2.56
Traill	3.4	202	562	537	417	491	1,191	882	1,192	535	409	272	110	2.74
Walsh	5.6	243	986	899	787	906	1,779	1,486	1,812	874	809	413	206	2.77

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SMM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
NORTH DAKOTA (continued)														
ALL COUNTIES (continued)														
Ward	21.7	2,489	5,945	4,335	2,633	2,311	3,987	5,011	6,700	3,920	3,721	1,661	687	2.83
Wells	2.7	98	382	428	370	428	994	745	937	391	357	169	101	2.52
Williams	9.2	926	2,282	1,667	1,196	1,163	1,966	2,628	2,733	1,577	1,338	643	281	2.62
TOTAL METRO COUNTIES	**96.6**	**11,089**	**27,726**	**18,307**	**12,256**	**10,622**	**16,600**	**24,217**	**30,629**	**16,775**	**15,560**	**6,638**	**2,781**	**2.72**
TOTAL STATE	**249.9**	**21,933**	**59,080**	**44,879**	**33,182**	**32,922**	**57,904**	**61,978**	**80,301**	**41,884**	**38,641**	**18,062**	**9,034**	**2.75**
OHIO														
AKRON	**246.4**	**15,461**	**55,617**	**49,941**	**39,500**	**37,740**	**48,141**	**61,418**	**77,165**	**44,879**	**37,442**	**17,494**	**8,002**	**2.64**
Portage	49.2	4,501	12,549	11,058	7,842	6,304	6,946	10,330	14,990	9,596	8,398	4,045	1,841	2.86
Summit	197.2	10,960	43,068	38,883	31,658	31,436	41,195	51,088	62,175	35,283	29,044	13,449	6,161	2.58
CANTON	**149.2**	**8,199**	**32,342**	**30,979**	**23,308**	**23,473**	**30,899**	**32,097**	**48,924**	**27,652**	**24,431**	**11,118**	**4,978**	**2.71**
Carroll	10.0	522	2,189	2,194	1,468	1,511	2,116	1,746	3,282	1,912	1,801	854	405	2.83
Stark	139.2	7,677	30,153	28,785	21,840	21,962	28,783	30,351	45,642	25,740	22,630	10,264	4,573	2.70
CINCINNATI	**547.2**	**35,897**	**125,385**	**111,777**	**85,845**	**78,145**	**110,151**	**143,431**	**164,112**	**98,131**	**81,772**	**38,619**	**21,135**	**2.64**
Clermont	51.7	3,788	13,652	12,690	8,138	6,526	6,906	9,677	14,869	11,013	9,755	4,464	1,922	2.83
Hamilton	344.5	23,149	76,574	66,106	53,624	50,621	74,426	102,474	104,023	57,031	46,176	22,074	12,722	2.53
Warren	37.5	2,207	9,357	9,537	6,560	4,869	4,970	6,362	11,262	8,287	7,354	3,012	1,223	2.90
Dearborn, Ind.	*13.6*	*664*	*2,850*	*3,031*	*2,104*	*1,999*	*2,952*	*2,390*	*4,141*	*2,698*	*2,527*	*1,223*	*621*	*2.88*
Boone, Ky.	*18.4*	*1,139*	*4,834*	*4,682*	*2,983*	*2,239*	*2,523*	*3,166*	*5,340*	*3,942*	*3,536*	*1,669*	*747*	*2.92*
Campbell, Ky.	*29.8*	*1,694*	*6,135*	*5,549*	*4,728*	*4,613*	*7,081*	*6,866*	*8,976*	*5,504*	*4,568*	*2,384*	*1,502*	*2.75*
Kenton, Ky.	*51.7*	*3,256*	*11,983*	*10,182*	*7,708*	*7,278*	*11,293*	*12,496*	*15,501*	*9,656*	*7,856*	*3,793*	*2,398*	*2.71*
CINCINNATI - HAMILTON CONSOLIDATED AREA	***648.4***	***43,734***	***149,150***	***134,045***	***102,304***	***91,713***	***127,454***	***165,073***	***196,054***	***118,381***	***98,953***	***45,644***	***24,295***	***2.66***
CLEVELAND	**723.3**	**36,201**	**151,148**	**144,850**	**117,263**	**120,446**	**153,392**	**198,314**	**222,908**	**125,067**	**102,425**	**49,650**	**24,936**	**2.56**
Cuyahoga	577.8	29,383	116,895	107,295	92,201	99,237	132,789	171,755	179,275	96,891	74,639	36,306	18,934	2.49
Geauga	25.7	871	5,302	7,305	4,748	3,859	3,615	3,633	7,701	4,988	5,256	2,679	1,443	3.03
Lake	79.1	3,977	18,659	18,841	13,740	12,306	11,577	16,917	24,021	15,223	13,699	6,481	2,759	2.73
Medina	40.7	1,970	10,292	11,409	6,574	5,044	5,411	6,009	11,911	7,965	8,831	4,184	1,800	2.99
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***1,066.9***	***57,771***	***230,170***	***216,481***	***172,296***	***172,438***	***217,744***	***280,451***	***328,365***	***188,427***	***156,896***	***75,587***	***37,174***	***2.60***
COLUMBUS	**517.1**	**43,404**	**131,395**	**110,555**	**78,429**	**66,888**	**86,429**	**143,454**	**158,927**	**91,641**	**75,957**	**32,788**	**14,333**	**2.58**
Delaware	22.0	1,255	5,159	5,472	3,628	2,742	3,744	4,282	6,873	4,323	4,084	1,765	673	2.85
Fairfield	35.7	1,823	7,734	8,896	5,748	4,656	6,843	6,515	11,055	6,949	6,917	2,933	1,331	2.83
Franklin	373.8	35,213	100,106	76,272	55,539	47,517	59,153	114,275	114,210	64,164	49,985	21,609	9,557	2.49
Licking	47.6	2,827	10,170	11,020	7,558	6,683	9,342	11,258	14,745	8,808	7,936	3,466	1,387	2.68
Madison	11.3	673	2,480	2,550	1,761	1,641	2,195	2,191	3,621	2,182	1,977	875	454	3.10
Pickaway	15.5	927	3,349	3,815	2,523	2,123	2,763	2,967	4,747	3,158	2,876	1,211	541	2.98
Union	11.2	686	2,397	2,530	1,672	1,526	2,389	1,966	3,676	2,057	2,182	929	390	2.91
DAYTON - SPRINGFIELD	**365.1**	**23,769**	**82,700**	**79,871**	**59,636**	**53,579**	**65,545**	**96,471**	**113,486**	**67,626**	**55,155**	**22,751**	**9,611**	**2.57**
Clark	55.9	3,370	11,675	11,656	8,677	8,615	11,907	14,069	17,500	10,305	8,569	3,836	1,621	2.63
Greene	47.0	3,029	11,270	12,057	8,480	6,365	5,799	10,016	14,280	9,707	8,459	3,324	1,214	2.80
Miami	34.5	1,988	7,161	8,008	5,406	4,990	6,947	7,618	11,093	6,417	5,927	2,413	1,032	2.66
Montgomery	227.7	15,382	52,594	48,150	37,073	33,609	40,892	64,768	70,613	41,197	32,200	13,178	5,744	2.50
HAMILTON - MIDDLETOWN	**101.2**	**7,837**	**23,765**	**22,268**	**16,459**	**13,568**	**17,303**	**21,642**	**31,942**	**20,250**	**17,181**	**7,025**	**3,160**	**2.77**
Butler	101.2	7,837	23,765	22,268	16,459	13,568	17,303	21,642	31,942	20,250	17,181	7,025	3,160	2.77
LIMA	**57.9**	**3,850**	**12,879**	**11,207**	**8,641**	**8,694**	**12,629**	**13,176**	**18,478**	**10,060**	**9,311**	**4,520**	**2,355**	**2.74**
Allen	41.6	2,860	9,239	8,106	6,292	6,263	8,840	9,897	13,095	7,240	6,581	3,169	1,618	2.73
Auglaize	16.3	990	3,640	3,101	2,349	2,431	3,789	3,279	5,383	2,820	2,730	1,351	737	2.77
LORAIN - ELYRIA	**97.2**	**6,109**	**23,405**	**21,690**	**15,533**	**14,252**	**16,211**	**20,719**	**28,292**	**18,481**	**17,029**	**8,443**	**4,236**	**2.81**
Lorain	97.2	6,109	23,405	21,690	15,533	14,252	16,211	20,719	28,292	18,481	17,029	8,443	4,236	2.81
MANSFIELD	**48.9**	**2,954**	**10,471**	**10,509**	**7,961**	**7,244**	**9,761**	**12,261**	**15,369**	**8,795**	**7,617**	**3,389**	**1,469**	**2.64**
Richland	48.9	2,954	10,471	10,509	7,961	7,244	9,761	12,261	15,369	8,795	7,617	3,389	1,469	2.64
PARKERSBURG - MARIETTA	**60.2**	**3,565**	**12,649**	**12,925**	**9,000**	**8,659**	**13,402**	**14,586**	**18,881**	**11,478**	**9,648**	**3,925**	**1,682**	**2.62**
Washington	24.0	1,487	5,073	5,107	3,683	3,445	5,205	4,991	7,737	4,656	4,139	1,695	782	2.73
Wood, W. Va.	*36.2*	*2,078*	*7,576*	*7,818*	*5,317*	*5,214*	*8,197*	*9,595*	*11,144*	*6,822*	*5,509*	*2,230*	*900*	*2.54*
STEUBENVILLE - WEIRTON	**57.0**	**2,589**	**11,157**	**10,507**	**9,400**	**9,899**	**13,448**	**13,820**	**17,722**	**10,698**	**9,002**	**4,040**	**1,718**	**2.65**
Jefferson	31.6	1,373	5,949	5,711	5,062	5,640	7,865	7,623	10,005	5,833	4,896	2,273	970	2.66
Brooke, W. Va.	*10.5*	*472*	*2,121*	*1,996*	*1,774*	*1,739*	*2,398*	*2,436*	*3,209*	*2,013*	*1,779*	*741*	*322*	*2.72*
Hancock, W. Va.	*14.9*	*744*	*3,087*	*2,800*	*2,564*	*2,520*	*3,185*	*3,761*	*4,508*	*2,852*	*2,327*	*1,026*	*426*	*2.58*

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES		Households by Age of Householder						Households by Number of Persons						Average
METRO AREA County	12/31/88 Total Households (Thousands)	Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	House-hold Size
OHIO (continued)														
TOLEDO	**234.0**	**17,331**	**54,303**	**44,901**	**34,425**	**33,734**	**49,306**	**62,323**	**72,024**	**39,941**	**35,131**	**16,603**	**7,978**	**2.63**
Fulton	14.5	856	3,345	3,165	2,060	1,961	3,113	2,819	4,406	2,653	2,617	1,373	632	2.83
Lucas	180.5	12,438	41,274	33,935	26,681	26,823	39,349	51,086	55,078	30,250	25,541	12,376	6,169	2.56
Wood	39.0	4,037	9,684	7,801	5,684	4,950	6,844	8,418	12,540	7,038	6,973	2,854	1,177	2.89
YOUNGSTOWN - WARREN	**191.3**	**9,133**	**39,109**	**37,276**	**31,432**	**33,463**	**40,887**	**45,715**	**59,055**	**35,208**	**30,259**	**14,249**	**6,814**	**2.66**
Mahoning	104.0	4,890	20,345	18,766	17,062	18,941	23,996	25,473	32,282	19,013	15,882	7,623	3,727	2.64
Trumbull	87.3	4,243	18,764	18,510	14,370	14,522	16,891	20,242	26,773	16,195	14,377	6,626	3,087	2.67
ALL COUNTIES														
Adams	9.4	558	1,773	1,872	1,319	1,367	2,511	1,693	3,076	1,830	1,555	763	483	2.81
Allen	41.6	2,860	9,239	8,106	6,292	6,263	8,840	9,897	13,095	7,240	6,581	3,169	1,618	2.73
Ashland	17.0	1,085	3,486	3,627	2,538	2,418	3,846	3,650	5,701	2,991	2,824	1,284	550	2.76
Ashtabula	37.3	2,028	7,951	7,327	5,778	5,849	8,367	8,270	11,810	6,631	5,982	3,010	1,597	2.74
Athens	19.9	2,337	4,671	3,690	2,461	2,521	4,220	5,176	6,480	3,538	2,885	1,256	565	2.93
Auglaize	16.3	990	3,640	3,101	2,349	2,431	3,789	3,279	5,383	2,820	2,730	1,351	737	2.77
Belmont	30.7	1,410	5,904	5,207	4,550	5,330	8,299	7,843	9,793	5,542	4,651	2,042	829	2.56
Brown	12.8	756	2,561	2,704	1,899	1,818	3,062	2,476	4,004	2,430	2,186	1,070	634	2.81
Butler	101.2	7,837	23,765	22,268	16,459	13,568	17,303	21,642	31,942	20,250	17,181	7,025	3,160	2.77
Carroll	10.0	522	2,189	2,194	1,468	1,511	2,116	1,746	3,282	1,912	1,801	854	405	2.83
Champaign	13.2	806	2,717	2,914	1,900	1,905	2,958	2,891	4,265	2,448	2,157	1,018	421	2.69
Clark	55.9	3,370	11,675	11,656	8,677	8,615	11,907	14,069	17,500	10,305	8,569	3,836	1,621	2.63
Clermont	51.7	3,788	13,652	12,690	8,138	6,526	6,906	9,677	14,869	11,013	9,755	4,464	1,922	2.83
Clinton	13.8	896	2,960	2,775	2,006	2,034	3,129	3,377	4,200	2,596	2,241	935	451	2.65
Columbiana	41.7	2,170	8,588	8,136	6,430	6,750	9,626	9,565	13,155	7,710	6,743	3,108	1,419	2.66
Coshocton	14.2	858	2,818	2,796	2,177	2,151	3,400	3,383	4,674	2,575	2,178	958	432	2.61
Crawford	18.8	1,208	3,852	3,877	2,768	2,758	4,337	4,377	6,189	3,331	2,968	1,333	602	2.62
Cuyahoga	577.8	29,383	116,895	107,295	92,201	99,237	132,789	171,755	179,275	96,891	74,639	36,306	18,934	2.49
Darke	20.8	1,250	4,441	4,407	2,952	2,899	4,851	4,446	6,703	3,680	3,456	1,680	835	2.73
Defiance	14.5	1,063	3,449	3,138	2,095	1,988	2,767	3,034	4,288	2,670	2,601	1,274	633	2.83
Delaware	22.0	1,255	5,159	5,472	3,628	2,742	3,744	4,282	6,873	4,323	4,084	1,765	673	2.85
Erie	29.4	1,731	6,426	6,215	4,732	4,512	5,784	7,295	8,742	5,396	4,688	2,189	1,090	2.68
Fairfield	35.7	1,823	7,734	8,896	5,748	4,656	6,843	6,515	11,055	6,949	6,917	2,933	1,331	2.83
Fayette	10.2	628	2,077	2,085	1,539	1,465	2,406	2,080	3,397	1,984	1,666	739	334	2.71
Franklin	373.8	35,213	100,106	76,272	55,539	47,517	59,153	114,275	114,210	64,164	49,985	21,609	9,557	2.49
Fulton	14.5	856	3,345	3,165	2,060	1,961	3,113	2,819	4,406	2,653	2,617	1,373	632	2.83
Gallia	11.1	693	2,292	2,318	1,718	1,507	2,572	2,287	3,551	2,172	1,890	808	392	2.82
Geauga	25.7	871	5,302	7,305	4,748	3,859	3,615	3,633	7,701	4,988	5,256	2,679	1,443	3.03
Greene	47.0	3,029	11,270	12,057	8,480	6,365	5,799	10,016	14,280	9,707	8,459	3,324	1,214	2.80
Guernsey	15.2	924	3,111	2,835	2,161	2,238	3,931	3,528	4,888	2,720	2,409	1,070	585	2.70
Hamilton	344.5	23,149	76,574	66,106	53,624	50,621	74,426	102,474	104,023	57,031	46,176	22,074	12,722	2.53
Hancock	25.2	1,817	5,701	5,193	3,661	3,469	5,359	6,635	7,840	4,319	3,883	1,813	710	2.60
Hardin	12.1	962	2,542	2,318	1,675	1,709	2,894	3,083	3,769	2,099	1,876	900	373	2.72
Harrison	6.0	287	1,177	1,092	890	996	1,558	1,292	1,955	1,090	981	461	221	2.73
Henry	10.6	679	2,258	2,029	1,565	1,510	2,559	2,402	3,317	1,852	1,753	877	399	2.71
Highland	13.8	778	2,475	2,674	1,948	2,095	3,830	3,208	4,461	2,557	2,102	968	504	2.64
Hocking	9.9	636	1,957	2,102	1,431	1,399	2,375	2,538	3,032	1,813	1,487	691	339	2.62
Holmes	9.0	576	2,149	1,914	1,421	1,115	1,825	1,404	2,515	1,672	1,483	901	1,025	3.41
Huron	20.6	1,378	4,649	4,221	3,125	2,928	4,299	4,604	6,198	3,729	3,400	1,732	937	2.74
Jackson	11.3	652	2,206	2,133	1,671	1,752	2,886	2,404	3,578	2,226	1,774	883	435	2.71
Jefferson	31.6	1,373	5,949	5,711	5,062	5,640	7,865	7,623	10,005	5,833	4,896	2,273	970	2.66
Knox	17.8	1,083	3,485	3,677	2,630	2,688	4,237	4,243	5,974	3,196	2,731	1,135	521	2.74
Lake	79.1	3,977	18,659	18,841	13,740	12,306	11,577	16,917	24,021	15,223	13,699	6,481	2,759	2.73
Lawrence	23.5	1,229	4,692	5,013	3,782	3,653	5,131	5,028	7,246	4,697	3,869	1,811	849	2.71
Licking	47.6	2,827	10,170	11,020	7,558	6,683	9,342	11,258	14,745	8,808	7,936	3,466	1,387	2.68
Logan	15.9	960	3,205	2,949	2,242	2,561	3,983	3,609	5,384	2,774	2,481	1,155	497	2.64
Lorain	97.2	6,109	23,405	21,690	15,533	14,252	16,211	20,719	28,292	18,481	17,029	8,443	4,236	2.81
Lucas	180.5	12,438	41,274	33,935	26,681	26,823	39,349	51,086	55,078	30,250	25,541	12,376	6,169	2.56
Madison	11.3	673	2,480	2,550	1,761	1,641	2,195	2,191	3,621	2,182	1,977	875	454	3.10
Mahoning	104.0	4,890	20,345	18,766	17,062	18,941	23,996	25,473	32,282	19,013	15,882	7,623	3,727	2.64
Marion	23.9	1,672	5,445	5,059	3,608	3,328	4,788	5,552	7,446	4,545	3,909	1,691	757	2.74
Medina	40.7	1,970	10,292	11,409	6,574	5,044	5,411	6,009	11,911	7,965	8,831	4,184	1,800	2.99
Meigs	9.1	468	1,798	1,747	1,324	1,396	2,367	1,920	2,988	1,754	1,480	636	322	2.69
Mercer	13.5	795	3,035	2,469	2,075	2,068	3,058	2,478	4,228	2,309	2,209	1,251	1,025	2.96
Miami	34.5	1,988	7,161	8,008	5,406	4,990	6,947	7,618	11,093	6,417	5,927	2,413	1,032	2.66
Monroe	6.1	305	1,199	1,260	865	885	1,586	1,584	1,773	1,089	957	493	204	2.62
Montgomery	227.7	15,382	52,594	48,150	37,073	33,609	40,892	64,768	70,613	41,197	32,200	13,178	5,744	2.50
Morgan	5.2	285	990	953	728	817	1,427	1,155	1,667	919	842	406	211	2.79

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
OHIO (continued)														
ALL COUNTIES (continued)														
Morrow	10.0	583	2,154	2,461	1,497	1,288	2,017	1,895	3,099	1,857	1,822	921	406	2.84
Muskingum	32.1	2,081	6,475	6,260	4,937	4,738	7,609	8,022	9,875	5,680	4,982	2,428	1,113	2.65
Noble	4.3	229	839	746	594	632	1,260	1,003	1,355	754	682	332	174	2.72
Ottawa	15.5	793	3,007	3,100	2,438	2,552	3,610	3,526	5,118	2,761	2,498	1,107	490	2.64
Paulding	7.7	532	1,732	1,715	1,069	1,069	1,583	1,511	2,249	1,424	1,428	738	350	2.84
Perry	11.6	761	2,363	2,240	1,604	1,753	2,879	2,370	3,597	2,100	1,968	1,010	555	2.84
Pickaway	15.5	927	3,349	3,815	2,523	2,123	2,763	2,967	4,747	3,158	2,876	1,211	541	2.98
Pike	9.1	525	1,762	1,796	1,424	1,304	2,289	1,976	2,794	1,759	1,429	734	408	2.76
Portage	49.2	4,501	12,549	11,058	7,842	6,304	6,946	10,330	14,990	9,596	8,398	4,045	1,841	2.86
Preble	15.0	847	3,157	3,338	2,347	2,134	3,177	2,870	4,814	2,988	2,684	1,174	470	2.75
Putnam	11.3	696	2,465	2,162	1,709	1,597	2,671	2,172	3,127	1,971	1,959	1,162	909	2.99
Richland	48.9	2,954	10,471	10,509	7,961	7,244	9,761	12,261	15,369	8,795	7,617	3,389	1,469	2.64
Ross	24.0	1,464	4,903	5,069	3,638	3,635	5,291	5,628	7,437	4,554	3,904	1,671	806	2.85
Sandusky	23.4	1,500	5,081	4,692	3,669	3,397	5,061	5,270	7,089	4,275	3,806	1,937	1,023	2.74
Scioto	30.4	1,655	5,548	5,640	4,698	4,746	8,113	7,376	9,550	5,392	4,691	2,198	1,193	2.73
Seneca	22.2	1,495	4,926	4,251	3,331	3,328	4,869	4,823	6,831	4,064	3,636	1,809	1,037	2.82
Shelby	15.3	1,043	3,541	3,234	2,261	2,164	3,057	2,926	4,795	2,784	2,651	1,368	776	2.91
Stark	139.2	7,677	30,153	28,785	21,840	21,962	28,783	30,351	45,642	25,740	22,630	10,264	4,573	2.70
Summit	197.2	10,960	43,068	38,883	31,658	31,436	41,195	51,088	62,175	35,283	29,044	13,449	6,161	2.58
Trumbull	87.3	4,243	18,764	18,510	14,370	14,522	16,891	20,242	26,773	16,195	14,377	6,626	3,087	2.67
Tuscarawas	33.4	1,898	6,838	6,393	5,018	5,101	8,152	8,238	10,763	5,958	5,161	2,299	981	2.59
Union	11.2	686	2,397	2,530	1,672	1,526	2,389	1,966	3,676	2,057	2,182	929	390	2.91
Van Wert	11.7	710	2,496	2,157	1,684	1,692	2,961	2,578	3,914	2,114	1,856	863	375	2.66
Vinton	4.3	240	919	836	605	615	1,085	887	1,310	856	689	345	213	2.81
Warren	37.5	2,207	9,357	9,537	6,560	4,869	4,970	6,362	11,262	8,287	7,354	3,012	1,223	2.90
Washington	24.0	1,487	5,073	5,107	3,683	3,445	5,205	4,991	7,737	4,656	4,139	1,695	782	2.73
Wayne	36.7	2,437	8,727	8,085	5,549	4,979	6,923	7,211	11,804	6,863	6,344	2,958	1,520	2.84
Williams	14.4	1,010	3,110	3,011	1,949	2,044	3,276	3,263	4,640	2,551	2,393	1,088	465	2.67
Wood	39.0	4,037	9,684	7,801	5,684	4,950	6,844	8,418	12,540	7,038	6,973	2,854	1,177	2.89
Wyandot	8.2	536	1,666	1,602	1,216	1,153	2,027	1,620	2,704	1,484	1,403	661	328	2.79
TOTAL METRO COUNTIES	**3,275.1**	**208,891**	**738,335**	**673,418**	**517,986**	**493,165**	**643,305**	**851,588**	**1,011,505**	**586,659**	**492,778**	**225,401**	**107,169**	**2.62**
TOTAL STATE	**4,125.0**	**262,250**	**917,488**	**844,712**	**644,555**	**617,982**	**838,013**	**1,042,392**	**1,279,618**	**741,493**	**630,541**	**290,692**	**140,264**	**2.64**
OKLAHOMA														
ENID	**23.8**	**1,955**	**5,311**	**4,481**	**3,261**	**3,001**	**5,791**	**6,085**	**8,411**	**4,087**	**3,412**	**1,339**	**466**	**2.57**
Garfield	23.8	1,955	5,311	4,481	3,261	3,001	5,791	6,085	8,411	4,087	3,412	1,339	466	2.57
LAWTON	**39.0**	**4,419**	**10,364**	**8,452**	**5,620**	**4,463**	**5,682**	**7,595**	**12,113**	**8,057**	**6,961**	**2,863**	**1,411**	**3.05**
Comanche	39.0	4,419	10,364	8,452	5,620	4,463	5,682	7,595	12,113	8,057	6,961	2,863	1,411	3.05
OKLAHOMA CITY	**377.6**	**32,319**	**92,784**	**80,610**	**55,209**	**47,533**	**69,145**	**93,592**	**127,534**	**67,475**	**57,401**	**22,227**	**9,371**	**2.61**
Canadian	25.6	1,415	6,593	6,845	3,843	2,657	4,247	4,056	7,761	5,305	5,572	2,172	734	2.96
Cleveland	59.4	7,354	17,862	14,595	7,899	5,288	6,402	12,649	19,617	11,460	10,466	3,836	1,372	2.77
Logan	10.9	656	2,191	2,233	1,480	1,443	2,897	2,383	3,758	1,910	1,763	753	333	2.84
McClain	9.0	466	1,654	2,263	1,400	1,144	2,073	1,559	2,977	1,745	1,732	721	266	2.87
Oklahoma	250.4	21,067	60,488	50,182	37,343	33,904	47,416	68,016	85,556	43,279	34,295	13,238	6,016	2.50
Pottawatomie	22.3	1,361	3,996	4,492	3,244	3,097	6,110	4,929	7,865	3,776	3,573	1,507	650	2.72
TULSA	**288.6**	**21,566**	**69,427**	**63,169**	**42,651**	**37,620**	**54,167**	**70,581**	**96,580**	**52,129**	**44,852**	**17,458**	**7,000**	**2.59**
Creek	25.9	1,467	5,219	5,780	3,887	3,511	6,036	4,742	8,808	4,946	4,680	1,913	811	2.80
Osage	15.4	821	2,976	3,186	2,345	2,225	3,847	3,209	5,417	2,885	2,450	1,027	412	2.72
Rogers	20.1	1,032	4,129	5,515	3,366	2,456	3,602	3,198	6,304	4,046	4,166	1,746	640	2.92
Tulsa	209.3	17,328	52,996	43,783	30,514	27,282	37,397	56,871	70,550	36,706	29,534	11,199	4,440	2.49
Wagoner	17.9	918	4,107	4,905	2,539	2,146	3,285	2,561	5,501	3,546	4,022	1,573	697	3.00
ALL COUNTIES														
Adair	7.1	328	1,209	1,414	1,025	1,091	2,033	1,352	2,234	1,317	1,167	590	440	3.08
Alfalfa	2.5	114	324	398	286	382	996	710	991	330	296	128	45	2.68
Atoka	4.6	222	742	820	710	699	1,407	1,076	1,566	781	724	298	155	2.96
Beaver	2.9	150	559	547	426	454	764	807	980	479	413	163	58	2.45
Beckham	8.0	601	1,494	1,266	981	1,027	2,631	2,116	2,844	1,308	1,093	452	187	2.61
Blaine	5.1	330	844	864	658	730	1,674	1,359	1,800	769	670	330	172	2.61
Bryan	13.3	1,006	2,265	2,220	1,713	1,922	4,174	3,221	4,761	2,279	1,938	796	305	2.60
Caddo	12.3	678	1,989	2,132	1,734	1,761	4,006	2,895	4,258	1,987	1,839	818	503	2.69
Canadian	25.6	1,415	6,593	6,845	3,843	2,657	4,247	4,056	7,761	5,305	5,572	2,172	734	2.96
Carter	17.7	1,048	3,292	3,139	2,584	2,583	5,054	4,128	6,221	3,101	2,664	1,080	506	2.64

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES		Households by Age of Householder						Households by Number of Persons						Average
METRO AREA County	12/31/88 Total Households (Thousands)	Under 25 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	1	2	3	4	5	6 or More	Household Size
OKLAHOMA (continued)														
ALL COUNTIES (continued)														
Cherokee	12.4	951	2,456	2,406	1,775	1,765	3,047	2,521	4,410	2,209	2,021	795	444	2.86
Choctaw	6.1	294	937	1,035	820	982	2,032	1,517	2,057	1,013	861	400	252	2.84
Cimarron	1.6	63	295	269	243	269	461	476	532	254	195	101	42	2.50
Cleveland	59.4	7,354	17,862	14,595	7,899	5,288	6,402	12,649	19,617	11,460	10,466	3,836	1,372	2.77
Coal	2.2	87	327	325	311	344	806	530	756	366	326	139	83	2.73
Comanche	39.0	4,419	10,364	8,452	5,620	4,463	5,682	7,595	12,113	8,057	6,961	2,863	1,411	3.05
Cotton	2.8	138	430	485	349	419	979	786	990	457	358	148	61	2.61
Craig	5.5	277	819	1,001	791	827	1,785	1,334	2,003	914	749	328	172	2.75
Creek	25.9	1,467	5,219	5,780	3,887	3,511	6,036	4,742	8,808	4,946	4,680	1,913	811	2.80
Custer	11.5	1,509	2,351	1,998	1,440	1,340	2,862	2,961	4,170	1,859	1,596	605	309	2.67
Delaware	11.1	438	1,562	1,880	1,537	2,010	3,673	2,070	4,674	1,690	1,549	697	420	2.66
Dewey	2.1	107	321	340	254	314	764	552	764	306	283	157	38	2.81
Ellis	2.1	124	384	319	243	310	720	533	772	334	287	128	46	2.67
Garfield	23.8	1,955	5,311	4,481	3,261	3,001	5,791	6,085	8,411	4,087	3,412	1,339	466	2.57
Garvin	11.1	591	1,747	1,819	1,516	1,681	3,746	2,621	4,240	1,797	1,552	642	248	2.60
Grady	16.1	1,063	3,035	3,410	2,195	2,068	4,329	3,423	5,506	2,833	2,733	1,129	476	2.76
Grant	2.4	94	327	346	328	362	943	663	962	324	281	122	48	2.58
Greer	2.8	88	342	342	334	411	1,283	1,089	975	349	254	99	34	2.36
Harmon	1.7	74	213	225	185	255	748	482	654	220	201	95	48	2.47
Harper	1.8	106	286	298	274	246	590	455	687	285	245	103	25	2.44
Haskell	4.7	178	769	808	599	795	1,551	1,053	1,759	766	711	294	117	2.60
Hughes	5.6	229	708	888	747	884	2,144	1,420	2,113	880	732	284	171	2.55
Jackson	11.1	1,061	2,495	2,325	1,414	1,291	2,514	2,431	3,575	2,120	1,870	741	363	2.75
Jefferson	3.2	167	520	477	371	486	1,179	844	1,125	521	436	183	91	2.69
Johnston	4.0	207	626	659	544	611	1,353	942	1,419	687	583	238	131	2.70
Kay	20.2	1,306	3,811	3,465	2,727	3,035	5,856	5,164	7,582	3,181	2,728	1,089	456	2.51
Kingfisher	5.4	365	1,020	1,019	743	711	1,542	1,174	1,855	924	910	376	161	2.72
Kiowa	5.1	252	695	742	642	771	1,998	1,464	1,906	730	640	222	138	2.43
Latimer	3.7	181	571	650	552	644	1,102	861	1,296	624	552	242	125	2.84
Le Flore	17.2	822	2,913	3,404	2,484	2,523	5,054	3,472	5,895	3,061	2,957	1,211	604	2.74
Lincoln	11.8	678	1,984	2,429	1,646	1,627	3,436	2,474	4,239	1,992	1,891	822	382	2.66
Logan	10.9	656	2,191	2,233	1,480	1,443	2,897	2,383	3,758	1,910	1,763	753	333	2.84
Love	3.2	139	509	603	433	490	1,026	828	1,082	535	483	190	82	2.59
McClain	9.0	466	1,654	2,263	1,400	1,144	2,073	1,559	2,977	1,745	1,732	721	266	2.87
McCurtain	13.0	672	2,392	2,691	1,876	1,916	3,453	2,646	4,054	2,443	2,238	984	635	2.85
McIntosh	7.1	270	856	1,090	1,123	1,269	2,492	1,765	2,772	1,101	899	379	184	2.54
Major	3.2	209	563	599	421	435	973	666	1,215	531	488	219	81	2.78
Marshall	5.0	234	625	740	622	937	1,842	1,439	1,923	724	577	236	101	2.36
Mayes	13.0	706	2,274	2,591	1,907	1,985	3,537	2,499	4,848	2,268	2,096	863	426	2.72
Murray	4.9	285	818	823	641	740	1,593	1,263	1,703	815	720	281	118	2.57
Muskogee	26.6	1,507	5,054	4,826	3,657	4,104	7,452	6,288	9,050	4,716	4,063	1,647	836	2.67
Noble	4.8	309	847	898	652	629	1,465	1,180	1,724	766	692	302	136	2.56
Nowata	4.3	234	697	735	607	635	1,392	1,013	1,523	748	615	276	125	2.63
Okfuskee	4.4	151	578	744	574	690	1,663	1,261	1,489	660	582	242	166	2.61
Oklahoma	250.4	21,067	60,488	50,182	37,343	33,904	47,416	68,016	85,556	43,279	34,295	13,238	6,016	2.50
Okmulgee	15.2	948	2,421	2,761	1,991	2,344	4,735	3,652	5,471	2,453	2,192	924	508	2.64
Osage	15.4	821	2,976	3,186	2,345	2,225	3,847	3,209	5,417	2,885	2,450	1,027	412	2.72
Ottawa	12.5	718	2,192	2,293	1,788	2,061	3,448	3,046	4,548	2,047	1,793	728	338	2.64
Pawnee	6.8	330	1,181	1,363	962	1,005	1,959	1,393	2,579	1,190	1,034	418	186	2.63
Payne	24.0	4,503	5,741	3,899	2,544	2,412	4,901	6,859	9,000	3,827	2,898	1,083	333	2.65
Pittsburg	16.9	701	2,701	2,984	2,405	2,855	5,254	4,105	6,197	2,797	2,462	930	409	2.58
Pontotoc	13.2	975	2,257	2,268	1,786	1,899	4,015	3,097	4,922	2,246	1,942	707	286	2.62
Pottawatomie	22.3	1,361	3,996	4,492	3,244	3,097	6,110	4,929	7,865	3,776	3,573	1,507	650	2.72
Pushmataha	4.9	192	725	908	692	756	1,627	1,284	1,663	800	703	301	149	2.59
Roger Mills	1.9	116	314	304	254	289	623	430	739	310	251	113	57	2.74
Rogers	20.1	1,032	4,129	5,515	3,366	2,456	3,602	3,198	6,304	4,046	4,166	1,746	640	2.92
Seminole	10.5	562	1,623	1,698	1,461	1,604	3,552	2,585	3,710	1,724	1,450	635	396	2.66
Sequoyah	12.6	645	2,212	2,768	1,932	1,863	3,180	2,243	4,160	2,422	2,155	1,017	603	2.90
Stephens	16.8	1,149	3,229	2,913	2,438	2,491	4,580	3,522	6,487	2,985	2,502	914	390	2.59
Texas	6.5	536	1,439	1,298	984	872	1,371	1,348	2,264	1,143	1,111	431	203	2.72
Tillman	4.1	217	657	655	512	614	1,445	1,116	1,459	604	525	244	152	2.68
Tulsa	209.3	17,328	52,996	43,783	30,514	27,282	37,397	56,871	70,550	36,706	29,534	11,199	4,440	2.49
Wagoner	17.9	918	4,107	4,905	2,539	2,146	3,285	2,561	5,501	3,546	4,022	1,573	697	3.00
Washington	17.4	1,074	3,654	3,398	2,700	2,581	3,993	4,390	6,372	2,918	2,564	863	293	2.48
Washita	5.0	376	950	821	619	724	1,510	1,044	1,981	792	731	307	145	2.64
Woods	4.0	331	601	600	483	568	1,417	1,119	1,632	526	478	195	50	2.53

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
OKLAHOMA (continued)														
ALL COUNTIES (continued)														
Woodward	7.4	683	1,770	1,534	1,025	853	1,535	1,546	2,457	1,369	1,332	521	175	2.82
TOTAL METRO COUNTIES	**741.6**	**60,904**	**180,098**	**159,480**	**108,673**	**94,480**	**137,965**	**180,096**	**248,798**	**134,170**	**114,781**	**44,904**	**18,851**	**2.63**
TOTAL STATE	**1,257.0**	**94,958**	**271,428**	**251,681**	**179,011**	**169,868**	**290,054**	**302,456**	**434,233**	**220,255**	**190,507**	**75,882**	**33,667**	**2.64**
OREGON														
EUGENE - SPRINGFIELD	**106.7**	**9,778**	**30,166**	**22,461**	**13,022**	**12,685**	**18,588**	**27,747**	**37,323**	**18,462**	**15,241**	**5,710**	**2,217**	**2.51**
Lane	106.7	9,778	30,166	22,461	13,022	12,685	18,588	27,747	37,323	18,462	15,241	5,710	2,217	2.51
MEDFORD	**55.3**	**3,516**	**12,652**	**11,845**	**7,391**	**7,402**	**12,494**	**12,037**	**20,829**	**9,427**	**8,367**	**3,256**	**1,384**	**2.61**
Jackson	55.3	3,516	12,652	11,845	7,391	7,402	12,494	12,037	20,829	9,427	8,367	3,256	1,384	2.61
PORTLAND	**469.2**	**32,887**	**122,420**	**100,339**	**61,608**	**59,860**	**92,086**	**123,206**	**163,668**	**77,993**	**66,616**	**26,106**	**11,611**	**2.51**
Clackamas	96.2	4,674	23,293	25,183	14,652	12,402	15,996	17,449	33,113	17,973	17,613	7,079	2,973	2.75
Multnomah	243.0	18,492	63,367	43,633	29,584	32,394	55,530	75,823	85,817	37,177	28,025	10,830	5,328	2.34
Washington	108.8	8,271	31,034	27,023	14,516	12,258	15,698	25,868	37,027	19,189	17,510	6,650	2,556	2.64
Yamhill	21.2	1,450	4,726	4,500	2,856	2,806	4,862	4,066	7,711	3,654	3,468	1,547	754	2.80
PORTLAND - VANCOUVER CONSOLIDATED AREA	***550.6***	***38,767***	***143,652***	***120,056***	***72,583***	***69,728***	***105,814***	***141,638***	***190,195***	***92,492***	***80,531***	***31,791***	***13,953***	***2.54***
SALEM	**101.1**	**7,432**	**23,850**	**20,482**	**13,087**	**13,122**	**23,127**	**22,638**	**37,319**	**17,006**	**14,859**	**6,175**	**3,103**	**2.66**
Marion	83.1	6,060	19,622	16,796	10,707	10,769	19,146	18,861	30,697	13,895	12,037	5,007	2,603	2.65
Polk	18.0	1,372	4,228	3,686	2,380	2,353	3,981	3,777	6,622	3,111	2,822	1,168	500	2.67
ALL COUNTIES														
Baker	6.0	315	1,131	1,159	813	896	1,686	1,425	2,315	894	848	348	170	2.53
Benton	24.4	3,425	7,266	4,798	2,801	2,538	3,572	5,988	8,903	4,241	3,545	1,226	497	2.74
Clackamas	96.2	4,674	23,293	25,183	14,652	12,402	15,996	17,449	33,113	17,973	17,613	7,079	2,973	2.75
Clatsop	12.9	942	2,859	2,244	1,577	1,908	3,370	3,405	4,847	1,992	1,700	683	273	2.53
Columbia	13.6	772	3,122	3,064	1,879	1,935	2,828	2,793	4,700	2,296	2,330	1,027	454	2.71
Coos	23.6	1,546	5,134	4,911	3,404	3,509	5,096	5,274	8,651	4,072	3,561	1,429	613	2.56
Crook	5.4	384	1,088	1,140	763	805	1,220	1,134	2,049	906	840	348	123	2.57
Curry	7.5	377	1,328	1,297	1,029	1,341	2,128	1,966	3,081	1,080	888	347	138	2.35
Deschutes	27.2	1,986	7,249	6,147	3,401	3,474	4,943	4,925	10,738	4,698	4,463	1,700	676	2.63
Douglas	35.5	2,355	7,988	7,519	5,315	5,155	7,168	6,824	12,676	6,371	6,049	2,491	1,089	2.71
Gilliam	.8	47	155	145	124	130	199	331	229	124	76	33	7	2.13
Grant	3.3	191	711	690	493	491	724	795	1,159	533	511	217	85	2.61
Harney	2.9	174	635	680	423	404	584	647	946	513	486	216	92	2.69
Hood River	6.3	440	1,421	1,240	864	901	1,434	1,459	2,282	1,042	944	392	181	2.57
Jackson	55.3	3,516	12,652	11,845	7,391	7,402	12,494	12,037	20,829	9,427	8,367	3,256	1,384	2.61
Jefferson	4.6	298	1,052	1,020	707	683	840	955	1,552	774	761	332	226	2.76
Josephine	28.9	1,382	5,649	5,894	3,824	4,529	7,622	5,834	11,427	4,703	4,302	1,825	809	2.58
Klamath	22.2	1,653	5,111	4,629	3,208	3,147	4,452	5,207	7,701	3,810	3,449	1,427	606	2.60
Lake	3.0	184	643	627	453	451	642	732	1,066	483	436	190	93	2.53
Lane	106.7	9,778	30,166	22,461	13,022	12,685	18,588	27,747	37,323	18,462	15,241	5,710	2,217	2.51
Lincoln	16.0	928	3,258	2,646	2,009	2,723	4,436	4,253	6,757	2,297	1,794	647	252	2.32
Linn	33.9	2,485	8,098	7,207	4,423	4,661	7,026	7,104	12,072	6,162	5,317	2,264	981	2.63
Malheur	9.7	656	2,006	1,817	1,434	1,440	2,347	1,946	3,389	1,627	1,507	739	492	2.80
Marion	83.1	6,060	19,622	16,796	10,707	10,769	19,146	18,861	30,697	13,895	12,037	5,007	2,603	2.65
Morrow	2.9	192	684	644	453	372	555	550	997	520	490	217	126	2.86
Multnomah	243.0	18,492	63,367	43,633	29,584	32,394	55,530	75,823	85,817	37,177	28,025	10,830	5,328	2.34
Polk	18.0	1,372	4,228	3,686	2,380	2,353	3,981	3,777	6,622	3,111	2,822	1,168	500	2.67
Sherman	.7	40	137	114	113	131	165	188	261	69	104	37	21	2.57
Tillamook	8.8	507	1,784	1,493	1,173	1,425	2,418	2,226	3,478	1,309	1,125	457	205	2.47
Umatilla	21.7	1,654	5,096	4,249	3,032	3,062	4,607	4,496	7,811	3,733	3,343	1,544	773	2.76
Union	8.4	660	1,981	1,753	1,080	1,009	1,917	1,786	3,028	1,418	1,356	555	257	2.76
Wallowa	3.0	146	583	573	419	443	836	865	1,041	493	361	171	69	2.40
Wasco	8.2	501	1,800	1,624	1,043	1,217	2,015	2,005	2,996	1,327	1,205	479	188	2.51
Washington	108.8	8,271	31,034	27,023	14,516	12,258	15,698	25,868	37,027	19,189	17,510	6,650	2,556	2.64
Wheeler	.7	32	98	116	111	120	223	375	161	86	51	21	6	1.86
Yamhill	21.2	1,450	4,726	4,500	2,856	2,806	4,862	4,066	7,711	3,654	3,468	1,547	754	2.80
TOTAL METRO COUNTIES	**732.3**	**53,613**	**189,088**	**155,127**	**95,108**	**93,069**	**146,295**	**185,628**	**259,139**	**122,888**	**105,083**	**41,247**	**18,315**	**2.54**
TOTAL STATE	**1,074.4**	**77,885**	**267,155**	**224,567**	**141,476**	**141,969**	**221,348**	**261,116**	**385,452**	**180,481**	**156,925**	**62,609**	**27,817**	**2.56**

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
PENNSYLVANIA														
ALLENTOWN - BETHLEHEM	**260.6**	**11,724**	**51,572**	**50,765**	**41,523**	**43,971**	**61,045**	**65,202**	**85,312**	**47,614**	**39,341**	**16,518**	**6,613**	**2.39**
Carbon	21.8	807	3,559	3,577	3,408	4,107	6,342	5,551	7,200	3,946	3,029	1,427	647	2.54
Lehigh	113.9	5,746	23,629	22,057	18,111	18,620	25,737	30,487	37,376	20,508	16,476	6,602	2,451	2.52
Northampton	91.9	3,844	17,561	17,869	14,816	16,171	21,539	21,956	30,253	17,247	14,193	5,896	2,355	2.64
Warren, N. J.	*33.0*	*1,327*	*6,723*	*7,262*	*5,188*	*5,073*	*7,427*	*7,208*	*10,483*	*5,913*	*5,643*	*2,593*	*1,160*	*2.72*
ALTOONA	**50.6**	**2,423**	**9,495**	**9,195**	**7,554**	**8,476**	**13,457**	**12,474**	**16,054**	**9,299**	**7,568**	**3,494**	**1,711**	**2.63**
Blair	50.6	2,423	9,495	9,195	7,554	8,476	13,457	12,474	16,054	9,299	7,568	3,494	1,711	2.63
BEAVER COUNTY	**71.5**	**2,975**	**13,236**	**13,438**	**12,462**	**13,226**	**16,163**	**15,493**	**22,990**	**13,775**	**11,721**	**5,234**	**2,287**	**2.69**
Beaver	71.5	2,975	13,236	13,438	12,462	13,226	16,163	15,493	22,990	13,775	11,721	5,234	2,287	2.69
ERIE	**104.2**	**6,742**	**22,686**	**20,108**	**15,755**	**16,971**	**21,938**	**25,215**	**32,166**	**18,509**	**16,086**	**8,004**	**4,220**	**2.71**
Erie	104.2	6,742	22,686	20,108	15,755	16,971	21,938	25,215	32,166	18,509	16,086	8,004	4,220	2.71
HARRISBURG - LEBANON - CARLISLE	**227.5**	**12,396**	**50,052**	**45,900**	**36,415**	**35,575**	**47,162**	**59,812**	**72,498**	**41,522**	**33,894**	**13,996**	**5,778**	**2.59**
Cumberland	73.4	4,047	15,842	15,966	12,171	11,575	13,799	18,783	23,419	13,682	11,386	4,541	1,589	2.65
Dauphin	96.7	5,408	21,718	18,181	15,069	15,223	21,101	26,844	30,446	16,575	12,994	5,457	2,384	2.47
Lebanon	42.0	2,161	8,821	8,463	6,859	6,531	9,165	8,978	13,875	8,103	6,845	2,873	1,326	2.70
Perry	15.4	780	3,671	3,290	2,316	2,246	3,097	3,207	4,758	3,162	2,669	1,125	479	2.71
JOHNSTOWN	**93.5**	**3,973**	**17,315**	**15,743**	**14,166**	**17,194**	**25,109**	**21,594**	**29,700**	**17,014**	**14,319**	**7,037**	**3,836**	**2.73**
Cambria	62.8	2,502	11,401	10,241	9,555	11,870	17,231	14,746	19,749	11,399	9,423	4,772	2,711	2.75
Somerset	30.7	1,471	5,914	5,502	4,611	5,324	7,878	6,848	9,951	5,615	4,896	2,265	1,125	2.68
LANCASTER	**149.3**	**9,153**	**33,342**	**31,210**	**23,020**	**21,442**	**31,133**	**32,100**	**49,385**	**27,920**	**23,949**	**10,360**	**5,586**	**2.73**
Lancaster	149.3	9,153	33,342	31,210	23,020	21,442	31,133	32,100	49,385	27,920	23,949	10,360	5,586	2.73
PHILADELPHIA	**1,823.6**	**81,215**	**378,607**	**379,412**	**301,027**	**299,030**	**384,309**	**457,675**	**548,072**	**327,880**	**278,529**	**136,040**	**75,404**	**2.69**
Bucks	192.0	8,811	44,621	47,308	34,820	29,731	26,709	38,505	55,951	37,494	35,459	16,757	7,834	2.82
Chester	127.0	5,916	28,543	31,522	21,466	18,748	20,805	28,164	38,649	23,890	21,890	10,077	4,330	2.78
Delaware	212.3	8,040	40,676	39,144	35,706	39,543	49,191	51,949	66,486	38,275	31,305	15,700	8,585	2.69
Montgomery	255.3	9,379	49,997	53,232	44,559	43,435	54,698	61,475	81,484	45,970	39,665	18,336	8,370	2.68
Philadelphia	641.6	30,693	125,564	116,656	96,997	106,491	165,199	194,786	188,630	106,531	80,924	41,664	29,065	2.56
Burlington, N. J.	*136.3*	*5,834*	*31,357*	*34,784*	*24,836*	*19,889*	*19,600*	*26,450*	*40,060*	*26,780*	*25,347*	*11,794*	*5,869*	*2.93*
Camden, N. J.	*182.7*	*8,600*	*40,184*	*39,152*	*29,972*	*29,599*	*35,193*	*42,057*	*54,496*	*33,973*	*29,648*	*14,665*	*7,861*	*2.72*
Gloucester, N. J.	*76.4*	*3,942*	*17,665*	*17,614*	*12,671*	*11,594*	*12,914*	*14,289*	*22,316*	*14,967*	*14,291*	*7,047*	*3,490*	*2.88*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***2,196.0***	***99,909***	***458,034***	***460,244***	***362,515***	***358,111***	***457,187***	***540,437***	***664,181***	***398,408***	***339,817***	***163,571***	***89,586***	***2.71***
PITTSBURGH	**830.9**	**35,606**	**158,460**	**148,321**	**132,747**	**149,715**	**206,051**	**231,939**	**258,890**	**146,776**	**116,613**	**52,873**	**23,809**	**2.54**
Allegheny	548.1	24,828	106,391	95,380	87,648	98,548	135,305	164,067	169,645	93,805	72,236	33,252	15,095	2.48
Fayette	57.0	2,228	10,035	9,651	8,564	10,460	16,062	14,022	17,655	10,605	8,576	3,931	2,211	2.70
Washington	81.0	3,060	14,453	15,151	12,790	14,938	20,608	19,561	25,899	15,033	12,556	5,611	2,340	2.63
Westmoreland	144.8	5,490	27,581	28,139	23,745	25,769	34,076	34,289	45,691	27,333	23,245	10,079	4,163	2.63
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***902.4***	***38,581***	***171,696***	***161,759***	***145,209***	***162,941***	***222,214***	***247,432***	***281,880***	***160,551***	***128,334***	***58,107***	***26,096***	***2.55***
READING	**128.7**	**6,103**	**24,614**	**24,227**	**20,596**	**20,790**	**32,370**	**33,229**	**42,472**	**23,638**	**18,709**	**7,524**	**3,128**	**2.56**
Berks	128.7	6,103	24,614	24,227	20,596	20,790	32,370	33,229	42,472	23,638	18,709	7,524	3,128	2.56
SCRANTON - WILKES-BARRE	**283.5**	**10,217**	**47,467**	**49,403**	**43,113**	**50,969**	**82,331**	**75,650**	**90,023**	**49,984**	**40,145**	**18,520**	**9,178**	**2.60**
Columbia	23.1	1,342	4,290	4,397	3,391	3,814	5,866	5,618	7,628	4,249	3,496	1,464	645	2.71
Lackawanna	85.4	2,741	13,467	14,070	12,918	16,045	26,159	23,014	26,744	15,036	12,006	5,663	2,937	2.60
Luzerne	129.3	4,051	20,087	21,443	19,916	24,057	39,746	35,631	40,752	22,713	17,596	8,340	4,268	2.57
Monroe	35.3	1,570	7,250	7,160	5,485	5,564	8,271	9,309	11,727	6,057	5,148	2,174	885	2.56
Wyoming	10.4	513	2,373	2,333	1,403	1,489	2,289	2,078	3,172	1,929	1,899	879	443	2.82
SHARON	**46.1**	**2,107**	**8,485**	**8,538**	**7,483**	**8,063**	**11,424**	**10,895**	**14,893**	**8,468**	**7,206**	**3,190**	**1,448**	**2.70**
Mercer	46.1	2,107	8,485	8,538	7,483	8,063	11,424	10,895	14,893	8,468	7,206	3,190	1,448	2.70
STATE COLLEGE	**40.3**	**5,622**	**10,088**	**7,802**	**5,433**	**4,775**	**6,580**	**10,135**	**13,123**	**7,452**	**6,083**	**2,499**	**1,008**	**2.93**
Centre	40.3	5,622	10,088	7,802	5,433	4,775	6,580	10,135	13,123	7,452	6,083	2,499	1,008	2.93
WILLIAMSPORT	**44.4**	**2,628**	**9,084**	**8,354**	**6,822**	**6,962**	**10,550**	**10,680**	**14,261**	**8,189**	**6,851**	**3,006**	**1,413**	**2.67**
Lycoming	44.4	2,628	9,084	8,354	6,822	6,962	10,550	10,680	14,261	8,189	6,851	3,006	1,413	2.67
YORK	**154.3**	**8,636**	**33,778**	**33,023**	**23,743**	**22,843**	**32,277**	**35,282**	**50,154**	**29,632**	**24,860**	**10,157**	**4,215**	**2.63**
Adams	26.1	1,533	5,643	5,446	3,981	3,894	5,603	5,515	8,486	5,051	4,188	1,909	951	2.77
York	128.2	7,103	28,135	27,577	19,762	18,949	26,674	29,767	41,668	24,581	20,672	8,248	3,264	2.61
ALL COUNTIES														
Adams	26.1	1,533	5,643	5,446	3,981	3,894	5,603	5,515	8,486	5,051	4,188	1,909	951	2.77
Allegheny	548.1	24,828	106,391	95,380	87,648	98,548	135,305	164,067	169,645	93,805	72,236	33,252	15,095	2.48

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
PENNSYLVANIA (continued)														
ALL COUNTIES (continued)														
Armstrong	30.0	1,341	5,296	5,237	4,442	5,265	8,419	7,278	9,626	5,429	4,635	2,115	917	2.64
Beaver	71.5	2,975	13,236	13,438	12,462	13,226	16,163	15,493	22,990	13,775	11,721	5,234	2,287	2.69
Bedford	17.8	797	3,272	3,667	2,753	2,906	4,405	3,666	5,708	3,403	2,981	1,354	688	2.72
Berks	128.7	6,103	24,614	24,227	20,596	20,790	32,370	33,229	42,472	23,638	18,709	7,524	3,128	2.56
Blair	50.6	2,423	9,495	9,195	7,554	8,476	13,457	12,474	16,054	9,299	7,568	3,494	1,711	2.63
Bradford	24.3	1,367	4,876	5,124	3,599	3,565	5,769	5,774	7,229	4,338	4,072	1,890	997	2.71
Bucks	192.0	8,811	44,621	47,308	34,820	29,731	26,709	38,505	55,951	37,494	35,459	16,757	7,834	2.82
Butler	55.7	2,794	12,409	11,968	8,617	8,498	11,414	12,392	16,840	10,502	9,549	4,481	1,936	2.79
Cambria	62.8	2,502	11,401	10,241	9,555	11,870	17,231	14,746	19,749	11,399	9,423	4,772	2,711	2.75
Cameron	2.7	131	472	447	431	484	735	931	794	428	333	145	69	2.37
Carbon	21.8	807	3,559	3,577	3,408	4,107	6,342	5,551	7,200	3,946	3,029	1,427	647	2.54
Centre	40.3	5,622	10,088	7,802	5,433	4,775	6,580	10,135	13,123	7,452	6,083	2,499	1,008	2.93
Chester	127.0	5,916	28,543	31,522	21,466	18,748	20,805	28,164	38,649	23,890	21,890	10,077	4,330	2.78
Clarion	14.9	946	2,859	2,886	2,258	2,215	3,736	3,478	4,654	2,653	2,306	1,163	646	2.92
Clearfield	30.6	1,540	5,876	5,683	4,527	5,035	7,939	6,990	9,463	5,603	4,883	2,397	1,264	2.71
Clinton	14.3	774	2,606	2,650	2,344	2,440	3,486	3,203	4,742	2,754	2,168	984	449	2.74
Columbia	23.1	1,342	4,290	4,397	3,391	3,814	5,866	5,618	7,628	4,249	3,496	1,464	645	2.71
Crawford	32.3	1,685	6,570	6,436	4,697	5,083	7,829	7,471	10,617	5,629	5,030	2,398	1,155	2.71
Cumberland	73.4	4,047	15,842	15,966	12,171	11,575	13,799	18,783	23,419	13,682	11,386	4,541	1,589	2.65
Dauphin	96.7	5,408	21,718	18,181	15,069	15,223	21,101	28,844	30,446	16,575	12,994	5,457	2,384	2.47
Delaware	212.3	8,040	40,676	39,144	35,706	39,543	49,191	51,949	66,486	38,275	31,305	15,700	8,585	2.69
Elk	14.0	596	2,518	2,660	2,300	2,403	3,523	3,199	4,248	2,506	2,082	1,195	770	2.75
Erie	104.2	6,742	22,686	20,108	15,755	16,971	21,938	25,215	32,166	18,509	16,086	8,004	4,220	2.71
Fayette	57.0	2,228	10,035	9,651	8,564	10,460	16,062	14,022	17,655	10,605	8,576	3,931	2,211	2.70
Forest	1.9	59	318	329	273	319	602	499	681	297	230	136	57	2.53
Franklin	45.8	2,442	9,520	9,444	7,396	6,986	10,012	10,406	14,723	8,870	7,450	3,058	1,293	2.66
Fulton	5.5	306	1,074	1,154	844	863	1,259	1,351	1,646	1,058	883	399	163	2.62
Greene	15.3	672	3,039	2,696	2,077	2,596	4,220	3,536	4,894	2,812	2,320	1,125	613	2.70
Huntingdon	15.3	725	2,856	2,953	2,423	2,300	4,043	3,573	4,880	2,760	2,412	1,126	549	2.83
Indiana	32.7	2,487	6,953	5,963	4,635	5,100	7,562	7,151	10,233	6,010	5,382	2,504	1,420	2.88
Jefferson	19.1	1,009	3,541	3,379	2,731	3,063	5,377	4,753	6,069	3,389	2,855	1,376	658	2.61
Juniata	7.7	415	1,525	1,542	1,221	1,162	1,835	1,624	2,447	1,570	1,270	536	253	2.70
Lackawanna	85.4	2,741	13,467	14,070	12,918	16,045	26,159	23,014	26,744	15,036	12,006	5,663	2,937	2.60
Lancaster	149.3	9,153	33,342	31,210	23,020	21,442	31,133	32,100	49,385	27,920	23,949	10,360	5,586	2.73
Lawrence	37.9	1,614	6,721	6,759	6,098	7,042	9,666	8,818	12,062	7,126	6,000	2,679	1,215	2.68
Lebanon	42.0	2,161	8,821	8,463	6,859	6,531	9,165	8,978	13,875	8,103	6,845	2,873	1,326	2.70
Lehigh	113.9	5,746	23,629	22,057	18,111	18,620	25,737	30,487	37,376	20,508	16,476	6,602	2,451	2.52
Luzerne	129.3	4,051	20,087	21,443	19,916	24,057	39,746	35,631	40,752	22,713	17,596	8,340	4,268	2.57
Lycoming	44.4	2,628	9,084	8,354	6,822	6,962	10,550	10,680	14,261	8,189	6,851	3,006	1,413	2.67
McKean	18.1	843	3,077	3,227	2,662	2,926	5,365	4,480	5,977	3,049	2,603	1,285	706	2.62
Mercer	46.1	2,107	8,485	8,538	7,483	8,063	11,424	10,895	14,893	8,468	7,206	3,190	1,448	2.70
Mifflin	18.2	843	3,366	3,610	2,764	2,933	4,684	4,355	5,852	3,243	2,852	1,265	633	2.63
Monroe	35.3	1,570	7,250	7,160	5,485	5,564	8,271	9,309	11,727	6,057	5,148	2,174	885	2.56
Montgomery	255.3	9,379	49,907	53,232	44,559	43,435	54,698	61,475	81,484	45,970	39,665	18,336	8,370	2.68
Montour	6.2	353	1,276	1,259	931	934	1,447	1,621	1,927	1,153	898	417	184	2.76
Northampton	91.9	3,844	17,661	17,869	14,816	16,171	21,539	21,956	30,253	17,247	14,193	5,896	2,355	2.64
Northumberland	40.4	1,647	6,668	7,039	5,858	7,071	12,117	11,124	12,929	7,242	5,672	2,461	972	2.49
Perry	15.4	780	3,671	3,290	2,316	2,246	3,097	3,207	4,758	3,162	2,669	1,125	479	2.71
Philadelphia	641.6	30,693	125,564	116,656	96,997	106,491	165,199	194,786	188,630	106,531	80,924	41,664	29,065	2.56
Pike	10.2	279	1,555	1,815	1,540	1,872	3,139	2,492	3,925	1,684	1,298	569	232	2.45
Potter	6.9	361	1,292	1,338	1,038	1,115	1,756	1,627	2,151	1,225	1,081	521	295	2.70
Schuylkill	63.3	1,968	9,568	9,959	9,645	12,331	19,829	17,144	20,333	11,388	8,595	3,895	1,945	2.52
Snyder	12.8	758	2,689	2,681	2,017	1,923	2,732	2,903	3,963	2,506	2,115	899	414	2.85
Somerset	30.7	1,471	5,914	5,502	4,611	5,324	7,878	6,848	9,951	5,615	4,896	2,265	1,125	2.68
Sullivan	2.3	75	382	360	346	412	725	573	740	376	343	161	107	2.83
Susquehanna	15.3	661	2,829	3,190	2,258	2,446	3,916	3,195	4,887	2,727	2,551	1,263	677	2.75
Tioga	15.0	812	2,889	3,147	2,223	2,260	3,669	3,283	4,759	2,708	2,494	1,151	[illegible]	2.83
Union	11.3	667	2,429	2,369	1,745	1,647	2,443	2,367	3,730	2,066	1,991	810	336	3.06
Venango	23.7	1,218	4,866	4,395	3,709	3,692	5,820	5,794	7,471	4,234	3,759	1,699	743	2.67
Warren	17.4	846	3,346	3,503	2,736	2,711	4,258	4,207	5,671	2,931	2,710	1,304	577	2.68
Washington	81.0	3,060	14,453	15,151	12,790	14,938	20,608	19,561	25,899	15,033	12,556	5,611	2,340	2.63
Wayne	15.5	568	2,696	2,904	2,239	2,551	4,542	3,661	5,192	2,618	2,230	1,156	643	2.65
Westmoreland	144.8	5,490	27,581	28,139	23,745	25,769	34,076	34,289	45,691	27,333	23,245	10,079	4,163	2.63
Wyoming	10.4	513	2,373	2,333	1,403	1,489	2,289	2,078	3,172	1,929	1,899	879	443	2.82
York	128.2	7,103	28,135	27,577	19,762	18,949	26,674	29,767	41,668	24,581	20,672	8,248	3,264	2.61

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

SMM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	1	2	3	4	5	6 or More	
PENNSYLVANIA (continued)														
TOTAL METRO COUNTIES	3,880.6	181,817	772,352	746,627	619,192	653,847	906,765	1,007,371	1,212,638	696,039	570,945	262,353	131,254	2.62
TOTAL STATE	4,575.0	215,416	903,581	878,400	724,569	767,996	1,085,038	1,172,290	1,433,701	822,326	678,978	312,270	155,435	2.63
RHODE ISLAND														
PROVIDENCE - PAWTUCKET - WOONSOCKET	335.5	16,963	67,413	63,205	51,053	55,564	81,302	83,507	107,416	59,852	50,215	22,747	11,763	2.71
Bristol	16.4	577	2,890	3,385	2,921	2,998	3,629	3,180	5,179	3,290	2,773	1,362	616	2.95
Kent	59.7	2,418	12,538	12,582	9,787	10,063	12,312	13,131	18,802	11,060	10,064	4,551	2,092	2.76
Providence	222.0	11,614	42,700	39,169	33,065	37,341	58,111	59,316	71,313	38,376	31,154	14,070	7,771	2.65
Washington	37.4	2,354	9,285	8,069	5,280	5,162	7,250	7,880	12,122	7,126	6,224	2,764	1,284	2.85
ALL COUNTIES														
Bristol	16.4	577	2,890	3,385	2,921	2,998	3,629	3,180	5,179	3,290	2,773	1,362	616	2.95
Kent	59.7	2,418	12,538	12,582	9,787	10,063	12,312	13,131	18,802	11,060	10,064	4,551	2,092	2.76
Newport	31.0	1,664	7,168	6,690	4,485	4,446	6,547	7,623	9,958	5,539	4,666	2,154	1,060	2.79
Providence	222.0	11,614	42,700	39,169	33,065	37,341	58,111	59,316	71,313	38,376	31,154	14,070	7,771	2.65
Washington	37.4	2,354	9,285	8,069	5,280	5,162	7,250	7,880	12,122	7,126	6,224	2,764	1,284	2.85
TOTAL METRO COUNTIES	335.5	16,963	67,413	63,205	51,053	55,564	81,302	83,507	107,416	59,852	50,215	22,747	11,763	2.71
TOTAL STATE	366.5	18,627	74,581	69,895	55,538	60,010	87,849	91,130	117,374	65,391	54,881	24,901	12,823	2.72
SOUTH CAROLINA														
ANDERSON	55.7	3,036	11,588	12,317	8,729	8,335	11,695	13,040	17,382	11,293	8,842	3,484	1,659	2.63
Anderson	55.7	3,036	11,588	12,317	8,729	8,335	11,695	13,040	17,382	11,293	8,842	3,484	1,659	2.63
CHARLESTON	176.5	13,804	47,234	41,306	25,887	22,850	25,419	38,579	49,999	35,793	30,194	14,001	7,934	2.91
Berkeley	45.7	3,726	13,343	12,158	6,607	4,991	4,875	7,563	11,954	10,025	9,355	4,458	2,345	2.99
Charleston	103.1	8,394	26,514	21,482	15,107	14,619	16,984	26,271	30,591	19,594	15,254	7,077	4,313	2.86
Dorchester	27.7	1,684	7,377	7,666	4,173	3,240	3,560	4,745	7,454	6,174	5,585	2,466	1,276	2.98
CHARLOTTE - GASTONIA - ROCK HILL	421.1	24,337	99,124	95,857	67,271	59,556	74,955	99,203	132,674	83,111	66,509	26,881	12,722	2.64
York	45.2	2,393	10,212	10,592	7,364	6,624	8,015	9,167	13,653	9,334	7,750	3,398	1,898	2.81
Cabarrus, N. C.	*35.4*	*1,747*	*6,959*	*7,546*	*5,729*	*5,581*	*7,838*	*7,145*	*12,025*	*7,078*	*5,912*	*2,269*	*971*	*2.69*
Gaston, N. C.	*63.8*	*3,484*	*13,901*	*13,991*	*10,566*	*9,586*	*12,272*	*12,731*	*20,174*	*13,462*	*10,891*	*4,449*	*2,093*	*2.72*
Lincoln, N. C.	*18.2*	*1,022*	*3,952*	*4,242*	*2,972*	*2,617*	*3,395*	*3,517*	*5,889*	*3,939*	*3,098*	*1,195*	*562*	*2.70*
Mecklenburg, N. C.	*188.7*	*12,044*	*49,616*	*44,201*	*29,900*	*24,549*	*28,390*	*52,092*	*58,027*	*35,454*	*27,290*	*10,927*	*4,910*	*2.53*
Rowan, N. C.	*40.9*	*2,108*	*7,902*	*8,058*	*6,364*	*6,690*	*9,778*	*9,838*	*13,914*	*7,897*	*5,925*	*2,298*	*1,028*	*2.59*
Union, N. C.	*28.9*	*1,539*	*6,582*	*7,227*	*4,376*	*3,909*	*5,267*	*4,713*	*8,992*	*5,947*	*5,643*	*2,345*	*1,260*	*2.91*
COLUMBIA	170.1	12,437	46,882	39,281	25,521	21,981	23,998	44,696	50,339	32,947	25,961	11,060	5,097	2.74
Lexington	67.3	4,443	17,573	17,942	10,542	8,451	8,349	14,864	19,759	14,291	12,030	4,633	1,723	2.68
Richland	102.8	7,994	29,309	21,339	14,979	13,530	15,649	29,832	30,580	18,656	13,931	6,427	3,374	2.78
FLORENCE	42.8	2,281	10,100	9,825	6,804	6,198	7,592	9,110	12,038	8,661	7,154	3,528	2,309	2.84
Florence	42.8	2,281	10,100	9,825	6,804	6,198	7,592	9,110	12,038	8,661	7,154	3,528	2,309	2.84
GREENVILLE - SPARTANBURG	236.9	13,863	53,547	53,205	37,014	34,454	44,817	59,011	73,155	46,853	36,373	14,946	6,562	2.64
Greenville	122.1	7,188	28,335	27,715	19,072	17,595	22,195	31,542	37,441	23,880	18,479	7,521	3,237	2.59
Pickens	32.1	2,625	7,242	7,034	4,935	4,465	5,799	7,091	10,383	6,683	5,110	2,024	809	2.82
Spartanburg	82.7	4,050	17,970	18,456	13,007	12,394	16,823	20,378	25,331	16,290	12,784	5,401	2,516	2.64
ALL COUNTIES														
Abbeville	8.6	428	1,640	1,625	1,359	1,358	2,190	2,005	2,622	1,682	1,325	604	362	2.71
Aiken	46.3	2,556	9,875	10,057	7,921	7,078	8,813	11,306	13,959	8,905	7,205	3,294	1,631	2.63
Allendale	3.8	145	795	714	538	619	989	867	1,030	649	605	320	329	2.95
Anderson	55.7	3,036	11,588	12,317	8,729	8,335	11,695	13,040	17,382	11,293	8,842	3,484	1,659	2.63
Bamberg	6.1	259	1,185	1,169	921	1,017	1,549	1,332	1,753	1,065	960	528	462	2.98
Barnwell	7.8	400	1,746	1,574	1,153	1,207	1,720	1,778	2,178	1,477	1,251	669	447	2.79
Beaufort	30.7	2,899	8,179	5,688	3,718	4,533	5,683	7,897	9,909	5,739	4,096	1,923	1,136	2.77
Berkeley	45.7	3,726	13,343	12,158	6,607	4,991	4,875	7,563	11,954	10,025	9,355	4,458	2,345	2.99
Calhoun	4.5	170	902	876	628	750	1,174	902	1,291	864	734	366	343	2.87
Charleston	103.1	8,394	26,514	21,482	15,107	14,619	16,984	26,271	30,591	19,594	15,254	7,077	4,313	2.86
Cherokee	15.5	733	3,177	3,410	2,463	2,433	3,284	3,019	4,674	3,152	2,744	1,198	713	2.81
Chester	11.1	434	2,144	2,133	1,740	1,899	2,750	2,088	3,486	2,114	1,798	897	717	2.85
Chesterfield	14.8	668	3,124	3,147	2,222	2,289	3,350	3,524	4,175	2,876	2,401	1,065	759	2.71
Clarendon	10.0	379	1,940	1,955	1,508	1,715	2,503	2,105	2,700	1,866	1,582	920	827	2.92

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SMM ESTIMATES METRO AREA County	12/31/88 Total Households Thousands	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	1	2	3	4	5	6 or More	
SOUTH CAROLINA (continued)														
ALL COUNTIES (continued)														
Colleton	12.7	488	2,505	2,642	1,987	2,029	3,049	2,734	3,647	2,362	2,065	1,051	841	2.83
Darlington	23.3	1,011	5,258	5,191	3,622	3,620	4,598	4,922	6,444	4,555	4,113	1,886	1,380	2.85
Dillon	10.6	510	2,223	2,227	1,648	1,769	2,223	1,978	2,806	1,951	1,917	943	1,005	3.05
Dorchester	27.7	1,684	7,377	7,666	4,173	3,240	3,560	4,745	7,454	6,174	5,585	2,466	1,276	2.98
Edgefield	6.2	246	1,352	1,276	948	1,009	1,369	1,121	1,827	1,184	1,030	570	468	2.95
Fairfield	6.9	271	1,354	1,282	1,092	1,195	1,706	1,344	1,939	1,254	1,098	607	658	3.04
Florence	42.8	2,281	10,100	9,825	6,804	6,198	7,592	9,110	12,038	8,661	7,154	3,528	2,309	2.84
Georgetown	17.3	788	3,872	3,581	2,590	2,904	3,565	3,640	4,798	3,250	2,854	1,551	1,207	2.87
Greenville	122.1	7,188	28,335	27,715	19,072	17,595	22,195	31,542	37,441	23,880	18,479	7,521	3,237	2.59
Greenwood	23.3	1,230	4,832	4,970	3,615	3,605	5,048	5,615	7,276	4,556	3,560	1,476	817	2.64
Hampton	7.0	287	1,424	1,334	1,018	1,161	1,776	1,668	1,905	1,256	1,129	581	461	2.79
Horry	53.1	3,606	12,321	11,298	8,211	7,951	9,713	13,232	16,167	10,724	7,852	3,349	1,776	2.60
Jasper	5.6	281	1,150	1,140	863	845	1,321	1,292	1,439	1,057	916	493	403	2.88
Kershaw	16.5	798	3,542	3,611	2,607	2,560	3,382	4,035	4,704	3,212	2,670	1,200	679	2.67
Lancaster	20.5	1,015	4,480	4,612	3,238	3,085	4,070	3,944	6,128	4,219	3,695	1,595	919	2.80
Laurens	19.2	790	3,732	4,093	3,066	3,113	4,406	4,293	5,960	3,660	3,039	1,356	892	2.85
Lee	6.0	234	1,202	1,189	949	977	1,449	1,091	1,544	1,126	1,039	586	614	3.13
Lexington	67.3	4,443	17,573	17,942	10,542	8,451	8,349	14,864	19,759	14,291	12,030	4,633	1,723	2.68
McCormick	2.1	74	411	393	316	354	552	450	592	373	349	157	179	3.43
Marion	12.1	525	2,519	2,448	1,854	2,012	2,742	2,515	3,272	2,276	2,035	1,051	949	2.91
Marlboro	10.7	460	2,155	2,165	1,683	1,754	2,483	2,110	2,872	1,967	1,889	927	935	3.00
Newberry	12.6	447	2,203	2,410	1,844	2,153	3,543	3,502	3,828	2,245	1,737	814	474	2.57
Oconee	22.0	1,316	4,561	4,846	3,437	3,155	4,685	5,736	6,772	4,365	3,231	1,314	582	2.53
Orangeburg	31.5	1,415	6,699	6,461	4,882	5,157	6,886	7,225	8,708	5,842	5,017	2,668	2,040	2.89
Pickens	33.1	2,625	7,242	7,034	4,935	4,465	5,799	7,091	10,383	6,683	5,110	2,024	809	2.82
Richland	102.8	7,994	29,309	21,339	14,979	13,530	15,649	29,832	30,580	18,656	13,931	6,427	3,374	2.78
Saluda	6.0	234	1,055	1,240	938	1,000	1,533	1,312	1,778	1,111	990	449	360	2.82
Spartanburg	82.7	4,050	17,970	18,456	13,007	12,394	16,823	20,378	25,331	16,290	12,784	5,401	2,516	2.64
Sumter	33.1	2,406	8,019	7,428	5,193	4,534	5,520	6,669	8,965	6,808	5,819	2,907	1,932	2.95
Union	11.2	502	2,101	2,295	1,770	1,842	2,690	2,337	3,478	2,243	1,790	834	518	2.74
Williamsburg	13.0	504	2,715	2,473	2,030	2,259	3,019	2,367	3,361	2,393	2,304	1,243	1,332	3.06
York	45.2	2,393	10,212	10,592	7,364	6,624	8,015	9,167	13,653	9,334	7,750	3,398	1,898	2.81
TOTAL METRO COUNTIES	**773.5**	**50,370**	**189,438**	**176,583**	**119,240**	**107,520**	**130,349**	**184,909**	**230,525**	**153,786**	**123,479**	**53,711**	**27,090**	**2.74**
TOTAL STATE	**1,268.9**	**76,323**	**295,955**	**279,479**	**194,891**	**185,383**	**236,869**	**295,558**	**374,553**	**249,261**	**203,113**	**91,809**	**54,606**	**2.77**
SOUTH DAKOTA														
RAPID CITY	**30.9**	**3,767**	**8,332**	**5,993**	**4,295**	**3,490**	**5,023**	**7,847**	**9,733**	**5,812**	**4,706**	**1,995**	**807**	**2.59**
Pennington	30.9	3,767	8,332	5,993	4,295	3,490	5,023	7,847	9,733	5,812	4,706	1,995	807	2.59
SIOUX FALLS	**50.6**	**4,800**	**12,989**	**9,410**	**6,890**	**6,493**	**10,018**	**14,921**	**15,720**	**8,513**	**7,040**	**3,169**	**1,237**	**2.53**
Minnehaha	50.6	4,800	12,989	9,410	6,890	6,493	10,018	14,921	15,720	8,513	7,040	3,169	1,237	2.53
ALL COUNTIES														
Aurora	1.1	44	180	161	160	202	353	259	379	169	142	99	52	2.91
Beadle	7.4	541	1,394	1,227	1,066	1,156	2,016	2,312	2,367	1,169	957	433	162	2.42
Bennett	1.0	52	207	171	169	143	258	217	275	172	158	94	84	3.40
Bon Homme	2.6	145	386	349	360	416	944	825	883	372	291	155	74	2.77
Brookings	8.8	1,263	2,054	1,411	991	1,087	1,994	2,243	2,986	1,511	1,299	509	252	2.85
Brown	14.4	1,403	3,205	2,539	1,929	1,914	3,410	4,257	4,473	2,391	1,984	914	381	2.56
Brule	2.0	97	374	322	280	362	565	577	631	312	263	132	85	2.60
Buffalo	.4	26	87	94	59	65	69	49	93	59	78	52	69	4.25
Butte	3.3	209	717	537	448	518	871	926	1,035	535	488	208	108	2.55
Campbell	.8	21	90	135	143	159	252	214	277	135	107	42	25	2.50
Charles Mix	3.3	161	544	565	494	525	1,011	782	1,044	521	450	280	223	2.94
Clark	1.9	67	290	247	280	349	672	470	712	295	245	106	72	2.53
Clay	4.9	875	1,219	759	521	539	987	1,733	1,502	778	595	209	83	2.69
Codington	8.8	848	1,806	1,478	1,133	1,231	2,304	2,257	2,903	1,431	1,292	629	288	2.59
Corson	1.5	99	248	298	301	237	317	267	394	235	255	166	183	3.27
Custer	2.7	138	638	518	414	379	613	732	853	503	384	157	71	2.63
Davison	6.6	626	1,331	989	865	904	1,885	2,161	2,033	1,017	811	396	182	2.62
Day	2.9	124	441	382	383	519	1,051	748	1,014	434	360	205	139	2.69
Deuel	1.8	80	272	283	267	286	612	477	607	258	243	138	77	2.67
Dewey	1.5	93	301	299	246	220	341	313	371	242	207	179	188	3.93
Douglas	1.4	73	208	222	211	206	480	297	513	193	195	108	94	3.00

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	1	2	3	4	5	6 or More	
SOUTH DAKOTA (continued)														
ALL COUNTIES (continued)														
Edmunds	1.7	58	249	271	262	301	559	383	641	261	201	112	102	2.94
Fall River	3.3	203	691	542	418	529	91	1,174	992	464	373	214	83	2.55
Faulk	1.2	53	169	195	194	198	391	408	368	163	145	78	38	2.42
Grant	3.1	194	583	517	385	470	951	746	1,013	488	446	273	134	2.81
Gregory	2.1	112	319	297	158	335	779	527	736	312	286	147	92	2.62
Haakon	1.0	80	226	171	125	139	259	247	293	147	181	83	49	3.00
Hamlin	1.9	77	260	266	239	352	706	448	743	272	210	137	90	2.74
Hand	1.8	69	281	283	309	310	548	528	573	285	232	127	55	2.50
Hanson	1.1	45	159	190	167	175	364	234	381	167	142	99	77	3.00
Harding	.6	23	126	94	81	104	172	152	163	103	108	52	22	3.00
Hughes	6.2	452	1,633	1,356	842	815	1,102	2,002	1,737	1,022	903	374	162	2.48
Hutchinson	3.3	110	466	450	485	537	1,252	831	1,239	469	411	212	138	2.61
Hyde	.8	29	113	117	141	125	275	303	214	117	85	54	27	2.38
Jackson	1.2	52	238	246	199	168	297	246	331	166	197	113	147	3.50
Jerauld	1.1	35	165	168	140	178	414	281	394	148	146	86	45	2.73
Jones	.6	25	106	99	95	94	181	210	175	92	65	44	14	2.33
Kingsbury	2.6	105	369	362	376	463	925	831	855	381	325	144	64	2.42
Lake	4.3	365	797	559	539	613	1,427	1,177	1,515	663	565	265	115	2.60
Lawrence	8.2	830	1,849	1,295	1,063	1,133	2,030	2,749	2,536	1,289	989	457	180	2.45
Lincoln	5.2	295	1,094	967	664	713	1,467	970	1,767	899	912	442	210	2.90
Lyman	1.3	69	247	230	215	185	354	293	384	203	193	133	94	2.85
McCook	2.4	115	364	350	365	406	800	661	784	370	294	181	110	2.58
McPherson	1.5	44	198	206	236	288	528	537	493	208	157	68	37	2.27
Marshall	2.0	77	289	340	283	325	686	639	614	297	258	135	57	2.45
Meade	8.2	581	2,413	1,842	1,062	868	1,434	1,826	2,244	1,563	1,590	695	282	2.96
Mellette	.7	50	132	136	112	101	169	143	199	122	114	63	59	3.43
Miner	1.4	48	196	151	186	278	541	481	451	201	149	73	45	2.36
Minnehaha	50.6	4,800	12,989	9,410	6,890	6,493	10,018	14,921	15,720	8,513	7,040	3,169	1,237	2.53
Moody	2.4	113	423	405	323	386	750	550	835	363	342	195	115	2.75
Pennington	30.9	3,767	8,332	5,993	4,295	3,490	5,023	7,847	9,733	5,812	4,706	1,995	807	2.59
Perkins	1.8	97	311	278	244	336	534	443	616	297	266	120	58	2.61
Potter	1.3	49	210	222	182	213	424	326	438	183	190	103	60	2.77
Roberts	3.8	164	572	636	514	583	1,330	954	1,219	563	462	347	255	2.87
Sanborn	1.2	56	194	151	207	201	391	352	416	174	143	70	45	2.50
Shannon	2.6	158	661	603	431	332	415	336	422	401	401	303	737	4.96
Spink	3.2	169	527	490	483	535	996	931	1,074	472	405	200	118	2.66
Stanley	.9	60	229	185	129	118	179	205	267	165	142	80	41	3.00
Sully	.7	38	128	123	122	92	197	174	222	113	98	59	34	2.86
Todd	1.9	123	529	422	300	248	278	310	399	335	343	193	320	4.05
Tripp	2.7	170	438	468	389	468	767	785	817	439	356	209	94	2.59
Turner	3.4	134	530	470	478	527	1,261	774	1,318	509	464	227	108	2.65
Union	4.2	269	920	692	559	614	1,146	958	1,408	720	634	312	168	2.69
Walworth	2.6	143	452	432	384	387	802	937	742	396	311	152	62	2.42
Yankton	7.1	600	1,538	1,291	942	991	1,738	2,007	2,303	1,193	910	451	236	2.66
Ziebach	.6	35	118	122	109	104	112	113	128	88	109	65	97	4.17
TOTAL METRO COUNTIES	**81.5**	**8,567**	**21,321**	**15,403**	**11,185**	**9,983**	**15,641**	**22,768**	**25,453**	**14,325**	**11,746**	**5,164**	**2,044**	**2.55**
TOTAL STATE	**269.8**	**22,126**	**58,826**	**47,074**	**37,142**	**37,738**	**66,894**	**74,066**	**85,257**	**44,340**	**37,603**	**18,322**	**10,012**	**2.68**
TENNESSEE														
CHATTANOOGA	**166.5**	**9,083**	**36,742**	**36,165**	**26,373**	**23,876**	**34,261**	**40,225**	**51,891**	**32,758**	**26,349**	**10,624**	**4,653**	**2.63**
Hamilton	113.8	6,224	25,662	23,742	17,968	16,404	23,800	30,588	35,392	21,525	16,611	6,690	2,994	2.56
Marion	9.6	489	1,918	2,146	1,522	1,356	2,169	2,196	2,743	2,012	1,626	745	278	2.69
Sequatchie	3.3	196	717	777	506	421	683	668	1,008	688	599	234	103	2.76
Catoosa, Ga.	*14.8*	*821*	*3,343*	*3,773*	*2,476*	*1,918*	*2,469*	*2,436*	*4,675*	*3,276*	*2,895*	*1,092*	*426*	*2.80*
Dade, Ga.	*4.3*	*257*	*963*	*1,076*	*635*	*610*	*759*	*637*	*1,340*	*936*	*844*	*382*	*161*	*3.00*
Walker, Ga.	*20.7*	*1,096*	*4,139*	*4,651*	*3,266*	*3,167*	*4,381*	*3,700*	*6,733*	*4,321*	*3,774*	*1,481*	*691*	*2.76*
CLARKSVILLE - HOPKINSVILLE	**53.9**	**5,524**	**13,996**	**11,381**	**7,758**	**6,060**	**9,181**	**10,441**	**16,657**	**11,850**	**9,374**	**3,750**	**1,828**	**2.95**
Montgomery	33.7	3,647	8,914	7,268	5,053	3,645	5,173	6,745	10,617	7,420	5,737	2,207	974	2.81
Christian, Ky.	*20.2*	*1,877*	*5,082*	*4,113*	*2,705*	*2,415*	*4,008*	*3,696*	*6,040*	*4,430*	*3,637*	*1,543*	*854*	*3.19*
JACKSON	**30.0**	**1,870**	**6,610**	**5,680**	**4,245**	**4,208**	**7,387**	**7,525**	**9,647**	**5,734**	**4,330**	**1,724**	**1,040**	**2.62**
Madison	30.0	1,870	6,610	5,680	4,245	4,208	7,387	7,525	9,647	5,734	4,330	1,724	1,040	2.62

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		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
TENNESSEE (continued)														
JOHNSON CITY - KINGSPORT - BRISTOL	**170.8**	**8,813**	**34,496**	**38,030**	**26,650**	**25,775**	**37,036**	**38,635**	**55,390**	**35,288**	**26,778**	**10,325**	**4,384**	**2.64**
Carter	20.0	972	3,828	4,277	3,051	3,074	4,798	4,865	6,425	4,090	2,977	1,179	464	2.57
Hawkins	17.6	859	3,757	4,177	2,644	2,430	3,733	3,458	5,588	3,849	3,007	1,175	523	2.69
Sullivan	58.6	2,852	11,800	13,748	9,638	9,091	11,471	14,356	18,789	11,878	9,067	3,324	1,186	2.54
Unicoi	6.4	269	1,131	1,291	985	1,034	1,691	1,326	2,154	1,405	1,009	341	165	2.61
Washington	35.0	2,362	7,826	7,443	5,262	5,030	7,077	8,262	11,454	6,954	5,312	2,085	933	2.67
Bristol city, Va.	*7.3*	*318*	*1,276*	*1,293*	*1,132*	*1,255*	*2,026*	*2,194*	*2,310*	*1,345*	*945*	*351*	*155*	*2.48*
Scott, Va.	*8.8*	*363*	*1,497*	*1,863*	*1,311*	*1,412*	*2,354*	*1,392*	*2,985*	*1,981*	*1,470*	*645*	*327*	*2.88*
Washington, Va.	*17.1*	*819*	*3,381*	*3,938*	*2,627*	*2,449*	*3,886*	*2,782*	*5,685*	*3,786*	*2,991*	*1,225*	*631*	*2.95*
KNOXVILLE	**237.3**	**15,844**	**52,759**	**50,226**	**35,227**	**34,049**	**49,195**	**60,632**	**77,427**	**45,866**	**34,872**	**13,215**	**5,288**	**2.55**
Anderson	27.8	1,409	5,613	5,923	4,403	4,714	5,738	7,009	8,965	5,423	4,143	1,581	679	2.54
Blount	33.1	1,779	7,185	7,268	4,695	5,015	7,158	6,979	11,378	6,746	5,266	1,972	759	2.62
Grainger	6.5	370	1,282	1,478	984	890	1,496	1,255	2,097	1,419	1,088	440	201	2.71
Jefferson	12.6	656	2,390	2,955	1,987	1,864	2,748	2,587	4,202	2,625	2,026	812	348	2.75
Knox	133.4	10,292	31,323	26,965	19,438	18,284	27,098	38,043	42,834	24,512	18,417	6,920	2,674	2.50
Sevier	19.1	1,041	4,000	4,470	3,028	2,648	3,913	3,725	6,490	4,105	3,149	1,167	464	2.64
Union	4.8	297	966	1,167	692	634	1,044	1,034	1,461	1,036	783	323	163	2.67
MEMPHIS	**356.6**	**22,364**	**89,391**	**77,702**	**54,012**	**48,077**	**65,054**	**81,047**	**108,538**	**68,822**	**56,273**	**24,660**	**17,260**	**2.75**
Shelby	304.5	19,716	78,050	64,296	45,839	41,351	55,248	72,452	93,732	58,009	46,127	20,105	14,075	2.71
Tipton	12.8	708	2,462	2,843	1,967	1,725	3,095	2,247	3,837	2,545	2,372	1,048	751	2.89
Crittenden, Ark.	*17.0*	*984*	*3,743*	*3,794*	*2,567*	*2,414*	*3,498*	*3,469*	*5,008*	*3,295*	*2,871*	*1,392*	*1,265*	*2.98*
De Soto, Miss.	*22.3*	*956*	*5,136*	*6,769*	*3,639*	*2,587*	*3,213*	*3,179*	*5,961*	*4,973*	*4,903*	*2,115*	*1,169*	*3.02*
NASHVILLE	**373.2**	**23,847**	**88,750**	**83,598**	**56,393**	**49,346**	**71,266**	**89,896**	**118,041**	**72,919**	**58,303**	**23,405**	**10,636**	**2.64**
Cheatham	9.6	505	2,214	2,527	1,485	1,145	1,724	1,283	2,972	2,134	1,987	846	378	2.94
Davidson	207.0	14,347	51,061	41,386	30,885	28,263	41,058	61,606	66,276	37,289	26,252	10,581	4,996	2.48
Dickson	12.8	640	2,489	2,777	1,963	1,777	3,154	2,442	4,219	2,596	2,154	937	452	2.73
Robertson	15.2	794	3,064	3,179	2,319	2,190	3,654	2,551	4,974	3,155	2,729	1,161	630	2.82
Rutherford	40.0	3,642	9,952	9,189	5,790	4,866	6,561	8,200	12,597	8,291	6,852	2,804	1,256	2.80
Sumner	35.2	1,831	8,459	9,785	5,540	4,563	6,022	5,821	10,924	8,032	7,387	2,882	1,154	2.85
Williamson	27.2	994	5,972	7,992	4,581	3,346	4,315	3,560	8,214	6,052	6,113	2,315	946	2.96
Wilson	25.2	1,094	5,539	6,763	3,830	3,196	4,778	4,433	7,865	5,370	4,829	1,879	824	2.80
ALL COUNTIES														
Anderson	27.8	1,409	5,613	5,923	4,403	4,714	5,738	7,009	8,965	5,423	4,143	1,581	679	2.54
Bedford	11.2	558	1,996	2,204	1,746	1,771	2,925	2,445	3,688	2,199	1,773	766	329	2.64
Benton	6.2	269	1,076	1,183	881	983	1,808	1,543	2,170	1,136	879	336	136	2.50
Bledsoe	3.5	207	683	791	519	476	824	841	1,028	710	552	225	94	2.86
Blount	33.1	1,779	7,185	7,268	4,695	5,015	7,158	6,979	11,378	6,746	5,266	1,972	759	2.62
Bradley	27.4	1,935	6,229	6,801	4,210	3,489	4,736	5,509	8,619	5,768	4,697	2,051	756	2.74
Campbell	13.7	600	2,508	2,818	1,946	2,166	3,662	3,036	4,237	2,730	2,182	942	573	2.68
Cannon	4.2	191	751	845	669	614	1,130	831	1,383	861	725	279	121	2.69
Carroll	10.9	490	1,862	2,110	1,558	1,667	3,213	2,077	3,983	2,170	1,709	681	280	2.65
Carter	20.0	972	3,828	4,277	3,051	3,074	4,798	4,865	6,425	4,090	2,977	1,179	464	2.57
Cheatham	9.6	505	2,214	2,527	1,485	1,145	1,724	1,283	2,972	2,134	1,987	846	378	2.94
Chester	5.1	307	928	1,014	724	782	1,345	1,233	1,694	927	785	318	143	2.75
Claiborne	9.8	524	2,028	2,105	1,417	1,405	2,321	1,753	3,142	2,135	1,678	714	378	2.80
Clay	3.1	160	513	610	436	536	845	725	999	646	466	179	85	2.58
Cocke	11.4	558	2,189	2,578	1,926	1,576	2,573	2,627	3,502	2,400	1,740	759	372	2.62
Coffee	16.1	914	3,060	3,562	2,717	2,440	3,407	3,595	5,212	3,227	2,595	1,056	415	2.62
Crockett	5.3	237	854	1,037	652	843	1,677	1,099	1,868	985	803	326	219	2.75
Cumberland	12.7	624	2,464	2,630	1,860	1,986	3,136	2,368	4,250	2,568	2,089	953	472	2.74
Davidson	207.0	14,347	51,061	41,386	30,885	28,263	41,058	61,606	66,276	37,289	26,252	10,581	4,996	2.48
Decatur	4.5	220	747	863	620	721	1,329	1,241	1,474	881	597	225	82	2.44
De Kalb	5.8	302	1,074	1,097	849	900	1,578	1,389	1,957	1,149	822	324	159	2.53
Dickson	12.8	640	2,489	2,777	1,963	1,777	3,154	2,442	4,219	2,596	2,154	937	452	2.73
Dyer	13.5	725	2,635	2,698	1,835	1,912	3,695	3,185	4,357	2,617	2,094	840	407	2.59
Fayette	8.6	367	1,553	1,758	1,314	1,281	2,327	1,299	2,589	1,688	1,467	746	811	3.09
Fentress	5.7	250	1,075	1,231	808	839	1,497	1,184	1,737	1,099	994	447	239	2.75
Franklin	12.3	532	2,338	2,582	1,979	1,865	3,004	2,506	3,951	2,472	2,101	892	418	2.78
Gibson	19.1	846	3,217	3,480	2,767	2,994	5,796	4,613	6,510	3,599	2,715	1,093	570	2.55
Giles	9.4	453	1,640	1,802	1,299	1,545	2,661	2,114	3,164	1,827	1,446	579	270	2.62
Grainger	6.5	370	1,282	1,478	984	890	1,496	1,255	2,097	1,419	1,088	440	201	2.71
Greene	21.2	1,029	4,114	4,716	3,484	3,163	4,694	4,495	6,908	4,530	3,422	1,283	562	2.69
Grundy	5.0	275	970	1,138	685	720	1,212	805	1,478	1,078	928	450	261	2.94
Hamblen	21.0	1,172	4,555	5,176	3,545	2,881	3,671	4,349	6,630	4,572	3,473	1,418	558	2.67

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SMM ESTIMATES		Households by Age of Householder						Households by Number of Persons						Average
METRO AREA County	12/31/88 Total – Households (Thousands)	Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	House-hold Size
TENNESSEE (continued)														
ALL COUNTIES (continued)														
Hamilton	113.8	6,224	25,662	23,742	17,968	16,404	23,800	30,588	35,397	21,525	16,611	6,690	2,994	2.56
Hancock	2.3	113	381	434	375	385	612	358	805	493	347	195	102	2.91
Hardeman	8.5	391	1,632	1,613	1,247	1,283	2,334	1,679	2,669	1,617	1,340	635	560	2.93
Hardin	8.5	382	1,607	1,780	1,307	1,250	2,174	1,656	2,908	1,747	1,382	555	252	2.68
Hawkins	17.6	859	3,757	4,177	2,644	2,430	3,733	3,458	5,588	3,849	3,007	1,175	523	2.69
Haywood	7.1	318	1,308	1,220	1,035	1,030	2,189	1,385	2,256	1,300	1,069	522	568	2.94
Henderson	9.1	500	1,749	1,822	1,345	1,350	2,334	2,022	3,001	1,922	1,392	538	225	2.59
Henry	11.6	588	1,972	2,021	1,580	1,874	3,565	2,542	4,286	2,166	1,693	616	297	2.55
Hickman	5.9	282	1,026	1,298	858	953	1,483	1,145	1,954	1,229	975	407	190	2.83
Houston	2.4	111	419	475	327	362	706	382	856	487	414	180	81	2.96
Humphreys	6.2	319	1,219	1,326	972	877	1,487	1,467	1,939	1,178	1,012	430	174	2.61
Jackson	3.3	140	571	629	449	551	960	579	1,168	675	540	230	108	2.91
Jefferson	12.6	656	2,390	2,955	1,987	1,864	2,748	2,587	4,202	2,625	2,026	812	348	2.75
Johnson	5.5	259	1,036	1,188	779	793	1,445	1,106	1,863	1,209	787	348	187	2.64
Knox	133.4	10,292	31,323	26,965	19,438	18,284	27,098	38,043	42,834	24,512	18,417	6,920	2,674	2.50
Lake	2.6	114	454	460	394	425	753	603	831	502	390	162	112	2.96
Lauderdale	9.3	458	1,658	1,748	1,252	1,417	2,767	1,963	3,029	1,681	1,502	643	482	2.78
Lawrence	13.3	736	2,407	2,811	1,931	2,051	3,364	2,590	4,304	2,746	2,297	915	448	2.72
Lewis	3.6	188	714	678	550	525	945	616	1,231	757	580	272	144	3.03
Lincoln	10.6	517	1,734	2,126	1,701	1,796	2,726	2,280	3,630	2,061	1,653	655	321	2.61
Loudon	12.1	528	2,326	2,485	1,941	1,876	2,944	2,871	3,934	2,448	1,878	694	275	2.56
McMinn	16.2	859	3,157	3,533	2,481	2,435	3,735	3,170	5,312	3,390	2,722	1,090	516	2.72
McNairy	9.6	439	1,661	2,029	1,478	1,432	2,561	2,234	3,192	1,929	1,445	561	239	2.56
Macon	6.2	364	1,190	1,241	926	914	1,565	1,171	2,099	1,401	1,035	324	170	2.66
Madison	30.0	1,870	6,610	5,680	4,245	4,208	7,387	7,525	9,647	5,734	4,330	1,724	1,040	2.62
Marion	9.6	489	1,918	2,146	1,522	1,356	2,169	2,196	2,743	2,012	1,626	745	278	2.69
Marshall	8.2	393	1,428	1,601	1,129	1,355	2,294	1,798	2,771	1,618	1,245	529	239	2.62
Maury	21.1	1,156	4,162	4,272	3,386	3,106	5,018	4,846	6,729	4,219	3,344	1,382	580	2.63
Meigs	2.8	135	617	683	399	446	520	422	878	613	562	211	114	2.93
Monroe	11.2	567	2,206	2,540	1,586	1,674	2,627	2,214	3,457	2,349	1,911	822	447	2.79
Montgomery	33.7	3,647	8,914	7,268	5,053	3,645	5,173	6,745	10,617	7,420	5,737	2,207	974	2.81
Moore	1.7	77	312	369	281	260	401	246	593	327	347	123	64	2.82
Morgan	5.7	271	1,191	1,189	836	831	1,382	1,048	1,750	1,179	1,031	445	247	3.02
Obion	13.1	649	2,450	2,598	1,797	1,890	3,716	3,079	4,255	2,492	2,145	802	327	2.59
Overton	6.8	307	1,245	1,456	1,009	1,037	1,746	1,132	2,298	1,484	1,205	463	218	2.76
Perry	2.5	109	418	451	382	400	740	597	826	522	355	137	63	2.56
Pickett	1.6	60	285	293	231	247	484	260	577	339	264	95	65	2.81
Polk	4.9	222	939	1,103	767	723	1,146	907	1,541	965	880	425	182	2.80
Putnam	19.6	1,770	4,123	4,038	2,723	2,650	4,296	4,558	6,823	3,882	2,860	1,085	392	2.66
Rhea	9.4	563	1,990	2,099	1,304	1,339	2,105	1,981	3,004	1,832	1,596	675	312	2.74
Roane	18.7	829	3,646	4,131	3,159	2,979	3,956	3,538	6,158	3,911	3,332	1,212	549	2.71
Robertson	15.2	794	3,064	3,179	2,319	2,190	3,654	2,551	4,974	3,155	2,729	1,161	630	2.82
Rutherford	40.0	3,642	9,952	9,189	5,790	4,866	6,561	8,200	12,597	8,291	6,852	2,804	1,256	2.80
Scott	7.3	402	1,551	1,568	1,001	1,059	1,719	1,371	2,063	1,516	1,314	609	427	2.89
Sequatchie	3.3	196	717	777	506	421	683	668	1,008	688	599	234	103	2.76
Sevier	19.1	1,041	4,000	4,470	3,028	2,648	3,913	3,725	6,490	4,105	3,149	1,167	464	2.64
Shelby	304.5	19,716	78,050	64,296	45,828	41,351	55,248	72,452	93,732	58,009	46,127	20,105	14,075	2.71
Smith	5.7	296	1,069	1,077	801	872	1,583	1,098	1,975	1,209	948	316	154	2.65
Stewart	3.8	131	601	723	571	528	1,146	871	1,267	766	574	244	78	2.55
Sullivan	58.6	2,852	11,800	13,748	9,638	9,091	11,471	14,356	18,789	11,878	9,067	3,324	1,186	2.54
Sumner	36.2	1,831	8,459	9,785	5,540	4,563	6,022	5,821	10,924	8,032	7,387	2,882	1,154	2.85
Tipton	12.8	708	2,462	2,843	1,967	1,725	3,095	2,247	3,837	2,545	2,372	1,048	751	2.89
Trousdale	2.6	141	566	494	395	406	598	771	802	525	312	137	53	2.42
Unicoi	6.4	268	1,131	1,291	985	1,034	1,691	1,326	2,154	1,405	1,009	341	165	2.61
Union	4.8	297	966	1,167	692	634	1,044	1,034	1,461	1,036	783	323	163	2.67
Van Buren	1.5	86	350	319	204	224	317	204	483	359	283	112	59	3.13
Warren	12.8	766	2,560	2,674	1,888	1,864	3,048	2,823	4,179	2,556	2,111	806	325	2.63
Washington	35.0	2,362	7,826	7,443	5,262	5,030	7,077	8,262	11,454	6,954	5,312	2,085	933	2.67
Wayne	5.4	296	1,018	1,219	743	808	1,316	1,185	1,633	1,152	904	362	164	2.70
Weakley	12.4	951	2,218	2,190	1,618	1,785	3,638	2,544	4,750	2,312	1,838	694	262	2.73
White	8.0	370	1,426	1,619	1,195	1,184	2,206	1,667	2,716	1,623	1,272	500	222	2.63
Williamson	27.2	994	5,972	7,992	4,581	3,346	4,315	3,560	8,214	6,052	6,113	2,315	946	2.96
Wilson	25.2	1,094	5,539	6,763	3,830	3,196	4,778	4,433	7,865	5,370	4,829	1,879	824	2.80
TOTAL METRO COUNTIES	1,255.8	79,854	294,184	271,512	190,300	173,164	246,786	305,216	396,854	244,894	191,949	77,477	39,410	2.64
TOTAL STATE	1,863.2	111,752	409,835	397,964	281,079	264,065	398,505	433,107	596,179	367,516	289,767	117,517	59,114	2.66

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

SMMI ESTIMATES

METRO AREA / County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
TEXAS														
ABILENE	45.2	4,587	10,160	8,730	6,425	5,827	9,471	10,152	15,634	8,385	6,904	2,730	1,395	2.76
Taylor	45.2	4,587	10,160	8,730	6,425	5,827	9,471	10,152	15,634	8,385	6,904	2,730	1,395	2.76
AMARILLO	74.9	6,872	17,925	15,196	11,497	9,860	13,550	17,738	25,622	13,605	11,504	4,374	2,057	2.63
Potter	40.7	3,944	9,112	7,102	5,839	5,694	9,009	10,739	14,048	6,884	5,334	2,263	1,432	2.56
Randall	34.2	2,928	8,813	8,094	5,658	4,166	4,541	6,999	11,574	6,721	6,170	2,111	625	2.71
AUSTIN	286.8	36,752	87,199	58,560	34,580	28,974	40,735	75,031	95,572	49,966	40,460	16,649	9,122	2.60
Hays	20.3	3,718	4,575	3,780	2,357	2,275	3,595	3,937	7,209	3,744	3,134	1,275	1,001	3.04
Travis	225.1	31,121	72,027	43,995	26,772	22,068	29,117	64,816	75,223	38,218	28,753	11,783	6,307	2.49
Williamson	41.4	1,913	10,597	10,785	5,451	4,631	8,023	6,278	13,140	8,004	8,573	3,591	1,814	3.00
BEAUMONT - PORT ARTHUR	136.3	9,045	29,951	27,555	22,241	20,103	27,405	27,877	45,063	25,980	22,192	9,678	5,510	2.78
Hardin	14.6	819	2,987	3,430	2,335	1,985	3,044	2,477	4,715	2,823	2,777	1,176	632	2.96
Jefferson	93.0	6,316	20,450	17,239	14,857	14,132	20,006	20,718	31,526	17,188	13,832	6,022	3,714	2.72
Orange	28.7	1,910	6,514	6,886	5,049	3,986	4,355	4,682	8,822	5,969	5,583	2,480	1,164	2.90
BRAZORIA	64.4	5,638	17,208	15,811	10,346	7,707	7,690	10,405	19,730	13,150	12,714	5,422	2,979	3.06
Brazoria	64.4	5,638	17,208	15,811	10,346	7,707	7,690	10,405	19,730	13,150	12,714	5,422	2,979	3.06
BROWNSVILLE - HARLINGEN	76.0	3,627	17,332	15,756	11,564	11,212	16,509	11,852	20,316	12,923	12,793	8,355	9,761	3.46
Cameron	76.0	3,627	17,332	15,756	11,564	11,212	16,509	11,852	20,316	12,923	12,793	8,355	9,761	3.46
BRYAN - COLLEGE STATION	45.8	11,610	11,565	7,497	4,683	4,085	6,360	11,073	16,876	8,090	6,168	2,287	1,306	2.73
Brazos	45.8	11,610	11,565	7,497	4,683	4,085	6,360	11,073	16,876	8,090	6,168	2,287	1,305	2.73
CORPUS CHRISTI	120.2	8,616	30,188	25,257	18,727	17,183	20,229	22,540	34,901	22,525	20,804	10,896	8,534	3.01
Nueces	101.1	7,465	25,758	21,007	15,614	14,525	16,731	19,649	29,524	18,936	17,118	8,906	6,967	2.98
San Patricio	19.1	1,151	4,430	4,250	3,113	2,658	3,498	2,891	5,377	3,589	3,686	1,990	1,567	3.20
DALLAS	934.8	75,870	254,310	228,165	136,023	105,913	134,519	222,788	297,578	172,811	148,002	61,116	32,505	2.65
Collin	75.7	3,743	20,358	25,256	10,280	6,438	9,625	9,616	21,589	16,035	18,559	7,110	2,791	2.03
Dallas	723.1	61,947	198,827	168,905	107,086	84,849	101,486	189,024	230,448	130,043	104,471	44,171	24,943	2.57
Denton	80.0	7,647	24,517	20,848	9,980	7,163	9,845	14,157	27,038	16,030	14,980	5,596	2,199	2.82
Ellis	27.6	1,368	5,249	6,273	4,074	3,592	7,044	4,730	9,169	5,183	4,967	2,189	1,362	2.97
Kaufman	18.7	782	3,293	4,099	2,859	2,666	5,001	3,650	6,307	3,471	3,043	1,357	872	2.94
Rockwall	9.7	383	2,066	2,784	1,744	1,205	1,518	1,611	3,027	2,049	1,982	693	338	2.82
DALLAS - FORT WORTH CONSOLIDATED AREA	*1,408.6*	*112,973*	*370,777*	*336,528*	*209,536*	*167,379*	*211,407*	*321,095*	*457,651*	*263,764*	*226,092*	*92,516*	*47,482*	*2.67*
EL PASO	174.1	12,211	44,308	39,570	29,380	24,361	24,270	28,608	43,987	34,264	32,929	18,310	16,102	3.33
El Paso	174.1	12,211	44,308	39,570	29,380	24,361	24,270	28,608	43,987	34,264	32,829	18,310	16,102	3.33
FORT WORTH - ARLINGTON	473.8	37,103	116,467	108,363	73,513	61,466	76,888	98,307	160,073	90,953	78,090	31,400	14,977	2.70
Johnson	33.6	1,924	6,669	8,085	5,261	4,270	7,391	5,530	11,204	6,548	6,458	2,710	1,150	2.88
Parker	22.6	1,119	4,144	5,202	3,766	3,274	5,095	3,743	8,054	4,420	3,991	1,704	688	2.78
Tarrant	417.6	34,060	105,654	95,076	64,486	53,922	64,402	89,034	140,815	79,985	67,641	26,986	13,139	2.68
GALVESTON - TEXAS CITY	78.5	5,296	18,108	16,927	13,088	11,524	13,557	17,067	25,427	14,904	12,488	5,502	3,112	2.74
Galveston	78.5	5,296	18,108	16,927	13,088	11,524	13,557	17,067	25,427	14,904	12,488	5,502	3,112	2.74
HOUSTON	1,176.6	100,898	356,332	286,367	171,995	127,777	133,231	281,355	351,493	218,095	190,136	84,137	51,084	2.72
Fort Bend	63.6	3,219	21,515	17,926	8,991	5,841	6,108	8,031	17,974	14,190	14,061	5,816	3,528	3.15
Harris	1,027.8	93,115	315,728	245,681	149,147	111,278	112,851	260,136	307,156	187,092	159,283	70,474	43,659	2.67
Liberty	19.5	1,208	4,046	4,130	3,038	2,838	4,240	3,675	6,432	3,680	3,256	1,590	867	2.86
Montgomery	38.7	3,032	13,728	17,171	9,753	6,806	8,210	8,113	17,688	11,960	12,631	5,670	2,638	3.03
Waller	7.0	324	1,315	1,459	1,066	1,014	1,822	1,400	2,243	1,173	1,205	587	392	3.33
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	*1,319.5*	*111,832*	*391,648*	*319,105*	*195,429*	*147,008*	*154,478*	*308,827*	*396,650*	*246,149*	*215,638*	*95,061*	*57,175*	*2.73*
KILLEEN - TEMPLE	82.0	11,140	22,091	17,272	10,398	8,474	12,625	14,568	26,523	17,159	14,864	6,072	2,814	3.04
Bell	64.7	8,996	17,174	12,949	8,384	7,106	10,091	12,152	21,301	13,466	11,252	4,506	2,023	2.83
Coryell	17.3	2,144	4,917	4,323	2,014	1,368	2,534	2,416	5,222	3,693	3,612	1,566	791	3.80
LAREDO	32.9	1,832	7,694	6,925	5,364	4,817	6,268	4,976	6,714	5,966	5,992	4,192	5,060	3.73
Webb	32.9	1,832	7,694	6,925	5,364	4,817	6,268	4,976	6,714	5,966	5,992	4,192	5,060	3.73
LONGVIEW - MARSHALL	61.6	4,225	13,008	12,283	9,176	8,456	14,452	13,243	20,778	11,343	9,840	4,042	2,354	2.75
Gregg	41.4	3,145	9,302	8,409	6,172	5,475	8,897	8,989	14,058	7,675	6,636	2,675	1,367	2.70
Harrison	20.2	1,080	3,706	3,874	3,004	2,981	5,555	4,254	6,720	3,668	3,204	1,367	987	2.84
LUBBOCK	80.3	10,288	21,040	16,051	11,082	9,365	12,474	17,774	26,718	14,598	12,628	5,314	3,268	2.80
Lubbock	80.3	10,288	21,040	16,051	11,082	9,365	12,474	17,774	26,718	14,598	12,628	5,314	3,268	2.80

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
TEXAS (continued)														
McALLEN - EDINBURG - MISSION	**104.0**	**4,893**	**24,212**	**21,553**	**15,428**	**15,092**	**22,822**	**14,596**	**27,709**	**17,254**	**18,205**	**11,534**	**14,702**	**3.62**
Hidalgo	104.0	4,893	24,212	21,553	15,428	15,092	22,822	14,596	27,709	17,254	18,205	11,534	14,702	3.62
MIDLAND	**41.3**	**3,563**	**10,604**	**8,278**	**7,250**	**5,777**	**5,828**	**8,764**	**13,483**	**7,859**	**6,807**	**2,826**	**1,561**	**2.72**
Midland	41.3	3,563	10,604	8,278	7,250	5,777	5,828	8,764	13,483	7,859	6,807	2,826	1,561	2.72
ODESSA	**46.3**	**4,887**	**12,408**	**9,605**	**7,273**	**6,018**	**6,109**	**10,146**	**14,320**	**8,909**	**7,801**	**3,357**	**1,767**	**2.75**
Ector	46.3	4,887	12,408	9,605	7,273	6,018	6,109	10,146	14,320	8,909	7,801	3,357	1,767	2.75
SAN ANGELO	**36.2**	**3,314**	**7,873**	**6,745**	**5,038**	**4,898**	**8,332**	**8,225**	**12,403**	**6,577**	**5,507**	**2,232**	**1,256**	**2.73**
Tom Green	36.2	3,314	7,873	6,745	5,038	4,898	8,332	8,225	12,403	6,577	5,507	2,232	1,256	2.73
SAN ANTONIO	**442.2**	**29,585**	**107,970**	**95,018**	**67,695**	**63,333**	**78,599**	**88,693**	**132,269**	**83,230**	**74,517**	**36,760**	**26,731**	**2.94**
Bexar	401.7	27,613	100,339	86,460	61,312	57,095	68,881	81,424	117,911	75,733	67,726	33,846	25,060	2.95
Comal	19.1	808	3,371	3,872	2,970	3,116	4,963	3,388	7,340	3,277	3,138	1,254	703	2.72
Guadalupe	21.4	1,164	4,260	4,686	3,413	3,122	4,755	3,881	7,018	4,220	3,653	1,660	968	2.86
SHERMAN - DENISON	**38.1**	**2,382**	**7,092**	**7,175**	**5,211**	**5,526**	**10,614**	**8,963**	**13,971**	**6,553**	**5,551**	**2,162**	**900**	**2.59**
Grayson	38.1	2,382	7,092	7,175	5,211	5,626	10,614	8,963	13,971	6,553	5,551	2,162	900	2.59
TEXARKANA	**45.2**	**2,528**	**8,993**	**8,770**	**6,398**	**6,963**	**11,548**	**9,886**	**15,244**	**8,542**	**6,899**	**2,901**	**1,728**	**2.71**
Bowie	30.9	1,710	6,164	6,081	4,406	4,766	7,773	6,834	10,567	5,657	4,797	1,935	1,110	2.69
Miller, Ark.	*14.3*	*818*	*2,829*	*2,689*	*1,992*	*2,197*	*3,775*	*3,052*	*4,677*	*2,885*	*2,102*	*966*	*618*	*2.75*
TYLER	**56.9**	**3,828**	**12,185**	**11,403**	**8,142**	**8,053**	**13,289**	**11,903**	**20,023**	**10,184**	**8,896**	**3,829**	**2,065**	**2.72**
Smith	56.9	3,828	12,185	11,403	8,142	8,053	13,289	11,903	20,023	10,184	8,896	3,829	2,065	2.72
VICTORIA	**26.1**	**2,135**	**6,635**	**5,576**	**3,927**	**3,478**	**4,349**	**4,751**	**8,082**	**5,179**	**4,596**	**2,156**	**1,336**	**2.93**
Victoria	26.1	2,135	6,635	5,576	3,927	3,478	4,349	4,751	8,082	5,179	4,596	2,156	1,336	2.93
WACO	**70.6**	**6,654**	**13,735**	**12,480**	**10,100**	**10,156**	**17,475**	**16,252**	**25,034**	**12,216**	**10,420**	**4,267**	**2,411**	**2.72**
McLennan	70.6	6,654	13,735	12,480	10,100	10,156	17,475	16,252	25,034	12,216	10,420	4,267	2,411	2.72
WICHITA FALLS	**46.2**	**3,828**	**10,264**	**8,846**	**7,170**	**6,327**	**9,765**	**10,869**	**15,870**	**8,448**	**7,083**	**2,761**	**1,169**	**2.73**
Wichita	46.2	3,828	10,264	8,846	7,170	6,327	9,765	10,869	15,870	8,448	7,083	2,761	1,169	2.73
ALL COUNTIES														
Anderson	14.0	721	2,326	2,360	1,931	2,190	4,472	3,321	4,928	2,300	2,029	906	516	3.35
Andrews	5.0	486	1,195	1,032	853	708	726	792	1,649	995	845	435	284	3.08
Angelina	24.9	1,659	5,383	5,143	3,483	3,386	5,846	4,761	8,317	4,555	4,169	1,904	1,194	2.89
Aransas	6.8	321	1,021	1,175	1,090	1,253	1,940	1,270	2,803	1,075	867	433	352	2.71
Archer	3.0	183	537	570	475	445	790	573	1,131	509	497	187	103	2.77
Armstrong	.8	27	112	144	116	129	272	212	297	131	99	44	17	2.63
Atascosa	10.2	518	1,988	2,045	1,522	1,558	2,569	1,952	3,046	1,787	1,749	922	744	3.01
Austin	7.7	298	1,236	1,407	1,041	1,106	2,612	1,771	2,702	1,217	1,182	529	299	2.75
Bailey	2.7	185	508	514	463	367	663	458	942	502	388	215	195	2.96
Bandera	3.8	95	483	606	664	745	1,207	912	1,569	583	448	178	110	2.61
Bastrop	13.6	605	2,440	2,386	1,905	2,034	4,230	2,897	4,811	2,339	1,910	951	692	2.79
Baylor	1.8	72	239	245	228	299	717	474	749	253	203	82	39	2.56
Bee	8.8	783	2,085	1,717	1,217	1,166	1,832	1,526	2,635	1,726	1,575	786	552	3.08
Bell	64.7	8,996	17,174	12,949	8,384	7,106	10,091	12,152	21,301	13,466	11,252	4,506	2,023	2.83
Bexar	401.7	27,613	100,339	86,460	61,312	57,095	68,881	81,424	117,911	75,733	67,726	33,846	25,060	2.95
Blanco	2.6	97	360	442	338	476	887	808	937	358	306	122	69	2.35
Borden	.3	21	51	63	55	45	65	41	115	53	61	18	12	3.00
Bosque	6.3	207	775	896	715	1,095	2,612	1,651	2,709	775	740	295	130	2.40
Bowie	30.9	1,710	6,164	6,081	4,406	4,766	7,773	6,834	10,567	5,657	4,797	1,935	1,110	2.69
Brazoria	64.4	5,638	17,208	15,811	10,346	7,707	7,690	10,405	19,730	13,150	12,714	5,422	2,979	3.06
Brazos	45.8	11,610	11,565	7,497	4,683	4,085	6,360	11,073	16,876	8,090	6,168	2,287	1,306	2.73
Brewster	3.0	360	631	513	370	453	673	823	979	502	367	195	134	2.70
Briscoe	1.0	56	168	173	116	154	333	440	267	134	97	48	14	2.10
Brooks	2.7	134	470	492	445	500	659	479	672	540	511	274	224	3.33
Brown	13.9	856	2,465	2,499	1,714	1,957	4,409	3,468	5,087	2,239	1,911	835	360	2.63
Burleson	5.2	215	781	777	720	863	1,844	1,217	1,873	809	717	327	257	2.85
Burnet	10.5	367	1,409	1,525	1,301	1,811	4,087	2,317	4,649	1,463	1,262	539	270	2.48
Caldwell	9.5	520	1,849	1,600	1,287	1,356	2,888	2,099	3,072	1,658	1,382	697	592	3.05
Calhoun	7.5	525	1,628	1,582	1,387	1,178	1,200	1,382	2,328	1,406	1,283	658	443	2.88
Callahan	4.8	190	705	864	712	677	1,652	984	1,900	794	697	295	130	2.75
Cameron	76.0	3,627	17,332	15,756	11,564	11,212	16,509	11,852	20,316	12,923	12,793	8,355	9,761	3.46
Camp	4.1	194	712	638	568	696	1,292	1,024	1,369	711	613	246	137	2.56
Carson	2.4	124	426	496	353	380	621	482	895	377	385	184	77	2.83
Cass	11.2	573	1,866	2,136	1,560	1,664	3,401	2,342	3,924	1,982	1,713	781	658	2.82
Castro	3.3	242	791	730	545	436	556	551	943	568	567	360	311	3.12
Chambers	7.6	537	1,867	1,730	1,238	976	1,252	1,381	2,366	1,503	1,437	595	318	2.92
Cherokee	15.4	729	2,436	2,703	2,047	2,340	5,145	3,582	5,503	2,510	2,217	996	592	2.78

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

$ & MM ESTIMATES		Households by Age of Householder						Households by Number of Persons						Average Household Size
METRO AREA County	12/31/88 Total Households (Thousands)	Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
TEXAS (continued)														
ALL COUNTIES (continued)														
Childress	2.5	135	331	384	347	356	947	652	956	394	314	122	62	2.56
Clay	4.1	173	618	799	606	594	1,310	1,040	1,468	704	559	229	100	2.49
Cochran	1.7	111	342	340	289	241	377	264	553	331	281	133	138	3.06
Coke	1.3	50	134	190	191	222	513	313	559	191	143	65	29	2.54
Coleman	4.1	188	475	539	469	664	1,765	1,123	1,652	561	462	198	104	2.46
Collin	75.7	3,743	20,358	25,256	10,280	6,438	9,625	9,616	21,589	16,035	18,559	7,110	2,791	3.03
Collingsworth	1.7	77	262	240	212	240	669	463	617	255	220	89	56	2.47
Colorado	7.3	362	1,170	1,201	1,071	1,217	2,279	1,770	2,579	1,202	950	482	317	2.70
Comal	19.1	808	3,371	3,872	2,970	3,116	4,963	3,388	7,340	3,277	3,138	1,254	703	2.72
Comanche	5.0	186	661	766	621	776	1,990	1,174	2,098	706	637	254	131	2.62
Concho	1.1	41	160	162	115	190	432	278	423	147	137	66	49	2.55
Cooke	11.4	762	2,216	1,993	1,534	1,744	3,151	2,451	4,056	2,073	1,705	732	383	2.72
Coryell	17.3	2,144	4,917	4,323	2,014	1,368	2,534	2,416	5,222	3,693	3,612	1,566	791	3.80
Cottle	1.0	44	136	162	120	150	388	283	380	153	105	47	32	2.50
Crane	1.6	152	379	320	247	242	260	325	512	281	273	140	69	2.81
Crockett	1.5	132	349	300	237	204	278	309	457	258	267	133	76	2.93
Crosby	2.8	211	452	529	426	386	796	535	957	439	443	224	202	2.93
Culberson	1.0	90	221	236	154	134	155	144	266	195	187	116	92	3.40
Dallam	2.5	192	505	511	321	342	629	632	804	405	362	180	117	2.64
Dallas	723.1	61,947	198,827	168,905	107,086	84,849	101,486	189,024	230,448	130,043	104,471	44,171	24,943	2.57
Dawson	5.4	354	1,082	955	789	807	1,413	1,017	1,857	928	847	398	353	2.93
Deaf Smith	6.4	499	1,558	1,403	984	600	1,156	964	1,897	1,152	1,233	601	553	3.19
Delta	1.7	54	188	261	169	269	759	465	659	233	214	83	46	2.76
Denton	80.0	7,647	24,517	20,848	9,980	7,163	9,845	14,157	27,038	16,030	14,980	5,596	2,199	2.82
De Witt	7.1	289	1,053	967	942	1,223	2,626	1,845	2,484	1,168	903	395	305	2.73
Dickens	1.2	52	147	180	145	191	485	344	446	162	138	61	49	2.50
Dimmit	3.3	167	776	648	504	511	694	505	786	586	603	395	425	3.55
Donley	1.6	71	203	246	197	269	614	382	681	228	195	82	32	2.50
Duval	4.1	185	716	697	613	702	1,187	752	1,079	744	696	409	420	3.24
Eastland	7.8	375	1,050	1,060	970	1,194	3,151	2,170	3,079	1,081	919	379	172	2.50
Ector	46.3	4,887	12,408	9,605	7,273	6,018	6,109	10,146	14,320	8,909	7,801	3357	1,767	2.75
Edwards	.7	33	124	134	106	94	209	189	216	99	95	59	42	2.71
Ellis	27.6	1,368	5,249	6,273	4,074	3,592	7,044	4,730	9,169	5,183	4,967	2189	1,362	2.97
El Paso	174.1	12,211	44,308	39,570	29,380	24,361	24,270	28,608	43,987	34,264	32,829	18310	16,102	3.33
Erath	10.3	1,013	1,742	1,506	1,199	1,331	3,509	2,840	3,982	1,547	1,284	457	190	2.50
Falls	7.2	270	967	933	971	1,147	2,912	2,082	2,553	1,073	809	401	282	2.50
Fannin	10.0	394	1,301	1,629	1,252	1,602	3,822	2,703	3,618	1,625	1,311	505	238	2.49
Fayette	8.2	291	1,090	1,059	995	1,424	3,341	2,079	3,285	1,200	992	411	233	2.50
Fisher	2.1	79	296	337	288	336	764	495	816	300	263	143	83	2.67
Floyd	3.0	172	504	560	442	461	861	601	1,046	486	435	203	229	3.00
Foard	.9	33	114	119	102	153	379	333	305	115	91	39	17	2.22
Fort Bend	63.6	3,219	21,515	17,926	8,991	5,841	6,108	8,031	17,974	14,190	14,061	5816	3,528	3.15
Franklin	3.1	151	470	524	403	497	1,055	726	1,198	490	422	185	79	2.58
Freestone	6.3	319	1,014	927	795	937	2,308	1,617	2,255	1,033	857	333	205	2.75
Frio	4.3	283	946	840	620	632	979	817	1,079	729	736	449	490	3.44
Gaines	4.6	383	1,016	952	747	583	919	782	1,443	842	784	351	358	3.13
Galveston	78.5	5,296	18,108	16,927	13,088	11,524	13,557	17,067	25,427	14,904	12,488	5502	3,112	2.74
Garza	1.8	127	317	344	241	287	484	347	627	299	296	125	106	2.83
Gillespie	6.6	238	883	1,039	842	1,156	2,442	1,505	2,744	1,026	841	307	177	2.48
Glasscock	.4	25	92	86	72	56	69	61	121	60	69	47	42	3.50
Goliad	1.9	83	326	328	258	350	555	384	632	347	273	151	113	3.00
Gonzales	6.4	292	1,021	985	903	1,020	2,179	1,554	2,142	1,000	861	452	391	2.80
Gray	9.7	717	1,735	1,706	1,531	1,363	2,648	2,205	3,673	1,692	1,390	535	205	2.57
Grayson	38.1	2,382	7,092	7,175	5,211	5,626	10,614	8,963	13,971	6,553	5,551	2,162	900	2.59
Gregg	41.4	3,145	9,302	8,409	6,172	5,475	8,897	8,989	14,058	7,675	6,636	2675	1,367	2.70
Grimes	5.6	239	914	892	745	862	1,948	1,311	1,941	923	785	340	300	3.34
Guadalupe	21.4	1,164	4,260	4,686	3,413	3,122	4,755	3,881	7,018	4,220	3,653	1560	968	2.86
Hale	12.6	936	2,657	2,366	1,925	1,700	3,016	2,293	4,228	2,230	2,044	971	834	2.98
Hall	1.8	76	250	283	216	269	706	502	647	256	239	94	62	2.67
Hamilton	3.6	129	422	472	421	597	1,569	1,027	1,482	485	383	169	54	2.36
Hansford	2.3	163	496	466	369	311	475	496	787	409	384	156	68	2.74
Hardeman	2.3	90	292	348	278	391	901	626	881	322	255	128	88	2.61
Hardin	14.6	819	2,987	3,430	2,335	1,985	3,044	2,477	4,715	2,823	2,777	1,176	632	2.96
Harris	1,027.8	93,115	315,728	245,681	149,147	111,278	112,851	260,136	307,156	187,092	159,283	70,474	43,659	2.67
Harrison	20.2	1,080	3,706	3,874	3,004	2,981	5,555	4,254	6,720	3,668	3,204	1,367	987	2.84
Hartley	1.3	62	249	296	210	174	309	186	519	210	235	95	55	3.23

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METRO AREA County	12/31/88 Total Households (Thousands)	Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
TEXAS (continued)														
ALL COUNTIES (continued)														
Haskell	2.6	120	326	346	351	420	1,037	623	1,077	361	315	134	90	2.69
Hays	20.3	3,718	4,575	3,780	2,357	2,275	3,595	3,937	7,209	3,744	3,134	1,275	1,001	3.04
Hemphill	1.8	210	461	353	234	224	318	344	579	340	336	139	62	2.94
Henderson	23.5	1,061	3,286	3,959	3,617	4,371	7,206	4,867	9,936	3,599	3,031	1,387	680	2.56
Hidalgo	104.0	4,893	24,212	21,553	15,428	15,092	22,822	14,596	27,709	17,254	18,205	11,534	14,702	3.62
Hill	10.6	417	1,439	1,590	1,385	1,762	4,007	2,663	4,197	1,547	1,280	560	353	2.58
Hockley	8.0	769	1,781	1,566	1,167	1,002	1,695	1,409	2,617	1,393	1,443	652	486	3.01
Hood	12.1	752	2,220	2,131	1,840	2,239	2,918	2,115	5,364	2,056	1,681	638	246	2.59
Hopkins	11.4	705	2,035	2,032	1,376	1,628	3,624	2,442	4,297	1,927	1,745	685	304	2.62
Houston	8.6	340	1,228	1,295	1,169	1,342	3,226	2,221	3,176	1,356	1,055	477	315	2.84
Howard	12.7	872	2,372	2,359	2,076	2,013	3,008	3,189	4,300	2,222	1,814	767	408	2.64
Hudspeth	1.0	71	216	186	183	162	182	179	264	167	203	114	73	3.20
Hunt	25.9	1,856	4,342	5,149	3,764	3,719	7,070	5,875	9,467	4,574	3,688	1,468	828	2.65
Hutchinson	9.9	694	1,951	1,630	1,571	1,752	2,302	2,007	3,823	1,715	1,540	573	242	2.66
Irion	.5	27	89	89	77	65	153	109	171	85	83	34	18	3.40
Jack	2.8	163	471	428	389	395	954	661	1,106	441	369	153	70	2.68
Jackson	4.7	260	857	880	680	759	1,264	1,028	1,544	802	788	338	200	2.79
Jasper	12.2	626	2,123	2,429	1,847	1,818	3,357	2,400	4,288	2,013	1,958	943	598	2.81
Jeff Davis	.6	24	103	117	80	109	167	133	210	103	81	44	29	3.00
Jefferson	93.0	6,316	20,450	17,239	14,857	14,132	20,006	20,718	31,526	17,188	13,832	6,022	3,714	2.72
Jim Hogg	1.8	81	351	340	266	259	503	374	475	339	284	213	115	3.06
Jim Wells	12.4	766	2,724	2,459	1,893	1,874	2,684	2,084	3,356	2,357	2,247	1,339	1,017	3.15
Johnson	33.6	1,924	6,669	8,085	5,261	4,270	7,391	5,530	11,204	6,548	6,458	2,710	1,150	2.88
Jones	6.6	276	1,013	1,092	899	1,048	2,272	1,543	2,416	1,065	885	419	272	2.71
Karnes	4.5	265	798	696	629	795	1,317	920	1,444	801	689	340	306	2.96
Kaufman	18.7	782	3,293	4,099	2,859	2,666	5,001	3,650	6,307	3,471	3,043	1,357	872	2.94
Kendall	5.7	178	860	1,274	917	931	1,540	1,084	2,104	976	932	394	210	2.82
Kenedy	2	14	18	30	53	24	61	77	51	29	16	17	10	2.50
Kent	4	19	45	55	66	75	140	79	173	64	56	19	9	2.75
Kerr	15.1	714	2,065	2,226	1,972	2,598	5,525	3,439	6,629	2,185	1,687	755	405	2.51
Kimble	1.6	74	211	273	207	274	561	375	626	246	199	98	56	2.56
King	.2	16	56	31	37	30	30	94	47	37	12	9	1	2.00
Kinney	.8	22	125	111	138	160	244	176	291	109	89	68	67	3.50
Kleberg	10.6	1,227	2,853	2,085	1,368	1,341	1,726	2,065	3,015	2,042	1,865	906	707	3.08
Knox	1.9	89	250	244	265	307	745	447	790	267	226	97	73	2.74
Lamar	17.1	952	2,834	3,258	2,258	2,552	5,246	4,066	6,079	2,852	2,455	1,077	571	2.66
Lamb	5.8	344	1,042	1,029	845	819	1,721	1,144	2,109	920	807	444	376	2.91
Lampasas	5.7	270	965	1,106	834	826	1,699	1,249	2,030	975	838	415	193	2.63
La Salle	1.8	92	341	361	233	281	492	406	458	338	276	168	154	3.11
Lavaca	7.1	261	979	982	869	1,199	2,810	1,800	2,626	1,109	857	433	275	2.66
Lee	4.5	233	709	752	623	672	1,511	1,040	1,580	728	648	322	182	2.84
Leon	5.3	172	612	686	657	915	2,258	1,604	1,942	745	575	276	158	2.36
Liberty	19.5	1,208	4,046	4,130	3,038	2,838	4,240	3,675	6,432	3,680	3,256	1,590	867	2.86
Limestone	8.5	386	1,134	1,123	1,068	1,307	3,482	2,443	3,168	1,210	951	433	295	2.73
Lipscomb	1.3	88	258	245	185	181	343	267	469	220	223	81	40	2.85
Live Oak	3.4	184	641	625	503	563	884	614	1,182	597	600	249	158	3.00
Llano	5.6	134	519	562	650	1,183	2,552	1,167	3,124	625	436	182	66	2.30
Loving	.1	24	8	18	18	15	17	100						1.00
Lubbock	80.3	10,288	21,040	16,051	11,082	9,365	12,474	17,774	26,718	14,598	12,628	5,314	3,268	2.80
Lynn	2.5	148	419	486	384	371	692	454	868	361	419	194	204	3.08
McCulloch	3.5	132	477	502	395	539	1,455	924	1,378	542	403	192	121	2.54
McLennan	70.6	6,654	13,735	12,480	10,100	10,156	17,475	16,252	25,034	12,216	10,420	4,267	2,411	2.72
McMullen	.3	10	43	60	53	42	92	66	101	48	59	18	8	2.67
Madison	3.6	132	562	590	459	506	1,351	872	1,308	570	475	240	135	3.28
Marion	4.2	204	578	678	602	732	1,406	1,100	1,545	619	511	253	172	2.55
Martin	1.5	81	281	313	253	212	360	270	499	262	243	132	94	3.07
Mason	1.5	52	201	215	188	227	617	454	546	229	169	67	35	2.40
Matagorda	15.5	1,226	3,608	3,089	2,176	2,142	3,259	3,389	4,859	2,833	2,417	1,126	876	2.81
Maverick	10.1	421	2,326	2,537	1,670	1,355	1,791	1,333	2,039	1,837	1,844	1,277	1,770	4.03
Medina	9.3	366	1,703	1,747	1,464	1,542	2,478	1,655	3,007	1,667	1,523	823	625	2.96
Menard	.9	17	117	148	104	155	359	239	342	125	111	44	39	2.67
Midland	41.3	3,563	10,604	8,278	7,250	5,777	5,828	8,764	13,483	7,859	6,807	2,826	1,561	2.72
Milam	8.8	390	1,350	1,423	1,172	1,378	3,087	2,102	3,097	1,406	1,200	604	391	2.80
Mills	1.8	53	209	246	202	304	786	479	742	267	200	79	33	2.44
Mitchell	3.2	156	521	438	417	515	1,153	781	1,175	477	433	180	154	2.72
Montague	7.2	379	943	1,138	960	1,149	2,631	1,744	2,848	1,138	922	392	156	2.53

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
TEXAS (continued)														
ALL COUNTIES (continued)														
Montgomery	58.7	3,032	13,728	17,171	9,753	6,806	8,210	8,113	17,688	11,960	12,631	5,670	2,638	3.03
Moore	6.1	518	1,439	1,306	1,032	844	961	917	2,112	1,128	1,184	476	283	2.93
Morris	5.2	308	991	941	823	761	1,376	1,026	1,788	997	861	346	182	2.81
Motley	.8	27	108	87	97	135	346	328	242	102	79	36	13	2.13
Nacogdoches	19.0	2,421	4,140	3,226	2,341	2,288	4,584	4,576	6,905	3,308	2,591	1,081	539	2.78
Navarro	15.1	724	2,410	2,439	1,986	2,221	5,320	3,703	5,598	2,389	2,077	824	509	2.62
Newton	4.9	217	861	925	769	779	1,349	961	1,603	995	774	381	286	2.84
Nolan	6.3	391	1,155	1,083	909	879	1,883	1,392	2,326	1,076	883	383	240	2.75
Nueces	101.1	7,465	25,758	21,007	15,614	14,525	16,731	19,649	29,524	18,936	17,118	8,906	6,967	2.98
Ochiltree	3.3	342	795	643	502	441	577	670	1,164	583	566	220	97	2.88
Oldham	.7	49	150	141	114	104	142	131	235	132	139	47	16	3.43
Orange	28.7	1,910	6,514	6,886	5,049	3,986	4,355	4,682	8,822	5,969	5,583	2,480	1,164	2.90
Palo Pinto	9.7	570	1,654	1,756	1,389	1,554	2,777	2,320	3,512	1,598	1,399	574	297	2.63
Panola	8.4	426	1,449	1,504	1,184	1,281	2,556	1,723	2,961	1,504	1,326	570	316	2.82
Parker	22.6	1,119	4,144	5,202	3,766	3,274	5,095	3,743	8,054	4,420	3,991	1,704	688	2.78
Parmer	3.3	232	739	744	498	444	643	508	1,030	595	621	319	227	3.39
Pecos	4.9	402	1,178	1,024	859	667	770	829	1,391	981	809	494	396	3.35
Polk	12.4	535	1,806	2,076	1,726	2,189	4,068	2,563	4,935	1,846	1,660	837	559	2.65
Potter	40.7	3,944	9,112	7,102	5,839	5,894	9,009	10,739	14,048	6,884	5,334	2,263	1,432	2.56
Presidio	1.9	68	275	340	304	309	604	460	513	318	283	148	178	3.00
Rains	2.6	116	343	424	361	473	883	724	962	426	317	127	44	2.42
Randall	34.2	2,928	8,813	8,094	5,658	4,166	4,541	6,999	11,574	6,721	6,170	2,111	625	2.71
Reagan	1.4	149	403	249	223	205	171	197	445	245	293	130	90	3.29
Real	1.0	32	113	204	146	176	329	222	390	154	109	70	55	2.90
Red River	6.1	218	901	917	766	991	2,307	1,505	2,207	979	839	340	230	2.59
Reeves	4.8	373	1,074	1,029	729	736	859	846	1,249	904	902	468	431	3.21
Refugio	3.0	168	512	540	470	500	810	656	955	498	467	249	175	2.93
Roberts	.4	23	73	87	60	53	104	76	131	63	90	30	10	2.75
Robertson	6.0	227	799	782	747	1,044	2,401	1,792	2,011	853	681	328	335	2.58
Rockwall	9.7	383	2,066	2,784	1,744	1,205	1,518	1,611	3,027	2,049	1,982	693	338	2.82
Runnels	4.7	211	657	701	609	767	1,755	1,190	1,765	653	595	305	192	2.53
Rusk	16.2	764	2,784	2,788	2,128	2,389	5,347	3,445	5,910	2,852	2,301	1,071	621	2.77
Sabine	4.3	170	498	635	583	819	1,595	1,057	1,743	632	456	262	150	2.47
San Augustine	3.4	120	410	560	475	590	1,245	838	1,244	536	413	213	156	2.59
San Jacinto	5.8	219	907	1,212	881	920	1,661	1,424	2,000	950	785	388	253	2.67
San Patricio	19.1	1,151	4,430	4,250	2,113	2,658	3,498	2,891	5,377	3,589	3,686	1,990	1,567	3.20
San Saba	2.4	64	334	335	294	379	994	891	756	331	256	107	59	2.29
Schleicher	.9	59	183	164	127	133	234	180	300	169	153	60	38	3.00
Scurry	6.7	515	1,385	1,209	1,049	987	1,555	1,424	2,237	1,208	1,106	452	273	2.78
Shackelford	1.4	84	239	217	187	170	503	341	546	199	192	78	44	2.71
Shelby	9.4	401	1,421	1,589	1,257	1,457	3,275	2,173	3,417	1,555	1,278	595	382	2.63
Sherman	1.1	66	202	231	178	157	266	234	375	197	171	86	37	2.73
Smith	56.9	3,828	12,185	11,403	8,142	8,053	13,289	11,903	20,023	10,184	8,896	3,829	2,065	2.72
Somervell	2.1	167	484	360	275	258	556	623	662	362	295	113	45	2.43
Starr	9.9	419	1,977	2,204	1,632	1,502	2,164	1,412	1,898	1,815	1,856	1,304	1,615	3.88
Stephens	4.2	245	667	725	558	656	1,349	1,186	1,458	686	549	210	111	2.43
Sterling	.4	26	82	77	53	61	101	70	137	78	65	32	18	3.75
Stonewall	1.0	59	128	141	154	154	364	361	348	141	99	37	14	2.20
Sutton	1.5	114	395	334	234	192	231	271	429	298	269	150	83	3.40
Swisher	3.3	206	545	680	492	500	877	652	1,165	520	485	250	222	2.79
Tarrant	417.6	34,060	105,654	95,076	64,486	53,922	64,402	89,034	140,815	79,985	67,641	26,986	13,139	2.68
Taylor	45.2	4,587	10,160	8,730	6,425	5,827	9,471	10,152	15,634	8,385	6,904	2,730	1,395	2.76
Terrell	.6	26	117	117	96	89	155	241	147	95	68	38	11	2.33
Terry	5.0	393	993	1,013	748	678	1,175	895	1,668	882	799	415	341	2.88
Throckmorton	.9	34	100	151	95	130	390	354	293	132	82	29	10	2.11
Titus	9.0	560	1,648	1,584	1,192	1,308	2,708	1,898	3,201	1,537	1,437	600	327	2.72
Tom Green	36.2	3,314	7,873	6,745	5,038	4,898	8,332	8,225	12,403	6,577	5,507	2,232	1,256	2.73
Travis	225.1	31,121	72,027	43,995	26,772	22,068	29,117	64,816	75,223	38,218	28,753	11,783	6,307	2.49
Trinity	4.7	162	583	745	663	790	1,757	1,143	1,864	701	599	239	154	2.53
Tyler	7.3	284	971	1,323	1,053	1,308	2,361	1,521	2,855	1,103	1,044	472	305	2.71
Upshur	12.0	588	2,115	2,290	1,711	1,771	3,525	2,278	4,186	2,223	1,939	867	507	2.80
Upton	1.5	147	339	269	240	201	304	280	481	291	238	123	87	3.07
Uvalde	8.0	462	1,590	1,549	1,226	1,212	1,961	1,485	2,300	1,483	1,324	724	684	3.14
Val Verde	12.9	934	3,189	2,893	1,930	1,806	2,148	1,990	3,351	2,519	2,433	1,320	1,287	3.35
Van Zandt	15.3	561	2,152	2,893	2,190	2,538	4,966	3,039	6,108	2,453	2,243	998	459	2.69
Victoria	26.1	2,135	6,635	5,576	3,927	3,478	4,349	4,751	8,082	5,179	4,596	2,156	1,336	2.93

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		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
TEXAS (continued)														
ALL COUNTIES (continued)														
Walker	16.7	2,826	3,705	2,800	1,991	1,889	3,489	4,281	5,961	2,919	2,240	819	480	3.25
Waller	7.0	324	1,315	1,459	1,066	1,014	1,822	1,400	2,243	1,173	1,205	587	392	3.33
Ward	4.6	386	1,025	901	753	634	901	928	1,454	821	794	366	237	3.02
Washington	9.0	386	1,402	1,448	1,265	1,336	3,163	2,166	3,220	1,485	1,313	505	311	2.80
Webb	32.9	1,832	7,694	6,925	5,364	4,817	6,268	4,976	6,714	5,966	5,992	4,192	5,060	3.73
Wharton	14.3	837	2,810	2,663	2,016	2,127	3,847	3,279	4,478	2,451	2,169	1,115	808	2.84
Wheeler	2.9	176	456	502	373	372	1,021	753	1,079	436	374	201	57	2.55
Wichita	46.2	3,828	10,264	8,846	7,170	6,327	9,765	10,869	15,870	8,448	7,083	2,761	1,169	2.73
Wilbarger	6.0	334	962	924	745	901	2,134	1,561	2,266	915	765	304	189	2.67
Willacy	5.0	248	1,020	905	809	861	1,157	798	1,183	898	867	508	746	3.72
Williamson	41.4	1,913	10,597	10,785	5,451	4,631	8,023	6,278	13,140	8,004	8,573	3,591	1,814	3.00
Wilson	6.9	311	1,272	1,456	1,013	1,033	1,815	1,202	2,137	1,249	1,230	627	455	3.00
Winkler	3.1	275	655	589	512	444	625	569	1,061	543	524	254	149	3.03
Wise	13.0	686	2,282	2,793	2,010	1,871	3,358	2,277	4,782	2,315	2,227	934	465	2.79
Wood	11.5	506	1,625	1,931	1,471	1,946	4,021	2,455	4,702	1,843	1,547	650	303	2.65
Yoakum	3.5	333	875	736	527	476	553	622	1,101	633	652	310	182	2.91
Young	7.8	496	1,295	1,311	1,091	1,091	2,516	1,867	2,975	1,292	1,094	412	160	2.51
Zapata	2.8	118	445	451	338	561	887	432	953	432	431	270	282	3.14
Zavala	3.2	159	669	595	502	506	769	470	711	569	532	378	540	3.78
TOTAL METRO COUNTIES	**4,883.0**	**412,389**	**1,294,028**	**1,099,045**	**721,722**	**600,628**	**755,188**	**1,075,350**	**1,526,736**	**906,783**	**792,888**	**354,295**	**226,948**	**2.80**
TOTAL STATE	**6,047.9**	**480,127**	**1,498,403**	**1,305,761**	**885,916**	**778,704**	**1,098,989**	**1,330,766**	**1,937,894**	**1,101,412**	**963,473**	**433,641**	**280,714**	**2.80**
UTAH														
PROVO - OREM	**68.0**	**9,952**	**19,265**	**12,927**	**8,255**	**7,013**	**10,588**	**8,097**	**19,198**	**12,726**	**11,648**	**7,359**	**8,972**	**3.68**
Utah	68.0	9,952	19,265	12,927	8,255	7,013	10,588	8,097	19,198	12,726	11,648	7,359	8,972	3.68
SALT LAKE CITY - OGDEN	**346.6**	**30,262**	**96,833**	**76,753**	**47,917**	**41,110**	**53,725**	**63,177**	**104,263**	**61,748**	**57,527**	**33,204**	**26,681**	**3.08**
Davis	52.4	3,998	14,386	13,815	8,529	6,128	5,544	5,380	13,792	10,105	10,485	6,708	5,930	3.57
Salt Lake	239.2	21,344	69,294	52,017	31,386	27,383	37,776	47,341	72,849	41,934	38,236	21,685	17,155	3.01
Weber	55.0	4,920	13,153	10,921	8,002	7,599	10,405	10,456	17,622	9,709	8,806	4,811	3,596	2.94
ALL COUNTIES														
Beaver	1.6	88	295	269	205	262	481	291	575	256	208	139	131	3.19
Box Elder	11.2	717	2,453	2,367	1,828	1,514	2,321	1,678	3,357	1,932	1,997	1,144	1,092	3.42
Cache	20.8	3,049	5,708	3,711	2,323	1,997	4,012	3,609	6,643	3,665	3,198	1,843	1,842	3.23
Carbon	7.9	639	2,058	1,432	963	1,142	1,666	1,414	2,483	1,404	1,397	730	472	3.03
Daggett	.2	17	53	49	29	21	31	31	64	38	31	20	16	4.00
Davis	52.4	3,998	14,386	13,815	8,529	6,128	5,544	5,380	13,792	10,105	10,485	6,708	5,930	3.57
Duchesne	4.2	396	1,095	1,004	548	467	690	553	1,142	682	759	553	511	3.55
Emery	3.6	382	1,021	833	461	328	575	467	1,008	605	708	419	393	3.56
Garfield	1.2	72	238	208	169	193	320	224	434	168	160	131	83	3.33
Grand	2.7	263	740	568	447	310	372	602	814	490	446	224	124	2.85
Iron	6.6	756	1,594	1,296	948	811	1,195	1,075	2,034	1,162	1,029	646	654	3.27
Juab	1.7	89	358	324	203	233	493	310	534	255	261	175	165	3.41
Kane	1.6	71	347	347	210	261	364	302	543	258	212	137	148	3.25
Millard	4.0	223	792	744	512	582	1,147	755	1,330	591	518	362	444	3.33
Morgan	1.6	83	300	449	291	187	290	195	430	260	306	205	204	3.56
Piute	.4	11	54	70	59	65	141	67	168	49	43	36	37	3.75
Rich	.7	74	186	145	74	72	149	114	218	127	114	65	62	3.29
Salt Lake	239.2	21,344	69,294	52,017	31,386	27,383	37,776	47,341	72,849	41,934	38,236	21,685	17,155	3.01
San Juan	3.1	233	862	694	517	354	440	436	697	476	539	339	613	3.90
Sanpete	5.1	314	992	898	593	723	1,580	1,019	1,689	722	667	473	530	3.37
Sevier	5.1	327	1,084	983	674	707	1,325	853	1,748	756	769	496	478	3.22
Summit	5.0	351	1,575	1,249	596	456	773	885	1,664	868	816	434	333	2.92
Tooele	9.0	678	2,204	2,146	1,452	1,252	1,268	1,463	2,540	1,657	1,639	964	737	3.28
Uintah	7.3	671	2,075	1,683	1,015	794	1,062	1,013	2,069	1,351	1,286	805	776	3.40
Utah	68.0	9,952	19,265	12,927	8,255	7,013	10,588	8,097	19,198	12,726	11,648	7,359	8,972	3.68
Wasatch	3.2	244	835	664	415	372	670	524	998	560	477	320	321	3.22
Washington	13.0	977	2,570	2,214	1,595	1,808	3,836	1,822	4,887	2,003	1,780	1,166	1,342	3.35
Wayne	.6	19	125	115	67	104	170	100	236	82	74	44	64	3.83
Weber	55.0	4,920	13,153	10,921	8,002	7,599	10,405	10,456	17,622	9,709	8,806	4,811	3,596	2.94
TOTAL METRO COUNTIES	**414.6**	**40,214**	**116,098**	**89,680**	**56,172**	**48,123**	**64,313**	**71,274**	**123,461**	**74,474**	**69,175**	**40,563**	**35,653**	**3.18**
TOTAL STATE	**535.0**	**50,958**	**145,712**	**114,142**	**72,366**	**63,138**	**89,684**	**91,076**	**161,766**	**94,891**	**88,609**	**52,433**	**47,225**	**3.21**

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VERMONT														
BURLINGTON	**49.7**	**4,488**	**13,550**	**11,621**	**7,088**	**5,446**	**7,507**	**13,056**	**14,824**	**8,902**	**7,892**	**3,445**	**1,581**	**2.72**
Chittenden	47.8	4,408	13,108	11,207	6,827	5,173	7,077	12,719	14,143	8,581	7,567	3,299	1,491	2.72
Grand Isle	1.9	80	442	414	261	273	430	337	681	321	325	146	90	2.79
ALL COUNTIES														
Addison	11.3	640	2,900	2,516	1,527	1,474	2,243	2,592	3,477	1,990	1,925	871	445	2.83
Bennington	14.1	752	2,916	2,881	2,044	1,919	3,588	4,152	4,329	2,403	1,915	900	401	2.52
Caledonia	10.7	647	2,407	2,105	1,414	1,496	2,631	2,744	3,425	1,839	1,623	761	308	2.63
Chittenden	47.8	4,408	13,108	11,207	6,827	5,173	7,077	12,719	14,143	8,581	7,567	3,299	1,491	2.72
Essex	2.7	126	572	529	407	406	660	652	888	474	403	194	89	2.67
Franklin	13.4	732	3,127	2,819	1,915	1,840	2,967	2,816	4,086	2,358	2,278	1,210	652	2.81
Grand Isle	1.9	80	442	414	261	273	430	337	681	321	325	146	90	2.79
Lamoille	7.1	518	1,922	1,512	911	818	1,419	2,065	2,099	1,184	1,091	481	180	2.59
Orange	9.3	506	2,223	1,921	1,309	1,220	2,121	2,114	3,008	1,620	1,536	687	335	2.72
Orleans	9.0	490	2,005	1,837	1,253	1,356	2,059	2,054	2,827	1,567	1,483	688	381	2.72
Rutland	23.7	1,340	5,190	4,663	3,286	3,433	5,788	6,315	7,555	4,153	3,350	1,572	755	2.62
Washington	21.4	1,149	4,982	4,586	3,019	2,751	4,913	6,351	6,508	3,606	3,028	1,322	585	2.58
Windham	16.1	887	3,973	3,198	2,180	2,191	3,671	5,130	4,941	2,649	2,118	911	351	2.45
Windsor	22.6	1,190	5,034	4,605	3,104	3,357	5,310	6,247	7,439	3,809	3,247	1,328	530	2.48
TOTAL METRO COUNTIES	**49.7**	**4,488**	**13,550**	**11,621**	**7,088**	**5,446**	**7,507**	**13,056**	**14,824**	**8,902**	**7,892**	**3,445**	**1,581**	**2.72**
TOTAL STATE	**211.1**	**13,465**	**50,801**	**44,793**	**29,457**	**27,707**	**44,877**	**56,288**	**65,406**	**36,554**	**31,889**	**14,370**	**6,593**	**2.64**
VIRGINIA														
CHARLOTTESVILLE	**48.1**	**4,824**	**12,694**	**9,705**	**6,465**	**5,840**	**8,572**	**12,749**	**15,579**	**9,034**	**6,881**	**2,588**	**1,269**	**2.62**
Albemarle	24.1	2,051	6,704	5,460	3,479	2,796	3,610	6,981	7,452	4,584	3,276	1,306	501	2.66
Charlottesville city	16.6	2,448	4,276	2,596	1,900	1,989	3,391	4,450	5,809	2,938	2,251	723	419	2.47
Fluvanna	4.2	171	850	893	640	643	1,003	847	1,326	790	704	313	220	2.81
Greene	3.2	154	864	756	446	412	568	461	992	722	650	246	129	2.91
DANVILLE	**40.5**	**1,963**	**7,863**	**7,931**	**6,400**	**6,571**	**9,772**	**8,426**	**13,515**	**8,387**	**5,994**	**2,556**	**1,622**	**2.75**
Danville city	17.6	881	3,241	2,968	2,751	3,014	4,745	4,646	6,037	3,356	2,191	893	477	2.55
Pittsylvania	22.9	1,082	4,622	4,963	3,649	3,557	5,027	3,780	7,478	5,031	3,803	1,663	1,145	2.90
LYNCHBURG	**51.9**	**2,818**	**11,021**	**11,120**	**8,097**	**7,501**	**11,343**	**11,437**	**16,436**	**10,285**	**8,387**	**3,584**	**1,771**	**2.87**
Amherst	10.1	478	2,166	2,321	1,601	1,402	2,132	1,857	3,112	2,161	1,756	792	422	3.08
Campbell	16.4	852	3,576	4,163	2,740	2,266	2,803	2,404	5,055	3,581	3,348	1,348	664	3.01
Lynchburg city	25.4	1,488	5,279	4,636	3,756	3,833	6,408	7,176	8,269	4,543	3,283	1,444	685	2.69
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**470.1**	**37,020**	**119,621**	**109,792**	**72,050**	**63,773**	**67,844**	**99,257**	**145,700**	**96,490**	**78,249**	**33,856**	**16,548**	**2.92**
Chesapeake city	48.3	2,709	11,771	12,725	7,975	6,740	6,380	6,491	14,396	11,142	9,673	4,280	2,318	3.02
Gloucester	10.9	459	2,145	2,580	1,656	1,632	2,428	1,910	3,811	2,182	1,873	807	317	2.78
Hampton city	45.5	3,516	11,052	11,110	7,485	6,293	6,044	9,087	14,198	9,784	7,903	3,103	1,425	2.84
James City	9.9	668	2,266	2,419	1,714	1,422	1,411	2,104	3,193	1,881	1,647	710	365	2.81
Newport News city	60.2	5,485	15,983	13,108	8,992	8,188	8,444	13,945	19,187	12,418	9,237	3,677	1,736	2.76
Norfolk city	93.7	10,157	23,309	15,844	12,506	13,803	18,081	30,347	28,101	16,639	10,789	5,207	2,617	2.99
Poquoson city	3.6	120	704	1,208	684	388	496	405	995	801	917	358	124	3.06
Portsmouth city	40.8	2,635	8,878	7,414	6,094	7,355	8,424	8,437	13,510	8,150	6,163	2,747	1,793	2.77
Suffolk city	18.2	668	3,304	3,860	3,072	3,204	4,092	3,076	5,784	3,786	3,080	1,409	1,065	2.95
Virginia Beach city	121.6	9,479	36,166	34,649	19,085	12,568	9,653	20,315	37,203	26,378	23,535	10,005	4,164	2.96
Williamsburg city	3.8	365	918	496	419	508	894	1,509	1,356	533	276	83	43	3.16
York	13.6	559	3,125	4,379	2,368	1,672	1,497	1,631	3,966	2,796	3,156	1,470	581	2.18
RICHMOND - PETERSBURG	**307.5**	**17,935**	**77,091**	**69,523**	**47,372**	**43,244**	**52,335**	**68,060**	**100,319**	**60,484**	**49,433**	**19,592**	**9,612**	**2.74**
Charles City	2.0	43	437	478	381	287	374	294	500	400	394	213	199	3.35
Chesterfield	62.0	3,139	17,919	19,090	10,202	6,669	4,981	8,230	18,197	14,317	14,297	5,102	1,857	3.01
Colonial Heights city	6.1	266	1,155	1,465	1,162	1,116	936	962	2,054	1,362	1,180	405	137	2.84
Dinwiddie	6.2	232	1,170	1,562	1,009	988	1,239	852	1,939	1,257	1,185	556	411	3.55
Goochland	4.3	116	864	971	785	608	956	738	1,349	889	751	363	210	3.09
Hanover	19.6	610	3,923	5,292	3,536	2,985	3,254	2,679	6,225	4,333	3,935	1,685	743	3.03
Henrico	79.1	4,842	20,258	17,373	12,612	11,755	12,260	17,249	27,799	15,817	12,168	4,463	1,604	2.59
Hopewell city	9.0	625	2,014	1,920	1,378	1,305	1,758	2,114	2,889	1,785	1,354	590	268	2.66
New Kent	4.0	162	983	958	631	581	685	807	1,219	856	703	285	130	2.85
Petersburg city	15.4	1,013	3,231	2,876	2,439	2,644	3,197	3,990	4,950	2,830	2,029	957	644	2.65
Powhatan	3.9	138	901	1,106	584	528	643	446	1,142	905	822	375	210	3.59

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES

METRO AREA / County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
VIRGINIA (continued)														
RICHMOND - PETERSBURG (continued)														
Prince George	6.4	338	1,911	1,915	996	660	580	667	1,678	1,468	1,618	648	321	4.05
Richmond city	89.5	6,411	22,325	14,517	11,657	13,118	21,472	29,032	30,378	14,265	8,997	3,950	2,878	2.43
ROANOKE	**89.1**	**4,660**	**19,639**	**18,286**	**13,801**	**13,177**	**19,537**	**21,752**	**30,205**	**16,943**	**13,139**	**5,003**	**2,058**	**2.59**
Botetourt	9.2	322	1,874	2,240	1,583	1,346	1,835	1,529	3,018	1,987	1,713	674	279	2.85
Roanoke	27.3	1,133	6,312	7,237	4,803	3,759	4,056	4,310	9,254	5,889	5,375	1,866	606	2.85
Roanoke city	43.7	2,713	9,569	6,985	5,991	6,707	11,735	13,943	14,630	7,313	4,793	2,002	1,019	2.35
Salem city	8.9	492	1,884	1,824	1,424	1,365	1,911	1,970	3,303	1,754	1,258	461	154	2.67
ALL COUNTIES														
Accomack	12.2	458	1,929	2,106	1,847	2,141	3,719	2,823	4,376	2,184	1,604	695	518	2.71
Albemarle	24.1	2,051	6,704	5,460	3,479	2,796	3,610	6,981	7,452	4,584	3,276	1,306	501	2.66
Alexandria city	56.1	4,093	19,334	12,228	7,122	6,598	6,725	24,603	18,069	6,980	4,059	1,571	818	2.00
Alleghany	4.5	182	892	1,079	703	691	953	760	1,405	941	842	374	178	3.11
Amelia	2.8	93	514	619	455	410	709	430	879	633	471	218	169	3.18
Amherst	10.1	478	2,166	2,321	1,601	1,402	2,132	1,857	3,112	2,161	1,756	792	422	3.08
Appomattox	4.6	221	845	1,036	729	683	1,086	776	1,485	941	825	385	188	2.83
Arlington	77.0	5,105	22,936	15,712	9,491	10,428	13,328	32,828	25,482	9,774	5,769	2,175	972	2.09
Augusta	18.5	871	3,994	4,410	3,073	2,608	3,544	3,006	6,025	4,007	3,518	1,345	599	2.97
Bath	1.8	78	307	397	289	252	477	408	609	342	253	122	66	3.06
Bedford	14.0	520	3,020	3,247	2,173	2,016	3,024	2,047	4,797	3,067	2,552	1,034	503	3.02
Bedford city	2.5	135	429	386	350	387	813	640	935	473	290	103	59	2.56
Bland	2.2	86	471	411	347	316	569	405	697	483	381	169	65	2.95
Botetourt	9.2	322	1,874	2,240	1,583	1,346	1,835	1,529	3,018	1,987	1,713	674	279	2.85
Bristol city	7.3	318	1,276	1,293	1,132	1,255	2,026	2,194	2,310	1,345	945	351	155	2.48
Brunswick	5.1	177	841	913	833	937	1,399	977	1,591	1,007	759	415	351	3.14
Buchanan	12.0	907	2,939	2,974	1,884	1,419	1,877	1,580	3,238	2,052	2,452	1,054	624	3.11
Buckingham	4.0	129	694	736	607	660	1,174	787	1,269	737	611	318	278	3.15
Buena Vista city	2.3	92	446	498	375	366	523	416	741	465	419	174	85	2.83
Campbell	16.4	852	3,576	4,163	2,740	2,266	2,803	2,404	5,055	3,581	3,348	1,348	664	3.01
Caroline	6.5	319	1,302	1,465	1,057	1,001	1,356	1,099	1,953	1,333	1,121	545	449	3.14
Carroll	9.5	406	1,803	1,857	1,569	1,417	2,448	1,568	3,451	2,089	1,490	598	304	2.89
Charles City	2.0	43	437	478	381	287	374	294	500	400	394	213	199	3.35
Charlotte	4.0	133	624	752	664	736	1,091	741	1,363	757	565	307	267	2.98
Charlottesville city	16.6	2,448	4,276	2,596	1,900	1,989	3,391	4,460	5,809	2,938	2,251	723	419	2.47
Chesapeake city	48.3	2,709	11,771	12,725	7,975	6,740	6,380	6,491	14,396	11,142	9,673	4,280	2,318	3.02
Chesterfield	62.0	3,139	17,919	19,090	10,202	6,669	4,981	8,230	18,197	14,317	14,297	5,102	1,857	3.01
Clarke	4.0	119	792	826	662	623	978	800	1,361	799	617	282	141	2.80
Clifton Forge city	2.0	82	289	321	282	331	695	639	599	354	240	110	58	2.55
Colonial Heights city	6.1	266	1,155	1,465	1,162	1,116	936	962	2,054	1,362	1,180	405	137	2.84
Covington city	2.9	144	490	468	371	491	936	717	1,037	537	368	156	85	2.66
Craig	1.5	60	317	287	240	237	359	299	491	321	246	103	40	2.93
Culpeper	8.9	402	1,785	1,975	1,333	1,291	2,114	1,569	2,799	1,828	1,586	685	433	2.96
Cumberland	2.9	84	467	637	415	471	826	523	907	524	489	244	213	3.03
Danville city	17.6	881	3,241	2,968	2,751	3,014	4,745	4,646	6,037	3,356	2,191	893	477	2.55
Dickenson	6.9	398	1,492	1,504	1,090	993	1,423	1,077	2,025	1,531	1,308	637	322	2.96
Dinwiddie	6.2	232	1,170	1,562	1,009	988	1,239	852	1,939	1,257	1,185	556	411	3.55
Emporia city	1.9	63	298	320	257	366	596	629	579	323	211	102	56	2.42
Essex	3.2	114	577	624	498	485	902	644	1,064	605	489	220	178	2.97
Fairfax	272.0	12,205	69,689	85,154	50,583	34,090	20,279	54,547	83,631	56,565	49,888	19,830	7,539	2.75
Fairfax city	7.3	521	1,850	1,880	1,328	1,106	615	1,607	2,338	1,611	1,112	459	173	2.74
Falls Church city	4.6	167	1,056	1,007	643	730	997	1,733	1,588	656	393	163	67	2.11
Fauquier	16.0	660	3,256	4,237	2,735	2,187	2,925	2,606	4,791	3,334	3,050	1,458	761	2.96
Floyd	4.6	185	814	972	579	701	1,349	829	1,665	925	712	318	151	2.74
Fluvanna	4.2	171	850	893	640	643	1,003	847	1,326	790	704	313	220	2.81
Franklin	13.3	574	2,800	3,109	2,052	1,909	2,856	2,210	4,397	2,927	2,282	965	519	2.92
Franklin city	2.6	134	519	469	392	470	616	543	833	550	398	161	115	2.96
Frederick	12.9	636	3,023	3,320	2,117	1,785	2,019	1,773	4,170	2,808	2,561	1,131	457	3.06
Fredericksburg city	7.9	639	1,684	1,248	994	1,167	2,168	2,613	2,750	1,229	849	294	165	2.51
Galax city	2.9	148	469	538	433	449	863	999	957	499	282	114	49	2.31
Giles	6.2	258	1,114	1,272	971	1,122	1,463	1,083	2,131	1,246	1,044	478	218	2.85
Gloucester	10.9	459	2,145	2,580	1,656	1,632	2,428	1,910	3,811	2,182	1,873	807	317	2.78
Goochland	4.3	116	864	971	785	608	956	738	1,349	889	751	363	210	3.09
Grayson	6.3	270	1,098	1,235	978	1,012	1,707	1,200	2,190	1,359	1,030	339	182	2.65
Greene	3.2	154	864	756	446	412	568	461	992	722	650	246	129	2.91
Greensville	3.1	144	587	622	519	512	716	532	930	610	542	233	253	3.32
Halifax	9.7	355	1,698	1,989	1,493	1,603	2,562	1,601	3,144	2,078	1,600	742	535	3.08

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	1	2	3	4	5	6 or More	
VIRGINIA (continued)														
ALL COUNTIES (continued)														
Hampton city	45.5	3,516	11,052	11,110	7,485	6,293	6,044	9,087	14,198	9,784	7,903	3,103	1,425	2.84
Hanover	19.6	610	3,923	5,292	3,536	2,985	3,254	2,679	6,225	4,333	3,935	1,685	743	3.03
Harrisonburg city	9.8	1,146	2,128	1,781	1,207	1,364	2,174	2,691	3,412	1,755	1,282	459	201	3.01
Henrico	79.1	4,842	20,258	17,373	12,612	11,755	12,260	17,249	27,799	15,817	12,168	4,463	1,604	2.59
Henry	21.2	1,071	4,300	5,452	3,772	3,000	3,605	3,390	6,842	4,837	3,824	1,493	814	2.87
Highland	1.1	49	212	182	165	174	318	216	398	229	169	61	27	2.64
Hopewell city	9.0	625	2,014	1,920	1,378	1,305	1,758	2,114	2,889	1,785	1,354	590	268	2.66
Isle of Wight	8.7	362	1,737	1,990	1,463	1,370	1,778	1,370	2,853	1,803	1,458	689	527	2.98
James City	9.9	668	2,266	2,419	1,714	1,422	1,411	2,104	3,193	1,881	1,647	710	365	2.81
King and Queen	2.3	81	399	424	349	411	636	438	781	463	336	163	119	2.74
King George	4.3	190	963	1,132	696	561	758	791	1,273	847	782	395	212	3.02
King William	3.7	104	789	815	569	541	882	679	1,085	815	645	287	189	2.84
Lancaster	4.4	108	575	665	618	849	1,585	997	1,817	721	504	226	135	2.52
Lee	9.3	423	1,747	1,782	1,254	1,454	2,640	1,666	3,046	1,881	1,597	682	428	2.88
Lexington city	2.0	162	292	313	297	322	614	810	586	286	210	74	34	3.40
Loudoun	25.6	970	6,670	8,146	3,952	2,611	3,251	4,116	7,363	5,384	5,552	2,190	995	2.95
Louisa	7.0	265	1,237	1,510	1,095	1,156	1,737	1,192	2,317	1,407	1,125	536	423	2.93
Lunenburg	4.2	154	690	742	651	772	1,191	879	1,388	804	632	280	217	2.90
Lynchburg city	25.4	1,488	5,279	4,636	3,756	3,833	6,408	7,176	8,269	4,543	3,283	1,444	685	2.69
Madison	3.9	125	719	800	613	599	1,044	729	1,218	803	666	268	216	2.92
Manassas city	7.1	531	2,486	1,969	960	591	563	1,154	2,093	1,562	1,463	608	220	2.93
Manassas Park city	2.3	175	785	632	395	187	126	235	554	563	514	297	137	3.22
Martinsville city	7.2	302	1,218	1,285	1,189	1,317	1,889	1,823	2,442	1,385	876	424	250	2.63
Mathews	3.8	102	475	630	548	629	1,416	1,074	1,383	599	486	178	80	2.37
Mecklenburg	10.7	392	1,794	1,975	1,691	1,924	2,924	2,108	3,673	2,062	1,619	710	528	2.82
Middlesex	3.4	93	434	543	512	641	1,177	781	1,338	555	414	190	122	2.56
Montgomery	23.4	4,169	5,925	4,627	2,850	2,398	3,431	4,771	8,368	5,058	3,502	1,232	469	2.95
Nelson	4.4	161	731	830	702	697	1,279	883	1,445	857	691	322	202	2.84
New Kent	4.0	162	983	958	631	581	685	807	1,219	856	703	285	130	2.85
Newport News city	60.2	5,485	15,983	13,108	8,992	8,188	8,444	13,945	19,187	12,418	9,237	3,677	1,736	2.76
Norfolk city	93.7	10,157	23,309	15,844	12,506	13,803	18,081	30,347	28,101	16,639	10,789	5,207	2,617	2.99
Northampton	5.6	256	795	848	892	1,018	1,791	1,425	1,862	930	759	349	275	2.68
Northumberland	4.1	108	474	584	586	859	1,489	934	1,656	714	442	215	139	2.51
Norton city	1.6	83	316	319	231	284	367	397	472	314	241	108	68	2.88
Nottoway	5.3	194	841	970	856	940	1,499	1,168	1,748	980	817	352	235	2.81
Orange	7.6	320	1,381	1,522	1,187	1,278	1,912	1,468	2,535	1,485	1,227	542	343	2.86
Page	7.8	313	1,453	1,646	1,205	1,276	1,907	1,534	2,636	1,635	1,225	488	282	2.73
Patrick	6.5	291	1,158	1,436	1,039	989	1,587	1,083	2,285	1,390	1,091	415	236	2.85
Petersburg city	15.4	1,013	3,231	2,876	2,439	2,644	3,197	3,990	4,950	2,830	2,029	957	644	2.65
Pittsylvania	22.9	1,082	4,622	4,963	3,649	3,557	5,027	3,780	7,478	5,031	3,803	1,663	1,145	2.90
Poquoson city	3.6	120	704	1,208	684	388	496	405	995	801	917	358	124	3.06
Portsmouth city	40.8	2,635	8,878	7,414	6,094	7,355	8,424	8,437	13,510	8,150	6,163	2,747	1,793	2.77
Powhatan	3.9	138	901	1,106	584	528	643	446	1,142	905	822	375	210	3.59
Prince Edward	5.3	244	951	1,000	764	852	1,489	1,198	1,797	906	760	354	285	3.42
Prince George	6.4	338	1,911	1,915	996	660	580	667	1,678	1,468	1,618	648	321	4.05
Prince William	60.2	3,870	19,269	21,442	9,137	3,924	2,558	6,983	15,287	13,855	15,145	6,346	2,584	3.17
Pulaski	12.6	642	2,772	2,743	1,874	1,920	2,649	2,320	4,218	2,605	2,164	904	389	2.77
Radford city	4.0	424	804	714	568	590	900	980	1,395	722	596	215	92	3.50
Rappahannock	2.5	86	465	547	367	403	632	600	784	462	361	203	90	2.72
Richmond	2.7	95	394	503	415	466	827	586	891	520	404	179	120	2.78
Richmond city	89.5	6,411	22,325	14,517	11,657	13,118	21,472	29,032	30,378	14,265	8,997	3,950	2,878	2.43
Roanoke	27.3	1,133	6,312	7,237	4,803	3,759	4,056	4,310	9,254	5,889	5,375	1,866	606	2.85
Roanoke city	43.7	2,713	9,569	6,985	5,991	6,707	11,735	13,943	14,630	7,313	4,793	2,002	1,019	2.35
Rockbridge	6.0	275	1,132	1,254	1,005	1,004	1,330	1,041	1,999	1,309	1,059	373	219	3.07
Rockingham	19.4	1,180	4,332	4,198	3,016	2,821	3,853	3,262	6,482	4,111	3,422	1,452	671	2.90
Russell	11.6	650	2,710	2,429	1,745	1,651	2,415	1,895	3,634	2,685	2,080	883	423	2.91
Salem city	8.9	492	1,884	1,824	1,424	1,365	1,911	1,970	3,303	1,754	1,258	461	154	2.67
Scott	8.8	363	1,497	1,863	1,311	1,412	2,354	1,392	2,985	1,981	1,470	645	327	2.88
Shenandoah	11.6	466	2,121	2,225	1,748	1,849	3,191	2,553	3,925	2,292	1,748	709	373	2.65
Smyth	11.8	535	2,132	2,458	1,995	1,853	2,827	2,139	3,889	2,606	1,948	823	395	2.83
Southampton	5.4	184	913	1,147	879	1,017	1,260	888	1,686	1,091	958	440	337	3.39
South Boston city	2.6	94	447	494	403	473	689	627	885	508	334	149	97	2.77
Spotsylvania	14.0	673	3,992	3,915	1,991	1,596	1,833	1,668	4,163	3,004	3,043	1,408	714	3.14
Stafford	17.4	827	4,334	5,477	2,911	2,020	1,831	1,875	4,913	3,953	4,100	1,698	861	3.25
Staunton city	8.1	376	1,482	1,522	1,315	1,293	2,112	1,846	2,967	1,538	1,170	407	172	2.73
Suffolk city	18.2	668	3,304	3,860	3,072	3,204	4,092	3,076	5,784	3,786	3,080	1,409	1,065	2.95

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
VIRGINIA (continued)														
ALL COUNTIES (continued)														
Surry	2.2	78	386	460	301	375	600	463	670	399	316	182	170	2.95
Sussex	3.5	103	613	651	605	591	937	683	1,083	640	547	292	255	2.97
Tazewell	17.3	972	3,838	3,598	2,596	2,629	3,667	2,733	5,428	3,949	3,235	1,312	643	2.92
Virginia Beach city	121.6	9,479	36,166	34,649	19,085	12,568	9,653	20,315	37,203	26,378	23,535	10,005	4,164	2.96
Warren	9.3	465	1,803	2,012	1,409	1,488	2,123	2,007	3,192	1,847	1,385	589	280	2.66
Washington	17.1	819	3,381	3,938	2,627	2,449	3,886	2,782	5,685	3,786	2,991	1,225	631	2.95
Waynesboro city	6.9	371	1,313	1,371	1,128	1,139	1,578	1,713	2,392	1,248	1,037	355	155	2.55
Westmoreland	6.0	163	825	1,071	892	1,093	1,956	1,385	2,125	1,095	738	361	296	2.60
Williamsburg city	3.8	565	918	496	419	508	894	1,509	1,356	533	276	83	43	3.16
Winchester city	9.2	650	1,828	1,565	1,391	1,443	2,323	2,847	3,103	1,566	1,072	429	183	2.45
Wise	15.3	940	3,405	3,085	2,201	2,303	3,366	2,634	4,681	3,366	2,762	1,200	657	3.02
Wythe	9.6	464	1,881	1,966	1,472	1,478	2,339	1,798	3,234	2,012	1,557	650	349	2.76
York	13.6	559	3,125	4,379	2,368	1,672	1,497	1,631	3,966	2,796	3,156	1,470	581	3.18
TOTAL METRO COUNTIES	**1,570.0**	**99,184**	**402,492**	**387,098**	**245,777**	**207,507**	**227,942**	**357,730**	**494,052**	**309,638**	**255,484**	**104,737**	**48,359**	**2.76**
TOTAL STATE	**2,166.4**	**130,614**	**520,433**	**511,688**	**337,460**	**298,902**	**367,303**	**472,242**	**691,168**	**431,632**	**352,857**	**146,372**	**72,129**	**2.79**
WASHINGTON														
BELLINGHAM	**46.2**	**4,425**	**12,149**	**8,980**	**5,473**	**5,678**	**9,495**	**11,585**	**16,533**	**7,464**	**6,723**	**2,707**	**1,188**	**2.57**
Whatcom	46.2	4,425	12,149	8,980	5,473	5,678	9,495	11,585	16,533	7,464	6,723	2,707	1,188	2.57
BREMERTON	**67.8**	**5,066**	**16,990**	**15,625**	**9,056**	**8,762**	**12,301**	**15,737**	**23,317**	**11,944**	**10,761**	**4,243**	**1,798**	**2.66**
Kitsap	67.8	5,066	16,990	15,625	9,056	8,762	12,301	15,737	23,317	11,944	10,761	4,243	1,798	2.66
OLYMPIA	**61.8**	**4,705**	**15,662**	**14,093**	**8,524**	**7,788**	**11,028**	**15,804**	**20,910**	**10,584**	**9,276**	**3,740**	**1,486**	**2.53**
Thurston	61.8	4,705	15,662	14,093	8,524	7,788	11,028	15,804	20,910	10,584	9,276	3,740	1,486	2.53
RICHLAND - KENNEWICK - PASCO	**54.9**	**4,709**	**15,318**	**12,625**	**8,108**	**7,030**	**7,110**	**11,209**	**18,119**	**10,110**	**9,478**	**3,992**	**1,992**	**2.74**
Benton	41.7	3,471	11,727	10,105	6,197	5,051	5,149	8,357	13,981	7,739	7,309	2,964	1,350	2.75
Franklin	13.2	1,238	3,591	2,520	1,911	1,979	1,961	2,852	4,138	2,371	2,169	1,028	642	2.74
SEATTLE	**748.4**	**52,239**	**193,247**	**170,350**	**105,757**	**98,637**	**128,170**	**213,928**	**249,206**	**123,278**	**103,523**	**41,320**	**17,145**	**2.46**
King	588.5	41,322	151,865	131,232	82,690	78,770	102,621	176,461	196,585	94,270	77,646	30,631	12,907	2.42
Snohomish	159.9	10,917	41,382	39,118	23,067	19,867	25,549	37,467	52,621	29,008	25,877	10,689	4,238	2.61
SEATTLE - TACOMA CONSOLIDATED AREA	***958.7***	***71,091***	***244,988***	***214,885***	***136,021***	***126,081***	***165,634***	***269,295***	***317,341***	***160,715***	***134,506***	***54,276***	***22,567***	***2.50***
SPOKANE	**142.0**	**12,138**	**34,429**	**28,035**	**18,820**	**18,885**	**29,693**	**39,676**	**47,496**	**23,138**	**19,677**	**8,398**	**3,615**	**2.52**
Spokane	142.0	12,138	34,429	28,035	18,820	18,885	29,693	39,676	47,496	23,138	19,677	8,398	3,615	2.52
TACOMA	**210.3**	**18,852**	**51,741**	**44,535**	**30,264**	**27,444**	**37,464**	**55,367**	**68,135**	**37,437**	**30,983**	**12,956**	**5,422**	**2.64**
Pierce	210.3	18,852	51,741	44,535	30,264	27,444	37,464	55,367	68,135	37,437	30,983	12,956	5,422	2.64
VANCOUVER	**81.4**	**5,880**	**21,232**	**19,717**	**10,975**	**9,868**	**13,728**	**18,432**	**26,527**	**14,499**	**13,915**	**5,685**	**2,342**	**2.66**
Clark	81.4	5,880	21,232	19,717	10,975	9,868	13,728	18,432	26,527	14,499	13,915	5,685	2,342	2.66
YAKIMA	**69.7**	**4,910**	**15,327**	**13,969**	**9,696**	**9,852**	**15,946**	**15,721**	**23,917**	**11,417**	**10,562**	**4,984**	**3,099**	**2.67**
Yakima	69.7	4,910	15,327	13,969	9,696	9,852	15,946	15,721	23,917	11,417	10,562	4,984	3,099	2.67
ALL COUNTIES														
Adams	5.3	397	1,285	1,102	800	788	928	1,382	1,572	874	815	417	240	2.66
Asotin	6.9	520	1,497	1,274	912	905	1,792	1,824	2,483	1,081	967	373	192	2.49
Benton	41.7	3,471	11,727	10,105	6,197	5,051	5,149	8,357	13,981	7,739	7,309	2,964	1,350	2.75
Chelan	20.8	1,437	4,298	3,835	2,853	3,105	5,272	6,012	7,432	3,222	2,699	1,056	379	2.39
Clallam	22.3	1,658	4,954	4,066	2,775	3,367	5,480	5,757	8,510	3,398	2,935	1,185	515	2.48
Clark	81.4	5,880	21,232	19,717	10,975	9,868	13,728	18,432	26,527	14,499	13,915	5,685	2,342	2.66
Columbia	1.6	48	282	292	209	261	508	418	610	231	218	82	41	2.50
Cowlitz	31.5	2,428	7,646	6,640	4,391	4,157	6,238	7,664	10,656	5,406	4,961	2,055	758	2.56
Douglas	9.7	607	2,281	2,211	1,429	1,335	1,837	2,378	3,217	1,741	1,537	622	205	2.55
Ferry	2.1	139	588	449	290	272	362	394	736	338	361	170	101	3.00
Franklin	13.2	1,238	3,591	2,520	1,911	1,979	1,961	2,852	4,138	2,371	2,169	1,028	642	2.74
Garfield	1.0	36	176	151	159	178	300	364	298	149	122	51	16	2.30
Grant	20.2	1,508	4,442	4,030	3,098	3,191	3,931	4,394	6,920	3,387	3,142	1,497	860	2.68
Grays Harbor	25.3	1,745	5,588	4,893	3,406	3,783	5,884	6,760	8,593	4,093	3,664	1,527	663	2.50
Island	20.5	1,707	4,968	4,360	2,338	2,943	4,184	4,746	7,615	3,518	2,974	1,212	435	2.60
Jefferson	8.1	368	1,700	1,492	975	1,376	2,189	2,093	3,351	1,186	908	395	167	2.38
King	588.5	41,322	151,865	131,232	82,690	78,770	102,621	176,461	196,585	94,270	77,646	30,631	12,907	2.42
Kitsap	67.8	5,066	16,990	15,625	9,056	8,762	12,301	15,737	23,317	11,944	10,761	4,243	1,798	2.66
Kittitas	10.1	1,325	2,337	1,815	1,146	1,261	2,216	3,101	3,654	1,466	1,241	457	181	2.52
Klickitat	6.2	374	1,468	1,259	798	854	1,447	1,439	2,139	1,016	988	419	199	2.61

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SaMM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	1	2	3	4	5	6 or More	
WASHINGTON (continued)														
ALL COUNTIES (continued)														
Lewis	22.8	1,489	4,660	4,471	3,072	3,297	5,811	5,701	7,865	3,632	3,334	1,551	717	2.57
Lincoln	3.8	160	668	698	522	617	1,135	961	1,467	554	479	243	96	2.50
Mason	14.7	643	2,979	2,795	2,180	2,494	3,409	3,915	5,528	2,190	1,875	839	353	2.54
Okanogan	12.8	774	2,792	2,651	1,797	1,785	3,001	3,197	4,446	2,022	1,912	819	404	2.55
Pacific	7.5	412	1,336	1,203	996	1,296	2,257	2,367	2,785	1,023	845	359	121	2.31
Pend Oreille	3.3	131	680	699	510	508	772	658	1,180	536	529	246	151	2.73
Pierce	210.3	18,852	51,741	44,535	30,264	27,444	37,464	55,367	68,135	37,437	30,983	12,956	5,422	2.64
San Juan	4.4	172	950	831	503	764	1,180	1,289	1,901	594	405	148	63	2.23
Skagit	28.6	1,730	6,377	5,593	3,817	4,175	6,908	7,276	10,531	4,475	4,066	1,560	692	2.48
Skamania	3.0	167	691	717	431	424	570	716	955	521	497	220	91	2.67
Snohomish	159.9	10,917	41,382	39,118	23,067	19,867	25,549	37,467	52,621	29,008	25,877	10,689	4,238	2.61
Spokane	142.0	12,138	34,429	28,035	18,820	18,885	29,693	39,676	47,496	23,138	19,677	8,398	3,615	2.52
Stevens	11.2	602	2,837	2,588	1,492	1,381	2,300	2,016	3,718	1,904	2,075	955	532	2.86
Thurston	61.8	4,705	15,662	14,093	8,524	7,788	11,028	15,804	20,910	10,584	9,276	3,740	1,486	2.53
Wahkiakum	1.4	69	315	263	186	210	357	441	434	218	183	83	41	2.43
Walla Walla	18.1	1,413	3,774	3,186	2,377	2,750	4,600	4,784	6,479	2,836	2,514	1,033	454	2.66
Whatcom	46.2	4,425	12,149	8,980	5,473	5,678	9,495	11,585	16,533	7,464	6,723	2,707	1,188	2.57
Whitman	15.8	2,928	3,991	2,711	1,647	1,689	2,834	4,300	5,816	2,649	2,033	719	283	2.73
Yakima	69.7	4,910	15,327	13,969	9,696	9,852	15,946	15,721	23,917	11,417	10,562	4,984	3,099	2.67
TOTAL METRO COUNTIES	**1,482.5**	**112,924**	**376,095**	**327,929**	**206,673**	**193,944**	**264,935**	**397,459**	**494,160**	**249,871**	**214,898**	**88,025**	**38,087**	**2.54**
TOTAL STATE	**1,821.5**	**138,112**	**451,655**	**394,204**	**251,782**	**243,110**	**342,637**	**483,806**	**615,031**	**304,131**	**263,177**	**108,318**	**47,037**	**2.54**
WEST VIRGINIA														
CHARLESTON	**106.6**	**5,436**	**23,147**	**20,717**	**16,611**	**16,825**	**23,864**	**28,838**	**33,322**	**20,383**	**15,740**	**6,008**	**2,309**	**2.50**
Kanawha	90.4	4,666	19,297	16,822	14,076	14,644	20,895	25,794	28,331	16,859	12,697	4,818	1,901	2.45
Putnam	16.2	770	3,850	3,895	2,535	2,181	2,969	3,044	4,991	3,524	3,043	1,190	408	2.73
HUNTINGTON - ASHLAND	**124.3**	**7,255**	**24,908**	**25,462**	**19,257**	**18,637**	**28,781**	**29,095**	**38,858**	**24,452**	**19,575**	**8,462**	**3,858**	**2.66**
Cabell	41.8	2,784	8,183	7,702	6,012	6,401	10,718	12,613	13,164	7,369	5,457	2,305	892	2.47
Wayne	16.8	934	3,362	3,686	2,694	2,454	3,670	3,288	5,261	3,489	2,880	1,253	629	2.73
Boyd, Ky.	*20.0*	*1,101*	*3,924*	*4,063*	*3,193*	*3,036*	*4,683*	*4,706*	*6,373*	*4,031*	*3,145*	*1,256*	*489*	*2.65*
Carter, Ky.	*8.8*	*536*	*1,794*	*1,847*	*1,261*	*1,212*	*2,150*	*1,426*	*2,719*	*1,879*	*1,587*	*728*	*461*	*2.92*
Greenup, Ky.	*13.4*	*671*	*2,953*	*3,151*	*2,315*	*1,881*	*2,429*	*2,034*	*4,095*	*2,987*	*2,637*	*1,109*	*538*	*2.91*
Lawrence, Ohio	*23.5*	*1,229*	*4,692*	*5,013*	*3,782*	*3,653*	*5,131*	*5,028*	*7,246*	*4,697*	*3,869*	*1,811*	*849*	*2.71*
PARKERSBURG - MARIETTA	**60.2**	**3,565**	**12,649**	**12,925**	**9,000**	**8,659**	**13,402**	**14,586**	**18,881**	**11,478**	**9,648**	**3,925**	**1,682**	**2.62**
Wood	36.2	2,078	7,576	7,818	5,317	5,214	8,197	9,595	11,144	6,822	5,509	2,230	900	2.54
Washington, Ohio	*24.0*	*1,487*	*5,073*	*5,107*	*3,683*	*3,445*	*5,205*	*4,991*	*7,737*	*4,656*	*4,139*	*1,695*	*782*	*2.73*
STEUBENVILLE - WEIRTON	**57.0**	**2,589**	**11,157**	**10,507**	**9,400**	**9,899**	**13,448**	**13,820**	**17,722**	**10,698**	**9,002**	**4,040**	**1,718**	**2.65**
Brooke	10.5	472	2,121	1,996	1,774	1,739	2,398	2,436	3,209	2,013	1,779	741	322	2.72
Hancock	14.9	744	3,087	2,800	2,564	2,520	3,185	3,761	4,508	2,852	2,327	1,026	426	2.58
Jefferson, Ohio	*31.6*	*1,373*	*5,949*	*5,711*	*5,062*	*5,640*	*7,865*	*7,623*	*10,005*	*5,833*	*4,896*	*2,273*	*970*	*2.66*
WHEELING	**68.9**	**3,246**	**13,381**	**11,914**	**10,207**	**11,776**	**18,376**	**19,192**	**21,482**	**12,125**	**9,797**	**4,420**	**1,884**	**2.55**
Marshall	14.9	654	3,188	2,893	2,266	2,387	3,512	3,802	4,446	2,813	2,333	1,067	439	2.64
Ohio	23.3	1,182	4,289	3,814	3,391	4,059	6,565	7,547	7,243	3,770	2,813	1,311	616	2.48
Belmont, Ohio	*30.7*	*1,410*	*5,904*	*5,207*	*4,550*	*5,330*	*8,299*	*7,843*	*9,793*	*5,542*	*4,651*	*2,042*	*829*	*2.56*
ALL COUNTIES														
Barbour	6.1	288	1,183	1,117	793	956	1,763	1,576	1,813	1,135	913	419	244	2.69
Berkeley	21.1	1,190	4,642	4,347	3,248	3,099	4,574	5,744	6,248	4,039	3,093	1,329	647	2.57
Boone	10.8	652	2,554	2,154	1,545	1,595	2,300	1,965	3,203	2,313	1,994	891	434	2.82
Braxton	5.4	223	954	978	723	826	1,696	1,425	1,619	1,023	747	398	188	2.59
Brooke	10.5	472	2,121	1,996	1,774	1,739	2,398	2,436	3,209	2,013	1,779	741	322	2.72
Cabell	41.8	2,784	8,183	7,702	6,012	6,401	10,718	12,613	13,164	7,369	5,457	2,305	892	2.47
Calhoun	3.3	162	638	584	420	478	1,018	712	1,127	627	461	232	141	2.64
Clay	4.1	206	847	775	598	562	1,112	926	1,172	740	661	353	248	2.78
Doddridge	2.8	121	507	502	355	428	887	584	920	484	444	215	153	2.82
Fayette	20.6	978	4,074	3,250	2,867	3,461	5,970	5,126	6,195	3,883	3,119	1,423	854	2.67
Gilmer	2.9	209	557	471	365	375	923	765	908	522	410	175	120	2.79
Grant	3.6	171	720	763	512	555	879	654	1,125	735	661	279	146	2.81
Greenbrier	14.4	749	2,757	2,693	2,030	2,163	4,008	3,765	4,547	2,629	2,084	911	464	2.57
Hampshire	6.0	246	1,187	1,140	935	964	1,528	1,305	1,900	1,119	974	467	235	2.73
Hancock	14.9	744	3,087	2,800	2,564	2,520	3,185	3,761	4,508	2,852	2,327	1,026	426	2.58
Hardy	3.7	155	688	689	547	592	1,029	712	1,202	753	633	281	119	2.73

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HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
WEST VIRGINIA (continued)														
ALL COUNTIES (continued)														
Harrison	29.4	1,401	5,438	5,117	4,242	4,882	8,320	7,781	9,385	5,338	4,205	1,837	854	2.54
Jackson	9.7	487	1,867	2,283	1,675	1,356	2,032	1,876	2,962	2,033	1,792	726	311	2.76
Jefferson	12.9	652	2,890	2,927	1,860	1,992	2,579	2,897	4,032	2,511	1,956	987	517	2.78
Kanawha	90.4	4,666	19,297	16,822	14,076	14,644	20,895	25,794	28,331	16,859	12,697	4,818	1,901	2.45
Lewis	7.1	301	1,300	1,233	963	1,074	2,229	1,991	2,220	1,233	942	473	241	2.58
Lincoln	8.0	427	1,702	1,637	1,181	1,152	1,901	1,327	2,353	1,657	1,501	693	469	2.91
Logan	17.4	963	4,087	3,056	2,733	2,857	3,704	3,515	4,825	3,677	3,112	1,425	846	2.82
McDowell	15.7	933	3,327	2,670	2,340	2,673	3,757	2,983	4,525	3,203	2,608	1,360	1,021	2.87
Marion	25.2	1,461	4,706	4,387	3,461	4,237	6,948	7,034	7,970	4,386	3,648	1,514	648	2.51
Marshall	14.9	654	3,188	2,893	2,266	2,387	3,512	3,802	4,446	2,813	2,333	1,067	439	2.64
Mason	9.9	568	1,948	2,105	1,583	1,409	2,287	2,318	3,013	2,028	1,628	642	271	2.64
Mercer	27.1	1,538	5,587	4,729	3,893	4,333	7,020	7,020	8,337	5,312	3,964	1,663	804	2.58
Mineral	10.4	469	2,047	2,224	1,537	1,645	2,478	2,505	3,119	1,984	1,722	750	320	2.66
Mingo	12.5	835	2,910	2,415	1,837	1,965	2,538	2,350	3,330	2,770	2,179	1,107	764	2.90
Monongalia	29.2	4,334	7,438	4,949	3,443	3,621	5,415	8,693	9,265	5,192	3,966	1,518	566	2.54
Monroe	4.9	196	904	963	681	823	1,333	920	1,662	948	816	333	221	2.76
Morgan	4.5	212	840	879	725	736	1,108	1,208	1,411	849	604	300	128	2.53
Nicholas	10.5	595	2,359	2,062	1,542	1,586	2,356	2,153	3,162	2,127	1,806	835	417	2.76
Ohio	23.3	1,182	4,289	3,814	3,391	4,059	6,565	7,547	7,243	3,770	2,813	1,311	616	2.48
Pendleton	3.0	192	568	522	416	457	845	733	909	606	461	193	98	2.63
Pleasants	2.9	151	550	613	425	451	710	665	917	541	458	209	110	2.83
Pocahontas	3.7	188	637	678	491	593	1,113	950	1,191	672	523	244	120	2.59
Preston	11.2	604	2,284	2,246	1,573	1,654	2,839	2,473	3,287	2,128	1,956	912	444	2.77
Putnam	16.2	770	3,850	3,895	2,535	2,181	2,969	3,044	4,991	3,524	3,043	1,190	408	2.73
Raleigh	32.1	1,690	7,069	5,864	4,612	5,077	7,788	7,759	9,554	6,391	5,033	2,350	1,013	2.65
Randolph	10.4	531	2,060	2,051	1,370	1,553	2,835	2,503	3,211	1,952	1,613	726	395	2.75
Ritchie	4.5	227	806	832	592	630	1,413	1,173	1,435	797	641	307	147	2.56
Roane	5.5	279	1,095	1,032	777	824	1,493	1,039	1,880	1,095	890	369	227	2.85
Summers	5.2	256	941	814	779	885	1,525	1,121	1,685	1,033	815	342	204	2.92
Taylor	6.0	276	1,165	1,094	867	895	1,703	1,391	1,888	1,115	955	424	227	2.68
Tucker	3.4	161	632	639	452	476	1,040	1,051	972	599	477	206	95	2.50
Tyler	4.0	197	737	778	611	570	1,107	893	1,232	717	674	310	174	2.73
Upshur	8.8	602	1,910	1,716	1,114	1,197	2,261	2,333	2,681	1,650	1,331	529	276	2.65
Wayne	16.8	934	3,362	3,686	2,694	2,454	3,670	3,288	5,261	3,489	2,880	1,253	629	2.73
Webster	4.4	221	885	819	575	653	1,247	907	1,301	873	748	352	219	2.77
Wetzel	7.8	389	1,531	1,624	1,156	1,163	1,937	1,779	2,405	1,408	1,273	619	316	2.71
Wirt	1.8	83	332	378	241	264	502	343	573	350	300	151	83	2.78
Wood	36.2	2,078	7,576	7,818	5,317	5,214	8,197	9,595	11,144	6,822	5,509	2,230	900	2.54
Wyoming	11.7	793	2,993	2,328	1,894	1,647	2,045	1,874	3,237	2,640	2,306	1,051	592	2.93
TOTAL METRO COUNTIES	**275.4**	**14,753**	**57,000**	**53,650**	**42,166**	**43,244**	**64,587**	**74,385**	**85,416**	**51,495**	**40,560**	**16,691**	**6,853**	**2.54**
TOTAL STATE	**730.6**	**41,846**	**151,806**	**138,553**	**107,208**	**112,983**	**178,204**	**182,697**	**224,205**	**139,328**	**111,935**	**48,771**	**23,664**	**2.63**
WISCONSIN														
APPLETON - OSHKOSH - NEENAH	**116.0**	**8,774**	**27,351**	**23,733**	**16,710**	**15,293**	**24,139**	**28,966**	**34,961**	**19,998**	**18,424**	**9,100**	**4,551**	**2.70**
Calumet	12.5	830	2,878	2,732	1,905	1,720	2,435	2,314	3,645	2,247	2,278	1,240	776	2.93
Outagamie	50.2	3,768	12,224	10,546	7,201	6,360	10,101	11,905	14,730	8,680	8,161	4,400	2,324	2.75
Winnebago	53.3	4,176	12,249	10,455	7,604	7,213	11,603	14,747	16,586	9,071	7,985	3,460	1,451	2.60
EAU CLAIRE	**50.8**	**4,348**	**11,742**	**9,527**	**6,629**	**6,958**	**11,596**	**12,371**	**16,047**	**8,631**	**8,111**	**3,675**	**1,965**	**2.75**
Chippewa	19.1	1,125	4,138	3,676	2,686	2,708	4,767	4,083	5,969	3,235	3,151	1,638	1,024	2.84
Eau Claire	31.7	3,223	7,604	5,851	3,943	4,250	6,829	8,288	10,078	5,396	4,960	2,037	941	2.69
GREEN BAY	**72.0**	**6,094**	**18,812**	**15,127**	**9,919**	**8,588**	**13,460**	**19,592**	**20,486**	**12,117**	**11,237**	**5,717**	**2,851**	**2.67**
Brown	72.0	6,094	18,812	15,127	9,919	8,588	13,460	19,592	20,486	12,117	11,237	5,717	2,851	2.67
JANESVILLE - BELOIT	**51.9**	**3,921**	**11,693**	**10,961**	**7,807**	**6,651**	**10,867**	**12,761**	**15,946**	**9,149**	**8,543**	**3,827**	**1,674**	**2.66**
Rock	51.9	3,921	11,693	10,961	7,807	6,651	10,867	12,761	15,946	9,149	8,543	3,827	1,674	2.66
KENOSHA	**44.5**	**2,938**	**10,016**	**9,570**	**6,644**	**6,452**	**8,880**	**10,629**	**13,803**	**7,864**	**7,079**	**3,463**	**1,662**	**2.74**
Kenosha	44.5	2,938	10,016	9,570	6,644	6,452	8,880	10,629	13,803	7,864	7,079	3,463	1,662	2.74
LA CROSSE	**36.2**	**3,589**	**8,583**	**6,518**	**4,644**	**4,596**	**8,270**	**9,765**	**11,399**	**6,062**	**5,520**	**2,409**	**1,045**	**2.66**
La Crosse	36.2	3,589	8,583	6,518	4,644	4,596	8,270	9,765	11,399	6,062	5,520	2,409	1,045	2.66
MADISON	**141.6**	**15,960**	**42,869**	**28,804**	**17,409**	**15,144**	**21,414**	**43,216**	**45,283**	**23,210**	**19,247**	**7,666**	**2,978**	**2.49**
Dane	141.6	15,960	42,869	28,804	17,409	15,144	21,414	43,216	45,283	23,210	19,247	7,666	2,978	2.49

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		Under 25 Years	25–34 Years	35–44 Years	45–54 Years	55–64 Years	65 & Over	1	2	3	4	5	6 or More	
WISCONSIN (continued)														
MILWAUKEE	**537.5**	**35,026**	**125,760**	**109,526**	**83,801**	**76,325**	**107,062**	**143,990**	**165,248**	**92,580**	**79,484**	**37,374**	**18,824**	**2.61**
Milwaukee	377.3	28,005	88,987	66,214	54,992	55,152	83,950	116,055	118,767	61,463	47,125	21,916	11,974	2.47
Ozaukee	25.6	1,126	5,522	6,667	4,582	3,570	4,133	4,851	7,695	4,924	4,816	2,290	1,024	2.84
Washington	31.6	1,686	7,896	8,214	4,845	3,868	5,091	5,309	9,094	5,962	6,355	3,235	1,645	2.97
Waukesha	103.0	4,209	23,355	28,431	19,382	13,735	13,888	17,775	29,692	20,231	21,188	9,933	4,181	2.93
MILWAUKEE - RACINE CONSOLIDATED AREA	***602.3***	***39,286***	***140,693***	***123,523***	***93,846***	***85,294***	***119,658***	***159,131***	***184,758***	***104,266***	***90,357***	***42,436***	***21,352***	***2.62***
RACINE	**64.8**	**4,260**	**14,933**	**13,997**	**10,045**	**8,969**	**12,596**	**15,141**	**19,510**	**11,686**	**10,873**	**5,062**	**2,528**	**2.72**
Racine	64.8	4,260	14,933	13,997	10,045	8,969	12,596	15,141	19,510	11,686	10,873	5,062	2,528	2.72
SHEBOYGAN	**38.4**	**2,477**	**8,154**	**7,286**	**5,412**	**5,507**	**9,564**	**9,171**	**12,394**	**6,484**	**5,955**	**3,028**	**1,368**	**2.69**
Sheboygan	38.4	2,477	8,154	7,286	5,412	5,507	9,564	9,171	12,394	6,484	5,955	3,028	1,368	2.69
WAUSAU	**41.3**	**2,881**	**9,477**	**8,711**	**5,845**	**5,589**	**8,797**	**9,233**	**12,609**	**7,300**	**6,958**	**3,417**	**1,783**	**2.74**
Marathon	41.3	2,881	9,477	8,711	5,845	5,589	8,797	9,233	12,609	7,300	6,958	3,417	1,783	2.74
ALL COUNTIES														
Adams	5.2	212	833	870	764	900	1,621	1,225	1,971	860	675	297	172	2.65
Ashland	6.4	397	1,157	1,005	780	994	2,067	1,799	2,106	954	820	456	265	2.59
Barron	15.7	1,004	2,958	2,751	2,024	2,286	4,677	3,870	5,227	2,553	2,372	1,131	547	2.62
Bayfield	5.5	229	994	976	706	807	1,788	1,241	2,053	842	738	391	235	2.62
Brown	72.0	6,094	18,812	15,127	9,919	8,588	13,460	19,592	20,486	12,117	11,237	5,717	2,851	2.67
Buffalo	5.5	310	1,001	924	806	797	1,662	1,542	1,680	922	750	413	193	2.58
Burnett	5.4	219	870	877	750	909	1,775	1,110	2,161	821	749	374	185	2.65
Calumet	12.5	830	2,878	2,732	1,905	1,720	2,435	2,314	3,645	2,247	2,278	1,240	776	2.93
Chippewa	19.1	1,125	4,138	3,676	2,686	2,708	4,767	4,083	5,969	3,235	3,151	1,638	1,024	2.84
Clark	12.0	654	2,184	2,068	1,649	1,813	3,632	2,580	3,976	1,916	1,787	974	767	2.83
Columbia	18.0	967	3,530	3,489	2,538	2,610	4,866	4,578	5,744	3,084	2,735	1,285	574	2.63
Crawford	6.0	315	1,135	1,053	811	898	1,788	1,376	1,963	942	922	459	338	2.77
Dane	141.6	15,960	42,869	28,804	17,409	15,144	21,414	43,216	45,283	23,210	19,247	7,666	2,978	2.49
Dodge	26.8	1,509	5,455	5,216	3,898	3,972	6,750	5,620	8,794	4,605	4,318	2,268	1,195	2.84
Door	10.8	691	2,125	1,869	1,287	1,609	3,219	2,836	3,738	1,698	1,483	697	348	2.53
Douglas	16.4	1,221	3,540	2,796	2,161	2,429	4,253	4,730	5,254	2,566	2,333	1,054	463	2.55
Dunn	12.2	1,303	2,746	2,115	1,522	1,485	3,029	2,686	4,006	2,120	2,063	909	416	2.93
Eau Claire	31.7	3,223	7,604	5,851	3,943	4,250	6,829	8,288	10,078	5,396	4,960	2,037	941	2.69
Florence	1.4	66	230	257	197	208	442	303	509	218	209	95	66	3.00
Fond du Lac	32.4	1,967	7,267	6,309	4,724	4,565	7,568	7,127	10,105	5,704	5,378	2,619	1,467	2.80
Forest	3.4	152	566	631	465	531	1,055	759	1,184	561	453	268	175	2.76
Grant	17.9	1,392	3,659	3,251	2,428	2,444	4,726	4,213	5,475	2,958	2,783	1,526	945	2.90
Green	12.2	782	2,636	2,273	1,588	1,690	3,231	3,192	3,931	1,918	1,855	901	403	2.59
Green Lake	7.5	377	1,336	1,251	1,023	1,169	2,344	1,951	2,608	1,187	995	518	241	2.53
Iowa	7.7	441	1,591	1,337	1,083	1,184	2,064	2,023	2,322	1,222	1,099	650	384	2.66
Iron	2.7	122	405	362	327	509	975	834	996	390	270	135	75	2.37
Jackson	6.4	323	1,192	1,147	842	1,001	1,895	1,578	2,128	1,087	896	465	246	2.63
Jefferson	25.1	1,584	5,372	5,200	3,468	3,489	5,984	6,105	8,114	4,272	3,901	1,856	852	2.75
Juneau	8.6	444	1,460	1,523	1,207	1,364	2,602	2,426	2,748	1,333	1,142	618	333	2.55
Kenosha	44.5	2,938	10,016	9,570	6,644	6,452	8,880	10,629	13,803	7,864	7,079	3,463	1,662	2.74
Kewaunee	6.9	398	1,340	1,241	946	1,055	1,920	1,416	2,179	1,123	1,095	652	435	2.87
La Crosse	36.2	3,589	8,583	6,518	4,644	4,596	8,270	9,765	11,399	6,062	5,520	2,409	1,045	2.66
Lafayette	6.1	352	1,164	1,052	910	915	1,707	1,487	1,846	984	895	577	311	2.72
Langlade	7.5	329	1,296	1,302	993	1,191	2,389	1,895	2,449	1,120	1,096	579	361	2.64
Lincoln	11.0	649	1,944	2,102	1,579	1,644	3,082	2,679	3,660	1,823	1,611	817	410	2.65
Manitowoc	30.1	1,868	6,275	5,567	4,294	4,395	7,701	6,971	9,730	4,888	4,618	2,425	1,468	2.73
Marathon	41.3	2,881	9,477	8,711	5,845	5,589	8,797	9,233	12,609	7,300	6,958	3,417	1,783	2.74
Marinette	16.1	936	2,863	2,964	2,092	2,427	4,818	4,298	5,171	2,593	2,346	1,144	548	2.58
Marquette	5.6	244	913	914	755	931	1,843	1,584	1,993	823	700	346	154	2.45
Menominee	1.0	57	190	219	171	154	209	104	237	147	198	105	209	4.30
Milwaukee	377.3	28,005	88,987	66,214	54,992	55,152	83,950	116,055	118,767	61,463	47,125	21,916	11,974	2.47
Monroe	13.6	788	2,765	2,589	1,864	2,161	3,433	3,252	4,298	2,356	2,082	1,022	590	2.74
Oconto	11.9	564	2,212	2,220	1,605	1,833	3,466	3,007	3,823	1,902	1,710	917	541	2.64
Oneida	13.0	701	2,341	2,502	1,893	1,986	3,577	3,484	4,493	2,106	1,722	831	364	2.52
Outagamie	50.2	3,768	12,224	10,546	7,201	6,360	10,101	11,905	14,730	8,680	8,161	4,400	2,324	2.75
Ozaukee	25.6	1,126	5,522	6,667	4,582	3,570	4,133	4,851	7,695	4,924	4,816	2,290	1,024	2.84
Pepin	2.8	166	515	454	391	360	914	750	867	446	375	231	131	2.64
Pierce	11.5	1,064	2,773	2,236	1,484	1,443	2,500	2,570	3,474	2,031	1,981	949	495	2.94
Polk	13.3	701	2,661	2,517	1,697	1,904	3,820	3,232	4,350	2,215	2,043	975	485	2.64
Portage	20.3	1,910	5,082	3,979	2,584	2,483	4,262	4,396	6,207	3,574	3,435	1,656	1,032	2.95
Price	6.3	305	1,056	1,049	843	994	2,053	1,642	2,102	971	879	460	246	2.59

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY AGE OF HOUSEHOLDER AND NUMBER OF PERSONS

SaMM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by Age of Householder						Households by Number of Persons						Average Household Size
		Under 25 Years	25-34 Years	35-44 Years	45-54 Years	55-64 Years	65 & Over	1	2	3	4	5	6 or More	
WISCONSIN (continued)														
ALL COUNTIES (continued)														
Racine	64.8	4,260	14,933	13,997	10,045	8,969	12,596	15,141	19,510	11,686	10,873	5,062	2,528	2.72
Richland	6.6	378	1,251	1,111	855	1,057	1,948	1,467	2,328	1,083	973	469	280	2.65
Rock	51.9	3,921	11,693	10,961	7,807	6,651	10,867	12,761	15,946	9,149	8,543	3,827	1,674	2.66
Rusk	5.8	302	1,093	953	770	987	1,695	1,286	1,974	948	856	423	313	2.74
St. Croix	17.1	1,167	4,250	3,906	2,453	1,995	3,329	3,313	5,020	3,036	3,306	1,681	744	2.89
Sauk	17.9	1,041	3,555	3,317	2,420	2,591	4,976	4,771	5,782	2,883	2,593	1,249	622	2.58
Sawyer	5.6	226	922	986	790	948	1,728	1,117	2,266	805	796	382	234	2.66
Shawano	14.2	664	2,398	2,588	2,028	2,264	4,258	3,237	4,777	2,290	2,090	1,078	728	2.70
Sheboygan	38.4	2,477	8,154	7,286	5,412	5,507	9,564	9,171	12,394	6,484	5,955	3,028	1,368	2.69
Taylor	6.6	447	1,306	1,166	908	964	1,809	1,296	2,099	1,111	1,101	550	443	2.86
Trempealeau	9.6	470	1,805	1,716	1,261	1,468	2,880	2,407	3,030	1,559	1,389	771	444	2.72
Vernon	10.2	426	1,750	1,753	1,373	1,665	3,233	2,424	3,519	1,680	1,477	709	391	2.62
Vilas	7.6	252	1,158	1,328	1,044	1,331	2,487	1,774	3,145	1,120	943	394	224	2.46
Walworth	27.7	1,994	5,663	5,512	3,928	3,805	6,798	7,467	8,753	4,662	4,089	1,885	844	2.67
Washburn	5.8	251	1,010	1,016	733	969	1,821	1,489	1,998	942	790	385	196	2.53
Washington	31.6	1,686	7,896	8,214	4,845	3,868	5,091	5,309	9,094	5,962	6,355	3,235	1,645	2.97
Waukesha	103.0	4,209	23,355	28,431	19,382	13,735	13,888	17,775	29,692	20,231	21,188	9,933	4,181	2.93
Waupaca	16.7	944	3,138	3,013	2,186	2,449	4,970	4,062	5,630	2,678	2,430	1,237	663	2.72
Waushara	8.3	362	1,397	1,402	1,132	1,268	2,739	2,200	2,965	1,298	1,035	517	285	2.49
Winnebago	53.3	4,176	12,249	10,455	7,604	7,213	11,603	14,747	16,586	9,071	7,985	3,460	1,451	2.60
Wood	29.7	2,193	6,527	5,880	4,110	4,047	6,943	7,201	9,121	5,167	4,685	2,331	1,195	2.67
TOTAL METRO COUNTIES	**1,228.5**	**92,656**	**297,180**	**250,462**	**179,479**	**164,496**	**244,227**	**322,878**	**377,960**	**210,683**	**187,070**	**87,473**	**42,436**	**2.64**
TOTAL STATE	**1,832.6**	**129,098**	**416,245**	**361,867**	**262,005**	**253,419**	**409,966**	**468,817**	**575,765**	**310,178**	**277,496**	**132,844**	**67,500**	**2.66**
WYOMING														
CASPER	**25.6**	**2,564**	**7,583**	**5,461**	**3,877**	**2,967**	**3,148**	**6,344**	**8,020**	**4,729**	**4,147**	**1,679**	**681**	**2.59**
Natrona	25.6	2,564	7,583	5,461	3,877	2,967	3,148	6,344	8,020	4,729	4,147	1,679	681	2.59
CHEYENNE	**29.9**	**2,815**	**7,784**	**6,505**	**4,266**	**3,562**	**4,968**	**8,537**	**9,281**	**5,265**	**4,313**	**1,797**	**707**	**2.51**
Laramie	29.9	2,815	7,784	6,505	4,266	3,562	4,968	8,537	9,281	5,265	4,313	1,797	707	2.51
ALL COUNTIES														
Albany	12.1	2,218	3,677	2,182	1,249	1,109	1,665	4,164	3,885	1,899	1,435	520	197	2.45
Big Horn	4.4	302	848	882	581	593	1,194	1,016	1,472	693	640	349	230	2.70
Campbell	11.8	1,697	4,443	2,787	1,453	789	631	2,207	3,371	2,409	2,373	996	444	2.84
Carbon	6.5	687	1,937	1,436	850	686	904	1,376	1,905	1,143	1,196	533	267	2.88
Converse	4.6	528	1,428	1,112	607	392	533	850	1,316	879	932	435	188	2.96
Crook	2.3	172	531	503	331	327	436	655	666	407	334	172	66	2.52
Fremont	12.4	1,106	3,362	2,788	1,926	1,443	1,775	2,433	3,800	2,450	2,126	1,013	578	2.83
Goshen	5.1	352	991	923	708	709	1,417	1,374	1,710	838	719	304	155	2.53
Hot Springs	2.2	167	419	416	277	319	602	601	743	349	305	137	65	2.59
Johnson	2.6	158	598	530	325	358	631	800	802	407	351	169	71	2.46
Laramie	29.9	2,815	7,784	6,505	4,266	3,562	4,068	8,537	9,281	5,265	4,313	1,797	707	2.51
Lincoln	5.3	392	1,425	1,147	669	688	979	1,063	1,626	838	839	538	396	2.91
Natrona	25.6	2,564	7,583	5,461	3,877	2,967	3,148	6,344	8,020	4,729	4,147	1,679	681	2.59
Niobrara	1.2	80	188	188	190	169	385	381	420	163	148	66	22	2.33
Park	9.1	686	2,081	1,999	1,348	1,228	1,758	2,329	2,975	1,520	1,411	612	253	2.63
Platte	4.2	347	1,125	920	567	491	750	1,277	1,248	694	602	280	99	2.45
Sheridan	10.1	747	2,537	1,997	1,244	1,286	2,289	2,818	3,265	1,615	1,508	636	258	2.54
Sublette	2.0	129	529	458	302	252	330	413	657	335	352	167	76	2.95
Sweetwater	15.6	1,745	5,218	3,553	1,946	1,502	1,636	3,379	4,475	2,871	2,879	1,335	661	2.78
Teton	5.1	520	1,826	1,278	601	408	467	1,694	1,722	804	569	232	79	2.25
Uinta	6.6	748	2,095	1,358	814	725	860	1,197	1,942	1,167	1,172	682	440	3.03
Washakie	3.4	279	792	736	481	462	650	780	1,091	560	557	284	128	2.76
Weston	2.8	258	675	558	426	369	514	723	835	521	473	176	72	2.57
TOTAL METRO COUNTIES	**55.5**	**5,379**	**15,367**	**11,966**	**8,143**	**6,529**	**8,116**	**14,881**	**17,301**	**9,994**	**8,460**	**3,476**	**1,388**	**2.55**
TOTAL STATE	**184.9**	**18,697**	**52,092**	**39,717**	**25,038**	**20,834**	**28,522**	**46,411**	**57,307**	**32,556**	**29,381**	**13,112**	**6,133**	**2.65**

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1989 SURVEY OF BUYING POWER DATA SERVICE

SECTION 7
Households By Effective Buying Income (EBI) Group For Metropolitan Markets And All Counties

Under $ 5,000
$ 5,000–$ 9,999
$10,000–$14,999
$15,000–$19,999
$20,000–$24,999
$25,000–$34,999
$35,000–$49,999
$50,000 Or More
Median Household EBI
Average Household EBI
Per Capita EBI

EXPLANATION OF TERMS

An explanation of terms used in the **Survey Of Buying Power Data Service** will be found in the Introductory Section starting on page A-5.

To order additional copies of the 1989 DATA SERVICE
please call toll-free 1-800-825-8508.
Ask for Product #59800.

SYMBOLS USED IN TABLES

□ Metropolitan county of another state's metropolitan area. For area name, see page facing state map in Section 1.

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group								Median Household E B I	Average Household E B I	Per Capita E B I
		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
ALABAMA												
ANNISTON	**45.2**	**5,568**	**6,873**	**6,739**	**5,656**	**5,090**	**7,257**	**5,425**	**2,592**	**17,950**	**24,548**	**8,855**
Calhoun	45.2	5,568	6,873	6,739	5,656	5,090	7,257	5,425	2,592	17,950	24,548	8,855
BIRMINGHAM	**357.2**	**41,894**	**48,439**	**46,964**	**39,436**	**35,208**	**59,558**	**50,009**	**35,692**	**20,245**	**27,025**	**10,325**
Blount	15.6	2,507	2,720	2,611	2,147	1,630	2,270	1,255	460	14,915	19,263	7,138
Jefferson	266.5	30,919	35,328	34,318	28,651	26,025	44,022	37,959	29,278	20,721	27,828	10,858
St. Clair	17.7	2,088	2,764	2,764	2,317	2,046	3,130	1,879	712	17,598	22,171	7,771
Shelby	31.0	2,826	3,337	3,374	3,131	2,815	5,809	5,883	3,825	25,026	30,597	10,779
Walker	26.4	3,554	4,290	3,897	3,190	2,692	4,327	3,033	1,417	17,233	22,561	8,354
DECATUR	**38.0**	**4,400**	**4,973**	**5,010**	**4,570**	**4,006**	**6,836**	**5,465**	**2,740**	**20,054**	**25,244**	**9,350**
Morgan	38.0	4,400	4,973	5,010	4,570	4,006	6,836	5,465	2,740	20,054	25,244	9,350
DOTHAN	**48.4**	**5,741**	**6,878**	**7,208**	**6,477**	**5,374**	**7,929**	**5,480**	**3,313**	**18,280**	**25,074**	**9,125**
Dale	16.8	1,808	2,437	2,651	2,403	1,901	2,739	1,826	1,035	18,049	25,823	8,764
Houston	31.6	3,933	4,441	4,557	4,074	3,473	5,190	3,654	2,278	18,415	24,675	9,338
FLORENCE	**53.5**	**6,289**	**7,789**	**7,587**	**6,170**	**5,617**	**8,973**	**7,199**	**3,876**	**19,061**	**24,692**	**9,436**
Colbert	21.1	2,692	3,203	3,079	2,648	2,353	3,575	2,548	1,002	17,863	22,608	8,673
Lauderdale	32.4	3,597	4,586	4,508	3,522	3,264	5,398	4,651	2,874	19,981	26,049	9,929
GADSDEN	**39.7**	**5,465**	**6,875**	**6,021**	**4,498**	**3,586**	**6,306**	**4,690**	**2,259**	**16,599**	**22,908**	**8,745**
Etowah	39.7	5,465	6,875	6,021	4,498	3,586	6,306	4,690	2,259	16,599	22,908	8,745
HUNTSVILLE	**92.0**	**6,789**	**8,748**	**9,616**	**9,804**	**9,227**	**14,556**	**14,957**	**18,303**	**26,135**	**34,770**	**13,218**
Madison	92.0	6,789	8,748	9,616	9,804	9,227	14,556	14,957	18,303	26,135	34,770	13,218
MOBILE	**179.1**	**20,867**	**22,848**	**22,828**	**20,142**	**17,732**	**30,151**	**25,710**	**18,822**	**20,724**	**27,432**	**10,066**
Baldwin	35.7	3,491	4,836	4,916	4,288	3,679	6,049	4,981	3,460	20,390	26,713	9,923
Mobile	143.4	17,376	18,012	17,912	15,854	14,053	24,102	20,729	15,362	20,810	27,612	10,101
MONTGOMERY	**111.3**	**13,072**	**13,667**	**13,892**	**13,421**	**11,249**	**18,190**	**16,106**	**11,703**	**20,621**	**27,810**	**10,122**
Autauga	12.7	1,372	1,424	1,287	1,289	1,360	2,364	2,307	1,297	23,487	28,381	9,689
Elmore	17.2	2,242	2,302	2,286	2,139	1,819	3,018	2,285	1,109	19,037	24,749	8,413
Montgomery	81.4	9,458	9,941	10,319	9,993	8,070	12,808	11,514	9,297	20,522	28,368	10,592
TUSCALOOSA	**54.5**	**8,375**	**8,336**	**7,463**	**5,947**	**5,249**	**8,557**	**6,547**	**4,026**	**17,505**	**24,213**	**8,952**
Tuscaloosa	54.5	8,375	8,336	7,463	5,947	5,249	8,557	6,547	4,026	17,505	24,213	8,952
ALL COUNTIES												
Autauga	12.7	1,372	1,424	1,287	1,289	1,360	2,364	2,307	1,297	23,487	28,381	9,689
Baldwin	35.7	3,491	4,836	4,916	4,288	3,679	6,049	4,981	3,460	20,390	26,713	9,923
Barbour	9.3	1,696	1,654	1,325	1,111	848	1,147	882	637	14,907	21,745	7,748
Bibb	6.0	1,015	1,016	931	790	652	897	512	187	15,235	19,993	7,140
Blount	15.6	2,507	2,720	2,611	2,147	1,630	2,270	1,255	460	14,915	19,263	7,138
Bullock	3.4	710	690	569	424	248	304	281	174	12,550	19,161	6,387
Butler	8.0	1,253	1,591	1,282	1,035	819	1,035	556	429	14,498	20,572	7,447
Calhoun	45.2	5,568	6,873	6,739	5,656	5,090	7,257	5,425	2,592	17,950	24,548	8,855
Chambers	14.6	1,571	2,165	2,049	1,699	1,460	2,416	2,056	1,184	19,406	25,448	9,406
Cherokee	7.3	1,034	1,324	1,232	947	797	1,100	638	228	15,319	21,072	7,615
Chilton	12.9	1,750	2,098	1,840	1,672	1,425	2,061	1,268	786	17,150	22,750	8,787
Choctaw	5.9	1,074	1,131	736	579	473	732	699	476	15,068	23,118	8,023
Clarke	9.5	1,769	1,523	1,217	1,069	829	1,374	1,100	619	16,068	22,721	7,878
Clay	4.7	780	907	771	607	539	616	337	143	14,239	19,470	6,829
Cleburne	5.1	699	683	703	713	574	938	528	262	18,164	22,561	8,717
Coffee	15.1	2,106	2,353	2,082	1,893	1,784	2,628	1,410	844	17,648	22,271	8,324
Colbert	21.1	2,692	3,203	3,079	2,648	2,353	3,575	2,548	1,002	17,863	22,608	8,673
Conecuh	5.5	1,227	1,186	750	594	534	653	310	246	12,154	18,655	6,577
Coosa	4.5	598	803	659	551	511	781	383	214	16,613	23,083	9,033
Covington	14.6	2,435	2,746	2,309	1,898	1,427	2,094	1,078	613	14,591	20,014	8,050
Crenshaw	5.3	1,275	1,265	897	593	424	421	276	149	10,531	15,634	5,919
Cullman	25.4	3,552	4,506	4,047	3,349	2,594	3,828	2,156	1,368	15,849	21,655	8,164
Dale	16.8	1,808	2,437	2,651	2,403	1,901	2,739	1,826	1,035	18,049	25,823	8,764
Dallas	18.8	3,982	3,652	3,056	2,177	1,531	2,155	1,491	756	12,811	18,810	6,597
De Kalb	21.4	3,527	4,047	3,310	2,554	2,253	3,112	1,829	768	14,687	20,359	7,850
Elmore	17.2	2,242	2,302	2,286	2,139	1,819	3,018	2,285	1,109	19,037	24,749	8,413
Escambia	12.7	1,990	2,385	1,940	1,410	1,336	1,893	1,155	591	15,122	21,558	7,301
Etowah	39.7	5,465	6,875	6,021	4,498	3,586	6,306	4,690	2,259	16,599	22,908	8,745
Fayette	7.3	972	1,236	925	875	789	1,207	789	507	17,840	23,839	9,017
Franklin	11.2	1,670	2,011	1,620	1,277	1,144	1,729	1,105	644	16,144	21,846	8,379
Geneva	9.2	1,542	1,773	1,290	1,047	964	1,352	764	468	14,978	22,567	8,440

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group: Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
ALABAMA (continued)												
ALL COUNTIES (continued)												
Greene	3.7	935	818	556	428	220	298	258	187	10,764	17,676	6,056
Hale	5.2	1,288	1,137	737	549	399	525	296	269	11,067	17,773	6,080
Henry	5.6	693	949	892	676	580	895	592	323	16,843	22,625	8,227
Houston	31.6	3,933	4,441	4,557	4,074	3,473	5,190	3,654	2,278	18,415	24,675	9,338
Jackson	19.6	2,710	2,986	2,890	2,571	2,120	3,360	2,143	820	17,335	21,861	8,054
Jefferson	266.5	30,919	35,328	34,318	28,651	26,025	44,022	37,959	29,278	20,721	27,828	10,858
Lamar	6.3	807	1,048	904	786	660	1,107	681	307	17,398	22,313	8,318
Lauderdale	32.4	3,597	4,586	4,508	3,522	3,264	5,398	4,651	2,874	19,981	26,049	9,929
Lawrence	10.9	1,593	1,717	1,363	1,150	1,017	1,812	1,497	751	18,205	23,753	8,142
Lee	32.5	5,860	5,105	4,319	3,527	2,717	4,552	3,732	2,688	16,272	23,961	9,416
Limestone	18.5	1,854	2,327	2,091	2,072	1,939	3,098	2,751	2,368	22,254	28,891	10,279
Lowndes	4.1	872	855	656	470	309	440	270	228	12,331	19,100	5,674
Macon	8.8	2,082	1,787	1,418	860	612	910	676	455	11,692	18,958	6,202
Madison	92.0	6,789	8,748	9,616	9,804	9,227	14,556	14,957	18,303	26,135	34,770	13,218
Marengo	8.6	1,913	1,619	1,137	812	580	1,080	1,002	457	13,325	20,234	6,960
Marion	12.1	1,599	1,963	1,691	1,636	1,447	1,988	1,152	624	17,304	22,352	8,399
Marshall	28.4	4,427	5,080	4,589	3,727	3,045	3,801	2,475	1,256	15,138	20,246	7,876
Mobile	143.4	17,376	18,012	17,912	15,854	14,053	24,102	20,729	15,362	20,810	27,612	10,101
Monroe	8.0	1,287	1,394	1,119	825	778	1,207	897	493	16,169	22,945	7,844
Montgomery	81.4	9,458	9,941	10,319	9,993	8,070	12,808	11,514	9,297	20,522	28,368	10,592
Morgan	38.0	4,400	4,973	5,010	4,570	4,006	6,836	5,465	2,740	20,054	25,244	9,350
Perry	4.9	1,224	1,135	762	487	367	457	313	155	10,517	16,581	5,453
Pickens	7.3	1,402	1,393	1,205	923	692	876	590	219	13,452	18,941	6,522
Pike	10.5	2,051	2,041	1,623	1,132	966	1,351	889	447	13,440	19,926	7,239
Randolph	7.5	1,206	1,308	1,147	922	791	1,116	687	323	15,447	20,286	7,422
Russell	18.8	3,275	3,085	2,750	2,225	1,868	2,800	1,819	978	15,620	21,101	7,855
St. Clair	17.7	2,068	2,764	2,764	2,317	2,046	3,130	1,879	712	17,598	22,171	7,771
Shelby	31.0	2,826	3,337	3,374	3,131	2,815	5,809	5,883	3,825	25,026	30,597	10,779
Sumter	5.3	1,166	1,082	748	517	411	592	491	293	12,568	20,315	6,605
Talladega	27.1	3,283	4,048	3,733	3,197	2,800	4,273	3,662	2,104	18,758	24,987	8,783
Tallapoosa	15.1	1,881	2,521	2,394	1,979	1,618	2,356	1,572	779	16,868	22,494	8,387
Tuscaloosa	54.5	8,375	8,336	7,463	5,947	5,249	8,557	6,547	4,026	17,505	24,213	8,952
Walker	26.4	3,554	4,290	3,897	3,190	2,692	4,327	3,033	1,417	17,233	22,561	8,354
Washington	5.8	755	915	665	571	531	1,017	913	433	19,938	24,831	8,422
Wilcox	4.6	1,120	861	629	548	344	409	409	280	12,465	19,522	6,236
Winston	8.9	1,314	1,578	1,561	1,198	818	1,313	733	385	14,990	20,504	7,700
TOTAL METRO COUNTIES	**1,037.7**	**121,735**	**138,511**	**136,078**	**118,346**	**104,206**	**171,113**	**143,407**	**104,304**	**20,184**	**27,069**	**10,127**
TOTAL STATE	**1,544.7**	**203,284**	**226,923**	**210,447**	**178,773**	**153,922**	**244,419**	**193,691**	**133,241**	**18,593**	**25,362**	**9,406**
ALASKA												
ANCHORAGE	**83.0**	**4,234**	**5,168**	**7,283**	**7,415**	**6,944**	**11,976**	**15,713**	**24,267**	**33,627**	**42,140**	**15,684**
Anchorage	83.0	4,234	5,168	7,283	7,415	6,944	11,976	15,713	24,267	33,627	42,140	15,684
ALL COUNTIES												
Aleutian Islands	1.4	100	81	100	186	155	211	211	356	28,348	84,106	17,574
Aleutians East	4	33	24	38	60	47	61	58	79	24,778	69,720	15,493
Anchorage	83.0	4,234	5,168	7,283	7,415	6,944	11,976	15,713	24,267	33,627	42,140	15,684
Bethel	3.5	551	440	486	359	244	407	468	545	18,667	30,323	8,040
Bristol Bay	.2	5	13	8	6	20	26	45	77	39,000	81,340	13,557
Dillingham	2.0	345	189	212	178	137	268	264	407	22,667	34,473	11,120
Fairbanks North Star	24.8	1,557	1,772	2,422	2,033	1,630	3,246	4,178	7,962	34,180	45,387	15,898
Haines	.6	67	48	87	55	50	100	82	111	24,364	30,987	10,329
Juneau	9.5	290	369	592	598	762	1,303	2,029	3,557	41,278	48,518	17,593
Kenai Peninsula	15.3	1,459	1,438	1,335	1,222	1,204	1,939	2,684	4,019	29,711	38,379	13,437
Ketchikan Gateway	4.8	386	341	257	263	401	760	1,082	1,310	34,864	41,961	15,859
Kodiak Island	4.6	287	313	406	388	276	621	886	1,423	35,148	47,827	15,385
Matanuska - Susitna	13.7	1,568	1,308	1,555	1,445	1,416	2,304	2,255	1,849	23,408	29,460	9,844
Nome	2.2	309	257	243	209	159	253	296	474	22,414	34,860	9,832
North Slope	1.2	101	71	97	75	67	157	247	385	36,800	57,454	12,535
Northwest Arctic	1.7	185	204	217	141	137	287	229	300	23,727	33,265	8,976
Prince of Wales - Outer Ketchikan	1.5	115	108	92	134	56	252	314	429	34,708	48,029	14,126
Sitka	2.6	86	83	114	167	197	314	526	1,113	46,087	53,333	16,314
Skagway - Yakutat - Angoon	1.3	106	141	165	102	84	189	242	271	27,129	36,350	10,990
Southeast Fairbanks	1.9	172	218	291	233	141	226	308	311	21,133	34,656	9,407

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
ALASKA (continued)												
ALL COUNTIES (continued)												
Valdez - Cordova	3.3	269	303	284	217	221	390	471	1,145	34,105	46,949	17,026
Wade Hampton	1.2	237	193	183	150	120	140	101	76	14,594	21,949	4,541
Wrangell - Petersburg	2.1	127	164	221	188	231	401	415	353	27,347	36,151	11,503
Yukon - Koyukuk	2.8	629	577	358	200	173	338	281	244	12,347	27,113	7,908
TOTAL METRO COUNTIES	**83.0**	**4,234**	**5,168**	**7,283**	**7,415**	**6,944**	**11,976**	**15,713**	**24,267**	**33,627**	**42,140**	**15,684**
TOTAL STATE	**185.6**	**13,218**	**13,823**	**17,046**	**16,024**	**14,872**	**26,169**	**33,385**	**51,063**	**31,558**	**41,546**	**14,327**
ARIZONA												
PHOENIX	**809.8**	**53,093**	**74,136**	**91,182**	**91,810**	**84,863**	**145,677**	**140,450**	**128,589**	**25,639**	**32,545**	**12,809**
Maricopa	809.8	53,093	74,136	91,182	91,810	84,863	145,677	140,450	128,589	25,639	32,545	12,809
TUCSON	**258.9**	**23,569**	**32,871**	**37,948**	**32,126**	**26,596**	**44,918**	**34,660**	**26,212**	**20,505**	**26,940**	**10,730**
Pima	258.9	23,569	32,871	37,948	32,126	26,596	44,918	34,660	26,212	20,505	26,940	10,730
ALL COUNTIES												
Apache	16.9	3,329	2,485	2,202	1,946	1,583	2,204	1,954	1,197	16,056	21,425	5,640
Cochise	36.3	3,884	5,657	6,567	5,175	3,776	5,535	3,736	1,970	16,847	22,571	8,072
Coconino	29.9	3,075	3,462	3,876	3,569	3,249	5,189	4,420	3,060	21,440	27,986	8,902
Gila	15.4	1,607	2,268	2,203	1,538	1,429	2,650	2,418	1,287	20,297	25,251	9,531
Graham	7.5	1,092	1,234	1,314	989	799	1,001	628	443	15,545	21,291	6,362
Greenlee	3.0	205	260	308	260	231	888	588	260	27,835	28,580	9,634
La Paz	6.1	927	1,343	1,271	817	499	580	432	231	12,922	18,121	7,369
Maricopa	809.8	53,093	74,136	91,182	91,810	84,863	145,677	140,450	128,589	25,639	32,545	12,809
Mohave	35.2	3,648	6,089	6,358	4,806	3,756	5,228	3,424	1,891	16,481	21,857	9,030
Navajo	22.6	3,342	2,721	2,614	2,514	2,129	3,510	3,219	2,551	20,267	25,983	7,616
Pima	258.9	23,569	32,871	37,948	32,126	26,596	44,918	34,660	26,212	20,505	26,940	10,730
Pinal	37.6	3,950	5,030	5,725	4,690	4,149	7,357	4,092	2,607	19,346	24,332	8,317
Santa Cruz	8.7	753	1,092	1,421	1,124	950	1,409	1,070	881	19,803	26,850	8,652
Yavapai	42.6	4,617	7,125	7,514	5,735	4,741	6,109	4,201	2,558	16,742	22,671	9,668
Yuma	33.7	3,129	5,246	6,092	4,858	3,690	5,111	3,627	1,947	17,302	23,267	8,324
TOTAL METRO COUNTIES	**1,068.7**	**76,662**	**107,007**	**129,130**	**123,936**	**111,459**	**190,595**	**175,110**	**154,801**	**24,329**	**31,187**	**12,310**
TOTAL STATE	**1,364.2**	**110,220**	**151,019**	**176,595**	**161,957**	**142,440**	**237,366**	**208,919**	**175,684**	**22,764**	**29,576**	**11,364**
ARKANSAS												
FAYETTEVILLE - SPRINGDALE	**42.4**	**4,374**	**5,783**	**6,358**	**5,578**	**4,828**	**6,831**	**4,763**	**3,885**	**19,111**	**26,709**	**10,075**
Washington	42.4	4,374	5,783	6,358	5,578	4,828	6,831	4,763	3,885	19,111	26,709	10,075
FORT SMITH	**68.6**	**8,059**	**10,055**	**10,239**	**9,424**	**7,520**	**10,873**	**7,372**	**5,058**	**18,020**	**25,256**	**9,426**
Crawford	15.7	1,663	2,232	2,136	2,208	2,004	2,767	1,715	975	19,124	24,541	8,619
Sebastian	40.3	3,924	5,220	5,645	5,526	4,309	6,791	5,143	3,742	19,847	28,215	11,093
Sequoyah, Okla.	*12.6*	*2,472*	*2,603*	*2,458*	*1,690*	*1,207*	*1,315*	*514*	*341*	*12,271*	*16,682*	*5,743*
LITTLE ROCK - NORTH LITTLE ROCK	**192.3**	**15,868**	**21,422**	**24,195**	**22,989**	**21,088**	**33,334**	**29,367**	**24,037**	**22,647**	**30,766**	**11,338**
Faulkner	20.3	1,769	2,565	2,759	2,479	2,221	3,447	2,979	2,081	21,255	29,010	10,242
Lonoke	14.1	2,042	2,244	2,093	1,799	1,546	2,176	1,482	718	16,765	22,467	7,790
Pulaski	137.1	10,166	14,101	16,622	16,132	14,888	23,414	21,724	20,053	23,766	32,561	12,308
Saline	20.8	1,891	2,512	2,721	2,579	2,433	4,297	3,182	1,185	21,472	26,255	8,967
PINE BLUFF	**31.2**	**4,618**	**4,831**	**4,318**	**3,301**	**2,937**	**4,659**	**3,835**	**2,701**	**17,646**	**24,740**	**8,529**
Jefferson	31.2	4,618	4,831	4,318	3,301	2,937	4,659	3,835	2,701	17,646	24,740	8,529
TEXARKANA	**45.2**	**5,964**	**6,623**	**5,954**	**5,393**	**4,605**	**7,488**	**5,654**	**3,519**	**18,666**	**24,999**	**9,239**
Miller	14.3	1,788	2,131	1,752	1,633	1,535	2,360	1,910	1,191	19,440	25,922	9,432
Bowie, Tex.	*30.9*	*4,176*	*4,492*	*4,202*	*3,760*	*3,070*	*5,128*	*3,744*	*2,328*	*18,353*	*24,571*	*9,148*
ALL COUNTIES												
Arkansas	8.5	1,237	1,471	1,335	1,066	817	1,143	783	648	15,954	23,407	8,962
Ashley	9.4	1,336	1,548	1,159	764	797	1,642	1,356	798	19,164	25,288	9,004
Baxter	13.4	1,049	1,791	2,312	2,191	1,779	2,130	1,365	783	18,302	24,537	10,275
Benton	37.1	2,434	4,224	5,127	5,017	4,636	6,906	5,093	3,663	21,871	28,911	10,990
Boone	11.7	1,553	2,113	2,178	1,686	1,130	1,535	859	646	15,016	21,427	8,384
Bradley	5.0	825	1,021	646	594	504	717	463	230	15,065	20,964	7,881
Calhoun	2.2	237	469	292	226	200	362	281	133	17,233	24,006	8,658
Carroll	8.0	1,037	1,437	1,420	1,215	874	1,014	608	395	15,406	20,854	8,781
Chicot	5.6	1,425	1,221	872	598	415	493	279	297	10,778	17,762	6,065

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S&MM ESTIMATES		Households by E B I Group										
METRO AREA County	12/31/88 Total Households (Thousands)	Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
ARKANSAS (continued)												
ALL COUNTIES (continued)												
Clark	8.0	1,213	1,490	1,248	892	736	1,185	811	425	15,266	23,228	8,115
Clay	7.7	1,177	1,730	1,460	1,023	658	905	485	262	13,164	19,279	7,460
Cleburne	8.0	977	1,452	1,312	1,211	873	1,081	596	498	16,000	21,965	8,530
Cleveland	3.0	403	567	461	338	258	465	376	132	15,852	22,089	7,984
Columbia	9.8	1,176	1,582	1,251	1,135	992	1,391	1,222	1,051	18,797	27,928	10,367
Conway	7.1	900	1,230	928	836	745	1,089	814	558	17,767	24,404	8,751
Craighead	24.2	2,646	3,500	3,635	3,416	2,750	3,932	2,577	1,744	18,280	25,512	9,312
Crawford	15.7	1,663	2,232	2,136	2,208	2,004	2,767	1,715	975	19,124	24,541	8,619
Crittenden	17.0	3,010	2,951	2,502	1,880	1,423	2,524	1,780	930	15,097	22,028	7,386
Cross	6.8	923	1,272	1,104	914	718	977	541	351	15,558	22,311	7,586
Dallas	4.0	457	660	567	542	465	632	398	279	17,860	25,431	9,597
Desha	6.5	1,191	1,327	1,049	692	518	672	669	382	13,298	21,570	7,379
Drew	6.5	940	996	899	829	634	861	877	464	17,335	24,634	8,750
Faulkner	20.3	1,769	2,565	2,759	2,479	2,221	3,447	2,979	2,081	21,255	29,010	10,242
Franklin	5.8	628	870	846	854	732	933	592	345	18,083	23,599	8,555
Fulton	4.4	842	1,053	931	652	359	362	137	64	11,632	15,406	6,335
Garland	32.8	3,629	5,084	4,843	3,991	3,427	4,978	3,840	3,008	18,349	26,477	11,091
Grant	5.2	641	784	604	551	565	972	678	405	20,174	25,689	9,341
Greene	12.4	1,368	1,923	1,732	1,890	1,535	1,873	1,376	705	17,916	24,000	9,073
Hempstead	8.5	1,189	1,500	1,394	900	847	1,319	917	434	15,823	22,326	7,973
Hot Spring	10.7	1,463	1,749	1,537	1,413	1,033	1,754	1,252	499	17,007	22,688	8,518
Howard	5.1	905	835	790	705	598	677	390	200	15,145	20,725	7,550
Independence	12.0	1,274	2,014	1,937	1,677	1,328	1,913	1,223	634	17,145	22,936	8,315
Izard	4.5	693	906	815	609	481	546	288	162	13,963	19,266	7,605
Jackson	7.6	1,255	1,439	1,216	1,066	778	860	565	421	14,562	21,173	8,006
Jefferson	31.2	4,618	4,831	4,318	3,301	2,937	4,659	3,835	2,701	17,646	24,740	8,529
Johnson	7.1	969	1,385	1,216	1,013	772	924	495	326	14,918	21,305	7,961
Lafayette	3.5	561	700	472	382	297	412	386	290	15,210	22,794	8,310
Lawrence	7.1	1,238	1,463	1,231	962	694	818	432	262	13,394	19,131	7,342
Lee	5.1	1,194	1,215	795	597	371	440	298	190	10,762	17,337	5,974
Lincoln	3.5	641	676	521	467	295	440	299	161	14,185	21,694	5,796
Little River	5.0	753	809	624	492	500	723	558	541	18,097	25,565	8,755
Logan	7.7	1,058	1,431	1,317	1,078	784	916	679	437	15,179	21,953	7,826
Lonoke	14.1	2,042	2,244	2,093	1,799	1,546	2,176	1,482	718	16,765	22,487	7,790
Madison	4.7	701	925	836	694	595	557	287	105	14,321	18,812	7,130
Marion	5.2	718	970	964	674	561	638	366	309	14,711	21,220	8,174
Miller	14.3	1,788	2,131	1,752	1,633	1,535	2,360	1,910	1,191	19,440	25,922	9,432
Mississippi	19.7	2,594	3,129	3,119	2,828	2,124	2,742	1,921	1,243	16,641	23,650	8,103
Monroe	4.5	1,080	1,005	680	492	333	462	260	188	11,183	17,458	6,439
Montgomery	3.4	517	646	625	477	355	444	229	107	14,273	19,379	7,751
Nevada	3.8	635	787	672	509	303	476	288	130	13,554	19,645	6,977
Newton	3.1	681	760	643	360	240	259	119	38	10,712	14,694	5,359
Ouachita	12.9	1,964	2,274	1,817	1,594	1,205	1,739	1,450	857	16,127	22,850	8,619
Perry	2.9	451	555	495	385	295	443	217	59	14,378	19,000	6,560
Phillips	10.7	2,470	2,309	1,551	1,030	865	1,160	835	480	11,661	19,030	6,444
Pike	4.1	810	863	819	513	376	396	213	110	12,185	17,057	6,475
Poinsett	9.3	1,619	1,752	1,624	1,336	928	1,027	553	461	13,849	20,009	7,185
Polk	6.5	1,090	1,267	1,139	961	625	703	437	278	13,957	20,904	7,677
Pope	17.0	2,021	2,752	2,596	2,258	1,693	2,642	1,850	1,188	17,448	24,399	9,056
Prairie	3.6	677	712	594	487	320	411	218	181	13,484	19,638	7,364
Pulaski	137.1	10,166	14,101	16,622	16,132	14,888	23,414	21,724	20,053	23,766	32,561	12,308
Randolph	6.6	893	1,300	1,158	917	763	838	447	274	14,728	20,446	7,755
St. Francis	9.9	1,961	2,041	1,531	1,051	924	1,239	681	472	12,857	19,913	6,593
Saline	20.8	1,891	2,512	2,721	2,579	2,433	4,297	3,182	1,185	21,472	26,255	8,967
Scott	4.2	632	952	854	548	378	485	213	138	12,913	18,676	7,263
Searcy	3.6	965	1,038	680	351	194	219	107	46	8,918	12,862	5,145
Sebastian	40.3	3,924	5,220	5,645	5,526	4,309	6,791	5,143	3,742	19,847	28,215	11,093
Sevier	5.5	748	854	831	611	591	867	674	324	17,500	23,108	8,705
Sharp	6.4	949	1,365	1,274	982	595	658	299	278	13,426	19,009	7,510
Stone	3.8	784	982	729	444	263	283	230	85	10,802	16,072	5,988
Union	18.6	2,936	3,135	2,567	2,082	1,679	2,742	2,109	1,350	16,502	23,867	8,986
Van Buren	6.3	1,151	1,272	1,165	948	611	666	327	160	13,195	17,481	6,883
Washington	42.4	4,374	5,783	6,358	5,578	4,828	6,831	4,763	3,885	19,111	26,789	10,075
White	19.6	2,563	3,530	3,166	2,569	2,002	2,963	1,782	1,025	15,971	22,436	7,966
Woodruff	3.6	834	807	597	423	314	375	127	123	11,195	17,127	6,166
Yell	7.0	911	1,257	1,130	1,001	767	961	596	377	15,927	22,014	8,421

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group: Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
ARKANSAS (continued)												
TOTAL METRO COUNTIES	**353.2**	**35,245**	**44,570**	**46,906**	**43,115**	**38,124**	**59,266**	**48,513**	**37,461**	**20,822**	**28,562**	**10,488**
TOTAL STATE	**900.2**	**112,037**	**140,746**	**132,848**	**114,124**	**93,918**	**135,653**	**100,206**	**70,668**	**17,670**	**25,022**	**9,249**
CALIFORNIA												
ANAHEIM - SANTA ANA	**808.2**	**30,176**	**42,701**	**55,546**	**64,314**	**64,619**	**120,746**	**158,572**	**271,526**	**37,096**	**47,061**	**16,728**
Orange	808.2	30,176	42,701	55,546	64,314	64,619	120,746	158,572	271,526	37,096	47,061	16,728
BAKERSFIELD	**183.4**	**11,790**	**19,282**	**21,022**	**19,442**	**17,819**	**29,358**	**31,696**	**32,991**	**25,820**	**34,825**	**12,297**
Kern	183.4	11,790	19,282	21,022	19,442	17,819	29,358	31,696	32,991	25,820	34,825	12,297
CHICO	**70.8**	**7,168**	**10,275**	**10,990**	**8,894**	**7,432**	**10,748**	**8,507**	**6,786**	**18,831**	**26,841**	**10,798**
Butte	70.8	7,168	10,275	10,990	8,894	7,432	10,748	8,507	6,786	18,831	26,841	10,798
FRESNO	**219.6**	**14,039**	**23,672**	**25,717**	**24,589**	**21,489**	**34,699**	**35,174**	**40,221**	**25,079**	**35,174**	**12,586**
Fresno	219.6	14,039	23,672	25,717	24,589	21,489	34,699	35,174	40,221	25,079	35,174	12,586
LOS ANGELES - LONG BEACH	**3,162.1**	**206,351**	**277,729**	**295,482**	**306,704**	**274,555**	**462,108**	**522,300**	**816,871**	**29,561**	**40,961**	**14,880**
Los Angeles	3,162.1	206,351	277,729	295,482	306,704	274,555	462,108	522,300	816,871	29,561	40,961	14,880
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***4,999.7***	***292,121***	***410,296***	***455,136***	***475,273***	***432,325***	***744,456***	***867,330***	***1,322,763***	***30,723***	***41,400***	***14,879***
MERCED	**56.9**	**4,505**	**7,019**	**8,119**	**7,542**	**6,332**	**9,179**	**7,762**	**6,442**	**20,921**	**29,534**	**9,603**
Merced	56.9	4,505	7,019	8,119	7,542	6,332	9,179	7,762	6,442	20,921	29,534	9,603
MODESTO	**120.3**	**8,363**	**13,532**	**14,484**	**13,612**	**11,990**	**20,645**	**19,353**	**18,321**	**24,175**	**32,820**	**11,541**
Stanislaus	120.3	8,363	13,532	14,484	13,612	11,990	20,645	19,353	18,321	24,175	32,820	11,541
OAKLAND	**778.1**	**42,558**	**61,699**	**61,401**	**61,923**	**57,919**	**107,331**	**141,907**	**243,362**	**34,640**	**44,219**	**17,125**
Alameda	488.8	31,745	44,837	43,449	42,503	39,360	70,934	89,485	126,487	30,984	39,946	15,700
Contra Costa	289.3	10,813	16,862	17,952	19,420	18,559	36,397	52,422	116,875	41,332	51,437	19,442
OXNARD - VENTURA	**213.3**	**7,728**	**11,371**	**15,134**	**17,576**	**16,764**	**30,868**	**42,006**	**71,853**	**37,196**	**46,533**	**15,386**
Ventura	213.3	7,728	11,371	15,134	17,576	16,764	30,868	42,006	71,853	37,196	46,533	15,386
REDDING	**52.7**	**3,959**	**7,055**	**7,579**	**6,648**	**5,254**	**8,559**	**7,613**	**6,033**	**20,957**	**28,893**	**10,845**
Shasta	52.7	3,959	7,055	7,579	6,648	5,254	8,559	7,613	6,033	20,957	28,893	10,845
RIVERSIDE - SAN BERNARDINO	**816.1**	**47,866**	**78,495**	**88,974**	**86,679**	**76,387**	**130,734**	**144,452**	**162,513**	**27,135**	**36,156**	**12,898**
Riverside	358.3	21,144	35,168	41,203	41,163	35,350	56,288	58,096	69,888	25,840	35,847	12,974
San Bernardino	457.8	26,722	43,327	47,771	45,516	41,037	74,446	86,356	92,625	28,280	36,398	12,840
SACRAMENTO	**543.4**	**31,612**	**50,042**	**54,378**	**55,950**	**49,995**	**83,566**	**98,560**	**119,297**	**28,430**	**37,407**	**14,538**
El Dorado	45.6	2,509	3,727	4,857	5,043	4,709	8,060	8,318	8,377	27,315	35,508	13,283
Placer	58.7	3,111	4,900	5,780	5,651	5,001	8,935	10,657	14,665	30,436	39,578	14,779
Sacramento	389.3	22,084	35,469	37,931	39,809	35,811	59,529	71,705	86,962	28,843	37,663	14,870
Yolo	49.8	3,908	5,946	5,810	5,447	4,474	7,042	7,880	9,293	24,134	34,588	12,941
SALINAS - SEASIDE - MONTEREY	**115.3**	**6,712**	**8,851**	**12,066**	**12,406**	**11,850**	**20,372**	**20,195**	**22,848**	**27,746**	**38,604**	**12,645**
Monterey	115.3	6,712	8,851	12,066	12,406	11,850	20,372	20,195	22,848	27,746	38,604	12,645
SAN DIEGO	**867.4**	**44,985**	**68,552**	**83,846**	**90,567**	**80,564**	**134,316**	**150,858**	**213,712**	**29,555**	**41,672**	**15,175**
San Diego	867.4	44,985	68,552	83,846	90,567	80,564	134,316	150,858	213,712	29,555	41,672	15,175
SAN FRANCISCO	**675.4**	**35,571**	**47,860**	**51,784**	**57,288**	**55,635**	**96,860**	**117,832**	**212,570**	**34,227**	**46,218**	**19,443**
Marin	96.1	3,631	4,340	5,599	6,637	6,723	12,218	16,396	40,556	42,160	55,623	23,353
San Francisco	333.5	22,949	32,014	31,079	31,614	29,408	49,489	52,922	84,025	28,515	41,321	18,409
San Mateo	245.8	8,991	11,506	15,106	19,037	19,504	35,153	48,514	87,989	38,664	49,185	19,251
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***2,345.1***	***115,566***	***165,437***	***178,463***	***190,843***	***182,244***	***332,206***	***429,953***	***750,368***	***35,227***	***45,544***	***17,584***
SAN JOSE	**508.9**	**16,362**	**24,102**	**28,578**	**34,042**	**35,169**	**68,109**	**97,743**	**204,795**	**41,717**	**51,455**	**18,217**
Santa Clara	508.9	16,362	24,102	28,578	34,042	35,169	68,109	97,743	204,795	41,717	51,455	18,217
SANTA BARBARA - SANTA MARIA - LOMPOC	**130.9**	**6,884**	**11,204**	**13,472**	**13,357**	**12,234**	**19,998**	**22,501**	**31,250**	**29,021**	**40,259**	**15,187**
Santa Barbara	130.9	6,884	11,204	13,472	13,357	12,234	19,998	22,501	31,250	29,021	40,259	15,187
SANTA CRUZ	**87.5**	**4,989**	**8,159**	**8,873**	**8,785**	**7,588**	**12,674**	**14,672**	**21,760**	**28,956**	**40,164**	**14,993**
Santa Cruz	87.5	4,989	8,159	8,873	8,785	7,588	12,674	14,672	21,760	28,956	40,164	14,993
SANTA ROSA - PETALUMA	**146.0**	**7,912**	**11,721**	**13,363**	**14,147**	**12,576**	**22,233**	**27,478**	**36,570**	**30,812**	**39,929**	**15,833**
Sonoma	146.0	7,912	11,721	13,363	14,147	12,576	22,233	27,478	36,570	30,812	39,929	15,833
STOCKTON	**160.0**	**12,041**	**17,964**	**18,365**	**16,794**	**14,762**	**25,836**	**27,111**	**27,127**	**25,027**	**33,548**	**11,489**
San Joaquin	160.0	12,041	17,964	18,365	16,794	14,762	25,836	27,111	27,127	25,027	33,548	11,489

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES		Households by E B I Group										
METRO AREA County	12/31/88 Total Households (Thousands)	Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
CALIFORNIA (continued)												
VALLEJO - FAIRFIELD - NAPA	**149.2**	**8,174**	**11,916**	**14,464**	**14,658**	**13,357**	**24,999**	**30,321**	**31,311**	**29,870**	**37,885**	**13,481**
Napa	41.0	1,879	3,029	3,497	3,711	3,323	6,039	7,594	11,928	33,339	43,944	16,917
Solano	108.2	6,295	8,887	10,967	10,947	10,034	18,960	22,727	19,383	28,762	35,589	12,311
VISALIA - TULARE - PORTERVILLE	**98.4**	**8,139**	**14,137**	**16,026**	**13,141**	**9,908**	**15,637**	**12,125**	**9,287**	**19,118**	**27,239**	**8,890**
Tulare	98.4	8,139	14,137	16,026	13,141	9,908	15,637	12,125	9,287	19,118	27,239	8,890
YUBA CITY	**43.9**	**3,251**	**5,930**	**6,535**	**5,739**	**4,660**	**6,633**	**5,814**	**5,338**	**20,496**	**29,120**	**10,662**
Sutter	22.9	1,558	2,826	3,198	2,730	2,268	3,591	3,353	3,376	22,438	31,133	11,389
Yuba	21.0	1,693	3,104	3,337	3,009	2,392	3,042	2,461	1,962	18,787	26,926	9,868
ALL COUNTIES												
Alameda	488.8	31,745	44,837	43,449	42,503	39,360	70,934	89,485	126,487	30,984	39,946	15,700
Alpine	.4	51	54	47	43	46	55	38	66	20,500	30,220	8,634
Amador	10.8	689	1,165	1,335	1,311	1,126	1,811	2,018	1,345	23,927	31,378	12,551
Butte	70.8	7,168	10,275	10,990	8,894	7,432	10,748	8,507	6,786	18,831	26,841	10,798
Calaveras	12.8	920	1,619	1,825	1,624	1,286	2,410	1,711	1,405	21,414	28,743	11,426
Colusa	5.5	408	646	699	655	590	888	706	908	22,805	32,248	11,746
Contra Costa	289.3	10,813	16,862	17,952	19,420	18,559	36,397	52,422	116,875	41,332	51,437	19,442
Del Norte	7.7	794	1,242	1,205	996	715	1,329	866	553	18,034	24,658	9,687
El Dorado	45.6	2,509	3,727	4,857	5,043	4,709	8,060	8,318	8,377	27,315	35,508	13,283
Fresno	219.6	14,039	23,672	25,717	24,589	21,489	34,699	35,174	40,221	25,079	35,174	12,586
Glenn	8.6	651	931	1,022	1,053	980	1,452	1,281	1,230	23,230	31,560	11,452
Humboldt	46.3	3,562	6,340	6,319	5,086	4,417	7,718	6,905	5,953	22,024	29,785	11,787
Imperial	34.1	2,880	4,626	5,009	4,520	3,672	5,194	4,527	3,672	20,018	28,419	8,637
Inyo	7.7	564	1,037	993	872	756	1,258	1,243	977	22,544	29,831	12,218
Kern	183.4	11,790	19,282	21,022	19,442	17,819	29,358	31,696	32,991	25,820	34,825	12,297
Kings	27.5	1,936	3,311	3,948	3,544	3,077	4,517	4,024	3,143	21,559	30,103	9,028
Lake	22.8	1,882	4,004	3,961	3,142	2,159	2,833	2,604	2,215	17,245	25,857	10,897
Lassen	8.1	651	939	1,226	1,106	941	1,433	1,194	610	20,653	27,632	8,229
Los Angeles	3,162.1	206,351	277,729	295,482	306,704	274,555	462,108	522,300	816,871	29,561	40,961	14,880
Madera	27.1	1,719	3,167	3,433	2,988	2,528	4,206	4,650	4,409	24,423	33,427	11,088
Marin	96.1	3,631	4,340	5,599	6,637	6,723	12,218	16,396	40,556	42,160	55,623	23,353
Mariposa	5.8	374	791	931	739	584	894	884	603	20,537	30,805	11,911
Mendocino	30.1	2,451	3,839	3,999	3,392	3,214	5,403	4,494	3,308	22,074	29,360	11,374
Merced	56.9	4,505	7,019	8,119	7,542	6,332	9,179	7,762	6,442	20,921	29,534	9,603
Modoc	3.6	321	516	562	453	334	580	430	404	19,435	27,961	10,941
Mono	4.0	137	279	409	463	364	651	806	891	30,288	40,855	17,202
Monterey	115.3	6,712	8,851	12,066	12,406	11,850	20,372	20,195	22,848	27,746	38,604	12,645
Napa	41.0	1,879	3,029	3,497	3,711	3,323	6,039	7,594	11,928	33,339	43,944	16,917
Nevada	30.5	1,963	3,118	3,672	3,504	3,091	5,036	5,178	4,938	24,828	32,962	12,906
Orange	808.2	30,176	42,701	55,546	64,314	64,619	120,746	158,572	271,526	37,096	47,061	16,728
Placer	58.7	3,111	4,900	5,780	5,651	5,001	8,935	10,657	14,665	30,436	39,578	14,779
Plumas	8.3	555	853	1,035	1,059	924	1,481	1,300	1,093	23,395	30,551	12,191
Riverside	358.3	21,144	35,168	41,203	41,163	35,350	56,288	58,096	69,888	25,840	35,847	12,974
Sacramento	389.3	22,084	35,469	37,931	39,809	35,811	59,529	71,705	86,962	28,843	37,663	14,870
San Benito	11.5	617	859	1,159	1,252	1,112	2,038	2,306	2,157	28,474	36,546	12,147
San Bernardino	457.8	26,722	43,327	47,771	45,516	41,037	74,446	86,356	92,625	28,280	36,398	12,840
San Diego	867.4	44,985	68,552	83,846	90,567	80,564	134,316	150,858	213,712	29,555	41,672	15,175
San Francisco	333.5	22,949	32,014	31,079	31,614	29,408	49,489	52,922	84,025	28,515	41,321	18,409
San Joaquin	160.0	12,041	17,964	18,365	16,794	14,762	25,836	27,111	27,127	25,027	33,548	11,489
San Luis Obispo	78.4	5,682	8,137	9,963	9,447	8,120	12,023	12,670	12,358	23,553	33,228	12,531
San Mateo	245.8	8,991	11,506	15,106	19,037	19,504	35,153	48,514	87,989	38,664	49,185	19,251
Santa Barbara	130.9	6,884	11,204	13,472	13,357	12,234	19,998	22,501	31,250	29,021	40,259	15,187
Santa Clara	508.9	16,362	24,102	28,578	34,042	35,169	68,109	97,743	204,795	41,717	51,455	18,217
Santa Cruz	87.5	4,989	8,159	8,873	8,785	7,588	12,674	14,672	21,760	28,956	40,164	14,993
Shasta	52.7	3,959	7,055	7,579	6,648	5,254	8,559	7,613	6,033	20,957	28,893	10,845
Sierra	1.5	165	208	190	162	157	234	235	149	20,758	27,273	11,688
Siskiyou	17.3	1,440	2,412	2,380	2,096	1,901	3,093	2,502	1,476	20,852	27,378	10,668
Solano	108.2	6,295	8,887	10,967	10,947	10,034	18,960	22,727	19,383	28,762	35,589	12,311
Sonoma	146.0	7,912	11,721	13,363	14,147	12,576	22,233	27,478	36,570	30,812	39,929	15,833
Stanislaus	120.3	8,363	13,532	14,484	13,612	11,990	20,645	19,353	18,321	24,175	32,820	11,541
Sutter	22.9	1,558	2,826	3,198	2,730	2,268	3,591	3,353	3,376	22,438	31,133	11,389
Tehama	18.4	1,757	2,974	2,665	2,154	1,923	3,310	2,175	1,442	19,132	25,577	9,928
Trinity	5.5	351	747	734	717	624	1,017	746	564	21,625	28,058	11,023
Tulare	98.4	8,139	14,137	16,026	13,141	9,908	15,637	12,125	9,287	19,118	27,239	8,890
Tuolumne	16.7	1,290	2,185	2,585	2,308	1,667	2,717	2,408	1,540	19,959	27,807	10,051
Ventura	213.3	7,728	11,371	15,134	17,576	16,764	30,868	42,006	71,853	37,196	46,533	15,386

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

SMM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group: Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
CALIFORNIA (continued)												
ALL COUNTIES (continued)												
Yolo	49.8	3,908	5,946	5,810	5,447	4,474	7,042	7,880	9,293	24,134	34,588	12,941
Yuba	21.0	1,693	3,104	3,337	3,009	2,392	3,042	2,461	1,962	18,787	26,926	9,868
TOTAL METRO COUNTIES	**10,007.8**	**571,135**	**833,268**	**926,198**	**954,797**	**868,858**	**1,496,208**	**1,744,552**	**2,612,784**	**30,543**	**41,216**	**15,098**
TOTAL STATE	**10,458.8**	**604,945**	**889,267**	**987,504**	**1,009,483**	**915,166**	**1,569,789**	**1,812,453**	**2,670,193**	**30,088**	**40,748**	**14,928**
COLORADO												
BOULDER - LONGMONT	**86.4**	**5,898**	**8,367**	**10,066**	**9,824**	**8,695**	**16,394**	**14,329**	**12,827**	**25,199**	**31,506**	**12,295**
Boulder	86.4	5,898	8,367	10,066	9,824	8,695	16,394	14,329	12,827	25,199	31,506	12,295
COLORADO SPRINGS	**149.9**	**9,856**	**15,540**	**20,901**	**19,546**	**17,156**	**27,230**	**22,320**	**17,351**	**22,453**	**29,615**	**11,098**
El Paso	149.9	9,856	15,540	20,901	19,546	17,156	27,230	22,320	17,351	22,453	29,615	11,098
DENVER	**671.6**	**39,210**	**55,263**	**67,683**	**70,438**	**66,205**	**128,540**	**126,957**	**117,304**	**27,791**	**33,898**	**13,515**
Adams	105.1	5,209	7,833	10,805	12,076	12,394	23,720	20,563	12,500	26,676	30,601	11,265
Arapahoe	156.5	5,729	9,132	13,552	14,389	14,136	30,887	33,468	35,207	31,761	38,370	14,908
Denver	230.1	21,682	29,108	30,578	28,827	24,261	37,780	30,680	27,184	20,904	28,241	12,875
Douglas	14.4	445	498	782	1,020	1,016	2,789	3,377	4,473	37,594	44,294	13,717
Jefferson	165.5	6,145	8,692	11,966	14,126	14,398	33,364	38,869	37,940	33,242	38,725	14,402
DENVER - BOULDER CONSOLIDATED AREA	***758.0***	***45,108***	***63,630***	***77,749***	***80,262***	***74,900***	***144,934***	***141,286***	***130,131***	***27,471***	***33,625***	***13,373***
FORT COLLINS - LOVELAND	**71.6**	**5,749**	**8,123**	**9,716**	**9,355**	**7,923**	**12,735**	**10,796**	**7,203**	**21,723**	**27,535**	**10,509**
Larimer	71.6	5,749	8,123	9,716	9,355	7,923	12,735	10,796	7,203	21,723	27,535	10,509
GREELEY	**51.1**	**5,312**	**6,530**	**7,168**	**6,615**	**5,872**	**9,429**	**6,338**	**3,836**	**19,944**	**25,106**	**9,243**
Weld	51.1	5,312	6,530	7,168	6,615	5,872	9,429	6,338	3,836	19,944	25,106	9,243
PUEBLO	**49.8**	**6,156**	**7,488**	**7,211**	**6,118**	**5,198**	**8,240**	**5,825**	**3,564**	**18,213**	**23,317**	**9,022**
Pueblo	49.8	6,156	7,488	7,211	6,118	5,198	8,240	5,825	3,564	18,213	23,317	9,022
ALL COUNTIES												
Adams	105.1	5,209	7,833	10,805	12,076	12,394	23,720	20,563	12,500	26,676	30,601	11,265
Alamosa	4.6	699	787	750	552	475	687	364	286	15,504	22,639	8,265
Arapahoe	156.5	5,729	9,132	13,552	14,389	14,136	30,887	33,468	35,207	31,761	38,370	14,908
Archuleta	2.0	289	306	316	258	225	312	155	139	16,750	22,088	9,399
Baca	1.9	395	437	384	219	143	153	102	67	11,266	15,799	5,773
Bent	2.0	194	319	380	330	207	242	230	98	16,529	23,379	8,349
Boulder	86.4	5,898	8,367	10,066	9,824	8,695	16,394	14,329	12,827	25,199	31,506	12,295
Chaffee	5.2	460	785	831	689	665	990	528	252	18,864	23,000	8,859
Cheyenne	.9	131	197	174	124	104	94	43	33	13,148	17,573	7,189
Clear Creek	3.0	238	304	387	492	542	481	370	186	20,648	24,563	10,527
Conejos	2.8	544	665	643	387	179	262	100	20	11,492	14,130	4,884
Costilla	1.2	237	286	229	140	89	113	57	49	11,500	17,457	5,513
Crowley	.9	99	191	189	135	85	117	49	35	14,147	18,633	5,241
Custer	.6	74	119	103	85	73	90	37	19	15,190	19,100	5,730
Delta	8.8	906	1,688	1,622	1,031	756	1,395	911	491	15,770	21,897	8,603
Denver	230.1	21,682	29,108	30,578	28,827	24,261	37,780	30,680	27,184	20,904	28,241	12,875
Dolores	.6	89	109	87	72	72	89	61	21	16,067	19,740	6,967
Douglas	14.4	445	498	782	1,020	1,016	2,789	3,377	4,473	37,594	44,294	13,717
Eagle	7.1	364	498	646	779	801	1,495	1,416	1,101	27,763	33,549	14,012
Elbert	3.3	268	381	414	376	292	549	647	373	23,509	28,968	10,063
El Paso	149.9	9,856	15,540	20,901	19,546	17,156	27,230	22,320	17,351	22,453	29,615	11,098
Fremont	12.3	1,578	2,325	1,984	1,638	1,419	1,841	956	559	15,854	21,802	8,176
Garfield	10.5	749	1,049	1,203	1,164	942	2,018	1,966	1,409	25,790	30,559	11,753
Gilpin	1.3	109	141	141	126	155	327	193	108	24,241	26,718	12,405
Grand	3.6	289	403	466	496	503	773	418	252	21,455	25,136	10,054
Gunnison	4.1	328	524	501	443	436	746	555	567	22,879	30,248	11,483
Hinsdale	.2	16	26	25	28	41	23	22	19	20,833	27,330	10,932
Huerfano	2.6	439	586	474	308	227	284	178	104	12,540	17,821	7,020
Jackson	.7	66	109	103	139	99	126	32	26	17,360	20,743	8,067
Jefferson	165.5	6,145	8,692	11,966	14,126	14,398	33,364	38,869	37,940	33,242	38,725	14,402
Kiowa	.6	75	82	95	81	65	92	59	51	17,882	24,138	8,046
Kit Carson	2.9	402	418	403	396	341	471	299	170	17,837	22,426	8,557
Lake	2.4	134	205	282	281	343	650	377	128	24,489	26,780	9,182
La Plata	11.9	1,005	1,676	1,849	1,334	1,322	2,011	1,544	1,159	20,312	26,810	10,001
Larimer	71.6	5,749	8,123	9,716	9,355	7,923	12,735	10,796	7,203	21,723	27,535	10,509
Las Animas	5.4	886	1,021	874	649	531	695	524	220	14,481	19,433	7,549

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

SaMM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E.B.I. Group: Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E.B.I.	Average Household E.B.I.	Per Capita E.B.I.
COLORADO (continued)												
ALL COUNTIES (continued)												
Lincoln	1.8	234	332	306	247	204	249	130	98	15,571	20,594	8,059
Logan	7.3	795	1,087	1,177	1,144	898	1,141	663	395	17,547	22,306	8,661
Mesa	33.6	2,543	3,911	4,264	4,065	3,483	6,188	5,203	3,913	22,676	28,518	10,682
Mineral	.3	33	38	51	46	35	41	36	20	17,727	22,363	8,386
Moffat	4.9	233	391	442	500	578	1,157	1,045	554	27,629	31,229	11,420
Montezuma	6.8	881	982	1,149	907	649	1,135	752	345	16,979	22,008	7,835
Montrose	9.3	708	1,156	1,423	1,377	1,238	1,651	1,010	737	19,949	25,408	9,490
Morgan	8.4	916	1,221	1,391	1,243	937	1,258	937	497	17,593	22,587	8,470
Otero	8.0	1,103	1,666	1,433	1,094	841	975	508	300	14,162	18,948	7,253
Ouray	.7	88	99	111	106	77	104	59	56	17,364	23,227	7,069
Park	2.9	228	321	359	376	315	637	404	260	22,656	26,502	10,019
Phillips	1.8	224	310	315	251	159	269	152	120	15,879	22,056	9,453
Pitkin	5.0	242	509	776	552	458	983	673	807	24,686	32,190	14,243
Prowers	5.5	811	960	862	686	451	953	464	313	15,765	20,947	8,171
Pueblo	49.8	6,156	7,488	7,211	6,118	5,198	8,240	5,825	3,564	18,213	23,317	9,022
Rio Blanco	2.1	107	163	186	219	201	441	499	284	29,125	33,160	11,231
Rio Grande	3.9	402	496	432	460	422	618	608	462	21,849	28,561	9,686
Routt	5.4	313	415	615	681	665	1,181	907	623	25,068	29,371	11,329
Saguache	1.4	205	279	269	209	133	128	111	66	13,980	19,338	6,768
San Juan	.4	50	53	72	62	48	76	35	4	16,917	19,538	8,683
San Miguel	1.5	176	228	259	191	190	263	121	72	17,171	21,259	8,858
Sedgwick	1.4	144	205	249	250	169	198	123	62	16,981	21,214	10,241
Summit	4.9	216	362	536	594	579	1,041	885	687	26,375	31,898	13,474
Teller	4.6	402	689	688	638	589	732	535	327	19,033	23,317	8,250
Washington	1.9	205	252	279	248	251	345	199	121	19,244	22,729	8,305
Weld	51.1	5,312	6,530	7,168	6,615	5,872	9,429	6,338	3,836	19,944	25,106	9,243
Yuma	3.8	482	662	624	470	345	578	400	239	16,260	22,680	9,072
TOTAL METRO COUNTIES	**1,080.4**	**72,181**	**101,311**	**122,745**	**121,896**	**111,049**	**202,568**	**186,565**	**162,085**	**25,484**	**31,787**	**12,439**
TOTAL STATE	**1,311.4**	**94,985**	**133,735**	**156,568**	**151,264**	**136,096**	**242,036**	**215,327**	**181,389**	**24,375**	**30,624**	**11,917**
CONNECTICUT												
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**300.0**	**11,973**	**18,443**	**19,842**	**20,460**	**19,453**	**38,789**	**50,294**	**120,746**	**40,537**	**56,076**	**20,246**
Fairfield	300.0	11,973	18,443	19,842	20,460	19,453	38,789	50,294	120,746	40,537	56,076	20,246
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**416.9**	**17,233**	**29,593**	**31,769**	**34,140**	**34,530**	**67,354**	**84,863**	**117,418**	**34,135**	**42,970**	**16,032**
Hartford	320.8	14,050	23,616	25,351	26,858	26,816	51,530	63,218	89,361	33,561	42,608	16,138
Middlesex	53.8	1,876	3,580	3,698	4,218	4,515	8,772	11,892	15,249	35,249	43,196	16,320
Tolland	42.3	1,307	2,397	2,720	3,064	3,199	7,052	9,753	12,808	36,845	45,427	15,012
NEW HAVEN - WATERBURY - MERIDEN	**295.8**	**14,591**	**24,819**	**24,403**	**24,806**	**23,750**	**46,309**	**57,327**	**79,795**	**32,636**	**41,677**	**15,534**
New Haven	295.8	14,591	24,819	24,403	24,806	23,750	46,309	57,327	79,795	32,636	41,677	15,534
NEW LONDON - NORWICH	**91.1**	**4,368**	**7,149**	**7,825**	**8,247**	**8,630**	**17,164**	**17,634**	**20,083**	**30,257**	**39,331**	**14,118**
New London	91.1	4,368	7,149	7,825	8,247	8,630	17,164	17,634	20,083	30,257	39,331	14,118
ALL COUNTIES												
Fairfield	300.0	11,973	18,443	19,842	20,460	19,453	38,789	50,294	120,746	40,537	56,076	20,246
Hartford	320.8	14,050	23,616	25,351	26,858	26,816	51,530	63,218	89,361	33,561	42,608	16,138
Litchfield	63.2	2,235	3,986	4,703	5,341	5,269	10,138	13,491	18,037	34,934	44,650	16,628
Middlesex	53.8	1,876	3,580	3,698	4,218	4,515	8,772	11,892	15,249	35,249	43,196	16,320
New Haven	295.8	14,591	24,819	24,403	24,806	23,750	46,309	57,327	79,795	32,636	41,677	15,534
New London	91.1	4,368	7,149	7,825	8,247	8,630	17,164	17,634	20,083	30,257	39,331	14,118
Tolland	42.3	1,307	2,397	2,720	3,064	3,199	7,052	9,753	12,808	36,845	45,427	15,012
Windham	36.8	1,924	3,304	3,759	3,795	3,638	6,587	7,225	6,568	27,844	35,305	12,838
TOTAL METRO COUNTIES	**1,103.8**	**48,165**	**80,004**	**83,839**	**87,653**	**86,363**	**169,616**	**210,118**	**338,042**	**34,785**	**45,885**	**16,907**
TOTAL STATE	**1,203.8**	**52,324**	**87,294**	**92,301**	**96,789**	**95,270**	**186,341**	**230,834**	**362,647**	**34,561**	**45,497**	**16,766**
DELAWARE												
WILMINGTON	**203.9**	**12,048**	**16,973**	**18,906**	**18,753**	**18,272**	**35,163**	**39,647**	**44,138**	**29,863**	**38,447**	**13,882**
New Castle	155.0	9,666	13,197	14,403	14,438	14,036	27,132	29,775	32,353	29,381	38,212	13,874

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group								Median Household E B I	Average Household E B I	Per Capita E B I
		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
DELAWARE (continued)												
WILMINGTON (continued)												
Cecil, Md.	*24.5*	*1,360*	*1,966*	*2,514*	*2,394*	*2,489*	*4,813*	*4,836*	*4,128*	*28,129*	*33,789*	*11,660*
Salem, N. J.	*24.4*	*1,022*	*1,810*	*1,989*	*1,921*	*1,747*	*3,218*	*5,036*	*7,657*	*36,610*	*44,614*	*16,296*
ALL COUNTIES												
Kent	38.4	2,464	4,054	5,000	4,584	4,071	6,713	6,651	4,863	23,732	32,422	11,226
New Castle	155.0	9,666	13,197	14,403	14,438	14,036	27,132	29,775	32,353	29,381	38,212	13,874
Sussex	43.3	3,663	5,509	6,284	5,807	4,981	7,407	6,073	3,576	20,350	27,647	10,284
TOTAL METRO COUNTIES	**155.0**	**9,666**	**13,197**	**14,403**	**14,438**	**14,036**	**27,132**	**29,775**	**32,353**	**29,381**	**38,212**	**13,874**
TOTAL STATE	**236.7**	**15,793**	**22,760**	**25,687**	**24,829**	**23,088**	**41,252**	**42,499**	**40,792**	**26,446**	**35,340**	**12,787**
DISTRICT OF COLUMBIA												
WASHINGTON	**1,401.6**	**59,289**	**69,407**	**87,596**	**104,432**	**107,276**	**203,622**	**261,839**	**508,139**	**38,489**	**48,038**	**18,052**
District of Columbia	255.2	27,480	27,681	29,843	29,286	24,864	37,069	35,277	43,700	22,581	35,960	14,711
Calvert, Md.	*16.7*	*875*	*1,152*	*1,407*	*1,328*	*1,285*	*2,971*	*3,567*	*4,115*	*32,917*	*37,445*	*12,358*
Charles, Md.	*30.4*	*1,502*	*1,735*	*2,003*	*2,198*	*2,236*	*5,311*	*7,642*	*7,773*	*35,364*	*39,133*	*12,202*
Frederick, Md.	*49.1*	*2,104*	*3,181*	*3,871*	*4,497*	*4,438*	*8,471*	*10,672*	*7,866*	*32,721*	*38,448*	*13,110*
Montgomery, Md.	*270.5*	*6,684*	*9,085*	*12,219*	*16,102*	*17,689*	*34,835*	*47,493*	*126,393*	*47,082*	*55,858*	*21,206*
Prince George's, Md.	*250.1*	*7,825*	*10,028*	*14,100*	*19,762*	*21,486*	*41,080*	*51,652*	*84,167*	*37,637*	*44,733*	*15,969*
Alexandria city, Va.	*56.1*	*1,840*	*2,444*	*3,027*	*4,042*	*4,696*	*9,393*	*10,748*	*19,910*	*38,005*	*48,944*	*24,450*
Arlington, Va.	*77.0*	*2,550*	*3,220*	*4,786*	*5,959*	*6,390*	*12,239*	*13,339*	*28,517*	*38,133*	*49,367*	*23,669*
Fairfax, Va.	*272.0*	*4,896*	*6,395*	*9,632*	*13,124*	*15,116*	*32,440*	*50,950*	*139,447*	*51,147*	*58,295*	*21,224*
Fairfax city, Va.	*7.3*	*177*	*138*	*242*	*363*	*426*	*925*	*1,334*	*3,695*	*50,616*	*59,758*	*21,812*
Falls Church city, Va.	*4.6*	*85*	*114*	*207*	*270*	*310*	*597*	*920*	*2,097*	*45,390*	*55,840*	*26,481*
Loudoun, Va.	*25.6*	*932*	*1,350*	*1,593*	*1,686*	*1,824*	*4,120*	*5,657*	*8,438*	*37,923*	*44,935*	*15,216*
Manassas city, Va.	*7.1*	*191*	*305*	*432*	*526*	*579*	*1,201*	*1,949*	*1,917*	*37,371*	*41,870*	*14,292*
Manassas Park city, Va.	*2.3*	*75*	*115*	*134*	*152*	*219*	*646*	*611*	*348*	*32,250*	*35,421*	*11,009*
Prince William, Va.	*60.2*	*1,436*	*1,664*	*2,781*	*3,729*	*4,279*	*9,261*	*15,822*	*21,228*	*41,172*	*46,546*	*14,686*
Stafford, Va.	*17.4*	*637*	*800*	*1,319*	*1,408*	*1,439*	*3,063*	*4,206*	*4,528*	*35,098*	*41,676*	*12,835*
TOTAL METRO COUNTIES	**255.2**	**27,480**	**27,681**	**29,843**	**29,286**	**24,864**	**37,069**	**35,277**	**43,700**	**22,581**	**35,960**	**14,711**
TOTAL STATE	**255.2**	**27,480**	**27,681**	**29,843**	**29,286**	**24,864**	**37,069**	**35,277**	**43,700**	**22,581**	**35,960**	**14,711**
FLORIDA												
BRADENTON	**81.3**	**5,688**	**8,929**	**11,268**	**11,061**	**9,302**	**13,581**	**10,899**	**10,572**	**22,051**	**29,387**	**12,742**
Manatee	81.3	5,688	8,929	11,268	11,061	9,302	13,581	10,899	10,572	22,051	29,387	12,742
DAYTONA BEACH	**147.6**	**11,532**	**18,382**	**21,794**	**19,960**	**15,942**	**22,788**	**18,720**	**18,482**	**20,682**	**28,222**	**12,043**
Volusia	147.6	11,532	18,382	21,794	19,960	15,942	22,788	18,720	18,482	20,682	28,222	12,043
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**526.5**	**29,620**	**45,324**	**58,725**	**59,397**	**52,291**	**86,312**	**85,987**	**108,844**	**26,836**	**35,575**	**15,425**
Broward	526.5	29,620	45,324	58,725	59,397	52,291	86,312	85,987	108,844	26,836	35,575	15,425
FORT MYERS - CAPE CORAL	**131.6**	**8,273**	**12,154**	**16,903**	**17,950**	**15,179**	**21,769**	**19,695**	**19,677**	**23,407**	**31,601**	**13,533**
Lee	131.6	8,273	12,154	16,903	17,950	15,179	21,769	19,695	19,677	23,407	31,601	13,533
FORT PIERCE	**93.1**	**7,933**	**11,523**	**12,824**	**11,801**	**10,225**	**15,438**	**12,109**	**11,247**	**21,198**	**28,259**	**11,564**
Martin	39.6	2,940	4,647	5,404	4,866	4,163	6,702	5,441	5,437	22,267	29,971	12,667
St. Lucie	53.5	4,993	6,876	7,420	6,935	6,062	8,736	6,668	5,810	20,426	26,991	10,793
FORT WALTON BEACH	**56.3**	**3,580**	**5,269**	**7,896**	**7,274**	**6,232**	**9,303**	**8,731**	**8,015**	**23,162**	**30,539**	**11,157**
Okaloosa	56.3	3,580	5,269	7,896	7,274	6,232	9,303	8,731	8,015	23,162	30,539	11,157
GAINESVILLE	**79.3**	**10,521**	**10,654**	**10,661**	**8,940**	**7,316**	**11,058**	**10,313**	**9,837**	**19,244**	**27,513**	**10,449**
Alachua	71.5	9,303	9,506	9,529	8,001	6,540	9,826	9,507	9,288	19,556	27,986	10,840
Bradford	7.8	1,218	1,148	1,132	939	776	1,232	806	549	16,995	23,180	7,471
JACKSONVILLE	**348.8**	**29,977**	**36,400**	**39,183**	**38,925**	**34,436**	**56,302**	**55,400**	**58,177**	**24,320**	**31,780**	**12,075**
Clay	34.6	2,202	2,640	3,332	3,459	3,260	5,724	7,016	6,967	29,158	34,642	11,751
Duval	266.1	23,709	28,367	29,919	29,739	26,199	42,530	41,313	44,324	24,041	31,743	12,272
Nassau	16.1	1,687	1,970	1,993	1,672	1,597	3,255	2,376	1,550	22,212	26,180	9,163
St. Johns	32.0	2,379	3,423	3,939	4,055	3,380	4,793	4,695	5,336	23,229	31,808	12,458
LAKELAND - WINTER HAVEN	**151.1**	**13,701**	**19,316**	**21,303**	**19,155**	**16,972**	**25,367**	**19,990**	**15,296**	**20,611**	**27,528**	**10,357**
Polk	151.1	13,701	19,316	21,303	19,155	16,972	25,367	19,990	15,296	20,611	27,528	10,357
MELBOURNE - TITUSVILLE - PALM BAY	**157.4**	**10,741**	**16,612**	**21,357**	**18,906**	**16,531**	**27,528**	**25,580**	**20,145**	**23,209**	**29,066**	**11,758**

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES		Households by E B I Group										
METRO AREA County	12/31/88 Total Households (Thousands)	Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
FLORIDA (continued)												
MELBOURNE - TITUSVILLE - PALM BAY (continued)												
Brevard	157.4	10,741	16,612	21,357	18,906	16,531	27,528	25,580	20,145	23,209	29,066	11,758
MIAMI - HIALEAH	**710.3**	**74,066**	**79,401**	**81,543**	**75,358**	**67,686**	**107,738**	**100,136**	**124,372**	**23,194**	**32,157**	**12,344**
Dade	710.3	74,066	79,401	81,543	75,358	67,686	107,738	100,136	124,372	23,194	32,157	12,344
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***1,236.8***	***103,686***	***124,725***	***140,268***	***134,755***	***119,977***	***194,050***	***186,123***	***233,216***	***24,774***	***33,612***	***13,565***
NAPLES	**56.3**	**5,140**	**6,903**	**8,037**	**6,574**	**5,850**	**8,910**	**6,488**	**8,398**	**21,233**	**31,119**	**13,163**
Collier	56.3	5,140	6,903	8,037	6,574	5,850	8,910	6,488	8,398	21,233	31,119	13,163
OCALA	**75.0**	**8,457**	**11,144**	**12,766**	**10,896**	**8,208**	**11,023**	**6,703**	**5,803**	**17,242**	**23,752**	**9,391**
Marion	75.0	8,457	11,144	12,766	10,896	8,208	11,023	6,703	5,803	17,242	23,752	9,391
ORLANDO	**379.1**	**24,782**	**36,821**	**44,756**	**44,174**	**39,424**	**63,146**	**61,570**	**64,427**	**24,947**	**32,809**	**12,567**
Orange	242.7	15,996	23,410	28,458	28,642	25,490	40,722	38,452	41,530	24,873	33,136	12,822
Osceola	37.3	3,355	5,322	6,294	5,172	4,255	5,964	4,124	2,814	18,417	24,148	9,451
Seminole	99.1	5,431	8,089	10,004	10,360	9,679	16,460	18,994	20,083	28,548	35,268	13,080
PANAMA CITY	**50.8**	**6,035**	**7,262**	**8,400**	**6,914**	**5,350**	**7,609**	**5,564**	**3,666**	**17,641**	**23,436**	**8,978**
Bay	50.8	6,035	7,262	8,400	6,914	5,350	7,609	5,564	3,666	17,641	23,436	8,978
PENSACOLA	**131.0**	**12,293**	**14,228**	**15,444**	**14,920**	**13,555**	**21,317**	**20,616**	**18,627**	**23,088**	**30,030**	**11,078**
Escambia	105.7	9,789	11,562	12,495	12,128	10,940	17,091	16,617	15,078	23,056	30,100	11,187
Santa Rosa	25.3	2,504	2,666	2,949	2,792	2,615	4,226	3,999	3,549	23,222	29,738	10,642
SARASOTA	**118.7**	**8,065**	**12,321**	**16,602**	**15,475**	**13,627**	**20,085**	**15,898**	**16,627**	**22,408**	**30,147**	**13,689**
Sarasota	118.7	8,065	12,321	16,602	15,475	13,627	20,085	15,898	16,627	22,408	30,147	13,689
TALLAHASSEE	**86.3**	**10,324**	**10,203**	**10,588**	**9,856**	**8,401**	**11,971**	**12,084**	**12,873**	**21,275**	**29,654**	**11,122**
Gadsden	15.0	2,737	2,471	2,165	1,860	1,572	2,042	1,302	851	15,305	20,880	6,650
Leon	71.3	7,587	7,732	8,423	7,996	6,829	9,929	10,782	12,022	22,766	31,500	12,273
TAMPA - ST. PETERSBURG - CLEARWATER	**864.3**	**59,930**	**101,084**	**118,852**	**113,021**	**94,095**	**137,004**	**121,224**	**119,090**	**22,084**	**29,615**	**12,590**
Hernando	37.7	2,753	4,542	6,351	6,038	4,736	6,163	4,331	2,786	19,256	24,499	10,262
Hillsborough	325.0	27,627	36,093	38,533	36,384	32,743	52,690	50,869	50,061	23,588	30,807	12,058
Pasco	117.0	7,357	15,851	20,093	19,334	14,856	18,087	11,942	9,480	18,023	24,645	10,836
Pinellas	384.6	22,193	44,598	53,875	51,265	41,760	60,064	54,082	56,763	22,452	30,622	13,910
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**361.1**	**21,479**	**31,539**	**37,559**	**38,363**	**34,265**	**57,213**	**59,469**	**81,213**	**27,755**	**37,870**	**16,362**
Palm Beach	361.1	21,479	31,539	37,559	38,363	34,265	57,213	59,469	81,213	27,755	37,870	16,362
ALL COUNTIES												
Alachua	71.5	9,303	9,506	9,529	8,001	6,540	9,826	9,507	9,288	19,556	27,986	10,840
Baker	5.7	515	711	808	759	689	1,120	750	348	20,396	25,579	7,516
Bay	50.8	6,035	7,262	8,400	6,914	5,350	7,609	5,564	3,666	17,641	23,436	8,978
Bradford	7.8	1,218	1,148	1,132	939	776	1,232	806	549	16,995	23,180	7,471
Brevard	157.4	10,741	16,612	21,357	18,906	16,531	27,528	25,580	20,145	23,209	29,066	11,758
Broward	526.5	29,620	45,324	58,725	59,397	52,291	86,312	85,987	108,844	26,836	35,575	15,425
Calhoun	3.4	565	658	538	436	268	443	313	179	14,450	19,623	6,606
Charlotte	43.0	3,141	5,253	7,145	6,402	5,113	6,537	5,019	4,390	19,613	26,614	12,188
Citrus	40.0	3,505	6,310	7,776	5,878	4,511	5,510	3,675	2,835	16,834	22,866	9,953
Clay	34.6	2,202	2,640	3,332	3,459	3,260	5,724	7,016	6,967	29,158	34,642	11,751
Collier	56.3	5,140	6,903	8,037	6,574	5,850	8,910	6,488	8,398	21,233	31,119	13,163
Columbia	15.4	1,955	2,060	2,029	1,841	1,599	2,532	2,055	1,329	19,434	25,533	9,252
Dade	710.3	74,066	79,401	81,543	75,358	67,686	107,738	100,136	124,372	23,194	32,157	12,344
De Soto	8.2	1,143	1,070	1,354	1,163	901	1,213	708	648	17,120	23,804	8,450
Dixie	3.5	579	596	622	484	341	349	271	258	14,612	21,738	7,844
Duval	266.1	23,709	28,367	29,919	29,739	26,199	42,530	41,313	44,324	24,041	31,743	12,272
Escambia	105.7	9,789	11,562	12,495	12,128	10,940	17,091	16,617	15,078	23,056	30,100	11,187
Flagler	9.3	822	1,113	1,323	1,225	1,169	1,676	1,016	956	20,759	26,166	11,588
Franklin	3.1	441	617	549	356	286	405	264	182	14,412	20,655	7,533
Gadsden	15.0	2,737	2,471	2,165	1,860	1,572	2,042	1,302	851	15,305	20,880	6,650
Gilchrist	2.5	300	414	427	301	247	382	286	143	16,500	22,392	7,668
Glades	2.8	328	397	482	430	265	403	334	161	17,185	22,129	8,261
Gulf	4.3	520	649	576	402	348	752	657	396	20,048	24,717	8,857
Hamilton	3.1	388	602	387	386	325	407	352	253	17,262	22,725	7,416
Hardee	7.5	1,329	1,456	1,432	889	692	894	481	327	13,243	18,478	6,271
Hendry	8.4	1,064	1,064	1,136	926	915	1,519	965	811	20,053	25,956	8,721
Hernando	37.7	2,753	4,542	6,351	6,038	4,736	6,163	4,331	2,786	19,256	24,499	10,262
Highlands	28.0	2,864	4,207	4,756	3,900	3,156	4,092	2,432	2,593	17,619	24,672	10,563
Hillsborough	325.0	27,627	36,093	38,533	36,384	32,743	52,690	50,869	50,061	23,588	30,807	12,058

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES

METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group: Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
FLORIDA (continued)												
ALL COUNTIES (continued)												
Holmes	6.2	935	1,087	937	770	612	902	570	387	15,876	22,063	8,290
Indian River	36.4	2,917	4,198	5,217	4,571	3,750	5,889	4,878	4,980	21,578	30,971	12,928
Jackson	15.2	2,349	2,526	2,263	1,926	1,531	2,102	1,446	1,057	16,123	22,512	7,759
Jefferson	4.1	632	758	675	452	326	511	369	377	14,872	22,475	7,743
Lafayette	1.5	176	291	208	214	146	236	131	98	16,625	22,043	6,889
Lake	61.6	5,062	8,051	10,108	9,223	7,152	8,906	6,740	6,358	18,982	26,122	11,052
Lee	131.6	8,273	12,154	16,903	17,950	15,179	21,769	19,695	19,677	23,407	31,601	13,533
Leon	71.3	7,587	7,732	8,423	7,996	6,829	9,929	10,782	12,022	22,766	31,500	12,273
Levy	9.7	1,177	1,663	1,542	1,418	1,116	1,319	817	648	16,578	22,492	8,489
Liberty	1.7	204	248	266	229	169	185	248	151	17,841	24,678	8,740
Madison	5.3	911	826	663	678	585	703	457	477	17,014	22,200	7,400
Manatee	81.3	5,688	8,929	11,268	11,061	9,302	13,581	10,899	10,572	22,051	29,387	12,742
Marion	75.0	8,457	11,144	12,766	10,896	8,208	11,023	6,703	5,803	17,242	23,752	9,391
Martin	39.6	2,940	4,647	5,404	4,866	4,163	6,702	5,441	5,437	22,267	29,971	12,667
Monroe	34.8	2,904	3,721	4,709	4,774	4,031	5,168	4,272	5,221	21,585	30,665	13,913
Nassau	16.1	1,687	1,970	1,993	1,672	1,597	3,255	2,376	1,550	22,212	26,180	9,163
Okaloosa	56.3	3,580	5,269	7,896	7,274	6,232	9,303	8,731	8,015	23,162	30,539	11,157
Okeechobee	11.0	1,449	1,581	1,891	1,621	1,089	1,625	979	765	16,648	22,989	8,660
Orange	242.7	15,996	23,410	28,458	28,642	25,490	40,722	38,452	41,530	24,873	33,136	12,822
Osceola	37.3	3,355	5,322	6,294	5,172	4,255	5,964	4,124	2,814	18,417	24,148	9,451
Palm Beach	361.1	21,479	31,539	37,559	38,363	34,265	57,213	59,469	81,213	27,755	37,870	16,362
Pasco	117.0	7,357	15,851	20,093	19,334	14,856	18,087	11,942	9,480	18,823	24,645	10,836
Pinellas	384.6	22,193	44,598	53,875	51,265	41,760	60,064	54,082	56,763	22,452	30,622	13,910
Polk	151.1	13,701	19,316	21,303	19,155	16,972	25,367	19,990	15,296	20,611	27,528	10,357
Putnam	24.3	2,811	3,659	3,566	2,942	2,377	3,565	2,860	2,520	18,465	25,581	9,820
St. Johns	32.0	2,379	3,423	3,939	4,055	3,380	4,793	4,695	5,336	23,229	31,808	12,458
St. Lucie	53.5	4,993	6,876	7,420	6,935	6,062	8,736	6,668	5,810	20,426	26,991	10,793
Santa Rosa	25.3	2,504	2,666	2,949	2,792	2,615	4,226	3,999	3,549	23,222	29,738	10,642
Sarasota	118.7	8,065	12,321	16,602	15,475	13,627	20,085	15,898	16,627	22,408	30,147	13,689
Seminole	99.1	5,431	8,089	10,004	10,360	9,679	16,460	18,994	20,083	28,548	35,268	13,080
Sumter	11.8	1,638	2,067	2,047	1,537	1,271	1,641	975	624	15,435	21,469	8,146
Suwannee	9.8	1,236	1,330	1,432	1,275	977	1,393	1,190	967	18,498	24,944	9,087
Taylor	6.9	859	1,136	938	622	536	948	984	877	18,983	26,441	9,809
Union	2.4	354	332	293	293	310	483	216	119	18,648	28,898	6,084
Volusia	147.6	11,532	18,382	21,794	19,960	15,942	22,788	18,720	18,482	20,682	28,222	12,043
Wakulla	5.0	564	703	749	637	541	776	636	394	18,638	23,873	8,289
Walton	11.2	1,471	1,963	1,697	1,359	1,086	1,592	1,078	954	16,603	22,614	9,013
Washington	6.3	830	1,098	922	797	629	916	658	450	16,926	22,247	8,598
TOTAL METRO COUNTIES	**4,605.9**	**362,137**	**495,469**	**576,461**	**548,920**	**474,887**	**735,462**	**677,176**	**735,388**	**23,305**	**31,512**	**12,771**
TOTAL STATE	**5,059.3**	**410,075**	**559,884**	**647,924**	**610,036**	**523,946**	**802,556**	**726,258**	**778,621**	**22,820**	**30,963**	**12,525**
GEORGIA												
ALBANY	**40.5**	**4,580**	**4,673**	**4,885**	**4,112**	**3,947**	**7,153**	**6,725**	**4,425**	**22,468**	**28,329**	**9,625**
Dougherty	35.2	4,114	4,188	4,347	3,682	3,529	6,126	5,632	3,582	21,730	27,625	9,441
Lee	5.3	466	485	538	430	418	1,027	1,093	843	28,463	33,004	10,797
ATHENS	**55.0**	**6,210**	**7,291**	**7,773**	**6,889**	**5,710**	**8,289**	**7,116**	**5,722**	**19,448**	**26,930**	**9,941**
Clarke	31.2	4,119	4,268	4,441	3,747	3,000	4,099	3,762	3,764	18,512	27,656	10,536
Jackson	10.6	867	1,427	1,416	1,371	1,230	1,937	1,487	865	20,952	26,128	9,325
Madison	7.5	768	1,005	1,209	1,207	943	1,150	858	350	18,080	22,590	7,954
Oconee	5.7	456	591	707	564	537	1,103	999	743	24,946	30,159	10,677
ATLANTA	**1,033.6**	**70,526**	**82,011**	**93,890**	**98,506**	**95,946**	**172,599**	**195,423**	**224,699**	**29,262**	**36,639**	**13,689**
Barrow	9.8	1,107	1,349	1,180	1,274	1,124	1,725	1,278	763	19,960	24,886	8,836
Butts	4.9	399	641	666	577	511	810	708	588	21,585	30,929	9,241
Cherokee	28.4	1,840	2,547	2,771	2,933	3,067	5,692	5,844	3,706	26,776	31,396	10,678
Clayton	64.6	2,957	3,969	5,597	6,351	7,001	13,481	14,827	10,417	29,712	34,211	12,251
Cobb	164.6	5,156	7,781	10,364	12,288	12,964	25,179	35,949	54,919	38,208	45,104	17,387
Coweta	17.8	1,704	2,198	2,014	1,784	1,671	2,929	3,028	2,472	23,628	30,561	10,858
De Kalb	210.2	11,635	14,333	18,794	20,876	20,658	35,392	39,275	49,237	30,173	37,620	14,427
Douglas	24.9	1,281	1,803	2,244	2,153	2,519	5,591	5,774	3,535	29,418	32,769	10,708
Fayette	19.3	843	1,089	1,260	1,309	1,105	3,534	5,260	4,900	36,186	40,755	13,824
Forsyth	15.1	1,163	1,417	1,633	1,741	1,685	2,811	2,442	2,208	24,707	30,875	11,100
Fulton	261.7	30,287	29,463	29,719	27,001	23,051	35,361	34,609	52,209	23,089	34,412	13,885

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group								Median Household E B I	Average Household E B I	Per Capita E B I
		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
GEORGIA (continued)												
ATLANTA (continued)												
Gwinnett	116.8	4,649	5,498	7,342	9,676	10,580	22,573	29,376	27,106	34,185	38,746	13,743
Henry	18.3	1,333	1,635	1,783	1,859	1,880	3,787	3,629	2,394	26,760	31,592	10,806
Newton	14.9	1,299	1,590	1,641	2,021	1,678	2,766	2,419	1,486	22,397	27,676	9,330
Paulding	12.7	1,266	1,574	1,514	1,296	1,449	2,576	1,948	1,077	22,535	26,427	9,297
Rockdale	18.1	788	1,222	1,349	1,528	1,563	3,208	4,308	4,134	33,235	37,757	12,609
Spalding	19.1	1,699	2,323	2,401	2,366	2,105	3,101	2,816	2,289	21,783	28,500	9,897
Walton	12.4	1,120	1,579	1,618	1,473	1,335	2,083	1,933	1,259	21,539	27,694	9,207
AUGUSTA	**145.0**	**14,585**	**16,114**	**17,563**	**16,722**	**15,340**	**24,871**	**22,156**	**17,649**	**22,343**	**29,543**	**10,577**
Columbia	21.8	1,460	1,733	2,127	2,232	2,239	4,055	4,390	3,564	27,709	33,380	11,532
McDuffie	7.5	1,056	1,181	1,155	950	789	1,343	578	448	16,819	21,910	7,863
Richmond	69.4	7,707	8,183	9,070	8,135	7,279	11,160	9,476	8,390	21,072	29,517	10,284
Aiken, S. C.	*46.3*	*4,362*	*5,017*	*5,211*	*5,405*	*5,033*	*8,313*	*7,712*	*5,247*	*22,985*	*29,011*	*11,028*
COLUMBUS	**90.0**	**11,238**	**11,737**	**12,378**	**11,274**	**9,946**	**14,428**	**10,893**	**8,106**	**19,183**	**27,577**	**9,687**
Chattahoochee	3.6	129	157	450	607	587	834	493	343	23,807	67,874	11,580
Muscogee	67.6	7,834	8,495	9,178	8,442	7,491	10,794	8,581	6,785	19,899	27,232	9,972
Russell, Ala.	*18.8*	*3,275*	*3,085*	*2,750*	*2,225*	*1,868*	*2,800*	*1,819*	*978*	*15,620*	*21,101*	*7,855*
MACON - WARNER ROBINS	**104.0**	**9,482**	**10,814**	**11,641**	**10,741**	**9,705**	**17,110**	**18,013**	**16,494**	**24,789**	**31,259**	**11,206**
Bibb	57.5	6,190	6,859	6,794	5,830	5,261	9,112	8,952	8,502	22,913	29,818	10,907
Houston	32.0	1,889	2,336	3,225	3,399	3,065	5,696	6,589	5,801	28,788	33,775	11,903
Jones	6.9	482	637	730	705	677	1,298	1,271	1,100	26,552	33,478	11,268
Peach	7.6	921	982	892	807	702	1,004	1,201	1,091	21,364	29,550	10,397
SAVANNAH	**90.8**	**9,053**	**10,900**	**10,694**	**9,834**	**8,641**	**13,878**	**14,402**	**13,398**	**22,733**	**30,281**	**11,100**
Chatham	82.5	8,349	10,057	9,854	9,025	7,919	12,381	12,696	12,219	22,381	30,201	11,138
Effingham	8.3	704	843	840	809	722	1,497	1,706	1,179	26,427	31,077	10,748
ALL COUNTIES												
Appling	5.6	775	898	868	711	620	857	490	381	16,623	22,664	7,422
Atkinson	2.0	372	420	347	275	157	246	87	96	13,056	17,804	5,395
Bacon	3.6	492	518	474	402	336	614	355	409	18,905	25,549	9,291
Baker	1.2	246	204	178	168	99	159	98	48	14,317	19,240	6,413
Baldwin	12.1	906	1,114	1,528	1,453	1,246	1,963	1,876	2,014	24,132	34,042	10,481
Banks	3.8	423	600	684	594	504	591	228	176	16,623	20,968	7,447
Barrow	9.8	1,107	1,349	1,180	1,274	1,124	1,725	1,278	763	19,960	24,886	8,836
Bartow	18.3	1,683	2,343	2,403	2,495	2,336	3,456	2,351	1,233	20,452	25,079	8,826
Ben Hill	6.6	1,007	1,179	1,038	773	641	897	687	378	15,437	21,849	8,101
Berrien	5.2	643	737	638	735	622	829	564	432	18,929	24,245	8,755
Bibb	57.5	6,190	6,859	6,794	5,830	5,261	9,112	8,952	8,502	22,913	29,818	10,907
Bleckley	3.7	451	461	561	389	371	588	538	341	19,833	26,652	9,303
Brantley	3.9	326	466	439	454	473	692	619	431	22,758	27,574	9,688
Brooks	5.2	928	880	789	620	449	631	575	328	15,021	21,503	7,356
Bryan	5.0	723	693	798	701	659	902	356	168	17,016	20,294	6,505
Bulloch	12.7	1,617	1,767	1,851	1,653	1,407	1,967	1,372	1,066	18,226	25,482	8,494
Burke	7.0	928	1,115	980	831	658	935	888	665	17,845	24,942	8,121
Butts	4.9	399	641	666	577	511	810	708	588	21,585	30,929	9,241
Calhoun	1.5	251	281	188	178	165	213	110	114	15,833	21,234	5,791
Camden	6.9	905	799	822	780	658	1,003	1,108	825	21,105	27,440	8,725
Candler	2.7	462	470	497	334	249	336	197	155	14,141	20,835	7,402
Carroll	24.4	2,177	3,034	2,793	2,896	2,700	4,401	3,591	2,808	22,459	28,118	9,858
Catoosa	14.8	1,299	1,724	1,796	1,654	1,716	2,939	2,509	1,163	22,626	26,280	9,395
Charlton	2.8	288	373	364	381	335	454	372	233	19,914	25,246	8,415
Chatham	82.5	8,349	10,057	9,854	9,025	7,919	12,381	12,696	12,219	22,381	30,201	11,138
Chattahoochee	3.6	129	157	450	607	587	834	493	343	23,807	67,874	11,580
Chattooga	8.0	826	1,135	1,177	1,076	997	1,433	891	465	18,926	23,106	8,441
Cherokee	28.4	1,840	2,547	2,771	2,933	3,067	5,692	5,844	3,706	26,776	31,396	10,678
Clarke	31.2	4,119	4,268	4,441	3,747	3,000	4,099	3,762	3,764	18,512	27,656	10,536
Clay	1.2	248	254	199	116	95	107	97	84	12,195	19,940	7,251
Clayton	64.6	2,957	3,969	5,597	6,351	7,001	13,481	14,827	10,417	29,712	34,211	12,251
Clinch	2.3	226	367	368	296	230	305	350	158	17,918	24,690	8,113
Cobb	164.6	5,156	7,781	10,364	12,288	12,964	25,179	35,949	54,919	38,208	45,104	17,387
Coffee	10.6	1,507	1,749	1,665	1,337	1,202	1,547	907	686	16,317	22,277	7,642
Colquitt	13.5	1,576	2,005	2,115	1,768	1,368	2,006	1,587	1,075	17,742	24,230	8,793
Columbia	21.8	1,460	1,733	2,127	2,232	2,239	4,055	4,390	3,564	27,709	33,380	11,532
Cook	5.0	611	627	795	758	633	757	423	396	17,974	23,709	8,348
Coweta	17.8	1,704	2,198	2,014	1,784	1,671	2,929	3,028	2,472	23,628	30,561	10,858
Crawford	2.5	306	289	284	264	260	492	399	206	22,100	28,275	8,220

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

SaMM ESTIMATES		Households by E B I Group										
METRO AREA County	12/31/88 Total Households (Thousands)	Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
GEORGIA (continued)												
ALL COUNTIES (continued)												
Crisp	7.2	1,256	1,249	1,038	877	706	1,065	643	366	15,317	21,258	7,540
Dade	4.3	599	696	612	570	566	712	393	152	17,164	21,150	7,050
Dawson	2.8	319	476	401	354	361	444	316	129	17,789	22,101	8,037
Decatur	9.2	1,183	1,245	1,235	1,207	1,097	1,394	1,058	781	18,763	25,082	8,610
De Kalb	210.2	11,635	14,333	18,794	20,876	20,658	35,392	39,275	49,237	30,173	37,620	14,427
Dodge	6.0	1,032	994	714	717	610	775	667	491	16,899	22,885	8,125
Dooly	3.7	863	646	628	514	339	346	246	118	12,800	17,052	6,126
Dougherty	35.2	4,114	4,188	4,347	3,682	3,529	6,126	5,632	3,582	21,730	27,625	9,441
Douglas	24.9	1,281	1,803	2,244	2,153	2,519	5,591	5,774	3,535	29,418	32,769	10,708
Early	4.6	805	902	733	428	417	591	386	338	13,820	21,102	7,583
Echols	.8	101	101	90	84	90	139	106	89	21,158	26,129	8,361
Effingham	8.3	704	843	840	809	722	1,497	1,706	1,179	26,427	31,077	10,748
Elbert	7.1	852	1,153	1,054	969	754	1,204	774	340	17,403	22,106	8,218
Emanuel	7.6	1,204	1,485	1,318	955	763	1,003	460	412	14,119	20,158	6,901
Evans	3.1	423	528	494	452	322	432	256	193	16,042	21,474	8,020
Fannin	6.3	969	1,290	1,151	819	620	818	428	205	13,784	18,406	7,070
Fayette	19.3	843	1,089	1,260	1,309	1,105	3,534	5,260	4,900	36,186	40,755	13,824
Floyd	30.4	2,744	3,744	3,767	3,845	3,422	5,157	4,587	3,134	21,462	27,319	10,178
Forsyth	15.1	1,163	1,417	1,633	1,741	1,685	2,811	2,442	2,208	24,707	30,875	11,100
Franklin	6.3	838	988	791	838	722	982	764	377	18,030	22,993	8,521
Fulton	261.7	30,287	29,463	29,719	27,001	23,051	35,361	34,609	52,209	23,089	34,412	13,885
Gilmer	4.8	728	841	840	629	548	739	314	161	14,942	19,826	7,155
Glascock	.8	135	120	109	101	76	109	73	77	16,714	23,931	7,977
Glynn	23.4	2,451	3,033	2,994	2,752	2,429	4,074	3,141	2,526	20,848	27,590	10,532
Gordon	12.0	1,090	1,468	1,510	1,766	1,563	2,089	1,593	921	20,487	25,315	8,908
Grady	7.7	1,276	1,317	1,308	975	733	1,084	699	306	14,788	19,791	6,626
Greene	4.0	518	718	596	559	455	600	358	196	16,421	21,132	6,986
Gwinnett	116.8	4,649	5,498	7,342	9,676	10,580	22,573	29,376	27,106	34,185	38,746	13,743
Habersham	10.0	805	1,352	1,400	1,295	1,153	1,824	1,312	859	20,685	27,130	9,689
Hall	33.3	2,209	3,244	3,596	3,635	3,422	5,995	5,827	5,372	25,816	32,688	11,832
Hancock	3.0	589	538	534	406	288	342	184	119	13,467	18,557	5,739
Haralson	7.8	879	1,157	1,171	1,045	953	1,308	842	445	18,256	22,994	8,541
Harris	6.6	843	941	827	643	699	1,197	798	652	20,331	26,029	9,388
Hart	7.0	751	973	1,007	1,050	897	1,145	705	472	18,505	23,427	8,200
Heard	2.5	259	250	317	336	292	404	367	275	21,518	27,702	9,112
Henry	18.3	1,333	1,635	1,783	1,859	1,880	3,787	3,629	2,394	26,760	31,592	10,806
Houston	32.0	1,889	2,336	3,225	3,399	3,065	5,696	6,589	5,801	28,788	33,775	11,903
Irwin	3.3	452	600	638	461	297	324	334	194	14,675	21,191	7,519
Jackson	10.6	867	1,427	1,416	1,371	1,230	1,937	1,487	865	20,952	26,128	9,325
Jasper	3.1	320	420	343	411	370	382	509	345	20,667	27,878	10,167
Jeff Davis	4.4	644	713	722	663	547	591	317	203	15,938	19,949	7,079
Jefferson	6.6	1,109	1,178	975	729	604	883	654	468	15,245	21,921	7,575
Jenkins	2.9	543	623	478	332	231	364	181	148	12,863	18,779	6,189
Johnson	3.2	544	597	491	333	316	521	240	158	14,632	20,348	7,316
Jones	6.9	482	637	730	705	677	1,298	1,271	1,100	26,552	33,478	11,268
Lamar	4.8	551	651	665	618	581	766	545	423	19,261	24,364	8,663
Lanier	2.0	294	276	320	256	226	257	211	160	16,912	22,523	7,766
Laurens	14.0	1,525	2,002	1,926	1,738	1,359	1,990	2,038	1,422	19,405	26,690	9,412
Lee	5.3	466	485	538	430	418	1,027	1,093	843	28,463	33,004	10,797
Liberty	13.0	1,218	1,574	2,505	2,049	1,617	1,992	1,271	774	17,712	31,117	8,718
Lincoln	2.3	278	384	353	283	289	408	207	98	17,373	22,225	6,726
Long	1.8	226	264	300	212	161	250	284	103	17,333	22,965	7,949
Lowndes	26.4	3,216	3,763	3,908	3,563	2,989	3,886	2,971	2,104	18,137	25,060	8,728
Lumpkin	4.3	482	485	546	577	503	662	698	347	20,600	29,481	9,904
McDuffie	7.5	1,056	1,181	1,155	950	789	1,343	578	448	16,819	21,910	7,863
McIntosh	3.1	497	620	443	390	285	451	288	126	14,884	19,976	6,588
Macon	5.0	788	781	668	627	506	585	550	495	17,126	24,463	8,494
Madison	7.5	768	1,005	1,209	1,207	943	1,150	868	350	18,080	22,590	7,954
Marion	1.8	351	291	179	263	215	215	148	138	16,660	21,097	6,905
Meriwether	7.2	725	1,099	870	774	679	1,139	1,016	898	20,992	27,536	9,053
Miller	2.7	539	520	470	361	293	240	183	94	12,804	17,215	6,546
Mitchell	7.0	1,168	1,099	941	795	626	992	818	561	16,725	23,385	7,475
Monroe	5.6	651	769	806	773	584	1,023	591	403	18,644	23,824	7,757
Montgomery	2.3	264	385	397	322	241	295	198	198	16,493	23,968	7,552
Morgan	4.3	482	671	732	534	436	726	456	263	17,394	22,994	7,665
Murray	8.7	901	1,197	1,279	1,147	1,241	1,635	823	477	19,266	23,363	8,196

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group								Median Household E B I	Average Household E B I	Per Capita E B I
		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
GEORGIA (continued)												
ALL COUNTIES (continued)												
Muscogee	67.6	7,834	8,495	9,178	8,442	7,491	10,794	8,581	6,785	19,899	27,232	9,972
Newton	14.9	1,299	1,590	1,641	2,021	1,678	2,766	2,419	1,486	22,397	27,676	9,330
Oconee	5.7	456	591	707	564	537	1,103	999	743	24,946	30,159	10,677
Oglethorpe	3.7	409	542	525	457	360	659	474	274	18,975	24,279	9,074
Paulding	12.7	1,266	1,574	1,514	1,296	1,449	2,576	1,948	1,077	22,535	26,427	9,297
Peach	7.6	921	982	892	807	702	1,004	1,201	1,091	21,364	29,550	10,397
Pickens	5.1	569	826	761	730	542	761	553	358	17,550	23,455	8,606
Pierce	4.6	660	649	622	535	490	785	526	333	18,312	23,469	8,057
Pike	3.3	281	405	388	396	311	550	626	343	22,672	28,180	9,207
Polk	12.5	1,287	1,975	1,517	1,445	1,359	2,168	1,799	950	20,092	25,080	9,087
Pulaski	3.1	401	506	401	317	282	431	463	299	18,689	25,318	9,021
Putnam	4.5	640	559	580	439	430	833	538	481	20,381	25,657	9,091
Quitman	.8	160	146	138	100	61	96	60	39	13,320	19,075	6,936
Rabun	4.4	512	701	670	577	471	650	453	366	17,512	23,792	9,183
Randolph	3.3	724	650	477	350	315	432	186	166	12,727	20,489	7,193
Richmond	69.4	7,707	8,183	9,070	8,135	7,279	11,160	9,476	8,390	21,072	29,517	10,284
Rockdale	18.1	788	1,222	1,349	1,528	1,563	3,208	4,308	4,134	33,235	37,757	12,609
Schley	1.1	221	169	112	155	129	150	96	68	16,559	20,725	6,333
Screven	5.7	959	1,065	868	666	514	733	520	375	14,731	21,868	7,840
Seminole	3.3	500	548	438	373	325	448	329	339	17,167	23,665	8,308
Spalding	19.1	1,699	2,323	2,401	2,366	2,105	3,101	2,816	2,289	21,783	28,500	9,897
Stephens	8.4	829	1,227	1,333	1,152	942	1,519	1,004	394	18,366	23,740	8,785
Stewart	1.9	413	390	278	225	170	227	127	70	12,509	17,725	5,807
Sumter	10.3	1,325	1,348	1,298	1,261	1,113	1,524	1,290	1,141	19,648	26,880	9,168
Talbot	2.2	291	324	333	278	266	339	193	176	17,630	23,214	7,623
Taliaferro	.8	189	183	146	110	63	72	25	12	10,933	14,430	5,497
Tattnall	6.1	991	1,004	1,064	795	580	751	539	376	14,954	22,199	7,400
Taylor	2.8	395	423	351	306	261	372	324	368	18,705	27,729	9,705
Telfair	4.0	659	699	650	489	389	500	365	249	14,933	21,212	7,784
Terrell	4.1	739	639	508	461	373	520	430	430	16,758	23,654	8,082
Thomas	13.5	1,533	1,788	1,822	1,739	1,492	2,113	1,724	1,289	19,577	26,325	9,279
Tift	12.2	1,516	1,561	1,630	1,563	1,309	1,717	1,647	1,257	19,375	27,423	9,532
Toombs	9.1	1,392	1,531	1,201	1,127	963	1,257	970	659	16,876	23,100	8,408
Towns	2.8	391	614	461	346	287	376	180	145	14,185	21,876	9,142
Treutlen	2.1	436	352	308	234	219	245	164	142	14,281	20,777	7,153
Troup	20.0	2,068	2,834	2,409	2,137	1,938	3,374	2,794	2,446	21,516	28,249	10,272
Turner	3.2	710	666	578	398	244	324	152	128	11,806	16,815	5,547
Twiggs	3.5	355	394	401	372	328	601	609	440	23,522	28,770	9,590
Union	4.3	692	793	771	644	435	462	261	242	14,264	20,112	7,455
Upson	10.0	867	1,382	1,417	1,264	1,141	1,793	1,287	849	20,302	26,165	9,620
☐ Walker	20.7	1,815	2,657	2,777	2,625	2,444	3,856	2,898	1,628	20,996	25,986	9,420
Walton	12.4	1,120	1,579	1,618	1,473	1,335	2,083	1,933	1,259	21,539	27,694	9,207
Ware	13.4	1,749	1,997	1,988	1,574	1,352	2,071	1,556	1,113	17,860	24,528	8,718
Warren	2.0	364	277	282	231	222	323	146	155	16,558	22,040	6,887
Washington	6.5	876	961	856	785	653	892	826	651	18,478	25,843	8,614
Wayne	7.4	823	1,082	1,120	883	696	1,059	1,012	725	18,642	26,038	8,719
Webster	.8	138	99	116	104	64	97	88	94	17,100	25,789	9,378
Wheeler	1.9	295	353	330	223	160	280	138	121	14,533	20,548	7,098
White	4.7	781	794	678	578	557	751	364	197	15,874	21,372	7,972
Whitfield	26.2	2,116	2,854	3,315	3,410	3,090	5,113	3,869	2,433	22,103	27,789	9,946
Wilcox	2.6	471	476	389	321	231	317	280	115	14,561	20,149	6,716
Wilkes	4.0	701	603	512	463	411	563	488	259	16,869	23,005	8,216
Wilkinson	3.7	364	422	421	405	359	693	624	412	23,392	28,626	9,542
Worth	6.5	977	859	838	828	720	1,033	773	472	18,393	23,711	7,823
TOTAL METRO COUNTIES	**1,533.6**	**121,750**	**140,515**	**156,048**	**155,297**	**147,060**	**254,722**	**270,997**	**287,211**	**26,722**	**34,261**	**12,592**
TOTAL STATE	**2,325.1**	**218,314**	**254,678**	**266,770**	**254,443**	**232,074**	**378,914**	**365,420**	**354,487**	**23,552**	**31,135**	**11,243**
HAWAII												
HONOLULU	**267.8**	**12,530**	**17,557**	**26,601**	**25,993**	**23,327**	**41,364**	**48,636**	**71,792**	**31,666**	**42,864**	**13,596**
Honolulu	267.8	12,530	17,557	26,601	25,993	23,327	41,364	48,636	71,792	31,666	42,864	13,596
ALL COUNTIES												
Hawaii	38.3	2,740	4,241	4,589	4,290	3,728	6,614	6,055	6,043	24,346	32,884	10,755
Honolulu	267.8	12,530	17,557	26,601	25,993	23,327	41,364	48,636	71,792	31,666	42,864	13,596

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group: Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
HAWAII (continued)												
ALL COUNTIES (continued)												
Kauai	15.5	745	1,193	1,615	1,709	1,610	2,877	2,997	2,754	27,873	36,151	11,577
Maui	31.2	2,151	3,159	3,511	3,031	3,062	5,696	5,461	5,129	26,063	34,299	11,300
TOTAL METRO COUNTIES	**267.8**	**12,530**	**17,557**	**26,601**	**25,993**	**23,327**	**41,364**	**48,636**	**71,792**	**31,666**	**42,864**	**13,596**
TOTAL STATE	**352.8**	**18,166**	**26,150**	**36,316**	**35,023**	**31,727**	**56,551**	**63,149**	**85,718**	**29,997**	**40,728**	**13,010**
IDAHO												
BOISE	**78.0**	**4,926**	**7,878**	**10,155**	**9,660**	**8,310**	**14,761**	**12,720**	**9,590**	**23,715**	**30,989**	**11,739**
Ada	78.0	4,926	7,878	10,155	9,660	8,310	14,761	12,720	9,590	23,715	30,989	11,739
ALL COUNTIES												
Ada	78.0	4,926	7,878	10,155	9,660	8,310	14,761	12,720	9,590	23,715	30,989	11,739
Adams	1.2	129	165	183	154	156	243	116	54	19,061	23,092	7,697
Bannock	24.0	1,921	2,824	3,068	2,924	2,936	4,838	3,647	1,842	22,102	27,127	9,518
Bear Lake	2.3	245	305	314	311	276	495	235	119	19,583	23,684	8,130
Benewah	3.2	350	441	347	303	413	715	420	211	21,988	25,687	9,236
Bingham	11.6	897	1,214	1,398	1,420	1,368	2,174	1,864	1,265	23,079	29,147	8,874
Blaine	5.6	447	615	878	831	629	916	708	576	20,191	29,436	12,301
Boise	1.6	153	222	253	261	222	288	137	64	18,466	22,584	9,766
Bonner	10.1	1,552	1,856	1,718	1,330	1,016	1,436	822	370	14,728	19,666	7,145
Bonneville	24.1	1,677	2,226	2,897	3,171	2,755	4,974	3,960	2,440	23,730	29,102	9,647
Boundary	2.6	318	479	422	340	292	431	248	70	16,169	20,775	6,925
Butte	1.0	83	122	125	128	106	159	147	130	22,000	30,329	9,478
Camas	.3	26	17	32	43	49	61	36	36	23,000	30,810	13,204
Canyon	31.4	3,064	4,545	5,151	4,551	3,612	5,212	3,428	1,837	18,111	24,413	8,424
Caribou	2.8	216	248	293	270	340	794	399	240	25,478	28,782	9,949
Cassia	6.4	564	878	1,032	872	748	1,088	787	431	19,110	25,370	7,920
Clark	.3	41	23	55	53	37	55	14	22	17,889	23,327	9,997
Clearwater	3.3	251	389	406	402	352	735	508	257	22,794	27,259	9,673
Custer	1.9	224	305	346	267	215	286	163	94	16,345	21,927	9,057
Elmore	7.1	506	1,164	1,693	1,200	744	1,073	494	226	15,652	22,378	7,356
Franklin	2.8	249	349	480	565	414	434	226	83	17,726	21,629	6,583
Fremont	3.6	278	368	384	421	437	691	606	415	24,033	30,684	10,134
Gem	4.2	585	888	636	499	443	643	348	158	14,905	20,330	7,116
Gooding	4.3	503	680	769	660	519	553	368	248	16,473	22,818	8,109
Idaho	5.1	628	770	875	788	607	784	466	182	16,636	21,473	7,936
Jefferson	5.3	627	718	770	791	635	958	569	232	18,316	22,728	6,963
Jerome	5.2	447	641	797	775	707	863	555	415	19,610	25,836	8,839
Kootenai	26.4	2,154	3,513	3,850	3,137	2,691	4,790	3,871	2,394	20,875	27,165	9,865
Latah	10.8	940	1,451	1,662	1,258	1,166	1,735	1,498	1,090	20,376	28,789	10,721
Lemhi	2.7	357	477	555	439	287	307	218	60	14,581	19,059	7,351
Lewis	1.4	76	193	177	169	160	266	243	116	22,643	28,187	10,118
Lincoln	1.2	157	185	223	180	136	191	92	36	16,000	20,598	7,490
Madison	5.7	406	639	837	852	749	953	716	548	20,739	28,002	7,031
Minidoka	6.7	373	665	814	911	896	1,378	1,028	635	23,222	29,892	9,675
Nez Perce	13.1	1,289	1,815	1,644	1,256	1,271	2,457	2,011	1,357	22,062	28,254	10,918
Oneida	1.1	104	172	159	156	139	191	145	34	18,576	23,308	7,325
Owyhee	2.9	528	536	541	433	259	308	171	124	13,653	19,560	6,673
Payette	6.1	613	1,047	1,012	924	671	947	540	346	16,931	22,650	8,224
Power	2.6	272	254	336	305	345	509	352	227	21,884	28,000	9,707
Shoshone	5.7	258	561	548	483	421	1,042	1,277	1,110	30,788	36,652	13,139
Teton	.9	91	121	156	134	106	156	86	50	17,786	23,290	6,352
Twin Falls	19.5	1,543	2,411	2,846	2,724	2,298	3,521	2,354	1,803	20,423	27,631	9,796
Valley	2.3	157	228	335	362	318	393	345	162	20,958	26,574	9,122
Washington	3.1	412	587	569	403	292	406	245	186	14,816	21,632	8,079
TOTAL METRO COUNTIES	**78.0**	**4,926**	**7,878**	**10,155**	**9,660**	**8,310**	**14,761**	**12,720**	**9,590**	**23,715**	**30,989**	**11,739**
TOTAL STATE	**361.5**	**30,637**	**45,185**	**51,741**	**47,116**	**40,543**	**65,210**	**49,183**	**31,885**	**20,677**	**27,261**	**9,606**
ILLINOIS												
AURORA - ELGIN	**128.0**	**5,519**	**8,805**	**11,020**	**11,672**	**12,426**	**26,104**	**29,134**	**23,320**	**30,448**	**37,804**	**13,468**
Kane	113.6	4,918	7,891	9,965	10,458	10,844	22,877	25,314	21,333	30,440	38,057	13,578
Kendall	14.4	601	914	1,055	1,214	1,582	3,227	3,820	1,987	30,507	35,807	12,607

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group								Median Household E B I	Average Household E B I	Per Capita E B I
		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
ILLINOIS (continued)												
BLOOMINGTON - NORMAL	**46.3**	**2,957**	**4,505**	**5,206**	**4,999**	**4,440**	**8,146**	**8,731**	**7,316**	**26,266**	**35,159**	**12,889**
McLean	46.3	2,957	4,505	5,206	4,999	4,440	8,146	8,731	7,316	26,266	35,159	12,889
CHAMPAIGN - URBANA - RANTOUL	**63.0**	**5,455**	**7,841**	**8,652**	**7,201**	**6,452**	**10,448**	**9,499**	**7,452**	**21,743**	**31,450**	**11,446**
Champaign	63.0	5,455	7,841	8,652	7,201	6,452	10,448	9,499	7,452	21,743	31,450	11,446
CHICAGO	**2,303.2**	**180,044**	**209,149**	**206,313**	**204,273**	**195,252**	**381,202**	**433,750**	**493,217**	**29,103**	**37,844**	**14,051**
Cook	1,967.8	171,668	196,255	187,814	182,564	171,540	323,801	351,210	382,948	27,295	36,121	13,472
Du Page	274.7	5,950	8,951	13,487	16,480	18,159	45,160	67,917	98,596	41,231	50,057	18,225
McHenry	60.7	2,426	3,943	5,012	5,229	5,553	12,241	14,623	11,673	31,579	38,431	13,515
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***2,989.4***	***220,705***	***261,114***	***263,744***	***262,487***	***258,525***	***517,952***	***580,176***	***624,697***	***29,375***	***37,867***	***13,815***
DAVENPORT - ROCK ISLAND - MOLINE	**141.8**	**9,898**	**13,688**	**14,417**	**13,896**	**14,473**	**28,512**	**27,840**	**19,076**	**26,426**	**33,110**	**12,710**
Henry	20.2	1,438	2,005	2,104	1,958	1,975	4,023	3,809	2,888	26,547	32,992	12,273
Rock Island	61.0	4,464	5,802	5,926	5,775	6,070	11,834	12,173	8,956	26,871	33,664	13,080
Scott, Iowa	*60.6*	*3,996*	*5,881*	*6,387*	*6,163*	*6,428*	*12,655*	*11,858*	*7,232*	*26,030*	*32,591*	*12,492*
DECATUR	**48.3**	**3,607**	**4,730**	**4,807**	**4,646**	**5,085**	**9,226**	**9,074**	**7,125**	**26,241**	**33,667**	**13,040**
Macon	48.3	3,607	4,730	4,807	4,646	5,085	9,226	9,074	7,125	26,241	33,667	13,040
JOLIET	**128.9**	**6,420**	**8,907**	**10,173**	**9,758**	**10,787**	**27,275**	**31,944**	**23,636**	**31,748**	**37,711**	**12,564**
Grundy	12.7	672	903	1,159	1,050	1,099	2,382	3,117	2,318	31,132	36,707	13,671
Will	116.2	5,748	8,004	9,014	8,708	9,688	24,893	28,827	21,318	31,804	37,820	12,457
KANKAKEE	**36.7**	**3,150**	**4,421**	**4,354**	**3,981**	**4,150**	**7,211**	**5,708**	**3,725**	**22,898**	**29,519**	**10,694**
Kankakee	36.7	3,150	4,421	4,354	3,981	4,150	7,211	5,708	3,725	22,898	29,519	10,694
LAKE COUNTY	**167.0**	**6,771**	**9,659**	**11,982**	**12,785**	**13,105**	**28,196**	**35,437**	**49,065**	**35,398**	**47,856**	**16,039**
Lake	167 0	6,771	9,659	11,982	12,785	13,105	28,196	35,437	49,065	35,398	47,856	16,039
PEORIA	**132.3**	**8,205**	**10,991**	**11,737**	**11,992**	**13,236**	**25,860**	**26,148**	**24,131**	**28,693**	**36,451**	**13,810**
Peoria	72.4	4,901	6,479	6,465	6,660	6,795	13,015	13,638	14,447	28,710	37,410	14,468
Tazewell	48.2	2,617	3,609	4,200	4,096	5,027	10,238	10,187	8,226	29,211	35,897	13,486
Woodford	11.7	687	903	1,072	1,236	1,414	2,607	2,323	1,458	26,756	32,798	11,387
ROCKFORD	**107.6**	**7,130**	**9,646**	**10,547**	**10,290**	**10,784**	**22,947**	**21,976**	**14,280**	**27,351**	**33,524**	**12,688**
Boone	11.0	778	1,065	1,221	1,225	1,281	2,536	2,042	852	24,744	29,436	10,582
Winnebago	96.6	6,352	8,581	9,326	9,065	9,503	20,411	19,934	13,428	27,666	33,990	12,942
SPRINGFIELD	**79.8**	**6,680**	**9,175**	**10,144**	**9,826**	**9,064**	**14,571**	**12,774**	**7,566**	**22,158**	**28,964**	**11,865**
Menard	4.7	503	601	682	642	654	995	441	182	19,418	23,673	8,902
Sangamon	75.1	6,177	8,574	9,462	9,184	8,410	13,576	12,333	7,384	22,372	29,295	12,068
ALL COUNTIES												
Adams	26.7	3,064	3,825	3,906	3,593	3,310	4,744	2,736	1,522	18,439	24,520	9,613
Alexander	4.7	1,010	995	649	485	363	694	316	188	12,518	19,136	7,687
Bond	6.2	702	947	870	689	564	1,063	869	496	19,122	27,102	10,123
Boone	11.0	778	1,065	1,221	1,225	1,281	2,536	2,042	852	24,744	29,436	10,582
Brown	2.0	233	281	247	236	234	325	229	215	20,064	28,113	11,025
Bureau	14.3	930	1,504	1,697	1,507	1,505	2,755	2,456	1,946	25,022	32,691	12,500
Calhoun	2.1	292	360	312	256	226	333	208	113	16,625	22,776	8,246
Carroll	7.0	509	821	931	864	727	1,308	1,090	750	22,384	29,634	11,720
Cass	5.4	561	722	689	580	549	1,118	760	421	21.333	27,057	10,217
Champaign	63.0	5,455	7,841	8,652	7,201	6,452	10,448	9,499	7,452	21,743	31,450	11,446
Christian	14.3	1,256	1,681	1,826	1,666	1,515	2,442	2,284	1,630	22,304	29,490	11,714
Clark	6.7	827	1,017	1,016	870	749	1,054	733	434	17,765	24,682	9,962
Clay	6.1	634	832	849	808	708	975	707	587	19,451	26,818	10,906
Clinton	11.9	1,000	1,372	1,463	1,532	1,453	2,270	1,792	1,018	21,945	27,922	9,715
Coles	19.3	1,637	2,374	2,681	2,296	1,990	3,247	2,833	2,042	21,077	29,878	11,068
Cook	1,967.8	171,668	196,255	187,814	182,564	171,540	323,801	351,210	382,948	27,295	36,121	13,472
Crawford	8.1	510	797	825	864	806	1,319	1,460	1,519	26,681	35,292	14,013
Cumberland	4.3	478	688	714	635	547	686	349	203	17,008	22,533	8,729
De Kalb	26.1	1,922	2,720	3,113	2,589	2,670	4,990	4,745	3,351	25,068	33,662	11,714
De Witt	7.2	459	732	524	554	601	1,251	1,437	1,642	30,904	38,517	15,322
Douglas	7.6	517	822	966	833	775	1,601	1,299	787	24,294	30,321	11,465
Du Page	274.7	5,950	8,951	13,487	16,480	18,159	45,160	67,917	98,596	41,231	50,057	18,225
Edgar	8.3	843	1,252	1,189	963	850	1,370	1,071	762	19,436	27,136	11,095
Edwards	3.6	220	409	484	423	337	639	640	448	24,000	31,603	13,544
Effingham	12.2	1,093	1,508	1,720	1,538	1,275	2,194	1,868	1,004	20,988	27,864	10,209
Fayette	8.2	816	1,218	1,320	1,097	906	1,266	969	608	18,266	25,959	9,632
Ford	5.8	471	726	961	836	740	1,067	625	374	19,365	25,557	10,366

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES

METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group								Median Household E B I	Average Household E B I	Per Capita E B I
		Under $5 000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
ILLINOIS (continued)												
ALL COUNTIES (continued)												
Franklin	17.6	2,397	3,312	2,936	1,974	1,489	2,523	2,099	870	15,350	22,497	9,144
Fulton	15.3	1,761	2,089	2,057	1,936	1,903	2,815	1,849	890	19,493	24,667	9,628
Gallatin	2.9	499	470	435	347	263	448	258	180	15,639	22,128	8,672
Greene	6.2	863	1,071	1,067	882	711	830	564	212	15,547	20,962	8,174
Grundy	12.7	672	903	1,159	1,050	1,099	2,382	3,117	2,318	31,132	36,707	13,671
Hamilton	3.9	316	529	487	415	369	640	584	560	22,625	31,275	13,258
Hancock	9.2	816	1,141	1,194	1,143	1,066	1,690	1,299	851	21,390	28,076	11,134
Hardin	2.2	476	482	400	283	208	217	89	45	11,663	16,245	6,270
Henderson	3.4	420	448	472	443	426	633	372	186	18,955	24,077	8,898
Henry	20.2	1,438	2,005	2,104	1,958	1,975	4,023	3,809	2,888	26,547	32 992	12,273
Iroquois	12.4	1,188	1,638	1,763	1,605	1,599	2,250	1,439	918	20,018	26,285	10,154
Jackson	23.9	3,546	3,943	3,575	2,654	2,103	3,055	2,711	2,313	16,553	26,258	10,254
Jasper	4.3	466	648	687	564	422	667	513	333	17,800	25,105	9,387
Jefferson	15.6	1,845	2,332	2,105	1,829	1,575	2,817	1,869	1,228	19,121	26,306	10,828
☐ Jersey	7.3	535	926	1,036	900	930	1,487	1,018	468	21,333	27,432	9,401
Jo Daviess	9.0	675	1,255	1,368	1,234	1,141	1,735	928	464	19,045	24,518	9,272
Johnson	3.3	498	596	564	451	374	436	269	112	14,918	20,450	6,616
Kane	113.6	4,918	7,891	9,965	10,458	10,844	22,877	25,314	21,333	30,440	38,057	13,578
Kankakee	36.7	3,150	4,421	4,354	3,981	4,150	7,211	5,708	3,725	22,898	29,519	10,694
Kendall	14.4	601	914	1,055	1,214	1,582	3,227	3,820	1,987	30,507	35,807	12,607
Knox	22.7	2,148	3,149	3,320	3,012	2,807	4,261	2,757	1,246	19,526	25,487	10,010
Lake	167.0	6,771	9,659	11,982	12,785	13,105	28,196	35,437	49,065	35,398	47,856	16,039
La Salle	42.0	3,426	4,865	4,863	4,748	4,796	8,639	7,003	3,660	23,246	29,024	11,329
Lawrence	6.5	887	1,087	932	791	722	1,136	667	278	17,077	23,026	8,856
Lee	12.9	892	1,214	1,383	1,541	1,339	2,595	2,463	1,473	25,327	31,897	11,689
Livingston	14.7	1,163	1,571	1,696	1,753	1,823	2,998	2,252	1,444	23,133	29,714	10,500
Logan	10.4	747	1,196	1,325	1,196	1,154	2,034	1,779	969	23,121	30,427	10,375
McDonough	12.5	1,867	2,070	1,932	1,599	1,327	1,735	1,292	678	16,104	24,428	8,626
McHenry	60.7	2,426	3,943	5,012	5,229	5,553	12,241	14,623	11,673	31,579	38,431	13,515
McLean	46.3	2,957	4,505	5,206	4,999	4,440	8,146	8,731	7,316	26,266	35,159	12,889
Macon	48.3	3,607	4,730	4,807	4,646	5,085	9,226	9,074	7,125	26,241	33,667	13,040
Macoupin	19.9	1,897	2,838	2,708	2,195	2,099	3,584	3,027	1,552	20,692	26,777	10,448
☐ Madison	95.7	8,906	11,728	11,541	10,684	10,980	18,942	15,808	7,111	22,262	27,538	10,441
Marion	17.2	1,795	2,531	2,575	2,022	1,824	2,932	2,284	1,237	19,108	26,009	9,986
Marshall	5.0	463	622	555	549	654	1,038	690	429	22,440	27,767	10,361
Mason	6.7	704	877	827	815	883	1,221	851	522	20,718	26,452	9,901
Massac	6.2	1,013	1,154	952	774	654	890	544	219	14,886	20,475	8,352
Menard	4.7	503	601	682	642	654	995	441	182	19,418	23,675	8,902
Mercer	7.0	694	835	847	776	741	1,403	1,111	593	22,355	27,817	10,195
☐ Monroe	8.1	645	940	951	858	902	1,686	1,361	757	23,698	28,976	10,572
Montgomery	12.3	1,283	1,830	1,765	1,484	1,231	2,003	1,781	923	19,212	26,119	9,885
Morgan	14.5	1,242	1,821	1,921	1,813	1,627	2,460	2,217	1,399	21,381	29,690	11,329
Moultrie	5.4	537	638	700	684	651	1,083	705	402	21,031	26,713	9,681
Ogle	17.3	1,055	1,567	1,767	1,706	1,725	3,664	3,554	2,262	27,408	33,452	12,608
Peoria	72.4	4,901	6,479	6,465	6,660	6,795	13,015	13,638	14,447	28,710	37,410	14,468
Perry	8.9	686	1,161	1,178	953	795	1,350	1,624	1,153	22,842	30,578	11,936
Piatt	6.4	494	665	790	826	871	1,288	975	491	22,480	28,197	10,742
Pike	7.3	1,129	1,362	1,301	1,012	764	933	498	301	14,372	20,484	8,354
Pope	1.9	340	325	293	262	211	226	177	66	14,837	20,599	8,327
Pulaski	3.5	729	755	549	418	310	364	242	133	12,319	18,363	7,304
Putnam	2.2	173	211	226	223	251	492	393	231	25,276	30,551	10,841
Randolph	12.5	1,113	1,584	1,581	1,416	1,405	2,538	1,907	956	21,993	28,010	9,672
Richland	6.8	659	906	900	813	827	1,182	943	570	20,722	28,127	11,385
Rock Island	61.0	4,464	5,802	5,926	5,775	6,070	11,834	12,173	8,956	26,871	33,664	13,080
☐ St. Clair	97.2	11,670	12,518	11,348	9,658	9,148	16,463	15,539	10,856	21,797	28,983	10,430
Saline	12.1	1,833	2,289	1,941	1,321	1,080	1,657	1,285	694	14,956	22,404	9,545
Sangamon	75.1	6,177	8,574	9,462	9,184	8,410	13,576	12,333	7,384	22,372	29,295	12,068
Schuyler	3.1	288	431	399	351	322	565	431	313	21,277	28,253	10,948
Scott	2.3	207	263	272	238	220	464	323	313	23,878	31,277	11,793
Shelby	9.2	1,044	1,360	1,304	1,219	1,178	1,578	1,011	506	18,568	24,196	9,198
Stark	2.6	194	243	215	224	246	537	488	453	28,186	35,914	13,339
Stephenson	19.4	1,456	2,392	2,567	2,475	2,321	3,757	3,022	1,410	21,679	27,801	10,852
Tazewell	48.2	2,617	3,609	4,200	4,096	5,027	10,238	10,187	8,226	29,211	35,897	13,486
Union	7.6	934	1,310	1,340	1,051	872	1,025	547	521	15,964	23,291	9,673
Vermilion	35.4	3,513	4,583	4,361	3,959	4,287	6,186	5,379	3,132	21,458	27,909	10,869
Wabash	5.5	559	874	716	585	658	1,067	676	365	20,119	26,410	10,375

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S&MM ESTIMATES		Households by E B I Group										
METRO AREA County	12/31/88 Total Households (Thousands)	Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
ILLINOIS (continued)												
ALL COUNTIES (continued)												
Warren	7.9	825	1,094	1,134	1,027	881	1,394	984	561	19,309	26,277	9,980
Washington	6.0	610	797	805	689	644	1,132	816	507	20,683	27,353	10,322
Wayne	7.4	929	1,321	1,232	994	823	1,058	668	375	16,101	22,484	9,347
White	7.3	549	995	1,061	854	727	1,267	902	945	21,336	30,212	12,460
Whiteside	24.0	2,116	2,744	3,043	2,815	2,881	5,041	3,757	1,603	22,287	27,160	10,201
Will	116.2	5,748	8,004	9,014	8,708	9,688	24,893	28,827	21,318	31,804	37,820	12,457
Williamson	25.0	3,616	4,696	4,113	3,202	2,902	3,953	1,753	765	15,105	20,234	8,212
Winnebago	96.6	6,352	8,581	9,326	9,065	9,503	20,411	19,934	13,428	27,666	33,990	12,942
Woodford	11.7	687	903	1,072	1,236	1,414	2,607	2,323	1,458	26,756	32,798	11,387
TOTAL METRO COUNTIES	**3,542.5**	**264,596**	**323,120**	**329,304**	**322,788**	**316,239**	**617,891**	**675,675**	**692,887**	**28,417**	**36,938**	**13,612**
TOTAL STATE	**4,335.4**	**345,355**	**431,731**	**437,292**	**417,115**	**403,368**	**757,818**	**783,980**	**758,741**	**26,695**	**35,150**	**13,053**
INDIANA												
ANDERSON	**49.2**	**4,150**	**5,458**	**5,913**	**5,630**	**5,529**	**9,376**	**8,386**	**4,758**	**23,138**	**28,444**	**10,667**
Madison	49.2	4,150	5,458	5,913	5,630	5,529	9,376	8,386	4,758	23,138	28,444	10,667
BLOOMINGTON	**37.5**	**3,988**	**5,079**	**5,346**	**4,506**	**3,690**	**5,674**	**4,922**	**4,295**	**19,794**	**29,643**	**10,824**
Monroe	37.5	3,988	5,079	5,346	4,506	3,690	5,674	4,922	4,295	19,794	29,643	10,824
ELKHART - GOSHEN	**55.0**	**3,405**	**5,418**	**6,862**	**7,308**	**7,005**	**10,975**	**8,609**	**5,418**	**23,157**	**29,682**	**10,862**
Elkhart	55.0	3,405	5,418	6,862	7,308	7,005	10,975	8,609	5,418	23,157	29,682	10,862
EVANSVILLE	**109.6**	**8,907**	**12,982**	**13,231**	**11,721**	**11,525**	**20,746**	**18,062**	**12,426**	**23,397**	**30,062**	**11,601**
Posey	9.4	793	1,039	1,070	980	992	2,024	1,742	760	24,198	28,461	10,134
Vanderburgh	67.2	5,412	8,354	8,357	7,273	6,911	11,964	10,231	8,698	22,925	30,654	12,335
Warrick	16.7	1,323	1,664	1,761	1,711	1,777	3,758	3,284	1,422	25,275	28,953	10,116
Henderson, Ky.	*16.3*	*1,379*	*1,925*	*2,043*	*1,757*	*1,845*	*3,000*	*2,805*	*1,546*	*22,784*	*29,681*	*11,304*
FORT WAYNE	**133.5**	**8,093**	**12,458**	**15,274**	**15,100**	**14,466**	**27,066**	**24,743**	**16,300**	**25,481**	**31,658**	**11,585**
Allen	111.5	6,807	10,298	12,604	12,458	11,900	22,071	20,970	14,392	25,728	32,194	11,863
De Kalb	12.2	684	1,149	1,400	1,422	1,356	2,839	2,091	1,259	25,322	30,059	10,568
Whitley	9.8	602	1,011	1,270	1,220	1,210	2,156	1,682	649	23,289	27,551	9,818
GARY - HAMMOND	**217.8**	**20,328**	**21,261**	**20,614**	**20,260**	**23,474**	**47,826**	**40,356**	**23,681**	**25,524**	**29,931**	**10,442**
Lake	173.8	18,297	18,047	16,763	16,513	19,348	37,603	29,848	17,381	24,493	28,714	10,060
Porter	44.0	2,031	3,214	3,851	3,747	4,126	10,223	10,508	6,300	30,050	34,736	11,922
INDIANAPOLIS	**466.3**	**32,251**	**44,589**	**50,470**	**50,297**	**48,924**	**89,021**	**84,008**	**66,740**	**25,690**	**32,434**	**12,163**
Boone	14.3	1,021	1,389	1,549	1,603	1,632	2,693	2,564	1,849	24,867	32,271	11,654
Hamilton	35.7	1,447	2,227	2,949	2,866	2,969	6,757	7,751	8,734	32,916	40,847	14,117
Hancock	16.5	906	1,324	1,635	1,565	1,679	3,489	3,877	2,025	28,239	32,552	11,190
Hendricks	26.0	1,281	2,024	2,515	2,573	2,787	5,987	5,848	2,985	27,894	32,404	10,746
Johnson	30.2	1,837	2,601	3,035	3,259	3,253	6,434	6,024	3,757	26,628	32,087	11,100
Marion	310.4	23,227	31,658	34,950	34,632	32,858	56,441	52,244	44,390	24,658	31,877	12,493
Morgan	18.9	1,415	1,816	2,007	1,965	1,947	4,188	3,618	1,944	25,716	30,258	10,417
Shelby	14.3	1,117	1,550	1,830	1,834	1,799	3,032	2,082	1,056	22,234	27,188	9,744
KOKOMO	**38.5**	**2,756**	**3,760**	**4,148**	**3,807**	**3,893**	**7,193**	**6,714**	**6,229**	**26,027**	**32,122**	**12,125**
Howard	32.2	2,294	3,029	3,306	3,065	3,205	5,944	5,769	5,588	26,804	32,903	12,392
Tipton	6.3	462	731	842	742	688	1,249	945	641	22,815	28,130	10,741
LAFAYETTE - WEST LAFAYETTE	**43.9**	**3,177**	**5,021**	**5,931**	**5,432**	**4,665**	**7,815**	**6,734**	**5,125**	**22,383**	**31,417**	**11,150**
Tippecanoe	43.9	3,177	5,021	5,931	5,432	4,665	7,815	6,734	5,125	22,383	31,417	11,150
MUNCIE	**43.8**	**4,219**	**5,603**	**5,791**	**4,894**	**4,596**	**8,227**	**6,605**	**3,865**	**21,476**	**27,966**	**10,132**
Delaware	43.8	4,219	5,603	5,791	4,894	4,596	8,227	6,605	3,865	21,476	27,966	10,132
SOUTH BEND - MISHAWAKA	**90.6**	**6,426**	**10,207**	**11,346**	**9,987**	**9,972**	**18,272**	**14,400**	**9,990**	**23,641**	**30,216**	**11,336**
St. Joseph	90.6	6,426	10,207	11,346	9,987	9,972	18,272	14,400	9,990	23,641	30,216	11,336
TERRE HAUTE	**49.6**	**3,997**	**6,380**	**6,947**	**5,930**	**5,488**	**8,797**	**7,130**	**4,931**	**21,351**	**28,562**	**10,676**
Clay	9.5	822	1,253	1,299	1,121	1,055	1,781	1,425	744	21,122	26,504	10,031
Vigo	40.1	3,175	5,127	5,648	4,809	4,433	7,016	5,705	4,187	21,402	29,050	10,826
ALL COUNTIES												
Adams	10.5	736	1,088	1,262	1,192	1,168	2,252	1,664	1,138	24,166	29,487	9,892
Allen	111.5	6,807	10,298	12,604	12,458	11,900	22,071	20,970	14,392	25,728	32,194	11,863
Bartholomew	24.8	1,388	2,035	1,919	2,190	2,385	4,534	5,077	5,272	30,458	38,444	14,294
Benton	3.5	299	386	477	506	435	645	446	306	21,011	26,781	9,971
Blackford	5.6	484	755	795	607	566	1,150	882	361	21,317	26,116	9,685
Boone	14.3	1,021	1,389	1,549	1,603	1,632	2,693	2,564	1,849	24,867	32,271	11,654

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INDIANA (continued)												
ALL COUNTIES (continued)												
Brown	5.3	414	735	842	710	662	984	665	288	19,568	24,407	9,442
Carroll	7.1	455	717	946	952	889	1,476	1,104	561	22,669	28,172	10,418
Cass	15.1	1,181	1,845	2,079	2,010	1,864	2,984	2,213	924	21,124	26,170	9,709
☐ Clark	32.7	2,581	3,824	4,249	4,037	4,082	6,816	4,960	2,151	21,993	26,651	9,759
Clay	9.5	822	1,253	1,299	1,121	1,055	1,781	1,425	744	21,122	26,504	10,031
Clinton	11.8	899	1,451	1,674	1,458	1,347	2,270	1,722	979	21,482	28,093	10,591
Crawford	3.7	569	678	631	507	360	480	349	126	14,752	19,874	6,937
Daviess	10.5	1,001	1,453	1,599	1,311	1,180	1,739	1,280	937	19,491	26,294	9,586
☐ Dearborn	13.6	1,122	1,579	1,562	1,490	1,512	2,911	2,208	1,216	23,470	28,105	9,776
Decatur	8.4	701	994	1,127	1,155	1,089	1,593	1,084	657	20,937	26,262	9,387
De Kalb	12.2	684	1,149	1,400	1,422	1,356	2,839	2,091	1,259	25,322	30,059	10,568
Delaware	43.8	4,219	5,603	5,791	4,894	4,596	8,227	6,605	3,865	21,476	27,966	10,132
Dubois	13.1	1,045	1,473	1,669	1,631	1,580	2,769	1,878	1,055	22,303	28,509	10,121
Elkhart	55.0	3,405	5,418	6,862	7,308	7,005	10,975	8,609	5,418	23,157	29,682	10,862
Fayette	9.9	773	1,038	1,170	1,360	1,288	1,843	1,518	910	22,211	28,077	10,219
☐ Floyd	23.3	1,835	2,683	2,778	2,656	2,726	4,453	3,960	2,209	23,023	28,691	10,413
Fountain	6.8	661	1,052	1,059	960	857	1,190	747	274	18,239	22,770	8,370
Franklin	6.5	532	713	840	939	738	1,264	864	610	21,357	27,706	8,785
Fulton	7.5	607	995	1,167	1,027	918	1,438	862	486	19,760	25,029	9,627
Gibson	12.9	1,294	1,756	1,765	1,473	1,300	2,448	1,828	1,036	20,635	26,314	10,013
Grant	27.8	2,407	3,157	3,383	3,251	3,100	5,267	4,573	2,662	22,670	28,595	10,257
Greene	12.3	1,344	1,927	1,881	1,600	1,138	2,125	1,544	741	17,973	24,151	9,491
Hamilton	35.7	1,447	2,227	2,949	2,866	2,969	6,757	7,751	8,734	32,916	40,847	14,117
Hancock	16.5	906	1,324	1,635	1,565	1,679	3,489	3,877	2,025	28,239	32,552	11,190
☐ Harrison	10.4	889	1,198	1,379	1,437	1,336	2,108	1,391	662	21,048	25,890	8,886
Hendricks	26.0	1,281	2,024	2,515	2,573	2,787	5,987	5,848	2,985	27,894	32,404	10,746
Henry	18.6	1,546	2,152	2,472	2,260	2,077	3,668	2,855	1,570	21,952	27,329	10,066
Howard	32.2	2,294	3,029	3,306	3,065	3,205	5,944	5,769	5,588	26,804	32,903	12,392
Huntington	13.7	803	1,528	1,932	1,805	1,636	2,917	2,001	1,078	22,368	28,102	10,294
Jackson	13.8	1,321	1,755	1,897	1,768	1,521	2,861	1,875	802	20,498	25,309	9,389
Jasper	9.0	669	886	1,088	1,142	1,088	1,938	1,320	869	23,281	29,106	9,526
Jay	8.2	892	1,213	1,383	1,240	1,013	1,411	766	282	17,227	21,719	8,058
Jefferson	10.5	754	1,267	1,489	1,366	1,169	1,746	1,617	1,092	21,426	28,943	10,267
Jennings	7.9	791	1,029	1,133	1,057	923	1,535	1,031	401	19,691	24,841	8,109
Johnson	30.2	1,837	2,601	3,035	3,259	3,253	6,434	6,024	3,757	26,628	32,087	11,100
Knox	15.8	2,175	2,707	2,498	2,069	1,656	2,490	1,389	816	16,184	22,477	8,726
Kosciusko	24.1	1,435	2,277	2,819	3,146	2,819	4,704	4,125	2,775	24,082	30,976	11,328
La Grange	9.4	856	1,105	1,514	1,388	1,179	1,653	1,097	608	19,358	25,259	7,941
Lake	173.8	18,297	18,047	16,763	16,513	19,348	37,603	29,848	17,381	24,493	28,714	10,060
La Porte	37.5	2,784	4,188	4,621	4,261	4,210	7,597	6,443	3,396	23,391	28,799	10,093
Lawrence	16.6	1,561	2,302	2,416	2,267	1,769	2,940	2,276	1,069	19,443	25,188	9,568
Madison	49.2	4,150	5,458	5,913	5,630	5,529	9,376	8,386	4,758	23,138	28,444	10,667
Marion	310.4	23,227	31,658	34,950	34,632	32,858	56,441	52,244	44,390	24,658	31,877	12,493
Marshall	15.4	1,192	1,744	2,133	1,977	1,704	2,944	2,434	1,272	21,802	27,979	10,210
Martin	3.9	312	492	498	502	446	743	559	348	21,485	26,877	9,617
Miami	14.1	1,177	1,788	2,328	2,114	1,731	2,525	1,754	683	19,051	24,506	8,792
Monroe	37.5	3,988	5,079	5,346	4,506	3,690	5,674	4,922	4,295	19,794	29,643	10,824
Montgomery	13.4	894	1,519	2,015	1,924	1,591	2,578	1,913	966	21,066	26,524	10,012
Morgan	18.9	1,415	1,816	2,007	1,965	1,947	4,188	3,618	1,944	25,716	30,258	10,417
Newton	5.2	577	647	679	671	726	995	631	274	20,186	24,089	8,639
Noble	14.1	1,038	1,567	2,012	2,070	1,738	2,856	2,039	780	20,965	25,791	9,230
Ohio	2.0	201	298	249	207	192	366	308	179	21,047	26,837	10,322
Orange	7.1	944	1,199	1,179	1,083	901	957	555	282	16,056	20,992	7,763
Owen	6.9	821	1,050	1,056	947	799	1,167	723	337	17,713	22,743	8,718
Parke	5.8	709	880	877	752	671	1,056	572	283	17,665	22,590	8,138
Perry	6.5	706	926	926	809	688	1,303	830	312	19,220	24,283	8,351
Pike	5.2	512	783	788	623	540	877	737	340	19,078	24,977	9,766
Porter	44.0	2,031	3,214	3,851	3,747	4,126	10,223	10,508	6,300	30,050	34,736	11,922
Posey	9.4	793	1,039	1,070	980	992	2,024	1,742	760	24,198	28,461	10,134
Pulaski	5.1	418	606	756	700	550	919	665	486	20,603	27,369	10,339
Putnam	10.0	829	1,225	1,293	1,178	1,031	1,996	1,720	728	22,318	28,575	9,338
Randolph	10.7	1,047	1,308	1,512	1,576	1,311	2,169	1,258	519	19,691	24,083	8,947
Ripley	8.8	728	1,040	1,036	1,124	1,013	1,675	1,292	892	22,259	28,490	9,680
Rush	6.5	587	778	972	918	772	1,156	881	436	19,972	25,480	8,953
St. Joseph	90.6	6,426	10,207	11,346	9,987	9,972	18,272	14,400	9,990	23,641	30,216	11,336
Scott	7.5	618	1,006	1,178	1,000	929	1,444	878	447	19,729	24,677	8,730

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

SaMM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
INDIANA (continued)												
ALL COUNTIES (continued)												
Shelby	14.3	1,117	1,550	1,830	1,834	1,799	3,032	2,082	1,056	22,234	27,188	9,744
Spencer	6.8	573	910	894	758	663	1,366	1,036	600	21,888	27,614	9,342
Starke	8.0	936	1,340	1,220	1,035	1,002	1,404	794	269	17,402	21,681	7,743
Steuben	10.6	934	1,288	1,509	1,435	1,339	1,966	1,390	739	20,470	26,474	9,846
Sullivan	8.1	944	1,572	1,489	1,046	969	1,250	615	215	15,181	19,836	7,725
Switzerland	2.8	363	497	466	373	320	457	218	106	16,000	20,831	7,575
Tippecanoe	43.9	3,177	5,021	5,931	5,432	4,665	7,815	6,734	5,125	22,383	31,417	11,150
Tipton	6.3	462	731	842	742	688	1,249	945	641	22,815	28,130	10,741
Union	2.4	206	279	353	323	292	411	353	183	20,600	26,254	9,266
Vanderburgh	67.2	5,412	8,354	8,357	7,273	6,911	11,964	10,231	8,698	22,925	30,654	12,335
Vermillion	7.1	615	944	1,096	811	764	1,255	1,042	573	20,538	26,211	10,514
Vigo	40.1	3,175	5,127	5,648	4,809	4,433	7,016	5,705	4,187	21,402	29,050	10,826
Wabash	12.6	846	1,418	1,810	1,729	1,630	2,339	1,868	960	21,437	28,057	9,930
Warren	2.9	204	269	265	294	320	591	529	428	26,613	32,628	11,132
Warrick	16.7	1,323	1,664	1,761	1,711	1,777	3,758	3,284	1,422	25,275	28,953	10,116
Washington	8.4	829	1,253	1,357	1,112	1,095	1,410	854	490	18,374	23,647	8,453
Wayne	27.1	2,338	3,548	3,816	3,249	3,221	5,078	3,686	2,164	20,893	26,661	10,077
Wells	9.4	582	1,000	1,281	1,273	1,170	1,909	1,473	712	22,390	27,772	10,119
White	9.4	724	1,159	1,350	1,303	1,194	1,940	1,139	591	20,667	25,360	9,851
Whitley	9.8	602	1,011	1,270	1,220	1,210	2,156	1,682	649	23,289	27,551	9,818
TOTAL METRO COUNTIES	**1,399.0**	**106,745**	**145,575**	**159,798**	**152,735**	**151,038**	**274,276**	**240,383**	**168,450**	**24,453**	**30,744**	**11,314**
TOTAL STATE	**2,051.0**	**162,526**	**226,565**	**249,738**	**236,259**	**226,274**	**397,289**	**332,224**	**220,125**	**23,277**	**29,513**	**10,815**
IOWA												
CEDAR RAPIDS	**67.0**	**4,325**	**6,171**	**7,031**	**7,359**	**7,343**	**14,402**	**13,489**	**6,880**	**25,797**	**32,202**	**12,759**
Linn	67.0	4,325	6,171	7,031	7,359	7,343	14,402	13,489	6,880	25,797	32,202	12,759
DAVENPORT - ROCK ISLAND - MOLINE	**141.8**	**9,898**	**13,688**	**14,417**	**13,896**	**14,473**	**28,512**	**27,840**	**19,076**	**26,426**	**33,110**	**12,710**
Scott	60.6	3,996	5,881	6,387	6,163	6,428	12,655	11,858	7,232	26,030	32,591	12,492
Henry, Ill.	*20.2*	*1,438*	*2,005*	*2,104*	*1,958*	*1,975*	*4,023*	*3,809*	*2,888*	*26,547*	*32,992*	*12,273*
Rock Island, Ill.	*61.0*	*4,464*	*5,802*	*5,926*	*5,775*	*6,070*	*11,834*	*12,173*	*8,956*	*26,871*	*33,664*	*13,080*
DES MOINES	**157.7**	**10,684**	**16,697**	**18,643**	**17,576**	**17,053**	**31,630**	**27,310**	**18,107**	**24,465**	**31,632**	**12,820**
Dallas	11.9	989	1,474	1,655	1,515	1,494	2,454	1,531	788	21,050	26,607	10,519
Polk	132.4	8,847	13,895	15,439	14,688	14,057	25,995	23,314	16,165	24,737	32,206	13,259
Warren	13.4	848	1,328	1,549	1,373	1,502	3,181	2,465	1,154	25,287	30,429	10,902
DUBUQUE	**31.5**	**2,770**	**3,829**	**3,813**	**3,484**	**3,748**	**6,590**	**4,859**	**2,407**	**22,566**	**28,854**	**10,010**
Dubuque	31.5	2,770	3,829	3,813	3,484	3,748	6,590	4,859	2,407	22,566	28,854	10,010
IOWA CITY	**33.7**	**3,265**	**4,054**	**4,503**	**4,171**	**3,341**	**5,472**	**4,846**	**4,048**	**21,192**	**30,810**	**12,045**
Johnson	33.7	3,265	4,054	4,503	4,171	3,341	5,472	4,846	4,048	21,192	30,810	12,045
SIOUX CITY	**44.7**	**4,489**	**6,382**	**6,036**	**5,435**	**5,401**	**8,186**	**5,576**	**3,195**	**20,007**	**26,544**	**10,264**
Woodbury	38.2	4,004	5,690	5,302	4,712	4,534	6,762	4,590	2,606	19,362	26,080	10,187
Dakota, Neb.	*6.5*	*485*	*692*	*734*	*723*	*867*	*1,424*	*986*	*589*	*23,599*	*29,270*	*10,689*
WATERLOO - CEDAR FALLS	**55.6**	**3,574**	**5,688**	**5,912**	**5,425**	**5,640**	**11,448**	**10,611**	**7,302**	**26,390**	**33,784**	**12,613**
Black Hawk	47.0	2,989	4,731	4,904	4,542	4,745	9,639	9,122	6,328	26,678	34,112	12,806
Bremer	8.6	585	957	1,008	883	895	1,809	1,489	974	24,853	31,990	11,608
ALL COUNTIES												
Adair	3.5	489	609	647	498	365	439	258	195	15,046	21,549	8,669
Adams	2.1	283	367	377	308	252	311	134	68	15,324	20,293	8,041
Allamakee	5.4	766	1,204	937	849	627	579	328	110	13,747	18,655	6,806
Appanoose	6.0	913	1,334	1,056	748	610	834	366	139	13,273	19,039	7,933
Audubon	2.9	362	618	639	461	273	298	124	125	13,537	19,011	7,450
Benton	8.8	983	1,284	1,197	1,138	1,176	1,588	1,001	433	19,140	24,374	9,408
Black Hawk	47.0	2,989	4,731	4,904	4,542	4,745	9,639	9,122	6,328	26,678	34,112	12,806
Boone	10.1	863	1,317	1,418	1,294	1,077	1,919	1,465	747	20,705	27,430	10,822
Bremer	8.6	585	957	1,008	883	895	1,809	1,489	974	24,853	31,990	11,608
Buchanan	7.9	840	1,219	1,204	963	927	1,492	826	429	18,433	24,494	8,836
Buena Vista	7.7	880	1,200	1,323	1,028	1,005	1,143	677	444	16,963	23,811	9,167
Butler	6.2	793	974	962	898	863	990	441	279	16,943	22,035	8,381
Calhoun	4.7	549	788	757	685	559	615	446	301	16,930	23,775	9,470
Carroll	8.3	835	1,274	1,470	1,275	1,067	1,273	680	426	17,081	23,488	8,665
Cass	6.5	737	953	1,010	948	724	1,057	681	390	17,767	24,729	10,173

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group: Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
IOWA (continued)												
ALL COUNTIES (continued)												
Cedar	7.3	871	1,084	1,125	954	1,048	1,187	690	341	17,966	22,909	9,089
Cerro Gordo	19.8	1,758	2,851	2,825	2,452	2,370	3,866	2,302	1,376	20,030	26,467	10,895
Cherokee	5.9	703	928	1,028	797	717	812	525	390	16,592	23,740	9,660
Chickasaw	5.3	676	827	830	765	728	799	441	234	16,951	21,982	8,147
Clarke	3.4	487	633	591	457	380	464	260	128	14,892	20,615	7,965
Clay	7.4	796	1,017	1,267	1,038	862	1,171	692	557	17,713	24,641	10,130
Clayton	8.1	1,126	1,451	1,382	1,141	942	1,059	612	387	15,403	21,544	8,350
Clinton	20.2	1,529	2,377	2,442	2,379	2,573	4,216	3,370	1,314	22,653	28,055	10,673
Crawford	6.8	973	1,054	1,121	920	838	1,139	489	266	16,232	21,738	8,212
Dallas	11.9	989	1,474	1,655	1,515	1,494	2,454	1,531	788	21,050	26,607	10,519
Davis	3.3	549	588	471	415	414	424	258	181	15,583	22,006	8,069
Decatur	3.3	487	675	545	412	380	432	252	117	14,394	21,279	7,890
Delaware	6.7	790	889	949	883	861	1,188	756	384	19,080	24,783	8,739
Des Moines	18.0	1,524	2,189	2,279	2,198	1,906	3,579	2,884	1,441	22,091	28,604	11,570
Dickinson	6.2	501	807	957	928	810	1,038	704	455	19,480	26,491	10,950
Dubuque	31.5	2,770	3,829	3,813	3,484	3,748	6,590	4,859	2,407	22,566	28,854	10,010
Emmet	4.7	603	728	774	626	699	730	329	211	16,827	22,097	8,953
Fayette	9.0	1,125	1,424	1,461	1,271	1,068	1,395	812	444	16,753	22,849	8,864
Floyd	7.1	846	1,095	1,066	1,049	921	1,092	736	295	17,509	23,077	9,003
Franklin	5.0	559	704	743	725	646	842	525	256	18,254	24,105	10,044
Fremont	3.8	472	561	576	536	425	583	401	241	17,522	24,199	9,888
Greene	4.6	507	757	703	594	530	764	437	308	17,635	24,576	10,468
Grundy	5.3	418	643	710	679	684	1,041	677	448	21,482	27,836	11,010
Guthrie	4.7	756	801	785	639	525	660	365	169	15,057	20,773	8,417
Hamilton	6.7	630	897	1,037	978	895	1,125	646	492	18,983	25,194	10,230
Hancock	5.5	537	723	892	801	752	964	515	316	18,463	24,546	10,075
Hardin	8.1	897	1,153	1,215	1,103	1,044	1,420	792	476	18,404	24,786	9,842
Harrison	5.9	972	934	963	804	674	829	495	229	15,435	21,067	8,019
Henry	7.2	631	862	985	1,024	895	1,353	901	549	20,521	28,033	10,568
Howard	4.0	584	728	650	566	423	552	305	192	15,330	22,047	8,562
Humboldt	4.9	494	742	862	693	628	806	430	245	17,293	23,640	10,161
Ida	3.5	497	591	653	478	388	515	200	178	15,075	21,902	8,811
Iowa	6.0	521	758	809	774	812	1,243	695	388	20,847	26,193	10,408
Jackson	8.2	1,066	1,274	1,160	1,062	1,163	1,494	572	409	17,813	22,938	8,473
Jasper	14.3	1,161	1,812	1,944	1,858	1,929	2,752	1,944	900	20,928	26,653	10,500
Jefferson	6.5	626	896	873	847	793	1,082	775	608	20,051	28,836	11,091
Johnson	33.7	3,265	4,054	4,503	4,171	3,341	5,472	4,846	4,048	21,192	30,810	12,045
Jones	7.2	765	1,103	1,014	928	900	1,371	824	295	18,891	24,366	8,728
Keokuk	4.7	607	714	747	728	567	627	429	281	16,824	23,225	9,251
Kossuth	7.7	1,001	1,129	1,340	1,092	990	1,112	639	397	16,504	22,555	8,727
Lee	16.3	1,460	2,152	2,187	2,079	1,928	3,000	2,251	1,243	20,665	27,402	10,660
Linn	67.0	4,325	6,171	7,031	7,359	7,343	14,402	13,489	6,880	25,797	32,202	12,759
Louisa	4.5	383	544	576	528	563	911	641	354	21,905	28,110	10,201
Lucas	4.1	599	760	674	535	427	630	320	155	15,152	21,325	9,014
Lyon	4.4	726	877	754	715	506	404	236	182	13,878	19,268	6,949
Madison	4.6	670	752	638	645	621	660	431	183	16,844	21,888	8,120
Mahaska	9.1	1,194	1,506	1,517	1,399	1,156	1,297	624	407	16,087	21,853	8,646
Marion	11.1	849	1,353	1,467	1,328	1,429	2,163	1,614	897	21,898	28,518	10,482
Marshall	15.8	1,095	1,805	1,995	1,767	1,789	3,253	2,680	1,416	23,425	30,325	12,099
Mills	4.7	406	609	723	724	628	873	463	274	19,152	25,672	8,743
Mitchell	4.5	608	753	823	567	462	600	399	288	15,489	23,240	9,338
Monona	4.4	745	802	793	719	463	456	274	148	14,067	19,338	7,878
Monroe	3.3	315	382	453	438	380	556	483	293	20,816	28,457	11,048
Montgomery	5.3	560	814	868	751	632	904	554	217	17,489	23,370	9,830
Muscatine	15.6	1,250	1,665	1,677	1,566	1,597	3,018	2,685	2,142	25,152	32,548	12,294
O'Brien	6.2	811	1,025	1,074	898	777	782	504	329	15,964	22,506	8,888
Osceola	3.1	414	484	576	433	381	406	262	144	15,792	21,760	8,539
Page	7.3	812	1,053	1,146	1,066	870	1,145	794	414	17,840	24,971	10,127
Palo Alto	4.4	537	714	777	632	528	578	426	208	16,203	22,582	9,033
Plymouth	9.2	1,190	1,539	1,652	1,402	1,144	1,171	624	478	15,702	22,100	8,265
Pocahontas	4.1	483	569	711	618	436	613	367	283	16,932	24,465	9,738
Polk	132.4	8,847	13,895	15,439	14,688	14,057	25,995	23,314	16,165	24,737	32,206	13,259
☐ Pottawattamie	33.7	2,589	4,010	4,259	3,822	3,779	6,497	5,572	3,172	22,853	29,300	11,246
Poweshiek	7.2	685	928	990	928	915	1,320	967	464	20,344	27,195	10,415
Ringgold	2.3	542	549	390	260	207	191	92	69	10,621	16,355	6,717
Sac	5.3	753	919	1,171	822	644	536	272	183	14,049	19,375	8,150

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group: Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
IOWA (continued)												
ALL COUNTIES (continued)												
Scott	60.6	3,996	5,881	6,387	6,163	6,428	12,655	11,858	7,232	26,030	32,591	12,492
Shelby	5.5	589	757	954	867	709	848	469	307	17,320	23,870	9,245
Sioux	10.6	1,129	1,423	1,767	1,839	1,525	1,591	803	523	17,560	23,655	8,115
Story	25.3	2,026	2,943	3,316	2,932	2,582	4,557	4,224	2,720	22,712	32,425	11,253
Tama	6.8	819	971	1,061	968	853	1,209	637	282	17,644	23,094	8,725
Taylor	3.1	506	598	577	429	276	375	226	113	13,776	19,724	8,045
Union	5.4	645	797	772	768	548	931	621	318	18,041	24,821	10,154
Van Buren	3.1	528	595	512	413	347	398	199	108	14,012	19,501	7,557
Wapello	15.4	1,652	2,495	2,379	1,993	1,743	2,634	1,687	817	17,754	24,419	10,001
Warren	13.4	848	1,328	1,549	1,373	1,502	3,181	2,465	1,154	25,287	30,429	10,902
Washington	7.6	803	1,113	1,247	1,035	819	1,290	769	524	17,812	25,198	9,624
Wayne	3.1	625	691	624	410	324	207	142	77	11,718	16,588	7,044
Webster	16.9	1,864	2,759	2,616	2,280	2,115	2,736	1,657	873	17,582	23,760	9,404
Winnebago	5.1	355	610	754	755	616	981	683	346	20,535	28,015	11,340
Winneshiek	7.6	796	1,250	1,313	1,000	723	1,248	775	495	16,943	25,256	8,969
Woodbury	38.2	4,004	5,690	5,302	4,712	4,534	6,762	4,590	2,606	19,362	26,080	10,187
Worth	3.4	274	490	581	520	441	538	363	193	18,284	24,869	9,832
Wright	6.1	480	696	692	757	704	1,019	964	788	22,864	31,575	12,755
TOTAL METRO COUNTIES	**478.0**	**35,207**	**52,020**	**55,850**	**52,712**	**51,866**	**95,456**	**83,135**	**51,754**	**24,171**	**31,235**	**12,160**
TOTAL STATE	**1,106.2**	**103,731**	**144,302**	**151,418**	**137,185**	**127,399**	**199,749**	**151,423**	**90,993**	**20,618**	**27,706**	**10,764**
KANSAS												
KANSAS CITY	**598.5**	**39,381**	**54,142**	**60,498**	**59,474**	**56,925**	**108,076**	**114,639**	**105,365**	**27,571**	**35,265**	**13,464**
Johnson	131.5	3,892	6,283	9,202	10,436	11,104	23,988	29,982	36,613	35,406	45,522	17,366
Leavenworth	20.2	1,344	1,852	2,008	1,969	1,853	3,758	4,375	3,041	28,068	36,761	11,657
Miami	8.6	772	1,116	1,187	1,071	945	1,572	1,244	693	20,802	27,851	10,192
Wyandotte	65.5	6,275	8,290	7,769	7,163	6,622	11,872	10,533	6,976	22,377	29,055	10,944
Cass, Mo.	*21.0*	*1,479*	*2,033*	*2,237*	*2,135*	*2,071*	*4,118*	*3,999*	*2,928*	*26,318*	*32,075*	*11,152*
Clay, Mo.	*57.0*	*2,488*	*3,684*	*4,710*	*5,195*	*5,296*	*11,024*	*13,255*	*11,348*	*31,516*	*37,516*	*14,218*
Jackson, Mo.	*254.8*	*20,038*	*26,538*	*28,654*	*27,141*	*24,746*	*43,502*	*44,238*	*39,943*	*25,059*	*32,414*	*12,883*
Lafayette, Mo.	*11.9*	*1,155*	*1,637*	*1,633*	*1,400*	*1,245*	*2,290*	*1,635*	*905*	*20,466*	*26,336*	*9,825*
Platte, Mo.	*19.6*	*1,128*	*1,601*	*1,998*	*1,956*	*2,090*	*4,378*	*4,113*	*2,336*	*27,205*	*32,163*	*11,631*
Ray, Mo.	*8.4*	*810*	*1,108*	*1,100*	*1,008*	*953*	*1,574*	*1,265*	*582*	*20,911*	*26,216*	*9,253*
LAWRENCE	**27.0**	**2,858**	**3,599**	**3,765**	**3,043**	**2,568**	**4,200**	**3,665**	**3,302**	**20,428**	**30,630**	**11,027**
Douglas	27.0	2,858	3,599	3,765	3,043	2,568	4,200	3,665	3,302	20,428	30,630	11,027
TOPEKA	**64.9**	**3,874**	**6,162**	**7,357**	**7,390**	**6,740**	**12,344**	**11,414**	**9,619**	**25,719**	**34,003**	**13,489**
Shawnee	64.9	3,874	6,162	7,357	7,390	6,740	12,344	11,414	9,619	25,719	34,003	13,489
WICHITA	**174.3**	**10,650**	**15,733**	**17,252**	**18,211**	**17,869**	**32,681**	**31,554**	**30,350**	**27,118**	**36,061**	**14,005**
Butler	18.1	1,602	2,147	2,354	2,237	2,224	3,531	2,743	1,262	21,621	27,442	10,055
Sedgwick	156.2	9,048	13,586	14,898	15,974	15,645	29,150	28,811	29,088	27,955	37,060	14,494
ALL COUNTIES												
Allen	6.1	708	986	888	819	709	931	631	428	17,806	25,127	9,953
Anderson	3.2	340	491	485	485	347	431	372	249	17,771	25,393	9,448
Atchison	6.5	721	1,024	930	812	736	1,096	746	435	18,467	25,931	9,364
Barber	2.7	356	400	409	355	315	402	282	181	17,471	25,016	10,391
Barton	12.2	979	1,399	1,493	1,611	1,386	2,320	1,745	1,267	22,100	29,826	11,515
Bourbon	6.6	804	1,203	1,068	784	702	963	642	434	16,408	23,919	10,120
Brown	4.7	636	800	768	676	522	635	404	259	16,049	22,726	9,129
Butler	18.1	1,602	2,147	2,354	2,237	2,224	3,531	2,743	1,262	21,621	27,442	10,055
Chase	1.3	193	223	173	146	163	215	120	67	16,970	22,922	9,612
Chautauqua	2.2	249	351	329	287	234	317	235	198	17,655	26,535	12,162
Cherokee	9.0	1,271	1,609	1,404	1,099	974	1,388	786	469	15,991	22,294	8,839
Cheyenne	1.5	172	208	210	185	169	245	157	154	19,306	27,038	11,929
Clark	1.0	109	166	159	133	118	151	95	69	17,240	24,270	9,708
Clay	3.8	492	644	651	530	437	557	300	189	16,000	22,297	8,919
Cloud	4.5	570	791	780	652	490	606	391	220	15,807	22,338	8,666
Coffey	3.6	224	385	396	376	344	506	595	774	26,172	37,091	13,909
Comanche	1.0	112	169	195	170	125	112	71	46	15,667	21,883	8,753
Cowley	14.3	1,188	1,747	1,683	1,783	1,488	2,533	2,255	1,623	22,381	31,091	11,920
Crawford	15.5	2,316	3,010	2,515	1,807	1,547	2,135	1,410	760	14,768	22,007	9,120
Decatur	1.7	227	312	323	247	187	212	111	31	14,800	21,089	8,744
Dickinson	8.2	822	1,144	1,245	1,056	894	1,385	1,024	630	19,152	26,474	10,694

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES		Households by E B I Group										
METRO AREA County	12/31/88 Total Households (Thousands)	Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
KANSAS (continued)												
ALL COUNTIES (continued)												
Doniphan	3.4	470	588	538	463	428	528	259	126	16,082	21,199	7,587
Douglas	27.0	2,858	3,599	3,765	3,043	2,568	4,200	3,665	3,302	20,428	30,630	11,027
Edwards	1.7	278	333	310	267	203	145	112	52	13,714	19,015	8,081
Elk	1.6	216	293	274	222	154	197	155	89	15,333	22,263	9,895
Ellis	10.2	787	1,183	1,422	1,126	1,070	1,937	1,608	1,067	22,684	31,046	11,685
Ellsworth	2.9	405	458	441	450	297	453	253	143	16,542	22,342	9,671
Finney	10.6	656	1,012	1,429	1,468	1,209	2,082	1,613	1,131	22,949	31,165	10,939
Ford	10.0	955	1,146	1,240	1,185	1,146	1,922	1,421	985	22,047	29,251	10,834
Franklin	8.5	562	1,070	1,268	1,100	882	1,405	1,300	913	21,203	30,262	11,587
Geary	10.7	1,058	1,685	2,073	1,610	1,133	1,489	1,064	588	16,510	25,673	9,036
Gove	1.4	213	239	250	206	165	159	89	79	14,952	21,171	8,468
Graham	1.4	170	195	196	187	143	197	185	127	18,658	27,843	10,828
Grant	2.7	215	213	296	349	426	555	372	274	23,114	30,016	10,952
Gray	1.9	135	179	243	237	245	386	292	183	23,180	30,387	10,497
Greeley	.7	88	131	123	105	102	77	38	36	15,444	20,756	8,072
Greenwood	3.3	462	598	556	437	320	460	311	156	15,343	21,896	9,032
Hamilton	1.1	104	131	187	136	99	195	157	91	19,680	26,989	12,908
Harper	3.1	452	518	512	424	347	444	279	124	15,716	21,570	9,160
Harvey	11.5	862	1,260	1,461	1,432	1,382	2,353	1,767	983	22,576	29,658	10,793
Haskell	1.4	111	143	202	196	171	291	182	104	21,297	27,563	9,647
Hodgeman	.9	126	139	170	143	124	99	67	32	15,536	20,706	8,470
Jackson	4.5	434	650	640	528	480	927	592	249	19,980	25,361	9,432
Jefferson	5.8	516	725	724	662	598	1,173	957	445	22,233	28,053	9,571
Jewell	1.9	354	342	322	258	185	237	122	80	13,826	19,439	8,029
Johnson	131.5	3,892	6,283	9,202	10,436	11,104	23,988	29,982	36,613	35,406	45,522	17,366
Kearny	1.2	96	105	144	188	153	238	159	117	22,121	29,278	9,246
Kingman	3.4	402	481	522	489	410	533	336	227	17,947	24,543	9,376
Kiowa	1.5	168	216	227	189	164	245	182	109	18,714	26,336	10,396
Labette	9.7	950	1,372	1,303	1,185	1,005	1,720	1,359	806	20,175	27,114	10,437
Lane	1.0	102	157	167	149	135	115	112	63	17,500	24,332	9,733
Leavenworth	20.2	1,344	1,852	2,008	1,969	1,853	3,758	4,375	3,041	28,068	36,761	11,657
Lincoln	1.6	234	314	321	245	169	190	80	47	13,783	19,210	8,307
Linn	3.4	494	601	554	434	329	477	329	182	15,567	22,723	8,983
Logan	1.4	156	207	226	193	175	217	149	77	17,829	23,709	10,373
Lyon	13.6	1,219	1,653	1,710	1,553	1,412	2,426	2,201	1,426	22,211	30,153	11,519
McPherson	10.6	733	1,143	1,321	1,360	1,257	2,067	1,643	1,076	22,987	30,730	11,759
Marion	5.1	617	812	845	732	601	796	440	257	16,763	23,304	9,072
Marshall	5.3	695	855	892	754	529	702	527	346	16,246	23,484	9,648
Meade	1.8	205	265	314	278	213	285	162	78	16,885	22,353	8,941
Miami	8.6	772	1,116	1,187	1,071	945	1,572	1,244	693	20,802	27,851	10,192
Mitchell	3.2	393	586	562	484	389	420	218	148	15,602	21,428	8,791
Montgomery	16.5	1,646	2,453	2,416	2,105	1,730	2,807	2,114	1,229	19,123	26,776	10,494
Morris	2.6	377	415	423	381	265	356	232	150	15,988	22,911	9,455
Morton	1.2	112	130	151	141	121	229	186	130	22,571	30,013	10,914
Nemaha	4.2	596	737	696	561	418	577	362	253	15,597	22,815	8,791
Neosho	6.9	685	1,116	1,112	876	813	1,112	683	503	18,073	25,181	9,547
Ness	1.6	187	246	243	213	162	264	165	120	17,881	25,556	9,973
Norton	2.7	367	473	451	342	265	425	203	174	15,756	23,961	10,269
Osage	6.0	583	782	792	720	654	1,124	882	463	20,885	27,497	10,184
Osborne	2.3	309	454	435	350	246	295	123	88	14,360	20,180	8,288
Ottawa	2.3	246	361	335	317	264	377	231	169	18,219	25,051	9,934
Pawnee	3.0	241	383	442	479	313	403	406	243	19,477	27,542	11,166
Phillips	2.9	428	449	441	413	289	464	272	144	16,375	22,408	9,283
Pottawatomie	5.9	535	709	800	782	706	1,112	858	398	20,827	26,984	10,013
Pratt	4.2	439	561	626	547	483	767	458	319	19,240	25,706	10,585
Rawlins	1.4	165	243	250	206	160	162	123	91	15,933	22,810	8,631
Reno	25.7	2,274	3,068	3,511	3,524	3,010	4,664	3,581	2,068	20,764	27,943	10,799
Republic	2.8	414	511	522	413	246	347	204	143	14,544	22,039	9,075
Rice	4.6	455	641	600	551	575	838	562	378	20,469	27,589	11,036
Riley	20.3	2,081	3,242	3,909	2,758	1,929	2,837	2,140	1,404	16,565	29,240	9,422
Rooks	2.4	289	379	429	368	275	338	192	130	16,227	22,252	8,614
Rush	1.6	224	260	257	238	196	238	123	64	16,151	21,515	8,396
Russell	3.3	330	459	495	425	337	479	420	355	19,234	28,942	11,507
Saline	20.3	1,535	2,466	2,882	2,590	2,400	3,742	2,974	1,711	21,318	28,901	11,436
Scott	2.2	237	259	321	322	243	396	262	160	19,409	27,135	10,118
Sedgwick	156.2	9,048	13,586	14,898	15,974	15,645	29,150	28,811	29,088	27,955	37,060	14,494

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
KANSAS (continued)												
ALL COUNTIES (continued)												
Seward	6.9	537	749	962	911	813	1,420	952	556	21,861	28,959	10,860
Shawnee	64.9	3,874	6,162	7,357	7,390	6,740	12,344	11,414	9,619	25,719	34,003	13,489
Sheridan	1.3	188	199	248	206	127	166	103	63	15,319	21,500	8,734
Sherman	2.9	284	469	571	460	360	404	233	119	16,170	22,861	9,208
Smith	2.3	427	517	489	276	202	251	96	42	11,952	16,775	7,015
Stafford	2.3	230	307	343	309	272	400	298	141	19,339	26,360	11,023
Stanton	.8	98	88	151	135	80	122	76	50	16,969	24,430	8,884
Stevens	1.7	144	172	234	204	200	317	266	163	22,395	29,380	9,424
Sumner	10.0	870	1,304	1,361	1,249	1,124	1,920	1,498	674	20,943	27,091	10,340
Thomas	3.0	353	405	430	400	331	515	327	239	18,757	26,173	9,025
Trego	1.7	182	269	279	257	218	253	141	101	17,222	23,835	9,004
Wabaunsee	2.5	254	355	424	356	283	493	230	105	17,800	23,985	8,566
Wallace	.7	161	133	141	117	56	55	21	16	11,806	15,687	5,779
Washington	3.0	603	722	596	401	243	264	100	71	11,311	16,509	6,693
Wichita	1.0	108	131	159	128	96	188	122	68	18,783	25,318	9,042
Wilson	4.8	569	793	776	703	497	810	434	218	16,757	22,836	8,985
Woodson	1.8	258	370	333	239	159	248	127	66	13,857	20,217	8,271
Wyandotte	65.5	6,275	8,290	7,769	7,163	6,622	11,872	10,533	6,976	22,377	29,055	10,944
TOTAL METRO COUNTIES	**492.0**	**29,665**	**43,035**	**48,540**	**49,283**	**47,701**	**90,415**	**92,767**	**90,594**	**27,988**	**36,972**	**14,066**
TOTAL STATE	**959.2**	**78,268**	**109,875**	**118,665**	**110,693**	**98,999**	**167,966**	**149,012**	**125,722**	**23,065**	**31,880**	**12,177**
KENTUCKY												
CLARKSVILLE - HOPKINSVILLE	**53.9**	**4,972**	**7,086**	**8,727**	**7,570**	**5,956**	**8,731**	**6,679**	**4,179**	**18,968**	**27,780**	**9,405**
Christian	20.2	2,103	3,068	3,715	2,756	1,979	2,732	2,313	1,534	17,051	28,656	8,974
Montgomery, Tenn.	*33.7*	*2,869*	*4,018*	*5,012*	*4,814*	*3,977*	*5,999*	*4,366*	*2,645*	*20,155*	*27,254*	*9,699*
HUNTINGTON - ASHLAND	**124.3**	**16,487**	**20,007**	**17,387**	**14,352**	**13,220**	**20,738**	**14,851**	**7,258**	**17,762**	**23,741**	**8,929**
Boyd	20.0	2,559	2,937	2,519	2,100	2,009	3,488	2,963	1,425	19,688	26,038	9,844
Carter	8.8	1,667	1,729	1,396	1,066	893	1,128	638	283	13,289	19,145	6,556
Greenup	13.4	1,547	1,784	1,657	1,639	1,732	2,625	1,645	771	20,230	25,087	8,620
Lawrence, Ohio	*23.5*	*2,730*	*3,403*	*2,999*	*2,520*	*2,462*	*4,490*	*3,290*	*1,606*	*20,194*	*25,408*	*9,359*
Cabell, W. Va.	*41.8*	*5,759*	*7,564*	*6,492*	*5,054*	*4,377*	*6,210*	*4,143*	*2,201*	*15,958*	*22,247*	*9,011*
Wayne, W. Va.	*16.8*	*2,225*	*2,590*	*2,324*	*1,973*	*1,747*	*2,797*	*2,172*	*972*	*18,084*	*23,724*	*8,683*
LEXINGTON-FAYETTE	**131.8**	**12,248**	**16,048**	**17,106**	**15,373**	**13,792**	**21,878**	**19,733**	**15,622**	**21,716**	**30,100**	**11,529**
Bourbon	7.3	1,062	1,276	1,152	829	753	1,096	668	464	16,023	22,604	8,506
Clark	11.0	1,217	1,430	1,207	1,201	1,056	1,987	1,783	1,119	21,941	28,809	10,634
Fayette	87.7	7,913	10,327	11,626	10,290	9,167	14,173	13,127	11,077	21,856	30,730	12,217
Jessamine	10.6	839	1,226	1,223	1,335	1,229	1,865	1,690	1,193	22,523	30,923	10,506
Scott	8.3	750	1,086	1,133	961	934	1,575	1,187	674	21,158	27,907	9,815
Woodford	6.9	467	703	765	757	653	1,182	1,278	1,095	25,847	33,459	11,839
LOUISVILLE	**362.8**	**32,160**	**41,130**	**42,824**	**40,179**	**38,570**	**67,331**	**58,495**	**42,111**	**23,179**	**30,273**	**11,343**
Bullitt	15.4	1,102	1,352	1,535	1,821	1,940	3,637	2,856	1,157	24,868	28,985	9,147
Jefferson	262.0	24,191	30,276	30,856	28,306	26,803	46,589	41,739	33,240	23,149	30,850	11,941
Oldham	10.2	565	738	1,016	969	873	2,050	2,191	1,798	29,753	38,020	11,440
Shelby	8.8	997	1,059	1,011	953	810	1,678	1,398	894	22,263	29,180	10,312
Clark, Ind.	*32.7*	*2,581*	*3,824*	*4,249*	*4,037*	*4,082*	*6,816*	*4,960*	*2,151*	*21,993*	*26,651*	*9,759*
Floyd, Ind.	*23.3*	*1,835*	*2,683*	*2,778*	*2,656*	*2,726*	*4,453*	*3,960*	*2,209*	*23,023*	*28,691*	*10,413*
Harrison, Ind.	*10.4*	*889*	*1,198*	*1,379*	*1,437*	*1,336*	*2,108*	*1,391*	*662*	*21,048*	*25,890*	*8,886*
OWENSBORO	**33.1**	**3,728**	**4,488**	**4,361**	**4,064**	**3,488**	**5,792**	**4,714**	**2,465**	**19,877**	**26,132**	**9,840**
Daviess	33.1	3,728	4,488	4,361	4,064	3,488	5,792	4,714	2,465	19,877	26,132	9,840
ALL COUNTIES												
Adair	5.8	1,045	1,201	1,058	693	543	684	353	223	12,966	19,143	6,896
Allen	5.8	791	1,071	870	690	500	830	718	330	16,164	23,132	8,885
Anderson	5.2	319	523	592	658	623	1,010	954	521	23,983	29,666	10,639
Ballard	3.2	423	539	428	335	310	454	449	262	18,047	24,750	9,659
Barren	12.9	1,629	2,081	1,758	1,442	1,387	2,224	1,527	852	18,310	24,827	9,447
Bath	3.6	595	649	623	419	339	466	330	179	14,402	20,551	7,473
Bell	11.9	2,249	2,494	1,988	1,387	1,016	1,412	861	493	12,851	19,782	7,048
Boone	18.4	1,062	1,603	1,867	1,962	2,155	4,151	3,872	1,728	26,224	31,380	10,752
Bourbon	7.3	1,062	1,276	1,152	829	753	1,096	668	464	16,023	22,604	8,506
Boyd	20.0	2,559	2,937	2,519	2,100	2,009	3,488	2,963	1,425	19,688	26,038	9,844
Boyle	9.7	1,067	1,344	1,297	1,236	980	1,503	1,390	883	19,605	27,804	10,453

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group								Median Household E B I	Average Household E B I	Per Capita E B I
		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
KENTUCKY (continued)												
ALL COUNTIES (continued)												
Bracken	2.7	332	403	359	330	310	462	303	201	18,851	24,521	8,598
Breathitt	5.5	1,567	1,123	734	565	403	520	374	214	10,341	17,125	5,540
Breckinridge	6.3	1,018	1,175	1,145	837	515	767	583	260	14,121	20,576	7,580
Bullitt	15.4	1,102	1,352	1,535	1,821	1,940	3,637	2,856	1,157	24,868	28,985	9,147
Butler	4.0	707	836	628	500	446	505	253	125	13,513	18,680	6,332
Caldwell	5.0	668	909	790	554	481	787	560	251	16,175	22,554	8,880
Calloway	11.9	1,595	1,936	1,922	1,536	1,213	1,868	1,132	698	16,592	24,231	9,096
Campbell	29.8	2,190	3,175	3,359	3,140	3,001	5,440	5,656	3,839	25,062	31,587	11,479
Carlisle	2.0	253	309	303	231	190	339	200	175	17,773	24,692	9,497
Carroll	3.5	457	527	497	406	356	541	448	268	18,232	24,891	9,171
Carter	8.8	1,667	1,729	1,396	1,066	893	1,128	638	283	13,289	19,145	6,556
Casey	5.8	1,351	1,383	1,132	728	428	431	206	141	10,669	15,182	5,832
Christian	20.2	2,103	3,068	3,715	2,756	1,979	2,732	2,313	1,534	17,051	28,656	8,974
Clark	11.0	1,217	1,430	1,207	1,201	1,056	1,987	1,783	1,119	21,941	28,809	10,634
Clay	7.8	1,551	1,612	1,248	887	632	799	611	460	12,687	20,255	6,528
Clinton	3.6	776	827	679	505	269	239	167	138	11,336	16,351	6,131
Crittenden	3.2	448	544	392	355	312	498	458	193	17,847	23,814	8,467
Cumberland	2.8	519	620	469	346	228	307	183	128	12,624	19,328	7,731
Daviess	33.1	3,728	4,488	4,361	4,064	3,488	5,792	4,714	2,465	19,877	26,132	9,840
Edmonson	3.5	539	619	603	467	364	507	263	138	14,907	20,401	6,800
Elliott	2.5	710	593	439	286	168	211	82	11	9,509	13,364	4,773
Estill	5.3	938	976	744	612	472	795	550	213	14,941	20,748	7,532
Fayette	87.7	7,913	10,327	11,626	10,290	9,167	14,173	13,127	11,077	21,856	30,730	12,217
Fleming	4.7	801	881	734	701	424	594	344	221	14,595	20,345	7,711
Floyd	18.3	2,998	3,367	2,947	2,341	1,978	2,483	1,576	610	14,650	20,126	7,002
Franklin	17.6	1,213	1,852	2,338	2,276	1,824	3,121	2,811	2,165	22,833	30,554	12,111
Fulton	3.1	678	562	365	297	311	467	283	137	14,167	20,811	8,271
Gallatin	1.9	379	370	274	221	246	241	117	52	13,415	18,331	6,966
Garrard	4.2	683	668	659	534	460	613	453	130	15,833	20,917	7,914
Grant	5.0	636	640	647	618	621	935	682	221	19,650	24,336	8,222
Graves	13.4	1,417	2,074	1,659	1,550	1,386	2,329	1,830	1,155	20,000	26,561	10,561
Grayson	8.3	1,434	1,535	1,280	1,095	869	973	703	411	14,610	20,659	7,587
Green	3.9	649	751	594	530	417	541	256	162	14,611	20,190	7,499
Greenup	13.4	1,547	1,784	1,657	1,639	1,732	2,625	1,645	771	20,230	25,087	8,620
Hancock	2.9	292	319	276	331	268	422	669	323	24,100	30,051	11,031
Hardin	29.1	2,525	3,471	4,700	4,089	3,524	4,862	3,612	2,317	19,691	31,926	9,811
Harlan	14.2	2,370	2,646	2,271	1,762	1,257	2,150	1,383	661	14,460	21,535	7,495
Harrison	5.7	855	935	844	685	601	892	540	348	16,576	22,633	8,165
Hart	5.9	1,072	1,234	931	725	546	686	429	277	13,439	20,998	7,792
Henderson	16.3	1,379	1,925	2,043	1,757	1,845	3,000	2,805	1,546	22,784	29,681	11,304
Henry	4.7	522	684	578	591	525	785	604	411	19,769	26,221	9,407
Hickman	1.9	349	346	271	222	196	276	151	89	14,667	20,822	7,464
Hopkins	17.8	2,000	2,456	2,425	1,913	1,574	3,053	2,744	1,635	20,313	27,341	10,289
Jackson	4.4	1,195	1,002	787	515	279	353	154	115	10,017	15,331	5,396
Jefferson	262.0	24,191	30,276	30,856	28,306	26,803	46,589	41,739	33,240	23,149	30,850	11,941
Jessamine	10.6	839	1,226	1,223	1,335	1,229	1,865	1,690	1,193	22,523	30,923	10,506
Johnson	8.9	1,639	1,604	1,238	956	782	1,217	926	538	14,840	22,017	7,508
Kenton	51.7	3,937	5,869	6,056	5,473	5,148	9,875	9,019	6,323	24,376	30,883	11,405
Knott	6.1	899	1,047	854	627	529	914	665	565	16,742	25,272	8,244
Knox	10.9	2,458	2,268	1,781	1,126	818	1,251	811	387	11,877	18,117	6,269
Larue	4.4	715	766	736	594	475	601	367	146	14,853	20,209	7,536
Laurel	15.4	2,047	2,499	2,525	2,078	1,668	2,347	1,432	804	16,469	22,385	7,746
Lawrence	5.0	831	1,003	839	426	378	592	514	417	13,744	22,768	7,692
Lee	2.9	571	740	572	324	246	220	141	86	10,959	16,560	6,319
Leslie	4.9	861	844	767	507	384	640	591	306	14,832	22,932	7,541
Letcher	10.4	1,386	1,708	1,676	1,194	967	1,472	1,263	734	16,557	23,911	8,262
Lewis	5.0	1,005	962	870	670	438	590	338	127	12,962	18,194	6,406
Lincoln	7.0	1,324	1,427	1,275	906	626	834	447	161	12,838	17,815	6,461
Livingston	3.7	423	584	615	437	421	633	398	189	17,471	22,962	9,235
Logan	9.7	1,340	1,576	1,468	1,275	1,075	1,495	1,014	457	16,755	22,624	8,344
Lyon	2.3	311	360	286	293	238	367	271	174	18,148	25,243	8,932
McCracken	24.4	2,769	3,452	3,018	2,624	2,442	4,137	3,705	2,253	20,646	27,546	11,165
McCreary	5.7	1,314	1,413	1,088	580	422	521	221	141	10,461	15,803	5,394
McLean	3.5	497	578	424	349	333	617	463	239	18,554	24,402	8,627
Madison	19.2	2,429	2,633	2,675	2,425	2,021	2,862	2,508	1,647	18,712	27,279	9,237
Magoffin	4.9	1,128	1,058	776	463	378	567	381	149	11,453	18,100	6,075

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group								Median Household E B I	Average Household E B I	Per Capita E B I
		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
KENTUCKY (continued)												
ALL COUNTIES (continued)												
Marion	5.8	781	932	1,004	757	675	830	548	273	16,141	22,657	7,552
Marshall	10.6	1,039	1,528	1,451	1,222	1,107	2,015	1,523	715	20,243	25,885	10,125
Martin	4.5	818	645	529	419	282	641	672	494	17,914	26,039	7,971
Mason	6.2	786	933	831	771	663	1,016	772	428	18,486	24,769	9,251
Meade	7.9	677	994	1,402	1,305	1,098	1,419	645	360	18,177	22,956	7,525
Menifee	1.6	332	335	260	186	163	219	93	12	12,431	17,049	5,147
Mercer	7.4	922	1,065	987	835	762	1,346	1,019	464	19,306	24,885	9,207
Metcalfe	3.6	920	853	645	417	256	267	154	88	10,187	16,635	6,111
Monroe	4.7	1,049	1,012	777	601	396	464	255	146	11,877	17,712	6,823
Montgomery	7.7	1,197	1,343	1,277	1,096	808	1,041	570	368	15,147	21,028	7,674
Morgan	4.1	977	980	732	408	261	377	212	153	10,554	17,106	5,995
Muhlenberg	11.4	1,146	1,716	1,731	1,162	1,013	1,969	1,676	987	19,732	26,869	9,572
Nelson	10.2	1,095	1,438	1,453	1,260	1,224	1,757	1,356	617	19,376	25,823	8,751
Nicholas	2.7	367	445	424	378	285	345	291	165	16,387	22,958	8,491
Ohio	8.0	1,085	1,256	1,070	910	765	1,348	1,119	447	18,164	23,864	8,798
Oldham	10.2	565	738	1,016	969	873	2,050	2,191	1,798	29,753	38,020	11,440
Owen	3.4	555	645	518	431	305	428	347	171	14,811	21,041	7,693
Owsley	1.8	443	438	357	224	119	118	49	52	10,232	14,512	4,664
Pendleton	4.1	576	608	564	544	509	676	462	161	17,734	22,458	8,221
Perry	12.0	1,561	1,822	1,654	1,314	1,054	1,755	1,666	1,174	18,566	26,420	8,906
Pike	28.4	4,184	4,928	4,405	3,469	3,119	4,530	2,409	1,356	15,936	21,804	7,524
Powell	4.0	598	708	692	555	37[illegible]	592	332	152	15,016	20,598	6,645
Pulaski	19.0	3,156	3,849	3,269	2,248	1,709	2,330	1,580	859	13,595	20,686	7,798
Robertson	8	142	146	131	128	80	104	54	15	14,424	18,274	6,961
Rockcastle	5.3	1,180	1,094	928	749	420	458	299	172	12,098	17,335	6,208
Rowan	6.4	1,085	1,290	1,015	707	671	778	497	357	13,925	21,998	7,371
Russell	5.6	1,016	1,179	956	712	504	557	366	310	13,022	20,032	7,737
Scott	8.3	750	1,086	1,133	961	934	1,575	1,187	674	21,158	27,907	9,815
Shelby	8.8	997	1,059	1,011	953	810	1,678	1,398	894	22,263	29,180	10,312
Simpson	5.4	473	795	622	652	564	831	904	559	21,341	28,931	10,628
Spencer	2.2	260	289	251	234	242	411	328	185	21,377	26,301	9,041
Taylor	8.6	948	1,284	1,108	997	941	1,587	1,098	637	19,785	25,919	9,996
Todd	4.3	543	744	657	567	403	579	452	355	16,658	24,395	9,202
Trigg	3.6	491	595	561	512	386	488	358	209	16,471	22,695	8,785
Trimble	2.2	243	303	286	299	243	369	290	167	19,483	25,893	8,901
Union	5.8	736	875	739	627	649	1,008	737	429	19,374	25,362	8,311
Warren	30.7	3,734	4,562	4,471	3,876	3,303	5,069	3,540	2,145	18,203	25,534	9,321
Washington	3.4	552	565	492	424	352	493	283	239	16,067	22,840	7,689
Wayne	6.6	1,612	1,396	1,158	917	607	503	249	158	11,217	15,876	5,789
Webster	5.5	756	916	817	551	479	877	694	410	17,313	24,332	9,166
Whitley	13.3	2,380	2,610	2,319	1,466	1,206	1,635	1,056	628	13,294	20,661	7,427
Wolfe	2.5	536	594	438	325	141	223	159	84	11,270	17,154	5,956
Woodford	6.9	467	703	765	757	653	1,182	1,278	1,095	25,847	33,459	11,839
TOTAL METRO COUNTIES	**639.9**	**59,275**	**76,051**	**78,497**	**71,379**	**66,468**	**114,063**	**101,542**	**72,625**	**22,509**	**30,019**	**11,187**
TOTAL STATE	**1,376.0**	**167,788**	**200,370**	**190,239**	**160,189**	**139,035**	**221,328**	**179,408**	**117,643**	**18,961**	**26,427**	**9,637**
LOUISIANA												
ALEXANDRIA	**49.1**	**7,697**	**7,616**	**7,467**	**6,074**	**4,697**	**7,495**	**4,848**	**3,206**	**16,299**	**23,281**	**8,218**
Rapides	49.1	7,697	7,616	7,467	6,074	4,697	7,495	4,848	3,206	16,299	23,281	8,218
BATON ROUGE	**188.7**	**23,152**	**21,598**	**22,016**	**19,660**	**17,456**	**32,926**	**31,178**	**20,714**	**22,332**	**28,134**	**9,773**
Ascension	19.5	2,342	2,444	2,119	1,733	1,608	3,893	3,695	1,666	23,613	26,962	8,807
East Baton Rouge	138.3	17,001	15,790	16,411	14,586	12,726	22,876	22,416	16,494	22,154	28,663	10,201
Livingston	24.4	2,976	2,629	2,785	2,674	2,531	5,024	3,936	1,845	22,324	26,037	8,585
West Baton Rouge	6.5	833	735	701	667	591	1,133	1,131	709	22,627	28,268	8,792
HOUMA - THIBODAUX	**61.0**	**6,746**	**6,372**	**6,826**	**6,799**	**6,661**	**12,081**	**9,542**	**5,973**	**22,891**	**28,079**	**9,299**
Lafourche	28.5	3,495	2,955	3,423	3,502	3,241	5,603	3,887	2,394	21,369	26,697	8,796
Terrebonne	32.5	3,251	3,417	3,403	3,297	3,420	6,478	5,655	3,579	24,299	29,290	9,743
LAFAYETTE	**74.9**	**8,534**	**8,569**	**9,199**	**8,559**	**7,673**	**12,918**	**10,823**	**8,625**	**21,743**	**28,479**	**10,010**
Lafayette	60.2	6,260	6,551	7,425	6,871	5,976	10,379	9,032	7,706	22,603	29,712	10,711
St. Martin	14.7	2,274	2,018	1,774	1,688	1,697	2,539	1,791	919	18,884	23,427	7,470
LAKE CHARLES	**61.2**	**6,752**	**7,148**	**7,145**	**6,551**	**6,422**	**12,016**	**9,663**	**5,503**	**22,496**	**26,976**	**9,554**
Calcasieu	61.2	6,752	7,148	7,145	6,551	6,422	12,016	9,663	5,503	22,496	26,976	9,554

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES		Households by E B I Group										
METRO AREA County	12/31/88 Total Households (Thousands)	Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
LOUISIANA (continued)												
MONROE	**51.6**	**8,736**	**8,349**	**7,018**	**5,515**	**4,909**	**7,868**	**5,726**	**3,479**	**16,445**	**23,064**	**8,202**
Ouachita	51.6	8,736	8,349	7,018	5,515	4,909	7,868	5,726	3,479	16,445	23,064	8,202
NEW ORLEANS	**489.9**	**65,278**	**62,539**	**61,513**	**53,940**	**48,326**	**81,256**	**66,351**	**50,697**	**20,171**	**26,730**	**9,888**
Jefferson	174.0	13,446	16,565	19,999	20,186	19,908	35,855	29,027	19,014	24,325	29,393	10,866
Orleans	211.4	41,701	35,119	30,303	23,416	17,839	25,140	19,220	18,662	14,703	23,110	8,940
St. Bernard	23.8	1,844	2,727	3,105	2,993	3,077	5,162	3,441	1,451	22,127	25,401	8,774
St. Charles	14.9	1,662	1,535	1,338	1,457	1,617	3,079	2,845	1,367	24,544	27,984	9,349
St. John the Baptist	13.0	1,463	1,160	1,220	1,082	1,135	2,327	2,687	1,926	26,815	31,143	9,686
St. Tammany	52.8	5,162	5,433	5,548	4,806	4,750	9,693	9,131	8,277	25,644	31,607	10,987
SHREVEPORT	**134.3**	**17,257**	**17,243**	**18,279**	**16,547**	**14,230**	**21,764**	**16,761**	**12,219**	**19,321**	**26,287**	**9,734**
Bossier	32.2	3,787	4,221	5,142	4,530	4,005	5,434	3,624	1,457	18,124	22,952	8,077
Caddo	102.1	13,470	13,022	13,137	12,017	10,225	16,330	13,137	10,762	19,751	27,339	10,293
ALL COUNTIES												
Acadia	20.0	3,417	3,150	2,768	2,274	1,960	2,971	1,975	1,485	16,431	23,131	7,815
Allen	7.2	1,627	1,265	871	807	732	1,075	580	243	13,856	18,763	6,254
Ascension	19.5	2,342	2,444	2,119	1,733	1,608	3,893	3,695	1,666	23,613	26,962	8,807
Assumption	6.9	1,026	942	874	750	586	1,245	894	583	18,993	24,427	7,491
Avoyelles	14.7	3,849	2,944	2,417	1,721	1,215	1,303	787	464	11,042	16,313	5,603
Beauregard	11.3	1,808	1,748	1,467	1,249	1,118	1,729	1,309	872	17,417	23,644	7,952
Bienville	6.2	1,407	1,165	846	643	551	769	509	310	12,886	18,960	6,915
Bossier	32.2	3,787	4,221	5,142	4,530	4,005	5,434	3,624	1,457	18,124	22,952	8,077
Caddo	102.1	13,470	13,022	13,137	12,017	10,225	16,330	13,137	10,762	19,751	27,339	10,293
Calcasieu	61.2	6,752	7,148	7,145	6,551	6,422	12,016	9,663	5,503	22,496	26,976	9,554
Caldwell	4.7	1,172	885	698	532	393	500	297	223	11,940	18,451	7,108
Cameron	3.4	377	442	458	344	306	591	506	376	21,387	27,423	9,712
Catahoula	4.5	1,266	870	692	516	338	340	283	195	10,708	16,873	5,932
Claiborne	6.3	1,145	1,169	861	583	567	936	609	430	14,843	21,567	7,507
Concordia	8.0	1,813	1,309	1,064	748	587	1,206	847	426	13,956	20,486	7,157
De Soto	10.2	2,346	1,658	1,430	1,186	894	1,248	868	570	13,719	20,213	7,209
East Baton Rouge	138.3	17,001	15,790	16,411	14,586	12,726	22,876	22,416	16,494	22,154	28,663	10,201
East Carroll	3.7	1,365	801	535	275	205	235	131	153	7,727	13,756	4,585
East Feliciana	5.9	982	767	788	722	591	1,036	597	417	17,811	23,745	6,577
Evangeline	12.2	3,099	2,216	1,641	1,269	1,063	1,501	857	554	12,181	18,441	6,374
Franklin	8.5	2,517	1,768	1,404	780	700	732	354	245	9,885	14,992	5,354
Grant	6.7	1,362	1,106	907	725	572	951	693	384	14,834	20,602	7,421
Iberia	22.1	2,642	2,663	2,631	2,588	2,557	3,949	3,207	1,863	21,032	26,789	8,784
Iberville	10.3	1,627	1,454	1,219	988	795	1,504	1,610	1,103	19,277	27,033	8,412
Jackson	6.9	1,453	1,209	957	785	587	985	681	243	14,040	19,583	7,465
Jefferson	174.0	13,446	16,565	19,999	20,186	19,908	35,855	29,027	19,014	24,325	29,393	10,866
Jefferson Davis	11.0	2,111	1,729	1,400	1,245	1,243	1,793	932	547	15,996	20,742	6,978
Lafayette	60.2	6,260	6,551	7,425	6,871	5,976	10,379	9,032	7,706	22,603	29,712	10,711
Lafourche	28.5	3,495	2,955	3,423	3,502	3,241	5,603	3,887	2,394	21,369	26,697	8,796
La Salle	6.1	1,034	1,001	822	714	539	870	744	376	16,246	22,603	8,256
Lincoln	14.0	2,332	2,032	1,875	1,525	1,167	1,995	1,753	1,321	17,279	26,070	8,488
Livingston	24.4	2,976	2,629	2,785	2,674	2,531	5,024	3,936	1,845	22,324	26,037	8,585
Madison	5.8	1,959	1,374	956	469	320	400	114	208	8,300	13,860	5,220
Morehouse	13.1	3,563	2,739	1,704	1,191	1,061	1,403	926	513	10,596	17,024	5,947
Natchitoches	14.2	3,511	2,570	2,061	1,698	1,307	1,542	833	678	12,209	18,209	6,384
Orleans	211.4	41,701	35,119	30,303	23,416	17,839	25,140	19,220	18,662	14,703	23,110	8,940
Ouachita	51.6	8,736	8,349	7,018	5,515	4,909	7,868	5,726	3,479	16,445	23,064	8,202
Plaquemines	8.2	1,039	955	1,001	890	831	1,633	1,136	715	21,385	25,666	8,033
Pointe Coupee	8.3	1,663	1,173	917	838	673	1,117	1,171	748	17,193	24,530	8,413
Rapides	49.1	7,697	7,616	7,467	6,074	4,697	7,495	4,848	3,206	16,299	23,281	8,218
Red River	3.8	790	688	491	456	338	430	358	249	14,303	20,038	7,116
Richland	7.9	2,462	1,562	980	808	696	729	398	265	9,716	16,022	5,576
Sabine	10.4	2,079	1,681	1,555	1,390	987	1,281	839	588	14,650	20,216	7,482
St. Bernard	23.8	1,844	2,727	3,105	2,993	3,077	5,162	3,441	1,451	22,127	25,401	8,774
St. Charles	14.9	1,662	1,535	1,338	1,457	1,617	3,079	2,845	1,367	24,544	27,984	9,349
St. Helena	3.1	653	507	501	404	229	298	275	233	13,905	21,126	6,683
St. James	6.7	819	838	710	472	475	1,035	1,355	996	25,387	30,023	9,020
St. John the Baptist	13.0	1,463	1,160	1,220	1,082	1,135	2,327	2,687	1,926	26,815	31,143	9,686
St. Landry	30.0	6,903	5,069	4,040	3,343	2,844	3,901	2,573	1,327	13,585	19,306	6,612
St. Martin	14.7	2,274	2,018	1,774	1,688	1,697	2,539	1,791	919	18,884	23,427	7,470
St. Mary	20.1	2,483	2,367	2,548	2,262	2,322	3,844	2,634	1,640	20,897	26,033	8,481
St. Tammany	52.8	5,162	5,433	5,548	4,806	4,750	9,693	9,131	8,277	25,644	31,607	10,987

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SaMM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group: Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
LOUISIANA (continued)												
ALL COUNTIES (continued)												
Tangipahoa	31.2	5,816	4,949	4,698	3,549	2,555	4,241	3,424	1,968	15,170	22,584	7,667
Tensas	2.9	1,051	586	446	229	135	227	101	125	8,139	14,239	4,916
Terrebonne	32.5	3,251	3,417	3,403	3,297	3,420	6,478	5,655	3,579	24,299	29,290	9,743
Union	8.0	1,431	1,475	1,120	900	842	1,155	688	389	14,873	21,001	7,337
Vermilion	18.7	3,038	2,986	2,621	2,027	1,758	2,885	2,053	1,332	16,621	22,951	8,083
Vernon	18.1	2,385	3,665	3,865	2,584	1,729	2,101	1,167	604	13,600	21,952	6,524
Washington	16.9	3,885	2,911	2,521	1,915	1,483	2,044	1,364	777	13,055	18,736	6,597
Webster	17.2	2,912	2,672	2,176	1,895	1,676	2,574	2,015	1,280	17,105	23,333	8,782
West Baton Rouge	6.5	833	735	701	667	591	1,133	1,131	709	22,627	28,268	8,792
West Carroll	4.7	1,603	927	618	496	307	313	267	169	8,843	14,532	5,254
West Feliciana	2.6	522	374	282	259	197	334	313	319	17,264	32,185	6,199
Winn	6.2	1,530	1,220	912	691	511	732	369	235	11,803	17,008	6,131
TOTAL METRO COUNTIES	**1,110.7**	**144,152**	**139,434**	**139,463**	**123,645**	**110,374**	**188,324**	**154,892**	**110,416**	**20,392**	**26,798**	**9,649**
TOTAL STATE	**1,579.6**	**238,026**	**217,015**	**204,811**	**175,380**	**152,916**	**252,007**	**200,288**	**139,157**	**18,649**	**25,202**	**8,910**
MAINE												
BANGOR	**49.6**	**3,104**	**6,308**	**6,557**	**5,943**	**5,255**	**9,092**	**7,832**	**5,509**	**22,703**	**29,990**	**10,678**
Penobscot	49.6	3,104	6,308	6,557	5,943	5,255	9,092	7,832	5,509	22,703	29,990	10,678
LEWISTON - AUBURN	**38.5**	**2,327**	**4,753**	**5,011**	**5,027**	**4,396**	**7,010**	**5,871**	**4,105**	**22,454**	**29,523**	**11,143**
Androscoggin	38.5	2,327	4,753	5,011	5,027	4,396	7,010	5,871	4,105	22,454	29,523	11,143
PORTLAND	**91.8**	**4,684**	**8,970**	**9,969**	**10,268**	**9,093**	**16,209**	**16,458**	**16,149**	**26,589**	**35,573**	**13,938**
Cumberland	91.8	4,684	8,970	9,969	10,268	9,093	16,209	16,458	16,149	26,589	35,573	13,938
ALL COUNTIES												
Androscoggin	38.5	2,327	4,753	5,011	5,027	4,396	7,010	5,871	4,105	22,454	29,523	11,143
Aroostook	29.8	2,113	3,887	4,210	4,292	3,698	5,292	3,627	2,681	20,548	27,804	9,623
Cumberland	91.8	4,684	8,970	9,969	10,268	9,093	16,209	16,458	16,149	26,589	35,573	13,938
Franklin	11.0	598	1,193	1,356	1,406	1,209	1,819	1,911	1,508	23,960	31,980	11,923
Hancock	18.2	1,179	2,358	2,544	2,495	2,097	3,218	2,477	1,832	21,293	28,405	11,263
Kennebec	43.8	2,471	4,722	5,173	5,362	4,847	8,265	7,328	5,632	24,287	31,585	11,885
Knox	14.0	1,063	2,113	2,315	2,097	1,588	2,185	1,586	1,053	18,515	25,894	10,270
Lincoln	11.4	730	1,309	1,343	1,369	1,253	2,077	1,790	1,529	23,765	31,341	12,111
Oxford	19.7	1,272	2,484	2,702	2,812	2,439	3,453	2,707	1,831	21,210	28,090	10,745
Penobscot	49.6	3,104	6,308	6,557	5,943	5,255	9,092	7,832	5,509	22,703	29,990	10,678
Piscataquis	6.7	399	817	1,079	990	775	1,216	1,032	392	20,433	26,093	9,553
Sagadahoc	12.5	856	1,375	1,684	1,671	1,540	2,384	1,908	1,082	22,047	28,420	10,542
Somerset	17.0	1,533	2,855	2,886	2,348	2,107	2,856	1,612	803	17,439	23,382	8,421
Waldo	11.8	880	1,629	1,710	1,806	1,543	1,992	1,468	772	19,649	25,665	9,523
Washington	13.4	1,208	2,161	2,151	1,853	1,373	2,047	1,524	1,083	17,989	25,227	9,522
York	63.9	3,186	6,263	6,742	7,488	7,209	12,277	12,372	8,363	25,785	32,862	12,485
TOTAL METRO COUNTIES	**179.9**	**10,115**	**20,031**	**21,537**	**21,238**	**18,744**	**32,311**	**30,161**	**25,763**	**24,528**	**32,739**	**12,384**
TOTAL STATE	**453.1**	**27,603**	**53,197**	**57,432**	**57,227**	**50,422**	**81,392**	**71,503**	**54,324**	**23,079**	**30,704**	**11,550**
MARYLAND												
BALTIMORE	**866.5**	**54,241**	**73,803**	**77,808**	**81,601**	**79,328**	**147,691**	**170,245**	**181,783**	**29,490**	**36,013**	**13,181**
Anne Arundel	148.0	5,408	7,499	9,912	12,055	12,877	26,927	33,568	39,754	34,758	41,244	14,101
Baltimore	265.6	9,781	16,159	21,010	23,840	24,942	49,970	57,725	62,173	32,470	39,041	15,116
Baltimore city	282.6	32,788	40,330	34,177	31,656	26,707	41,520	39,995	35,427	20,454	27,881	10,419
Carroll	41.0	1,759	3,027	3,785	3,734	4,174	8,422	9,814	6,285	29,734	34,631	11,629
Harford	57.8	2,504	3,496	4,670	5,279	5,414	10,364	13,602	12,471	32,279	37,760	12,786
Howard	60.2	1,366	2,137	2,925	3,823	4,113	8,395	13,575	23,866	43,082	47,947	17,284
Queen Anne's	11.3	635	1,155	1,329	1,214	1,101	2,093	1,966	1,807	26,085	32,211	11,199
CUMBERLAND	**39.2**	**3,734**	**5,681**	**5,458**	**4,875**	**4,457**	**6,640**	**5,199**	**3,156**	**19,832**	**25,515**	**9,701**
Allegany	28.8	2,341	4,009	3,908	3,346	3,080	5,098	4,240	2,778	21,345	27,086	10,346
Mineral, W. Va.	*10.4*	*1,393*	*1,672*	*1,550*	*1,529*	*1,377*	*1,542*	*959*	*378*	*16,921*	*21,165*	*7,946*
HAGERSTOWN	**42.1**	**3,327**	**4,736**	**4,936**	**4,719**	**4,675**	**7,878**	**7,202**	**4,627**	**23,458**	**29,046**	**10,560**
Washington	42.1	3,327	4,736	4,936	4,719	4,675	7,878	7,202	4,627	23,458	29,046	10,560
ALL COUNTIES												
Allegany	28.8	2,341	4,009	3,908	3,346	3,080	5,098	4,240	2,778	21,345	27,086	10,346

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MARYLAND (continued)												
ALL COUNTIES (continued)												
Anne Arundel	148.0	5,408	7,499	9,912	12,055	12,877	26,927	33,568	39,754	34,758	41,244	14,101
Baltimore	265.6	9,781	16,159	21,010	23,840	24,942	49,970	57,725	62,173	32,470	39,041	15,116
Baltimore city	282.6	32,788	40,330	34,177	31,656	26,707	41,520	39,995	35,427	20,454	27,881	10,419
Calvert	16.7	875	1,152	1,407	1,328	1,285	2,971	3,567	4,115	32,917	37,445	12,358
Caroline	9.2	934	1,346	1,329	1,091	1,058	1,622	1,216	604	19,556	24,360	8,858
Carroll	41.0	1,759	3,027	3,785	3,734	4,174	8,422	9,814	6,285	29,734	34,631	11,629
Cecil	24.5	1,360	1,966	2,514	2,394	2,489	4,813	4,836	4,128	28,129	33,789	11,660
Charles	30.4	1,502	1,735	2,003	2,198	2,236	5,311	7,642	7,773	35,364	39,133	12,202
Dorchester	11.6	1,059	1,590	1,667	1,501	1,280	1,991	1,447	1,065	19,938	26,010	9,764
Frederick	49.1	2,104	3,181	3,871	4,497	4,438	8,471	10,672	11,866	32,721	38,448	13,110
Garrett	9.7	714	1,104	1,199	1,202	1,074	1,768	1,570	1,069	22,901	29,205	10,081
Harford	57.8	2,504	3,496	4,670	5,279	5,414	10,364	13,602	12,471	32,279	37,760	12,786
Howard	60.2	1,366	2,137	2,925	3,823	4,113	8,395	13,575	23,866	43,082	47,947	17,284
Kent	6.6	622	779	861	886	774	1,007	895	776	20,962	28,198	10,820
Montgomery	270.5	6,684	9,085	12,219	16,102	17,689	34,835	47,493	126,393	47,082	55,858	21,206
Prince George's	250.1	7,825	10,028	14,100	19,762	21,486	41,080	51,652	84,167	37,637	44,733	15,969
Queen Anne's	11.3	635	1,155	1,329	1,214	1,101	2,093	1,966	1,807	26,085	32,211	11,199
St. Mary's	24.0	1,287	1,514	2,157	2,331	2,173	4,015	4,955	5,568	31,230	37,587	12,670
Somerset	7.0	530	1,011	1,004	940	783	1,124	862	746	20,097	26,692	9,437
Talbot	11.5	653	1,124	1,270	1,276	1,199	1,945	1,848	2,185	25,919	35,247	14,477
Washington	42.1	3,327	4,736	4,936	4,719	4,675	7,878	7,202	4,627	23,458	29,046	10,560
Wicomico	27.2	2,131	2,957	3,235	3,183	3,011	4,772	4,518	3,393	23,489	29,899	11,156
Worcester	15.0	1,401	2,141	2,408	2,014	1,590	2,570	1,663	1,213	18,763	24,862	9,866
TOTAL METRO COUNTIES	**1,578.7**	**80,259**	**109,695**	**122,766**	**135,947**	**136,706**	**258,148**	**307,549**	**427,630**	**32,879**	**40,563**	**14,773**
TOTAL STATE	**1,700.5**	**89,590**	**123,261**	**137,896**	**150,371**	**149,648**	**278,962**	**326,523**	**444,249**	**32,119**	**39,819**	**14,512**
MASSACHUSETTS												
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**1,406.0**	**63,989**	**120,458**	**115,616**	**115,441**	**109,145**	**207,187**	**262,891**	**411,273**	**33,558**	**44,446**	**16,774**
Essex	250.0	12,930	23,681	21,634	21,356	19,795	37,576	47,350	65,678	31,765	41,519	15,876
Middlesex	507.1	17,261	35,023	35,789	37,410	35,997	72,607	97,301	175,712	37,595	49,027	18,176
Norfolk	224.7	7,337	14,711	14,633	15,803	15,688	31,367	44,597	80,564	38,872	49,684	18,308
Plymouth	152.7	5,915	12,928	12,591	13,246	12,807	24,840	31,997	38,376	32,564	41,179	14,314
Suffolk	271.5	20,546	34,115	30,969	27,626	24,858	40,797	41,646	50,943	24,516	36,086	14,963
NEW BEDFORD - FALL RIVER - ATTLEBORO	**185.0**	**11,073**	**23,027**	**20,213**	**18,971**	**17,557**	**33,060**	**33,475**	**27,624**	**25,483**	**33,151**	**12,258**
Bristol	185.0	11,073	23,027	20,213	18,971	17,557	33,060	33,475	27,624	25,483	33,151	12,258
PITTSFIELD	**55.4**	**3,206**	**6,410**	**6,094**	**5,954**	**5,647**	**9,772**	**9,623**	**8,694**	**25,382**	**34,049**	**13,228**
Berkshire	55.4	3,206	6,410	6,094	5,954	5,647	9,772	9,623	8,694	25,382	34,049	13,228
SPRINGFIELD	**218.7**	**13,287**	**25,451**	**22,334**	**22,241**	**20,801**	**37,598**	**39,769**	**37,219**	**26,317**	**34,910**	**12,921**
Hampden	170.2	10,679	20,539	17,050	17,218	16,114	28,650	30,745	29,205	26,151	34,411	13,067
Hampshire	48.5	2,608	4,912	5,284	5,023	4,687	8,948	9,024	8,014	26,853	36,664	12,461
WORCESTER - FITCHBURG - LEOMINSTER	**250.2**	**11,527**	**24,714**	**23,459**	**23,579**	**21,860**	**41,312**	**50,178**	**53,571**	**29,730**	**38,497**	**14,215**
Worcester	250.2	11,527	24,714	23,459	23,579	21,860	41,312	50,178	53,571	29,730	38,497	14,215
ALL COUNTIES												
Barnstable	76.9	3,402	7,507	8,522	8,916	7,931	13,240	13,418	13,964	26,432	35,956	14,995
Berkshire	55.4	3,206	6,410	6,094	5,954	5,647	9,772	9,623	8,694	25,382	34,049	13,228
Bristol	185.0	11,073	23,027	20,213	18,971	17,557	33,060	33,475	27,624	25,483	33,151	12,258
Dukes	5.4	275	628	733	741	657	912	736	718	22,418	31,425	14,504
Essex	250.0	12,930	23,681	21,634	21,356	19,795	37,576	47,350	65,678	31,765	41,519	15,876
Franklin	27.4	1,733	3,174	3,502	3,154	2,845	5,085	4,751	3,156	23,721	31,075	12,340
Hampden	170.2	10,679	20,539	17,050	17,218	16,114	28,650	30,745	29,205	26,151	34,411	13,067
Hampshire	48.5	2,608	4,912	5,284	5,023	4,687	8,948	9,024	8,014	26,853	36,664	12,461
Middlesex	507.1	17,261	35,023	35,789	37,410	35,997	72,607	97,301	175,712	37,595	49,027	18,176
Nantucket	2.7	100	194	252	228	221	526	606	573	31,818	42,584	19,163
Norfolk	224.7	7,337	14,711	14,633	15,803	15,688	31,367	44,597	80,564	38,872	49,684	18,308
Plymouth	152.7	5,915	12,928	12,591	13,246	12,807	24,840	31,997	38,376	32,564	41,179	14,314
Suffolk	271.5	20,546	34,115	30,969	27,626	24,858	40,797	41,646	50,943	24,516	36,086	14,963
Worcester	250.2	11,527	24,714	23,459	23,579	21,860	41,312	50,178	53,571	29,730	38,497	14,215

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
MASSACHUSETTS (continued)												
TOTAL METRO COUNTIES	**2,115.3**	**103,082**	**200,060**	**187,716**	**186,186**	**175,010**	**328,929**	**395,936**	**538,381**	**31,142**	**41,496**	**15,572**
TOTAL STATE	**2,227.7**	**108,592**	**211,563**	**200,725**	**199,225**	**186,664**	**348,692**	**415,447**	**556,792**	**30,811**	**41,154**	**15,518**
MICHIGAN												
ANN ARBOR	**101.3**	**6,959**	**9,360**	**10,872**	**10,582**	**9,901**	**17,942**	**18,647**	**17,037**	**26,406**	**34,888**	**12,908**
Washtenaw	101.3	6,959	9,360	10,872	10,582	9,901	17,942	18,647	17,037	26,406	34,888	12,908
BATTLE CREEK	**53.2**	**3,620**	**5,902**	**5,861**	**5,300**	**5,009**	**9,745**	**9,491**	**8,272**	**25,912**	**32,853**	**12,529**
Calhoun	53.2	3,620	5,902	5,861	5,300	5,009	9,745	9,491	8,272	25,912	32,853	12,529
BENTON HARBOR	**63.0**	**5,463**	**8,278**	**8,472**	**7,098**	**6,391**	**11,485**	**9,779**	**6,034**	**21,651**	**28,335**	**10,632**
Berrien	63.0	5,463	8,278	8,472	7,098	6,391	11,485	9,779	6,034	21,651	28,335	10,632
DETROIT	**1,625.7**	**126,334**	**160,448**	**154,903**	**142,905**	**148,420**	**292,874**	**312,518**	**287,298**	**27,580**	**34,932**	**12,917**
Lapeer	23.9	1,461	2,068	2,279	2,186	2,351	5,115	5,126	3,314	27,881	33,615	10,755
Livingston	37.3	1,560	2,455	2,948	2,872	3,116	7,568	9,181	7,600	32,461	38,558	12,561
Macomb	256.3	15,081	22,198	24,698	26,149	30,465	59,001	51,057	27,651	26,440	31,306	11,228
Monroe	46.9	1,650	3,062	3,545	3,469	3,305	6,911	11,051	13,907	36,771	43,481	14,853
Oakland	397.7	16,639	25,013	28,259	28,693	31,174	66,770	84,871	116,281	35,394	45,102	17,029
St. Clair	52.0	4,183	5,649	5,661	5,172	5,267	9,929	9,638	6,501	25,060	31,150	11,087
Wayne	811.6	85,760	100,003	87,513	74,364	72,742	137,580	141,594	112,044	23,967	30,713	11,562
DETROIT - ANN ARBOR CONSOLIDATED AREA	***1,727.0***	***133,293***	***169,808***	***165,775***	***153,487***	***158,321***	***310,816***	***331,165***	***304,335***	***27,516***	***34,929***	***12,916***
FLINT	**161.7**	**14,518**	**18,864**	**16,784**	**16,276**	**17,854**	**31,818**	**29,429**	**16,157**	**24,034**	**29,125**	**10,694**
Genesee	161.7	14,518	18,864	16,784	16,276	17,854	31,818	29,429	16,157	24,034	29,125	10,694
GRAND RAPIDS	**242.7**	**13,631**	**22,525**	**25,559**	**23,778**	**24,439**	**49,146**	**46,439**	**37,163**	**27,237**	**34,367**	**12,530**
Kent	182.5	11,241	18,365	20,238	18,551	18,481	36,118	33,257	26,249	26,180	33,441	12,522
Ottawa	60.2	2,390	4,160	5,321	5,227	5,978	13,028	13,182	10,914	30,282	37,174	12,551
JACKSON	**52.8**	**3,705**	**5,435**	**5,897**	**5,565**	**5,559**	**10,509**	**9,518**	**6,612**	**25,215**	**31,517**	**11,094**
Jackson	52.8	3,705	5,435	5,897	5,565	5,559	10,509	9,518	6,612	25,215	31,517	11,094
KALAMAZOO	**83.5**	**4,970**	**7,990**	**9,067**	**8,192**	**7,894**	**15,279**	**15,550**	**14,558**	**27,354**	**35,566**	**13,371**
Kalamazoo	83.5	4,970	7,990	9,067	8,192	7,894	15,279	15,550	14,558	27,354	35,566	13,371
LANSING - EAST LANSING	**157.4**	**10,457**	**15,473**	**17,465**	**16,975**	**16,422**	**30,392**	**29,200**	**21,016**	**25,543**	**32,649**	**11,741**
Clinton	19.3	939	1,728	1,840	1,900	2,297	4,345	4,086	2,165	26,916	31,858	10,601
Eaton	34.9	1,991	3,012	3,542	3,623	3,930	7,502	7,218	4,082	26,524	31,850	11,579
Ingham	103.2	7,527	10,733	12,083	11,452	10,195	18,545	17,896	14,769	24,812	33,068	12,029
MUSKEGON	**58.3**	**4,351**	**7,190**	**7,463**	**6,553**	**6,341**	**11,069**	**9,472**	**5,861**	**22,718**	**29,001**	**10,574**
Muskegon	58.3	4,351	7,190	7,463	6,553	6,341	11,069	9,472	5,861	22,718	29,001	10,574
SAGINAW - BAY CITY - MIDLAND	**146.0**	**12,996**	**16,771**	**15,218**	**14,076**	**15,032**	**28,548**	**25,940**	**17,419**	**24,674**	**30,637**	**10,950**
Bay	41.9	3,863	5,240	4,541	3,988	4,128	8,566	7,407	4,167	24,080	29,221	10,684
Midland	27.1	1,339	2,214	2,244	2,055	2,066	4,650	5,918	6,614	33,052	40,531	14,452
Saginaw	77.0	7,794	9,317	8,433	8,033	8,838	15,332	12,615	6,638	22,920	27,925	9,868
ALL COUNTIES												
Alcona	4.3	363	735	786	613	471	622	435	275	16,992	23,752	9,545
Alger	3.1	229	448	424	332	322	645	463	237	21,951	26,857	9,461
Allegan	31.9	1,710	2,998	3,385	3,419	3,295	6,179	6,391	4,523	26,889	33,645	11,794
Alpena	11.6	1,032	1,692	1,556	1,275	1,308	2,205	1,698	834	21,004	26,580	9,819
Antrim	6.6	853	1,139	1,210	968	772	987	447	224	15,422	20,503	7,645
Arenac	5.8	745	1,111	1,064	755	623	853	461	188	14,881	20,388	7,532
Baraga	3.0	356	594	498	349	288	521	298	96	15,712	22,002	8,050
Barry	17.5	1,227	1,923	2,170	2,038	1,933	3,805	2,827	1,577	23,650	28,973	10,243
Bay	41.9	3,863	5,240	4,541	3,988	4,128	8,566	7,407	4,167	24,080	29,221	10,684
Benzie	4.6	317	617	677	624	534	847	584	400	20,546	26,952	10,079
Berrien	63.0	5,463	8,278	8,472	7,098	6,391	11,485	9,779	6,034	21,651	28,335	10,632
Branch	15.1	1,245	1,824	2,157	2,079	1,729	2,955	2,091	1,020	20,650	26,478	9,588
Calhoun	53.2	3,620	5,902	5,861	5,300	5,009	9,745	9,491	8,272	25,912	32,853	12,529
Cass	18.5	1,292	2,004	2,386	2,098	2,089	3,593	3,152	1,886	23,438	29,630	10,941
Charlevoix	8.4	991	1,441	1,388	1,117	899	1,322	898	344	16,594	22,456	8,774
Cheboygan	8.3	878	1,470	1,477	1,123	991	1,283	793	285	16,467	21,776	8,406
Chippewa	10.2	1,352	1,997	1,726	1,329	1,132	1,503	840	321	15,093	21,201	7,457
Clare	10.4	1,104	2,100	2,090	1,323	929	1,415	931	508	14,687	21,428	8,378
Clinton	19.3	939	1,728	1,840	1,900	2,297	4,345	4,086	2,165	26,916	31,858	10,601
Crawford	3.8	276	589	713	511	366	552	466	327	17,915	26,710	9,312

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group								Median Household E B I	Average Household E B I	Per Capita E B I
		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
MICHIGAN (continued)												
ALL COUNTIES (continued)												
Delta	13.8	1,076	2,014	1,796	1,426	1,352	2,706	2,160	1,270	22,101	28,042	10,184
Dickinson	10.5	1,370	2,032	1,565	1,380	1,306	1,621	902	324	16,058	21,072	8,256
Eaton	34.9	1,991	3,012	3,542	3,623	3,930	7,502	7,218	4,082	26,524	31,850	11,579
Emmet	9.4	943	1,524	1,420	1,174	1,055	1,568	1,097	619	18,382	24,820	9,258
Genesee	161.7	14,518	18,864	16,784	16,276	17,854	31,818	29,429	16,157	24,034	29,125	10,694
Gladwin	8.9	749	1,487	1,542	1,045	796	1,381	1,237	663	18,041	25,285	9,700
Gogebic	7.4	988	1,684	1,509	1,084	779	807	402	147	13,103	18,268	7,387
Grand Traverse	23.3	1,888	3,004	3,271	3,223	2,898	4,119	3,160	1,737	20,435	26,980	10,058
Gratiot	14.0	922	1,422	1,557	1,490	1,351	2,386	2,659	2,213	25,989	33,956	12,035
Hillsdale	15.4	1,469	2,167	2,322	2,043	1,776	2,878	1,790	955	19,182	25,093	8,763
Houghton	13.5	1,485	2,638	2,399	1,832	1,368	2,092	1,066	620	15,571	22,577	8,063
Huron	13.6	1,410	2,063	2,169	1,815	1,507	2,328	1,518	790	18,023	24,220	9,024
Ingham	103.2	7,527	10,733	12,083	11,452	10,195	18,545	17,896	14,769	24,812	33,068	12,029
Ionia	17.6	1,094	1,834	1,899	1,876	1,792	3,409	3,410	2,286	25,947	32,402	10,257
Iosco	11.8	974	2,229	2,512	1,622	1,192	1,783	1,017	471	15,526	22,285	8,593
Iron	5.7	705	1,271	984	682	547	855	500	156	14,304	20,174	8,394
Isabella	17.6	1,080	1,849	2,231	2,169	1,974	3,010	2,612	2,675	23,605	33,739	10,642
Jackson	52.8	3,705	5,435	5,897	5,565	5,559	10,509	9,518	6,612	25,215	31,517	11,094
Kalamazoo	83.5	4,970	7,990	9,067	8,192	7,894	15,279	15,550	14,558	27,354	35,566	13,371
Kalkaska	4.9	555	873	847	668	531	838	415	173	16,185	21,367	7,755
Kent	182.5	11,241	18,365	20,238	18,551	18,481	36,118	33,257	26,249	26,180	33,441	12,522
Keweenaw	.7	69	166	128	102	69	90	52	24	14,458	20,016	7,374
Lake	3.8	852	967	725	422	296	332	154	52	10,471	14,908	6,294
Lapeer	23.9	1,461	2,068	2,279	2,186	2,351	5,115	5,126	3,314	27,881	33,615	10,755
Leelanau	6.2	475	763	900	825	705	1,231	777	524	20,958	27,641	10,579
Lenawee	32.0	2,072	3,234	3,810	3,738	3,760	6,446	5,930	3,010	24,136	30,146	10,543
Livingston	37.3	1,560	2,455	2,948	2,872	3,116	7,568	9,181	7,600	32,461	38,558	12,561
Luce	2.2	187	364	367	329	239	362	263	89	17,662	23,870	8,079
Mackinac	3.9	428	759	726	565	464	611	267	80	15,311	19,828	7,436
Macomb	256.3	15,081	22,198	24,698	26,149	30,465	59,001	51,057	27,651	26,440	31,306	11,228
Manistee	9.3	1,121	1,567	1,426	1,166	1,111	1,594	875	440	17,268	22,595	9,216
Marquette	25.4	2,013	3,517	3,641	3,020	2,547	5,600	3,519	1,543	21,006	26,856	9,383
Mason	10.3	1,022	1,572	1,556	1,330	1,274	1,829	1,190	507	18,651	24,318	9,346
Mecosta	12.6	1,435	2,367	2,285	1,740	1,351	1,727	1,203	492	15,562	23,237	7,247
Menominee	9.7	1,136	1,746	1,596	1,467	1,358	1,410	751	236	16,352	20,433	7,623
Midland	27.1	1,339	2,214	2,244	2,055	2,066	4,650	5,919	6,614	33,052	40,531	14,452
Missaukee	3.9	454	739	771	597	451	537	260	91	14,891	19,902	6,634
Monroe	46.9	1,650	3,062	3,545	3,469	3,305	6,911	11,071	13,907	36,771	43,481	14,853
Montcalm	18.8	1,558	2,493	2,547	2,321	2,104	3,484	2,718	1,575	21,083	27,278	9,824
Montmorency	3.2	395	609	612	444	341	409	244	146	14,861	20,952	8,078
Muskegon	58.3	4,351	7,190	7,463	6,553	6,341	11,069	9,472	5,861	22,718	29,001	10,574
Newaygo	14.7	1,610	2,378	2,313	1,895	1,593	2,569	1,624	718	17,688	23,237	8,626
Oakland	397.7	16,639	25,013	28,259	28,693	31,174	66,770	84,871	116,281	35,394	45,102	17,029
Oceana	8.4	640	1,144	1,090	1,039	958	1,519	1,223	787	21,426	28,319	10,080
Ogemaw	7.0	985	1,608	1,314	858	669	828	499	239	13,109	19,295	7,262
Ontonagon	3.5	454	768	568	481	435	503	222	69	14,512	19,261	7,328
Osceola	7.6	573	1,028	1,046	1,046	919	1,290	1,054	644	20,552	26,956	9,849
Oscoda	3.0	502	799	577	415	317	244	103	43	11,435	15,814	6,411
Otsego	6.0	307	627	855	854	758	1,112	889	598	22,178	29,340	10,355
Ottawa	60.2	2,390	4,160	5,321	5,227	5,978	13,028	13,182	10,914	30,282	37,174	12,551
Presque Isle	5.4	968	1,082	808	634	601	763	337	207	13,875	19,540	7,328
Roscommon	8.5	851	1,671	1,701	1,239	860	999	776	403	15,093	21,340	8,980
Saginaw	77.0	7,794	9,317	8,433	8,033	8,838	15,332	12,615	6,638	22,920	27,925	9,868
St. Clair	52.0	4,183	5,649	5,661	5,172	5,267	9,929	9,638	6,501	25,060	31,150	11,087
St. Joseph	22.5	1,105	2,115	2,748	2,754	2,618	4,233	3,881	3,046	24,817	31,978	11,853
Sanilac	15.4	1,560	2,333	2,535	2,181	1,835	2,492	1,686	778	17,699	23,666	8,616
Schoolcraft	2.9	183	471	442	378	315	471	437	203	19,625	26,404	9,338
Shiawassee	24.5	1,652	2,294	2,584	2,523	2,427	5,357	4,722	2,941	26,404	31,494	10,822
Tuscola	19.1	1,502	2,012	2,330	2,213	2,015	3,797	3,459	1,772	23,686	29,166	9,739
Van Buren	26.0	2,690	4,055	3,820	3,322	2,972	4,547	3,264	1,330	18,622	24,097	8,824
Washtenaw	101.3	6,959	9,360	10,872	10,582	9,901	17,942	18,647	17,037	26,406	34,888	12,908
Wayne	811.6	85,760	100,003	87,513	74,364	72,742	137,580	141,594	112,044	23,967	30,713	11,562
Wexford	10.5	1,066	1,866	1,911	1,502	1,254	1,448	964	489	16,321	22,403	8,462
TOTAL METRO COUNTIES	**2,745.6**	**207,004**	**278,236**	**277,561**	**257,300**	**263,282**	**508,807**	**515,983**	**437,427**	**26,644**	**33,815**	**12,442**
TOTAL STATE	**3,423.1**	**267,547**	**376,123**	**377,023**	**342,202**	**337,803**	**627,709**	**606,046**	**488,647**	**25,156**	**32,329**	**11,855**

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group								Median Household E B I	Average Household E B I	Per Capita E B I
		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
MINNESOTA												
DULUTH	**94.3**	**7,491**	**12,647**	**11,473**	**9,111**	**9,065**	**19,101**	**16,722**	**8,690**	**23,547**	**29,293**	**11,238**
St. Louis	77.9	6,241	10,328	9,204	7,367	7,324	16,063	14,141	7,232	23,994	29,586	11,303
Douglas, Wisc.	*16.4*	*1,250*	*2,319*	*2,269*	*1,744*	*1,741*	*3,038*	*2,581*	*1,458*	*21,750*	*27,898*	*10,920*
FARGO - MOORHEAD	**56.5**	**4,657**	**6,634**	**7,283**	**6,704**	**6,309**	**10,825**	**8,977**	**5,111**	**22,333**	**29,541**	**11,068**
Clay	17.1	1,531	2,022	2,234	2,101	2,013	3,227	2,538	1,434	21,566	28,654	10,020
Cass, N. D.	*39.4*	*3,126*	*4,612*	*5,049*	*4,603*	*4,296*	*7,598*	*6,439*	*3,677*	*22,668*	*29,926*	*11,571*
MINNEAPOLIS - ST. PAUL	**907.0**	**42,849**	**72,594**	**80,625**	**81,806**	**81,679**	**162,239**	**191,877**	**193,331**	**30,814**	**38,787**	**14,799**
Anoka	77.4	2,475	3,975	5,069	5,867	6,996	19,146	21,568	12,304	32,570	37,564	12,505
Carver	15.3	638	1,180	1,181	1,319	1,459	2,809	3,329	3,385	31,527	39,747	13,666
Chisago	9.8	741	1,132	1,108	996	1,053	2,244	1,792	734	24,404	29,126	9,643
Dakota	87.4	2,584	4,587	6,208	6,782	7,021	16,156	21,790	22,272	35,208	41,981	14,801
Hennepin	417.9	21,416	36,942	39,199	39,327	37,815	69,159	82,425	91,617	30,041	38,934	16,108
Isanti	9.1	689	1,031	1,114	1,075	1,141	1,936	1,448	666	22,773	27,865	9,497
Ramsey	188.8	9,995	17,242	19,112	18,577	18,088	33,011	36,964	35,811	28,432	36,693	14,517
Scott	18.1	997	1,218	1,648	1,833	1,687	4,097	4,095	2,525	28,925	34,689	11,192
Washington	44.8	1,039	1,645	2,006	2,310	2,287	5,569	10,831	19,113	45,088	52,933	17,527
Wright	21.3	1,365	2,011	2,277	2,215	2,515	4,624	4,064	2,229	25,568	31,278	9,812
St. Croix, Wisc.	*17.1*	*910*	*1,631*	*1,703*	*1,505*	*1,617*	*3,488*	*3,571*	*2,675*	*28,478*	*34,686*	*12,007*
ROCHESTER	**37.3**	**1,685**	**2,876**	**3,487**	**3,660**	**3,596**	**6,833**	**8,103**	**7,060**	**30,035**	**37,249**	**14,048**
Olmsted	37.3	1,685	2,876	3,487	3,660	3,596	6,833	8,103	7,060	30,035	37,249	14,048
ST. CLOUD	**59.0**	**4,374**	**6,473**	**7,332**	**6,843**	**6,904**	**11,852**	**9,486**	**5,736**	**23,174**	**30,186**	**9,674**
Benton	10.0	798	1,161	1,157	1,204	1,160	2,014	1,649	857	22,826	28,715	10,040
Sherburne	11.7	657	936	1,082	1,051	1,286	2,617	2,537	1,534	28,032	33,821	10,609
Stearns	37.3	2,919	4,376	5,093	4,588	4,458	7,221	5,300	3,345	21,747	29,439	9,290
ALL COUNTIES												
Aitkin	5.4	922	1,244	1,027	758	572	551	267	59	12,344	16,587	6,308
Anoka	77.4	2,475	3,975	5,069	5,867	6,996	19,146	21,568	12,304	32,570	37,564	12,505
Becker	11.2	1,483	2,022	2,048	1,581	1,188	1,630	774	474	15,135	20,808	7,493
Beltrami	11.8	1,368	2,027	1,809	1,516	1,229	1,799	1,315	737	17,140	24,629	8,448
Benton	10.0	798	1,161	1,157	1,204	1,160	2,014	1,649	857	22,826	28,715	10,040
Big Stone	2.8	327	418	424	393	329	472	247	190	17,700	23,808	9,008
Blue Earth	18.7	1,552	2,293	2,696	2,483	2,040	3,583	2,538	1,515	20,743	28,371	10,262
Brown	10.2	1,055	1,328	1,387	1,402	1,274	1,939	1,163	652	19,727	25,658	9,448
Carlton	10.7	696	1,313	1,258	1,023	1,137	2,166	1,961	1,146	24,683	30,046	10,576
Carver	15.3	638	1,180	1,181	1,319	1,459	2,809	3,329	3,385	31,527	39,747	13,666
Cass	8.1	1,034	1,560	1,504	1,145	852	1,092	620	293	14,836	20,592	7,616
Chippewa	5.5	538	807	816	725	634	945	650	385	18,965	25,506	10,020
Chisago	9.8	741	1,132	1,108	996	1,053	2,244	1,792	734	24,404	29,126	9,643
Clay	17.1	1,531	2,022	2,234	2,101	2,013	3,227	2,538	1,434	21,566	28,654	10,020
Clearwater	3.1	596	717	539	382	307	345	162	52	11,879	16,980	5,982
Cook	1.8	227	319	280	243	211	248	205	67	16,453	21,931	9,628
Cottonwood	5.2	683	807	876	776	606	728	408	316	16,400	22,423	8,511
Crow Wing	18.0	2,027	3,018	2,809	2,270	1,971	3,020	1,887	998	17,384	23,485	8,937
Dakota	87.4	2,584	4,587	6,208	6,782	7,021	16,156	21,790	22,272	35,208	41,981	14,801
Dodge	5.3	488	584	623	654	672	1,092	816	371	22,185	27,276	9,267
Douglas	11.4	1,418	1,856	1,847	1,523	1,262	1,908	1,036	550	16,868	22,727	8,608
Faribault	7.2	898	1,098	1,236	1,022	822	1,173	627	324	16,664	22,298	8,919
Fillmore	7.7	1,160	1,307	1,286	1,040	872	1,163	565	307	15,455	20,822	7,671
Freeborn	13.4	1,427	1,888	1,881	1,714	1,676	2,598	1,576	640	19,278	24,320	9,473
Goodhue	14.8	1,019	1,674	1,744	1,549	1,532	2,895	2,599	1,788	24,612	31,096	11,392
Grant	2.6	240	360	384	348	303	432	295	238	19,385	27,068	10,054
Hennepin	417.9	21,416	36,942	39,199	39,327	37,815	69,159	82,425	91,617	30,041	38,934	16,108
Houston	6.4	599	848	876	866	816	1,137	835	423	20,061	25,686	8,562
Hubbard	5.8	671	1,005	1,029	800	626	867	513	289	16,176	22,395	8,169
Isanti	9.1	689	1,031	1,114	1,075	1,141	1,936	1,448	666	22,773	27,865	9,497
Itasca	16.3	1,635	2,429	2,239	1,880	1,916	3,453	1,994	754	19,911	24,249	8,963
Jackson	4.7	594	624	733	621	553	812	483	280	18,138	23,786	8,944
Kanabec	4.7	467	701	725	620	552	780	578	277	18,649	24,712	9,074
Kandiyohi	14.4	1,292	1,924	2,155	1,976	1,758	2,470	1,743	1,082	19,578	26,608	9,800
Kittson	2.4	292	374	374	326	246	416	241	131	17,299	23,192	8,835
Koochiching	5.7	577	827	735	588	627	1,184	856	306	20,961	25,374	9,271
Lac qui Parle	3.7	561	646	643	525	400	511	274	140	15,000	20,390	7,778
Lake	4.2	298	512	547	553	743	882	398	267	21,401	26,079	9,442

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group								Median Household E B I	Average Household E B I	Per Capita E B I
		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
MINNESOTA (continued)												
ALL COUNTIES (continued)												
Lake of the Woods	1.5	234	301	314	216	154	206	53	22	13,271	17,363	6,511
Le Sueur	8.7	947	1,304	1,242	1,145	1,140	1,529	941	452	18,635	23,811	8,704
Lincoln	2.8	491	545	524	389	275	271	206	99	13,408	19,250	7,092
Lyon	9.0	956	1,203	1,307	1,127	1,082	1,591	1,128	606	19,544	26,069	9,310
McLeod	11.5	1,034	1,351	1,434	1,512	1,427	2,373	1,643	726	21,452	26,428	9,648
Mahnomen	1.7	235	328	326	239	164	213	140	55	14,361	19,885	6,378
Marshall	4.5	632	715	739	666	465	691	385	207	16,156	21,428	7,839
Martin	9.5	666	1,110	1,268	1,249	1,160	1,731	1,379	937	21,823	29,077	11,510
Meeker	7.8	829	1,079	1,093	989	846	1,319	1,041	604	19,500	26,309	9,589
Mille Lacs	7.0	768	1,182	1,113	904	726	1,254	689	364	17,367	23,294	8,537
Morrison	10.4	1,425	1,699	1,581	1,362	1,170	1,627	987	549	16,773	22,755	7,659
Mower	14.8	1,399	2,089	2,040	1,642	1,548	2,580	2,270	1,232	20,780	27,050	10,563
Murray	3.9	550	580	663	606	493	517	311	180	16,237	21,414	8,030
Nicollet	10.1	628	999	1,105	1,108	1,071	1,948	1,916	1,325	25,751	33,699	11,345
Nobles	7.6	972	1,269	1,336	1,050	929	1,058	641	345	15,953	21,500	8,089
Norman	3.2	353	474	455	423	357	525	342	271	18,707	25,657	9,547
Olmsted	37.3	1,685	2,876	3,487	3,660	3,596	6,833	8,103	7,060	30,035	37,249	14,048
Otter Tail	19.8	2,644	3,399	3,269	2,624	2,240	2,995	1,716	913	16,125	22,261	8,239
Pennington	5.6	821	1,057	1,048	852	634	649	395	144	14,315	19,080	7,318
Pine	7.5	1,124	1,483	1,251	1,028	873	1,042	536	163	14,446	19,431	6,874
Pipestone	4.3	664	828	708	603	457	541	283	216	14,618	20,535	8,252
Polk	12.5	1,630	2,051	1,891	1,595	1,436	2,005	1,216	676	17,018	22,887	8,489
Pope	4.6	735	925	814	620	507	555	273	171	13,687	19,041	7,551
Ramsey	188.8	9,995	17,242	19,112	18,577	18,088	33,011	36,964	35,811	28,432	36,693	14,517
Red Lake	1.8	366	356	308	240	179	213	110	28	12,652	17,312	6,110
Redwood	6.5	870	998	1,055	904	715	1,021	612	325	16,709	22,990	8,395
Renville	7.2	750	947	1,012	975	904	1,356	814	442	19,551	24,936	9,400
Rice	16.3	1,146	2,045	2,179	1,896	1,910	3,189	2,641	1,294	22,261	29,462	9,841
Rock	3.8	474	642	687	519	447	629	247	155	15,915	21,169	7,810
Roseau	4.9	629	734	711	677	572	856	494	227	17,776	22,690	7,942
St. Louis	77.9	6,241	10,328	9,204	7,367	7,324	16,063	14,141	7,232	23,994	29,586	11,303
Scott	18.1	997	1,218	1,648	1,833	1,687	4,097	4,095	2,525	28,925	34,689	11,192
Sherburne	11.7	657	936	1,082	1,051	1,286	2,617	2,537	1,534	28,032	33,821	10,609
Sibley	5.4	472	692	762	666	645	1,017	719	427	20,878	27,199	9,924
Stearns	37.3	2,919	4,376	5,093	4,588	4,458	7,221	5,300	3,345	21,747	29,439	9,290
Steele	11.3	862	1,298	1,449	1,436	1,444	2,418	1,597	796	22,024	27,606	9,998
Stevens	3.6	460	575	596	472	399	579	309	210	16,831	23,769	8,150
Swift	4.6	669	708	714	631	536	684	380	278	16,609	22,591	8,588
Todd	9.4	1,505	1,750	1,600	1,318	1,004	1,199	664	360	14,462	19,882	7,133
Traverse	1.7	185	265	287	240	177	274	147	125	17,222	24,215	8,072
Wabasha	7.5	721	996	960	927	841	1,410	1,007	638	20,869	27,107	10,165
Wadena	5.0	663	958	817	677	490	630	550	215	15,413	21,794	7,840
Waseca	6.7	498	742	776	760	747	1,256	1,146	775	23,801	30,496	11,044
Washington	44.8	1,039	1,645	2,006	2,310	2,287	5,569	10,831	19,113	45,088	52,933	17,527
Watonwan	4.7	554	762	744	675	657	715	378	215	17,166	21,855	8,855
Wilkin	2.8	172	308	399	316	308	558	432	307	23,377	30,052	10,388
Winona	16.2	1,266	2,058	2,191	1,894	1,857	3,006	2,353	1,575	21,765	29,475	10,291
Wright	21.3	1,365	2,011	2,277	2,215	2,515	4,624	4,064	2,229	25,568	31,278	9,812
Yellow Medicine	4.5	503	587	604	619	544	720	541	382	19,484	26,076	9,540
TOTAL METRO COUNTIES	**1,081.2**	**55,770**	**92,662**	**101,179**	**100,272**	**99,899**	**196,726**	**222,574**	**212,118**	**29,680**	**37,507**	**14,161**
TOTAL STATE	**1,616.6**	**114,416**	**172,584**	**181,081**	**169,365**	**161,155**	**287,967**	**283,832**	**246,200**	**25,327**	**33,292**	**12,439**
MISSISSIPPI												
BILOXI - GULFPORT	**74.1**	**7,682**	**10,007**	**11,178**	**9,826**	**7,969**	**11,283**	**9,297**	**6,858**	**19,088**	**27,156**	**9,816**
Hancock	11.9	1,448	1,710	1,880	1,603	1,226	1,704	1,363	966	17,842	25,024	9,079
Harrison	62.2	6,234	8,297	9,298	8,223	6,743	9,579	7,934	5,892	19,361	27,563	9,956
JACKSON	**142.2**	**15,135**	**17,498**	**18,886**	**16,243**	**13,327**	**23,568**	**20,370**	**17,173**	**21,093**	**28,902**	**10,211**
Hinds	95.3	10,422	11,958	12,872	11,178	8,966	15,534	12,845	11,525	20,585	28,957	10,529
Madison	17.7	2,705	2,693	2,688	1,951	1,536	2,351	2,102	1,674	16,837	24,656	8,022
Rankin	29.2	2,008	2,847	3,326	3,114	2,825	5,683	5,423	3,974	25,850	31,294	10,625
PASCAGOULA	**44.8**	**3,308**	**4,053**	**4,942**	**5,133**	**5,113**	**9,023**	**8,095**	**5,133**	**24,839**	**30,239**	**10,429**
Jackson	44.8	3,308	4,053	4,942	5,133	5,113	9,023	8,095	5,133	24,839	30,239	10,429

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group								Median Household E B I	Average Household E B I	Per Capita E B I
		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
MISSISSIPPI (continued)												
ALL COUNTIES												
Adams	13.6	2,707	2,288	1,934	1,378	1,180	1,880	1,314	919	14,558	21,724	7,816
Alcorn	13.1	2,044	2,153	2,022	1,697	1,313	1,865	1,225	781	15,938	22,382	8,700
Amite	4.7	621	867	674	528	403	573	581	453	16,745	24,742	8,678
Attala	7.1	1,317	1,514	1,160	841	678	901	427	262	13,022	18,421	6,639
Benton	2.7	351	465	389	390	304	390	233	178	16,768	21,993	7,069
Bolivar	14.4	3,133	2,966	2,170	1,578	1,192	1,390	964	1,007	12,448	19,859	6,397
Calhoun	5.7	1,044	1,180	1,020	735	536	664	397	124	12,972	17,627	6,524
Carroll	3.4	681	667	550	404	300	423	253	122	13,143	18,393	6,254
Chickasaw	6.3	1,067	1,156	1,063	830	721	893	375	195	14,273	18,919	6,478
Choctaw	3.1	607	649	532	404	366	262	189	91	12,725	17,734	5,975
Claiborne	3.7	932	675	453	347	324	320	394	255	12,649	20,480	6,111
Clarke	6.3	975	1,153	856	732	795	908	595	286	16,120	20,952	7,630
Clay	7.5	1,140	1,148	978	969	883	1,170	779	433	17,473	22,724	7,782
Coahoma	12.3	2,850	2,630	1,898	1,248	906	1,309	917	542	11,632	18,196	6,269
Copiah	9.5	1,740	1,814	1,590	1,082	840	1,228	690	516	13,665	20,596	7,038
Covington	6.0	1,095	1,104	1,026	685	507	746	476	361	13,831	20,697	7,305
☐ De Soto	22.3	2,038	2,301	2,554	2,344	2,132	4,910	4,086	1,935	24,472	27,876	9,223
Forrest	25.9	4,076	4,264	4,010	2,976	2,468	3,651	2,633	1,822	15,933	23,078	8,675
Franklin	3.2	579	584	423	340	258	409	420	187	15,192	21,447	7,980
George	5.6	582	831	697	573	577	1,102	734	504	21,045	26,096	8,647
Greene	3.3	445	626	482	376	324	524	386	137	16,159	21,218	6,865
Grenada	6.9	1,068	1,066	895	829	715	1,110	733	484	17,424	23,287	8,282
Hancock	11.9	1,448	1,710	1,880	1,603	1,226	1,704	1,363	966	17,842	25,024	9,079
Harrison	62.2	6,234	8,297	9,298	8,223	6,743	9,579	7,934	5,892	19,361	27,563	9,956
Hinds	95.3	10,422	11,958	12,872	11,178	8,966	15,534	12,845	11,525	20,585	28,957	10,529
Holmes	7.5	2,355	1,932	1,137	655	453	490	330	148	8,372	13,913	4,617
Humphreys	4.5	1,544	1,080	635	369	278	279	196	119	7,887	13,760	4,520
Issaquena	.8	188	194	124	89	66	50	36	53	10,529	18,034	5,771
Itawamba	7.9	1,001	1,361	1,368	1,132	931	1,334	545	228	15,965	20,317	7,536
Jackson	44.8	3,308	4,053	4,942	5,133	5,113	9,023	8,095	5,133	24,839	30,239	10,429
Jasper	6.0	1,117	1,217	1,063	814	632	661	320	176	13,018	17,548	6,193
Jefferson	3.0	653	707	459	261	204	336	232	148	11,296	18,036	5,946
Jefferson Davis	4.7	793	931	785	542	368	633	352	296	13,813	20,190	6,636
Jones	23.2	3,222	3,822	3,627	3,083	2,524	3,675	2,013	1,234	16,465	22,005	8,142
Kemper	3.5	675	750	618	389	333	444	165	126	12,434	17,545	6,020
Lafayette	11.4	1,893	1,890	1,588	1,349	1,078	1,562	1,151	884	16,110	24,601	9,165
Lamar	9.9	1,299	1,418	1,332	1,243	1,074	1,769	1,090	675	18,576	24,086	8,396
Lauderdale	29.6	4,007	4,652	4,210	3,473	2,873	4,432	3,328	2,625	17,652	25,746	9,610
Lawrence	4.6	668	763	637	461	424	708	544	395	17,370	24,179	8,556
Leake	6.8	1,356	1,504	1,197	833	628	749	334	199	12,109	16,962	6,071
Lee	24.5	2,552	3,439	3,645	3,147	2,946	4,371	2,656	1,744	19,045	24,865	9,387
Leflore	13.9	2,829	2,847	2,246	1,526	1,016	1,539	1,116	781	12,740	20,077	6,790
Lincoln	11.4	2,074	1,951	1,682	1,374	1,135	1,671	1,038	475	14,977	20,326	7,264
Lowndes	21.7	2,794	3,310	3,519	2,866	2,252	3,395	2,231	1,333	17,089	23,642	8,411
Madison	17.7	2,705	2,693	2,688	1,951	1,536	2,351	2,102	1,674	16,837	24,656	8,022
Marion	9.2	1,303	1,729	1,536	1,105	784	1,247	976	520	15,122	21,787	7,564
Marshall	10.7	1,966	1,974	1,746	1,286	1,077	1,451	765	435	13,867	19,047	5,994
Monroe	12.9	1,905	2,256	1,980	1,504	1,520	2,009	1,175	551	15,997	20,927	7,416
Montgomery	4.4	958	941	714	572	416	435	235	129	12,161	16,767	5,855
Neshoba	9.2	1,310	1,673	1,460	1,194	921	1,287	785	570	15,588	21,598	7,980
Newton	7.6	1,413	1,428	1,164	979	710	923	687	296	14,128	19,855	7,397
Noxubee	4.1	1,005	861	700	499	310	395	174	156	11,239	16,347	5,362
Oktibbeha	12.2	2,174	2,101	1,913	1,378	947	1,477	1,135	1,075	14,746	23,461	7,612
Panola	10.1	2,048	2,028	1,648	1,199	921	1,142	682	432	12,878	19,033	6,472
Pearl River	14.0	2,164	2,215	2,123	1,675	1,247	2,056	1,549	971	16,419	22,881	8,028
Perry	3.5	396	702	349	359	369	500	436	389	19,325	26,024	8,843
Pike	13.7	2,117	2,346	2,170	1,633	1,298	1,790	1,365	981	15,582	22,459	8,034
Pontotoc	8.4	1,331	1,552	1,446	1,156	780	1,234	603	298	14,563	19,751	7,182
Prentiss	9.3	1,479	1,671	1,553	1,234	1,004	1,404	560	395	14,826	20,138	7,344
Quitman	3.9	1,246	1,024	604	361	262	233	86	84	8,181	12,839	4,354
Rankin	29.2	2,008	2,847	3,326	3,114	2,825	5,683	5,423	3,974	25,850	31,294	10,625
Scott	9.5	1,573	1,775	1,572	1,251	922	1,160	752	495	14,446	20,433	7,325
Sharkey	2.2	539	594	366	201	133	177	71	119	9,700	16,936	4,903
Simpson	8.8	1,099	1,428	1,358	1,017	867	1,415	1,038	578	17,333	23,204	8,071
Smith	5.5	881	994	894	635	528	685	583	300	14,885	21,323	7,422

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group: Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
MISSISSIPPI (continued)												
ALL COUNTIES (continued)												
Stone	3.6	501	468	401	465	407	587	472	299	19,568	25,111	8,449
Sunflower	10.8	2,366	2,435	1,804	1,143	832	1,141	643	436	11,445	18,093	5,324
Tallahatchie	5.4	1,580	1,408	831	481	318	394	194	194	8,837	14,401	4,830
Tate	7.2	1,328	1,334	1,104	938	833	993	462	208	14,112	19,473	6,373
Tippah	7.0	1,204	1,262	1,176	1,122	761	819	443	213	14,456	19,049	6,769
Tishomingo	7.1	1,325	1,328	1,344	1,075	817	766	301	144	13,267	16,786	6,408
Tunica	3.0	1,054	870	397	192	149	167	65	106	7,118	12,689	4,277
Union	8.8	1,391	1,516	1,448	1,117	989	1,402	605	332	15,194	20,108	7,595
Walthall	4.8	846	882	703	522	481	628	375	363	14,760	22,018	7,549
Warren	19.1	2,403	2,561	2,278	1,990	1,712	3,156	2,982	2,018	20,830	26,840	9,728
Washington	23.9	4,690	4,316	3,658	2,745	2,130	2,982	1,904	1,475	13,985	20,866	6,994
Wayne	6.9	1,053	1,209	979	814	648	898	760	539	16,170	22,987	7,626
Webster	3.7	683	729	583	511	420	476	184	114	13,692	18,299	6,638
Wilkinson	3.4	646	670	504	485	333	355	236	171	13,677	18,731	6,369
Winston	6.9	918	1,309	1,094	864	721	1,028	577	389	15,668	21,890	7,746
Yalobusha	5.0	812	957	828	664	557	584	390	208	14,419	19,357	7,277
Yazoo	9.5	2,069	1,950	1,562	1,038	689	1,119	618	455	12,257	18,826	6,624
TOTAL METRO COUNTIES	**283.4**	**28,163**	**33,859**	**37,560**	**33,546**	**28,541**	**48,784**	**41,848**	**31,099**	**21,362**	**28,576**	**10,063**
TOTAL STATE	**937.9**	**140,018**	**151,923**	**138,244**	**111,498**	**91,159**	**137,115**	**99,108**	**68,835**	**16,665**	**23,471**	**8,253**
MISSOURI												
COLUMBIA	**40.8**	**3,079**	**4,331**	**4,970**	**4,609**	**4,106**	**6,398**	**6,707**	**6,600**	**24,023**	**34,237**	**12,573**
Boone	40.8	3,079	4,331	4,970	4,609	4,106	6,398	6,707	6,600	24,023	34,237	12,573
JOPLIN	**52.2**	**5,486**	**8,015**	**7,750**	**6,863**	**5,938**	**8,300**	**5,835**	**4,013**	**18,415**	**25,332**	**9,687**
Jasper	35.4	3,586	5,440	5,201	4,493	3,976	5,656	4,169	2,879	18,737	25,907	10,100
Newton	16.8	1,900	2,575	2,549	2,370	1,962	2,644	1,666	1,134	17,801	24,121	8,867
KANSAS CITY	**598.5**	**39,381**	**54,142**	**60,498**	**59,474**	**56,925**	**108,076**	**114,639**	**105,365**	**27,571**	**35,265**	**13,464**
Cass	21.0	1,479	2,033	2,237	2,135	2,071	4,118	3,999	2,928	26,318	32,075	11,152
Clay	57.0	2,481	3,684	4,710	5,195	5,296	11,024	13,255	11,348	31,516	37,516	14,218
Jackson	254.8	20,038	26,538	28,654	27,141	24,746	43,502	44,238	39,943	25,059	32,414	12,883
Lafayette	11.9	1,155	1,637	1,633	1,400	1,245	2,290	1,635	905	20,466	26,336	9,825
Platte	19.6	1,128	1,601	1,998	1,956	2,090	4,378	4,113	2,336	27,205	32,163	11,631
Ray	8.4	810	1,108	1,100	1,008	953	1,574	1,265	582	20,911	26,216	9,253
Johnson, Kans.	*131.5*	*3,892*	*6,283*	*9,202*	*10,436*	*11,104*	*23,988*	*29,982*	*36,613*	*35,406*	*45,522*	*17,366*
Leavenworth, Kans.	*20.2*	*1,344*	*1,852*	*2,008*	*1,969*	*1,853*	*3,758*	*4,375*	*3,041*	*28,068*	*36,761*	*11,657*
Miami, Kans.	*8.6*	*772*	*1,116*	*1,187*	*1,071*	*945*	*1,572*	*1,244*	*693*	*20,802*	*27,851*	*10,192*
Wyandotte, Kans.	*65.5*	*6,275*	*8,290*	*7,769*	*7,163*	*6,622*	*11,872*	*10,533*	*6,976*	*22,377*	*29,055*	*10,944*
ST. JOSEPH	**32.7**	**2,550**	**4,221**	**4,448**	**3,799**	**3,366**	**5,460**	**5,199**	**3,657**	**21,853**	**29,443**	**11,182**
Buchanan	32.7	2,550	4,221	4,448	3,799	3,366	5,460	5,199	3,657	21,853	29,443	11,182
ST. LOUIS	**913.1**	**61,659**	**87,403**	**92,148**	**87,390**	**86,923**	**163,359**	**171,120**	**163,098**	**27,397**	**35,186**	**12,944**
Franklin	27.3	2,333	3,436	3,542	3,218	3,281	5,323	4,136	2,031	21,661	27,049	9,061
Jefferson	56.3	2,864	4,336	5,285	5,462	6,168	13,104	12,667	6,414	27,993	32,523	10,652
St. Charles	65.4	2,029	3,104	3,907	4,511	5,092	12,336	17,254	17,167	36,345	42,278	14,136
St. Louis	372.3	12,632	21,374	28,874	30,282	32,384	67,092	80,153	99,509	34,047	42,953	15,868
St. Louis city	171.6	19,045	27,669	24,201	20,285	16,585	24,656	21,392	17,767	18,488	26,703	10,779
Clinton, Ill.	*11.9*	*1,000*	*1,372*	*1,463*	*1,532*	*1,453*	*2,270*	*1,792*	*1,018*	*21,945*	*27,922*	*9,715*
Jersey, Ill.	*7.3*	*535*	*926*	*1,036*	*900*	*930*	*1,487*	*1,018*	*468*	*21,333*	*27,432*	*9,401*
Madison, Ill.	*95.7*	*8,906*	*11,728*	*11,541*	*10,684*	*10,980*	*18,942*	*15,808*	*7,111*	*22,262*	*27,538*	*10,441*
Monroe, Ill.	*8.1*	*645*	*940*	*951*	*858*	*902*	*1,686*	*1,361*	*757*	*23,698*	*28,976*	*10,572*
St. Clair, Ill.	*97.2*	*11,670*	*12,518*	*11,348*	*9,658*	*9,148*	*16,463*	*15,539*	*10,856*	*21,797*	*28,983*	*10,430*
SPRINGFIELD	**89.8**	**7,693**	**11,875**	**12,461**	**10,941**	**9,828**	**15,629**	**12,151**	**9,222**	**20,894**	**28,621**	**10,946**
Christian	11.0	1,054	1,502	1,542	1,456	1,332	2,003	1,332	779	19,803	25,657	9,163
Greene	78.8	6,639	10,373	10,919	9,485	8,496	13,626	10,819	8,443	21,067	29,034	11,215
ALL COUNTIES												
Adair	9.0	1,151	1,602	1,515	1,029	867	1,318	923	595	16,073	24,460	9,097
Andrew	5.3	354	593	742	685	640	1,018	807	461	22,098	28,459	9,731
Atchison	3.1	341	499	536	421	377	500	242	184	17,037	23,474	9,096
Audrain	9.6	961	1,328	1,355	1,303	1,186	1,822	1,062	583	19,410	24,600	9,225
Barry	10.5	1,353	1,903	1,756	1,396	1,145	1,392	950	605	15,793	22,225	8,334
Barton	4.7	624	863	915	743	482	582	330	161	14,714	20,102	7,873
Bates	6.3	797	1,123	930	740	611	932	651	516	16,950	24,029	9,119

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METRO AREA County	12/31/88 Total Households (Thousands)	Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
MISSOURI (continued)												
ALL COUNTIES (continued)												
Benton	5.4	1,073	1,311	1,027	687	458	452	226	166	11,287	16,950	6,633
Bollinger	4.2	821	856	740	569	430	415	283	86	12,806	17,237	6,464
Boone	40.8	3,079	4,331	4,970	4,609	4,106	6,398	6,707	6,600	24,023	34,237	12,573
Buchanan	32.7	2,550	4,221	4,448	3,799	3,366	5,460	5,199	3,657	21,853	29,443	11,182
Butler	14.9	2,296	2,962	2,182	1,734	1,436	1,946	1,267	1,077	15,026	22,373	8,461
Caldwell	3.2	506	588	481	403	307	464	299	152	15,309	21,364	8,043
Callaway	11.2	744	1,236	1,237	1,112	1,137	2,288	2,115	1,331	25,629	31,747	10,646
Camden	10.5	739	1,315	1,546	1,518	1,198	1,636	1,323	1,225	20,550	28,621	11,514
Cape Girardeau	23.0	2,089	3,088	3,343	2,697	2,300	4,047	3,215	2,221	20,533	28,286	10,294
Carroll	4.6	775	837	781	609	448	565	335	250	14,367	20,404	8,233
Carter	2.0	292	405	374	263	196	237	145	88	13,959	19,719	6,465
Cass	21.0	1,479	2,033	2,237	2,135	2,071	4,118	3,999	2,928	26,318	32,075	11,152
Cedar	5.0	814	1,093	940	677	395	550	327	204	13,138	19,345	7,557
Chariton	3.9	773	807	689	460	382	395	240	154	12,460	18,314	7,143
Christian	11.0	1,054	1,502	1,542	1,456	1,332	2,003	1,332	779	19,803	25,657	9,163
Clark	3.0	404	505	457	416	328	444	259	187	16,580	22,728	8,117
Clay	57.0	2,488	3,684	4,710	5,195	5,296	11,024	13,255	11,348	31,516	37,516	14,218
Clinton	6.2	706	889	870	721	618	1,230	741	425	19,265	24,682	8,795
Cole	22.9	1,163	1,951	2,328	2,332	2,222	3,945	4,841	4,118	28,793	36,345	12,707
Cooper	5.7	647	918	898	796	703	885	574	279	17,437	22,816	8,500
Crawford	7.4	740	1,244	1,193	878	775	1,185	852	533	17,761	24,745	8,889
Dade	3.1	545	678	592	429	300	297	167	92	12,571	17,691	7,216
Dallas	5.1	853	1,120	917	623	470	536	326	255	13,028	19,816	7,168
Daviess	3.4	472	645	604	476	346	415	250	192	14,809	22,018	8,507
De Kalb	3.1	400	537	473	371	310	463	318	228	16,803	23,527	8,581
Dent	5.5	783	1,013	938	743	525	851	359	288	15,095	21,017	7,706
Douglas	4.6	757	865	838	623	409	563	308	237	13,994	20,373	7,438
Dunklin	12.8	1,884	2,562	2,032	1,559	1,184	1,700	1,109	770	14,787	21,745	7,975
Franklin	27.3	2,333	3,436	3,542	3,218	3,281	5,323	4,136	2,031	21,661	27,049	9,061
Gasconade	5.3	539	877	800	665	595	886	572	366	18,214	24,251	9,116
Gentry	3.0	439	568	521	395	313	380	215	169	14,717	20,968	8,065
Greene	78.8	6,639	10,373	10,919	9,485	8,496	13,626	10,819	8,443	21,067	29,034	11,215
Grundy	4.7	509	809	634	637	526	724	525	336	18,048	24,400	9,719
Harrison	4.0	641	772	628	534	387	439	328	271	14,675	21,800	9,376
Henry	8.2	1,344	1,660	1,315	953	732	1,096	713	387	13,951	20,601	8,201
Hickory	3.2	616	793	630	383	263	304	122	89	11,346	16,243	6,930
Holt	2.7	344	369	397	350	315	433	303	189	18,261	24,364	10,120
Howard	3.6	473	648	569	414	420	538	301	237	16,305	23,658	8,517
Howell	11.8	1,633	2,330	2,069	1,619	1,231	1,629	732	557	14,659	20,727	7,764
Iron	3.9	300	525	534	460	339	577	740	425	22,000	29,630	10,049
Jackson	254.8	20,038	26,538	28,654	27,141	24,746	43,502	44,238	39,943	25,059	32,414	12,883
Jasper	35.4	3,586	5,440	5,201	4,493	3,976	5,656	4,169	2,879	18,737	25,907	10,100
Jefferson	56.3	2,864	4,336	5,285	5,462	6,168	13,104	12,667	6,414	27,993	32,523	10,652
Johnson	13.1	1,260	1,799	2,178	1,688	1,434	2,086	1,673	982	18,816	27,298	8,852
Knox	2.1	481	414	378	274	186	203	87	77	11,936	17,153	6,671
Laclede	10.3	1,209	1,791	1,750	1,321	1,118	1,499	980	632	16,420	23,376	8,755
Lafayette	11.9	1,155	1,637	1,633	1,400	1,245	2,290	1,635	905	20,466	26,336	9,825
Lawrence	11.9	1,477	1,947	2,023	1,637	1,228	1,824	1,200	564	16,415	22,409	8,333
Lewis	3.7	367	507	460	434	456	702	464	310	21,042	26,336	9,280
Lincoln	9.5	697	1,322	1,380	1,008	1,061	1,768	1,465	799	21,589	27,525	9,543
Linn	6.1	583	1,023	1,091	809	607	923	578	486	16,988	24,797	10,084
Livingston	5.9	863	1,063	933	796	633	791	523	298	15,538	22,094	8,464
McDonald	6.3	944	1,199	1,075	877	713	833	403	256	14,681	20,196	7,441
Macon	6.4	1,168	1,407	1,160	922	584	687	279	193	12,493	17,354	6,611
Madison	4.7	689	967	761	549	446	636	416	236	14,507	21,268	8,261
Maries	3.1	474	542	490	445	335	471	214	129	15,494	20,753	7,659
Marion	10.7	805	1,466	1,475	1,203	1,063	1,889	1,694	1,105	21,905	29,166	10,989
Mercer	1.6	269	309	263	194	164	203	109	89	14,128	20,327	7,744
Miller	8.1	772	1,167	1,293	1,068	894	1,302	1,025	579	18,617	25,080	9,151
Mississippi	5.4	893	1,142	888	686	442	623	383	343	13,711	20,804	7,391
Moniteau	4.4	494	873	840	589	463	585	396	160	14,948	20,678	6,945
Monroe	3.5	474	550	552	497	404	532	328	163	16,727	22,036	7,951
Montgomery	4.2	513	675	711	632	433	633	368	235	16,600	22,307	7,940
Morgan	6.1	877	1,161	1,141	849	565	766	452	289	14,422	20,570	7,698
New Madrid	7.6	1,014	1,502	1,087	907	688	919	809	674	16,011	24,217	8,404
Newton	16.8	1,900	2,575	2,549	2,370	1,962	2,644	1,666	1,134	17,801	24,121	8,867

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
MISSOURI (continued)												
ALL COUNTIES (continued)												
Nodaway	7.6	707	1,015	1,074	954	796	1,192	1,003	859	20,312	29,403	10,442
Oregon	3.9	943	1,076	736	431	249	286	99	80	9,665	13,897	5,065
Osage	4.2	537	630	539	473	499	846	375	301	19,151	24,374	8,061
Ozark	3.5	666	797	672	464	324	297	146	134	12,021	17,371	6,608
Pemiscot	8.5	1,359	1,781	1,387	1,069	785	955	669	495	13,936	20,858	7,449
Perry	6.1	881	1,023	1,032	899	702	953	463	147	15,591	20,024	6,862
Pettis	14.1	1,261	2,070	2,097	1,818	1,459	2,274	1,803	1,318	19,404	27,141	10,371
Phelps	12.2	1,521	1,924	1,804	1,408	1,200	2,068	1,244	1,031	17,900	26,079	9,090
Pike	6.0	824	1,030	1,047	784	560	923	465	367	15,532	22,360	7,892
Platte	19.6	1,128	1,601	1,998	1,956	2,090	4,378	4,113	2,336	27,205	32,163	11,631
Polk	7.7	1,071	1,386	1,257	1,028	774	1,092	621	471	15,579	22,994	8,274
Pulaski	11.6	1,060	1,832	2,381	1,953	1,460	1,693	976	445	16,537	29,975	7,966
Putnam	2.1	240	340	321	267	190	307	240	195	17,691	26,231	9,837
Ralls	3.4	352	451	467	456	372	706	434	162	19,705	25,014	9,145
Randolph	9.5	1,101	1,648	1,493	1,099	929	1,546	1,047	637	17,247	23,994	8,442
Ray	8.4	810	1,108	1,100	1,008	953	1,574	1,265	582	20,911	26,216	9,253
Reynolds	2.7	419	542	364	278	264	468	272	93	15,385	21,064	8,125
Ripley	5.1	791	1,190	952	724	470	516	266	191	12,832	18,209	6,729
St. Charles	65.4	2,029	3,104	3,907	4,511	5,092	12,336	17,254	17,167	36,345	42,278	14,136
St. Clair	3.5	602	770	597	416	310	384	238	183	13,058	19,653	7,729
Ste. Genevieve	5.8	429	621	801	765	626	1,183	877	498	22,040	27,746	9,522
St. Francois	16.1	1,422	2,441	2,175	1,912	1,850	2,870	2,125	1,305	20,281	26,420	9,287
St. Louis	372.3	12,632	21,374	28,874	30,282	32,384	67,092	80,153	99,509	34,047	42,953	15,868
St. Louis city	171.6	19,045	27,669	24,201	20,285	16,585	24,656	21,392	17,767	18,488	26,703	10,779
Saline	9.4	1,200	1,623	1,530	1,259	1,058	1,428	863	439	16,358	21,888	8,330
Schuyler	2.0	509	435	371	247	180	150	50	58	10,683	15,014	6,389
Scotland	2.1	387	529	370	247	180	174	105	108	11,356	17,927	7,240
Scott	14.9	1,638	2,361	2,190	1,625	1,525	2,437	1,956	1,168	18,764	25,417	9,060
Shannon	3.0	395	660	566	354	294	414	199	118	13,757	19,462	7,298
Shelby	3.0	444	622	568	390	317	354	188	117	13,604	19,158	7,562
Stoddard	11.2	1,503	2,028	1,839	1,497	1,132	1,539	971	691	15,689	22,391	8,387
Stone	7.6	545	682	877	915	904	1,369	1,119	1,189	24,196	33,144	13,470
Sullivan	2.8	799	746	497	299	199	135	62	63	8,957	13,398	5,517
Taney	10.7	1,086	1,808	2,069	1,702	1,046	1,547	880	562	16,003	22,350	9,024
Texas	8.3	1,258	1,716	1,551	1,085	825	1,009	527	329	13,720	19,506	7,326
Vernon	7.7	871	1,362	1,294	916	781	1,230	712	534	16,647	24,120	8,844
Warren	6.8	556	857	976	748	630	1,247	1,048	738	22,045	29,345	10,129
Washington	6.7	1,061	1,222	1,070	898	827	944	466	212	14,984	19,828	6,642
Wayne	4.9	912	1,312	951	538	361	476	225	125	11,000	16,829	6,545
Webster	8.1	1,165	1,453	1,249	1,086	924	1,244	608	371	15,817	22,114	7,688
Worth	1.1	177	263	213	123	116	103	60	45	12,293	18,425	7,795
Wright	6.2	1,152	1,337	1,112	879	516	645	276	282	12,789	18,793	6,814
TOTAL METRO COUNTIES	**1,281.1**	**84,809**	**124,962**	**135,770**	**128,805**	**123,149**	**225,184**	**233,999**	**224,422**	**26,811**	**34,654**	**13,011**
TOTAL STATE	**1,935.7**	**165,672**	**236,058**	**239,514**	**211,619**	**190,006**	**322,142**	**300,918**	**269,771**	**22,898**	**31,044**	**11,545**
MONTANA												
BILLINGS	**46.5**	**3,931**	**5,508**	**6,117**	**5,608**	**5,254**	**9,008**	**6,885**	**4,189**	**21,913**	**27,802**	**10,965**
Yellowstone	46.5	3,931	5,508	6,117	5,608	5,254	9,008	6,885	4,189	21,913	27,802	10,965
GREAT FALLS	**30.6**	**2,515**	**3,822**	**4,316**	**3,833**	**3,618**	**5,453**	**4,510**	**2,503**	**21,038**	**27,207**	**10,592**
Cascade	30.6	2,515	3,822	4,316	3,833	3,648	5,453	4,510	2,503	21,038	27,207	10,592
ALL COUNTIES												
Beaverhead	3.2	351	533	524	417	343	528	289	215	17,384	23,480	8,945
Big Horn	3.3	314	531	549	401	421	492	380	212	18,262	23,422	7,091
Blaine	2.5	513	525	408	333	276	282	89	74	12,561	16,902	5,951
Broadwater	1.6	174	285	327	261	181	193	114	65	15,230	19,638	8,268
Carbon	3.6	495	620	642	534	408	535	220	146	15,398	19,969	8,661
Carter	.6	134	137	95	84	62	47	26	15	11,400	15,542	5,485
Cascade	30.6	2,515	3,822	4,316	3,833	3,648	5,453	4,510	2,503	21,038	27,207	10,592
Chouteau	2.2	219	318	421	318	286	300	202	136	16,865	22,805	8,802
Custer	5.2	724	929	834	594	523	811	523	262	15,958	21,759	9,052
Daniels	1.0	110	137	168	130	104	162	109	80	18,286	24,215	8,969
Dawson	4.1	317	452	521	510	509	865	629	297	22,340	26,477	10,339

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group							Median Household E B I	Average Household E B I	Per Capita E B I
		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
MONTANA (continued)												
ALL COUNTIES (continued)												
Deer Lodge	4.1	429	600	524	503	542	828	494	180	19,943	24,452	9,458
Fallon	1.4	110	137	163	164	149	329	200	148	24,115	29,826	11,931
Fergus	4.9	716	1,006	880	613	506	631	339	209	13,900	19,579	7,675
Flathead	23.4	1,901	3,007	3,347	2,846	2,718	4,859	2,887	1,835	21,013	26,093	10,262
Gallatin	18.6	1,514	2,339	2,658	2,360	2,046	3,436	2,519	1,728	21,053	28,048	10,647
Garfield	.6	75	89	124	90	46	72	58	46	15,545	22,268	8,351
Glacier	3.8	451	506	591	464	281	636	562	309	18,585	25,376	8,534
Golden Valley	.4	73	72	78	66	40	40	18	13	13,412	16,843	6,737
Granite	1.1	138	177	167	125	110	195	126	62	17,654	23,119	8,477
Hill	6.9	559	796	977	858	609	1,222	1,150	729	21,886	28,647	10,981
Jefferson	3.1	284	459	521	497	471	458	265	145	17,910	21,996	7,838
Judith Basin	1.0	110	134	136	176	122	142	90	90	18,385	24,535	9,814
Lake	8.2	1,161	1,527	1,459	1,126	902	1,117	577	331	14,807	20,076	7,382
Lewis and Clark	19.6	1,488	2,301	2,651	2,555	2,237	3,806	3,031	1,531	21,711	27,019	10,964
Liberty	1.0	117	118	157	150	78	169	104	107	18,367	26,640	11,583
Lincoln	6.8	705	946	988	992	973	1,301	714	181	18,893	22,150	8,142
McCone	.9	150	172	153	133	105	110	54	23	14,000	18,012	6,755
Madison	2.2	311	315	406	307	165	382	207	107	15,971	21,198	8,328
Meagher	.8	124	161	151	101	81	111	38	33	13,679	18,819	7,528
Mineral	1.6	227	246	227	276	243	267	100	14	16,763	18,811	7,524
Missoula	32.0	2,906	4,044	4,601	4,038	3,715	5,801	4,239	2,656	20,522	26,845	10,929
Musselshell	1.8	289	331	319	225	175	288	125	48	14,264	18,948	7,579
Park	5.0	455	776	820	597	567	916	609	260	18,710	23,714	9,964
Petroleum	.2	30	39	30	44	13	22	9	13	15,111	22,475	7,492
Phillips	2.1	309	352	336	335	248	307	138	75	15,757	20,332	7,907
Pondera	2.5	283	330	330	310	253	512	288	194	19,948	25,897	9,663
Powder River	.9	92	204	192	120	111	110	50	21	13,559	18,342	7,177
Powell	2.4	308	364	455	407	314	310	154	88	15,777	20,003	6,761
Prairie	.7	165	150	133	99	50	56	28	19	11,207	15,256	6,282
Ravalli	10.1	1,338	1,740	1,741	1,372	1,093	1,561	885	370	15,888	20,620	7,742
Richland	4.5	259	422	330	437	486	840	879	847	28,433	34,920	12,776
Roosevelt	3.7	283	488	562	521	471	649	384	342	19,959	26,247	8,749
Rosebud	4.1	432	521	543	474	318	698	800	314	21,294	26,705	9,049
Sanders	3.8	525	702	761	560	396	505	246	105	14,376	18,999	7,934
Sheridan	2.1	196	238	244	289	255	381	292	205	21,433	28,239	11,404
Silver Bow	14.3	1,749	2,254	1,874	1,615	1,334	2,818	1,715	941	18,819	24,151	9,981
Stillwater	2.6	344	390	436	359	269	413	306	83	16,877	21,235	8,365
Sweet Grass	1.2	167	295	249	143	118	137	65	26	12,431	17,368	6,723
Teton	2.5	302	343	368	344	299	387	256	201	18,514	24,436	9,545
Toole	2.2	202	350	355	252	275	348	245	173	18,606	25,208	10,464
Treasure	.4	63	62	77	65	39	51	26	17	14,846	18,943	7,577
Valley	3.7	397	591	600	471	416	543	512	170	17,733	23,001	9,251
Wheatland	.9	102	134	173	140	120	126	56	49	16,519	21,177	8,663
Wibaux	.5	94	78	85	64	47	76	20	36	14,588	20,408	7,849
Yellowstone	46.5	3,931	5,508	6,117	5,608	5,254	9,008	6,885	4,189	21,913	27,802	10,965
TOTAL METRO COUNTIES	**77.1**	**6,446**	**9,330**	**10,433**	**9,441**	**8,902**	**14,461**	**11,395**	**6,692**	**21,547**	**27,566**	**10,816**
TOTAL STATE	**319.0**	**31,730**	**44,103**	**46,894**	**40,706**	**35,821**	**56,642**	**39,836**	**23,268**	**19,481**	**25,307**	**9,846**
NEBRASKA												
LINCOLN	**82.9**	**4,716**	**7,776**	**8,790**	**8,871**	**8,570**	**15,378**	**15,282**	**13,517**	**26,658**	**35,589**	**14,003**
Lancaster	82.9	4,716	7,776	8,790	8,871	8,570	15,378	15,282	13,517	26,658	35,589	14,003
OMAHA	**232.2**	**13,619**	**21,606**	**24,075**	**23,743**	**23,246**	**43,219**	**43,112**	**39,580**	**27,196**	**35,758**	**13,332**
Douglas	160.0	9,686	15,457	16,309	15,558	15,198	28,200	29,318	30,274	27,708	36,879	14,059
Sarpy	32.5	942	1,511	2,823	3,757	3,667	7,204	7,182	5,414	29,869	37,503	12,287
Washington	6.0	402	628	684	606	602	1,318	1,040	720	25,595	32,661	12,172
Pottawattamie, Iowa	*33.7*	*2,589*	*4,010*	*4,259*	*3,822*	*3,779*	*6,497*	*5,572*	*3,172*	*22,853*	*29,300*	*11,246*
ALL COUNTIES												
Adams	12.0	1,278	1,655	1,621	1,495	1,467	2,155	1,463	866	19,836	26,550	10,764
Antelope	3.1	707	570	520	391	271	352	184	105	12,560	17,959	6,707
Arthur	.2	16	48	30	33	20	22	15	16	15,857	24,150	9,660
Banner	.3	24	61	71	44	26	38	22	14	14,455	22,497	8,436
Blaine	.3	68	76	66	42	15	19	10	4	10,333	14,623	4,874

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S&MM ESTIMATES

METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group: Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
NEBRASKA (continued)												
ALL COUNTIES (continued)												
Boone	2.5	518	547	444	269	211	281	106	124	11,874	19,090	7,018
Box Butte	5.3	493	650	767	656	705	1,016	709	304	20,600	26,143	9,556
Boyd	1.3	329	395	249	154	65	69	21	18	9,026	12,893	5,407
Brown	1.6	358	310	340	189	127	161	57	58	11,903	17,301	7,284
Buffalo	13.8	1,206	1,847	1,979	1,728	1,628	2,389	1,837	1,186	20,399	28,099	10,368
Burt	3.4	470	572	590	490	360	484	258	176	15,687	22,103	8,946
Butler	3.3	523	590	553	459	394	426	202	153	14,846	20,421	7,572
Cass	8.4	541	878	1,066	1,035	948	1,732	1,438	762	23,517	29,694	10,845
Cedar	3.9	660	756	724	520	374	413	246	207	13,518	20,644	7,525
Chase	1.9	316	308	306	261	215	261	153	80	15,357	20,995	8,310
Cherry	2.6	427	572	609	361	213	198	125	95	12,246	18,059	7,008
Cheyenne	4.2	447	573	551	402	467	753	586	421	21,435	28,157	11,709
Clay	2.9	330	445	449	369	323	502	314	168	18,051	24,071	9,066
Colfax	3.5	464	523	540	467	349	573	352	232	17,304	24,180	9,199
Cuming	4.0	577	679	768	523	535	494	234	190	14,820	20,657	7,377
Custer	5.0	782	852	897	723	545	620	312	269	14,814	21,012	8,338
Dakota	6.5	485	692	734	723	867	1,424	986	589	23,599	29,270	10,689
Dawes	3.5	439	644	564	406	319	519	337	272	16,183	24,638	9,272
Dawson	8.1	635	949	1,053	1,127	1,037	1,690	1,088	521	21,332	26,974	10,258
Deuel	1.0	86	134	157	158	137	160	100	68	18,806	25,665	11,159
Dixon	2.6	414	502	479	327	236	347	171	124	13,846	20,065	7,786
Dodge	14.0	1,397	2,032	2,086	1,760	1,580	2,674	1,574	897	19,146	25,646	10,057
Douglas	160.0	9,686	15,457	16,309	15,558	15,198	28,200	29,318	30,274	27,708	36,879	14,059
Dundy	1.2	191	194	180	167	127	173	97	71	16,000	22,998	10,221
Fillmore	2.9	378	474	546	455	358	356	212	121	15,515	21,042	8,359
Franklin	1.5	247	275	262	224	158	177	80	77	14,333	20,512	7,692
Frontier	1.4	151	192	207	198	160	217	140	135	18,756	26,604	10,954
Furnas	2.5	383	490	447	348	239	334	184	75	14,157	20,022	8,206
Gage	8.9	907	1,190	1,319	1,211	1,023	1,495	1,068	687	19,220	26,425	10,094
Garden	1.0	111	178	193	147	113	137	79	42	15,514	22,216	8,228
Garfield	.9	208	248	179	113	55	52	41	4	9,880	13,869	5,674
Gosper	.8	95	104	101	111	87	140	94	68	19,421	26,439	10,576
Grant	.3	43	46	58	48	30	37	33	5	15,250	20,153	6,718
Greeley	1.2	256	278	202	128	105	138	40	53	11,378	17,740	6,653
Hall	18.7	1,572	2,455	2,535	2,468	2,231	3,637	2,448	1,354	20,677	27,317	10,489
Hamilton	3.4	302	406	553	540	423	633	323	220	18,888	25,250	9,332
Harlan	1.7	283	289	241	241	177	216	162	91	15,771	22,070	9,380
Hayes	.5	51	52	85	73	42	67	65	65	18,778	28,930	10,332
Hitchcock	1.5	170	241	249	231	171	226	135	77	16,918	22,747	8,979
Holt	5.0	903	1,047	974	711	504	471	248	142	12,586	17,635	6,531
Hooker	.4	89	107	86	50	33	29	4	2	10,190	13,988	5,595
Howard	2.4	426	467	543	337	205	269	113	40	12,556	17,177	6,246
Jefferson	3.6	453	561	550	515	417	561	378	165	17,214	23,932	9,468
Johnson	2.0	272	321	342	266	214	290	168	127	16,157	22,897	9,346
Kearney	2.6	233	303	340	380	313	453	334	244	20,629	28,381	10,851
Keith	3.7	334	375	498	471	456	738	533	298	21,787	28,128	11,191
Keya Paha	.5	82	116	110	54	40	43	22	33	12,136	19,498	8,124
Kimball	1.8	146	242	254	235	205	339	205	174	20,605	28,050	11,220
Knox	4.0	670	744	705	532	372	481	313	183	14,078	20,587	7,696
Lancaster	82.9	4,716	7,776	8,790	8,871	8,570	15,378	15,282	13,517	26,658	35,589	14,003
Lincoln	12.5	909	1,467	1,511	1,501	1,645	2,544	2,022	1,001	22,753	29,112	10,884
Logan	.4	103	89	87	46	13	46	9	7	10,421	14,295	6,353
Loup	.3	40	57	59	47	24	44	15	14	14,400	20,370	7,639
McPherson	.2	42	43	35	28	23	16	4	9	12,125	17,630	5,877
Madison	12.5	1,270	1,596	1,685	1,631	1,464	2,152	1,677	1,025	20,215	27,032	10,239
Merrick	3.1	381	550	507	454	441	495	180	92	16,222	20,815	7,591
Morrill	2.4	571	531	507	250	226	179	93	43	10,838	15,370	6,360
Nance	1.7	271	294	292	245	167	240	118	73	14,879	20,859	8,247
Nemaha	3.2	349	371	325	415	392	477	484	387	21,648	30,609	11,801
Nuckolls	2.6	393	463	503	437	321	253	154	76	14,385	19,027	7,611
Otoe	5.9	672	909	872	738	702	994	628	385	18,346	25,062	9,991
Pawnee	1.5	261	296	261	202	156	167	101	56	13,694	19,459	8,108
Perkins	1.5	179	183	191	173	157	254	196	167	20,727	27,894	11,011
Phelps	3.7	383	442	475	472	387	660	559	322	20,897	28,873	10,683
Pierce	3.1	481	569	657	438	382	345	118	110	13,702	18,799	6,938
Platte	10.7	968	1,276	1,344	1,352	1,339	2,153	1,485	783	21,514	27,120	9,904

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
NEBRASKA (continued)												
ALL COUNTIES (continued)												
Polk	2.3	384	368	449	331	245	304	150	69	14,346	19,474	7,592
Red Willow	4.9	476	715	747	668	535	805	593	361	18,714	25,826	10,205
Richardson	4.2	778	893	841	574	374	399	235	106	12,310	17,676	7,278
Rock	.9	103	143	176	146	90	117	75	50	16,000	22,508	8,807
Saline	4.9	583	723	667	554	565	939	564	305	19,312	26,150	9,933
Sarpy	32.5	942	1,511	2,823	3,757	3,667	7,204	7,182	5,414	29,869	37,503	12,287
Saunders	7.0	647	930	1,037	959	810	1,292	875	450	19,573	26,050	9,547
Scotts Bluff	14.3	1,377	2,083	2,239	2,058	1,679	2,315	1,594	955	18,402	25,235	9,521
Seward	5.9	473	536	614	723	706	1,197	922	729	24,215	33,056	12,039
Sheridan	2.8	556	562	458	314	291	333	165	121	12,792	19,186	7,359
Sherman	1.5	328	342	327	202	130	125	30	16	11,041	14,575	5,753
Sioux	.7	90	101	125	108	72	112	39	53	16,273	23,391	9,097
Stanton	2.5	385	349	418	376	341	345	212	74	16,308	20,954	7,592
Thayer	2.6	340	428	425	362	324	399	173	149	16,407	22,343	8,419
Thomas	.4	51	61	91	61	45	53	19	19	14,833	20,878	9,279
Thurston	2.4	319	379	397	351	256	330	204	164	16,429	23,437	7,812
Valley	2.2	345	421	414	323	212	247	147	91	13,941	20,138	7,911
Washington	6.0	402	628	684	606	602	1,318	1,040	720	25,595	32,661	12,172
Wayne	3.3	332	440	517	368	356	531	445	311	19,889	28,478	9,589
Webster	2.0	428	373	342	259	204	234	98	62	12,662	18,326	7,798
Wheeler	.4	33	45	64	69	54	64	42	29	19,267	26,428	10,571
York	5.7	523	706	818	747	709	960	766	471	20,397	27,783	10,773
TOTAL METRO COUNTIES	**287.9**	**16,231**	**26,064**	**29,340**	**29,515**	**28,904**	**53,524**	**53,808**	**50,514**	**27,534**	**36,318**	**13,695**
TOTAL STATE	**611.3**	**54,516**	**74,361**	**79,055**	**72,140**	**65,566**	**105,701**	**88,432**	**71,529**	**21,846**	**30,170**	**11,455**
NEVADA												
LAS VEGAS	**261.7**	**16,947**	**22,495**	**31,068**	**30,038**	**26,694**	**47,258**	**45,205**	**41,995**	**25,781**	**31,781**	**12,955**
Clark	261.7	16,947	22,495	31,068	30,038	26,694	47,258	45,205	41,995	25,781	31,781	12,955
RENO	**104.4**	**5,445**	**8,307**	**11,613**	**12,363**	**10,577**	**18,478**	**18,638**	**18,979**	**27,004**	**33,435**	**14,341**
Washoe	104.4	5,445	8,307	11,613	12,363	10,577	18,478	18,638	18,979	27,004	33,435	14,341
ALL COUNTIES												
Carson City	16.3	949	1,437	1,873	1,736	1,675	3,040	2,925	2,665	26,637	31,565	12,059
Churchill	6.7	576	953	1,065	928	770	1,064	776	568	19,075	24,725	9,376
Clark	261.7	16,947	22,495	31,068	30,038	26,694	47,258	45,205	41,995	25,781	31,781	12,955
Douglas	10.5	447	563	935	957	1,063	2,188	2,212	2,135	30,892	39,642	16,009
Elko	9.7	704	940	977	1,087	1,049	1,718	1,659	1,566	25,463	31,830	12,865
Esmeralda	.3	20	15	24	28	19	40	68	86	35,800	40,610	10,153
Eureka	.5	75	33	64	56	31	99	53	89	24,000	30,004	10,716
Humboldt	4.5	341	654	838	625	412	664	598	368	18,174	25,536	9,576
Lander	1.9	143	139	159	176	169	396	400	318	28,905	33,119	13,389
Lincoln	1.4	128	210	204	190	181	225	161	101	19,158	23,060	8,496
Lyon	7.5	684	959	1,091	891	810	1,311	1,082	672	20,723	25,417	10,194
Mineral	2.6	171	270	272	268	255	514	441	409	26,235	31,567	13,455
Nye	6.5	622	735	839	652	677	1,195	1,144	636	22,846	26,625	10,884
Pershing	1.7	128	186	156	164	182	279	245	360	25,919	34,053	14,120
Storey	.6	50	44	78	67	62	127	99	73	24,917	29,682	8,905
Washoe	104.4	5,445	8,307	11,613	12,363	10,577	18,478	18,638	18,979	27,004	33,435	14,341
White Pine	3.0	221	261	255	291	291	514	555	612	28,226	34,493	13,439
TOTAL METRO COUNTIES	**366.1**	**22,392**	**30,802**	**42,681**	**42,401**	**37,271**	**65,736**	**63,843**	**60,974**	**26,145**	**32,252**	**13,336**
TOTAL STATE	**439.8**	**27,651**	**38,201**	**51,511**	**50,517**	**44,917**	**79,110**	**76,261**	**71,632**	**25,891**	**32,003**	**13,158**
NEW HAMPSHIRE												
MANCHESTER - NASHUA	**123.5**	**3,977**	**7,806**	**9,319**	**9,765**	**9,323**	**18,902**	**24,920**	**39,488**	**36,437**	**44,801**	**16,611**
Hillsborough	123.5	3,977	7,806	9,319	9,765	9,323	18,902	24,920	39,488	36,437	44,801	16,611
PORTSMOUTH - DOVER - ROCHESTER	**124.0**	**4,834**	**8,440**	**9,706**	**10,553**	**10,662**	**21,067**	**26,044**	**32,694**	**33,444**	**41,064**	**15,114**
Rockingham	88.3	3,120	5,373	6,567	7,337	7,415	14,890	18,953	24,645	34,632	42,240	15,606
Strafford	35.7	1,714	3,067	3,139	3,216	3,247	6,177	7,091	8,049	30,375	38,157	13,914

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group								Median Household E B I	Average Household E B I	Per Capita E B I
		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
NEW HAMPSHIRE (continued)												
ALL COUNTIES												
Belknap	19.3	1,065	2,004	2,050	2,360	2,241	3,489	3,327	2,764	24,841	32,150	12,311
Carroll	14.7	875	1,521	1,804	1,952	1,738	2,660	2,147	2,003	23,471	31,381	13,218
Cheshire	25.8	1,109	2,381	2,581	2,759	2,630	4,920	4,925	4,495	27,692	35,240	13,044
Coos	13.5	978	1,695	1,631	1,598	1,460	2,574	2,182	1,382	22,967	28,405	11,051
Grafton	26.9	1,450	2,715	3,138	3,299	2,976	4,903	4,306	4,113	24,788	33,811	12,580
Hillsborough	123.5	3,977	7,806	9,319	9,765	9,323	18,902	24,920	39,488	36,437	44,801	16,611
Merrimack	45.0	1,777	3,359	4,130	4,628	4,439	8,305	8,833	9,529	29,780	38,045	14,231
Rockingham	88.3	3,120	5,373	6,567	7,337	7,415	14,890	18,953	24,645	34,632	42,240	15,606
Strafford	35.7	1,714	3,067	3,139	3,216	3,247	6,177	7,091	8,049	30,375	38,157	13,914
Sullivan	15.5	848	1,599	1,882	1,820	1,679	3,019	2,686	1,967	24,793	31,038	12,273
TOTAL METRO COUNTIES	**247.5**	**8,811**	**16,246**	**19,025**	**20,318**	**19,985**	**39,969**	**50,964**	**72,182**	**34,847**	**42,929**	**15,858**
TOTAL STATE	**408.2**	**16,913**	**31,520**	**36,241**	**38,734**	**37,148**	**69,839**	**79,370**	**98,435**	**31,033**	**39,446**	**14,752**
NEW JERSEY												
ATLANTIC CITY	**123.9**	**8,804**	**15,441**	**16,270**	**14,823**	**12,452**	**19,834**	**18,679**	**17,597**	**22,532**	**32,025**	**12,701**
Atlantic	82.7	6,139	10,151	10,216	9,420	7,891	13,321	13,344	12,218	23,322	32,647	12,640
Cape May	41.2	2,665	5,290	6,054	5,403	4,561	6,513	5,335	5,379	21,212	30,777	12,834
BERGEN - PASSAIC	**484.2**	**19,081**	**32,442**	**33,293**	**34,771**	**33,667**	**65,543**	**89,058**	**176,345**	**38,404**	**50,568**	**18,897**
Bergen	316.0	8,726	16,405	18,333	20,228	20,160	40,225	58,601	133,322	43,080	55,899	21,213
Passaic	168.2	10,355	16,037	14,960	14,543	13,507	25,318	30,457	43,023	30,737	40,552	14,732
JERSEY CITY	**213.0**	**20,268**	**27,771**	**24,015**	**22,042**	**19,717**	**33,236**	**32,663**	**33,288**	**23,126**	**31,836**	**12,408**
Hudson	213.0	20,268	27,771	24,015	22,042	19,717	33,236	32,663	33,288	23,126	31,836	12,408
MIDDLESEX - SOMERSET - HUNTERDON	**348.5**	**10,542**	**17,771**	**19,757**	**21,612**	**22,453**	**49,507**	**72,026**	**134,832**	**41,254**	**51,514**	**18,345**
Hunterdon	35.1	886	1,612	1,772	2,103	2,264	4,770	7,095	14,598	43,029	54,660	18,865
Middlesex	232.4	7,740	13,116	14,158	15,150	15,637	34,404	49,651	82,544	39,381	48,491	17,311
Somerset	81.0	1,916	3,043	3,827	4,359	4,552	10,333	15,280	37,690	46,994	58,822	21,092
MONMOUTH - OCEAN	**375.9**	**13,765**	**27,917**	**32,469**	**34,165**	**30,409**	**55,803**	**68,820**	**112,552**	**33,742**	**44,977**	**17,129**
Monmouth	206.4	7,742	14,627	15,333	15,804	14,847	28,212	36,888	72,947	37,238	49,387	18,010
Ocean	169.5	6,023	13,290	17,136	18,361	15,562	27,591	31,932	39,605	29,956	39,606	15,946
NEWARK	**694.9**	**40,106**	**55,239**	**52,292**	**53,139**	**51,157**	**97,355**	**121,488**	**224,124**	**34,806**	**46,609**	**17,023**
Essex	312.5	26,484	34,756	28,997	27,648	25,197	42,799	46,251	80,368	27,841	41,064	15,210
Morris	149.6	2,757	4,900	6,289	7,570	8,243	18,983	29,368	71,490	48,380	59,800	20,873
Sussex	44.9	1,157	2,017	2,407	2,788	2,932	6,972	10,298	16,329	40,485	49,783	17,102
Union	187.9	9,708	13,566	14,599	15,133	14,785	28,601	35,571	55,937	34,096	44,572	16,760
TRENTON	**119.6**	**4,628**	**8,910**	**8,915**	**9,125**	**8,545**	**16,481**	**21,285**	**41,711**	**37,057**	**49,481**	**18,048**
Mercer	119.6	4,628	8,910	8,915	9,125	8,545	16,481	21,285	41,711	37,057	49,481	18,048
VINELAND - MILLVILLE - BRIDGETON	**48.9**	**3,003**	**5,566**	**5,248**	**5,415**	**5,063**	**8,728**	**8,028**	**7,849**	**25,160**	**33,694**	**11,786**
Cumberland	48.9	3,003	5,566	5,248	5,415	5,063	8,728	8,028	7,849	25,160	33,694	11,786
ALL COUNTIES												
Atlantic	82.7	6,139	10,151	10,216	9,420	7,891	13,321	13,344	12,218	23,322	32,647	12,640
Bergen	316.0	8,726	16,405	18,333	20,228	20,160	40,225	58,601	133,322	43,080	55,899	21,213
☐ Burlington	136.3	4,064	7,314	9,599	10,861	11,025	22,204	29,116	42,117	36,270	46,498	15,848
☐ Camden	182.7	10,515	17,245	16,500	17,081	16,214	28,733	32,920	43,492	29,712	39,144	14,375
Cape May	41.2	2,665	5,290	6,054	5,403	4,561	6,513	5,335	5,379	21,212	30,777	12,834
Cumberland	48.9	3,003	5,566	5,248	5,415	5,063	8,728	8,028	7,849	25,160	33,694	11,786
Essex	312.5	26,484	34,756	28,997	27,648	25,197	42,799	46,251	80,368	27,841	41,064	15,210
☐ Gloucester	76.4	3,629	5,822	6,713	6,816	6,677	13,665	17,295	15,783	31,502	38,115	13,248
Hudson	213.0	20,268	27,771	24,015	22,042	19,717	33,236	32,663	33,288	23,126	31,836	12,408
Hunterdon	35.1	886	1,612	1,772	2,103	2,264	4,770	7,095	14,598	43,029	54,660	18,865
Mercer	119.6	4,628	8,910	8,915	9,125	8,545	16,481	21,285	41,711	37,057	49,481	18,048
Middlesex	232.4	7,740	13,116	14,158	15,150	15,637	34,404	49,651	82,544	39,381	48,491	17,311
Monmouth	206.4	7,742	14,627	15,333	15,804	14,847	28,212	36,888	72,947	37,238	49,387	18,010
Morris	149.6	2,757	4,900	6,289	7,570	8,243	18,983	29,368	71,490	48,380	59,800	20,873
Ocean	169.5	6,023	13,290	17,136	18,361	15,562	27,591	31,932	39,605	29,956	39,606	15,946
Passaic	168.2	10,355	16,037	14,960	14,543	13,507	25,318	30,457	43,023	30,737	40,552	14,732
☐ Salem	24.4	1,022	1,810	1,989	1,921	1,747	3,218	5,036	7,657	36,610	44,614	16,296
Somerset	81.0	1,916	3,043	3,827	4,359	4,552	10,333	15,280	37,690	46,994	58,822	21,092
Sussex	44.9	1,157	2,017	2,407	2,788	2,932	6,972	10,298	16,329	40,485	49,783	17,102
Union	187.9	9,708	13,566	14,599	15,133	14,785	28,601	35,571	55,937	34,096	44,572	16,760

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
NEW JERSEY (continued)												
ALL COUNTIES (continued)												
Warren	33.0	1,323	2,667	3,086	3,010	3,065	6,212	6,770	6,867	30,316	38,439	14,157
TOTAL METRO COUNTIES	**2,861.7**	**140,750**	**225,915**	**230,146**	**234,781**	**222,191**	**420,519**	**523,184**	**864,214**	**33,929**	**45,010**	**16,590**
TOTAL STATE	**2,861.7**	**140,750**	**225,915**	**230,146**	**234,781**	**222,191**	**420,519**	**523,184**	**864,214**	**33,929**	**45,010**	**16,590**
NEW MEXICO												
ALBUQUERQUE	**191.6**	**18,182**	**22,653**	**27,194**	**24,483**	**19,569**	**32,684**	**26,487**	**20,348**	**20,749**	**27,599**	**10,640**
Bernalillo	191.6	18,182	22,653	27,194	24,483	19,569	32,684	26,487	20,348	20,749	27,599	10,640
LAS CRUCES	**44.9**	**6,198**	**7,556**	**7,564**	**5,428**	**4,320**	**6,323**	**3,973**	**3,538**	**16,019**	**23,261**	**8,003**
Dona Ana	44.9	6,198	7,556	7,564	5,428	4,320	6,323	3,973	3,538	16,019	23,261	8,003
SANTA FE	**43.2**	**3,216**	**4,379**	**4,975**	**4,563**	**4,144**	**7,205**	**7,037**	**7,681**	**25,385**	**33,206**	**12,762**
Los Alamos	7.5	183	209	319	354	431	1,128	1,844	3,032	43,791	48,692	18,632
Santa Fe	35.7	3,033	4,170	4,656	4,209	3,713	6,077	5,193	4,649	22,209	29,953	11,523
ALL COUNTIES												
Bernalillo	191.6	18,182	22,653	27,194	24,483	19,569	32,684	26,487	20,348	20,749	27,599	10,640
Catron	.9	164	193	171	112	83	109	48	20	12,486	17,560	5,450
Chaves	21.4	2,241	3,376	3,537	2,856	2,149	3,195	2,293	1,753	17,577	24,984	9,364
Cibola	7.1	804	764	835	894	889	1,234	1,131	549	21,346	25,818	8,295
Colfax	5.1	715	971	829	638	542	747	400	258	15,257	20,489	7,572
Curry	16.3	1,777	2,623	2,952	2,260	1,759	2,298	1,616	1,015	16,726	23,704	8,742
De Baca	1.1	196	254	214	138	94	98	61	45	12,067	17,574	8,055
Dona Ana	44.9	6,198	7,556	7,564	5,428	4,320	6,323	3,973	3,538	16,019	23,261	8,003
Eddy	18.8	1,917	2,636	2,680	2,499	2,227	3,377	2,095	1,369	19,310	24,916	8,872
Grant	9.6	943	1,263	1,063	919	922	1,876	1,693	921	23,278	27,901	9,670
Guadalupe	1.5	351	347	272	205	132	99	51	43	10,981	15,191	5,299
Harding	.4	72	84	85	60	35	25	23	16	12,500	17,063	7,583
Hidalgo	2.0	283	410	366	202	226	365	122	26	13,970	18,844	6,178
Lea	21.7	2,057	2,115	2,290	2,456	2,257	4,896	3,345	2,284	24,364	29,142	10,316
Lincoln	5.9	727	928	945	733	618	924	559	466	17,336	24,073	9,662
Los Alamos	7.5	183	209	319	354	431	1,128	1,844	3,032	43,791	48,692	18,632
Luna	6.5	1,274	1,554	1,195	762	544	625	327	219	11,445	16,884	6,165
McKinley	20.2	5,137	3,732	2,921	2,354	1,991	2,334	1,153	578	11,911	16,644	4,689
Mora	1.5	380	372	250	143	142	154	44	15	9,971	14,541	4,641
Otero	17.9	1,408	2,049	2,955	2,805	2,096	2,958	2,237	1,392	19,495	26,081	8,995
Quay	4.5	679	676	608	650	501	554	502	330	17,091	22,803	9,001
Rio Arriba	11.1	2,410	2,258	1,903	1,485	1,093	1,208	541	202	12,142	16,177	5,266
Roosevelt	6.3	1,283	1,308	997	655	508	728	484	337	12,608	19,686	7,516
Sandoval	17.9	1,349	1,719	2,198	2,309	2,103	3,126	2,827	2,269	23,128	29,754	9,443
San Juan	31.2	4,250	3,627	3,528	3,405	3,230	5,911	4,533	2,716	21,169	25,846	8,444
San Miguel	8.7	1,751	1,920	1,601	1,023	666	978	537	224	11,965	17,167	5,880
Santa Fe	35.7	3,033	4,170	4,656	4,209	3,713	6,077	5,193	4,649	22,209	29,953	11,523
Sierra	4.4	833	1,050	793	603	363	397	231	130	11,878	16,588	7,372
Socorro	4.7	872	951	936	636	413	468	288	136	12,660	17,825	5,900
Taos	7.3	1,283	1,353	1,258	979	580	1,008	460	379	13,953	19,712	6,918
Torrance	3.5	640	672	706	542	268	337	218	117	13,096	17,671	6,311
Union	1.8	297	314	298	228	168	221	121	153	14,839	22,971	8,614
Valencia	15.1	1,639	2,098	2,347	2,126	1,684	2,299	1,968	939	18,321	23 854	8,416
TOTAL METRO COUNTIES	**279.7**	**27,596**	**34,588**	**39,733**	**34,474**	**28,033**	**46,212**	**37,497**	**31,567**	**20,551**	**27,769**	**10,497**
TOTAL STATE	**554.1**	**65,328**	**76,205**	**80,466**	**69,151**	**56,316**	**88,761**	**67,405**	**50,468**	**18,897**	**25,595**	**9,222**
NEW YORK												
ALBANY - SCHENECTADY - TROY	**325.0**	**19,373**	**33,301**	**35,682**	**35,001**	**33,518**	**58,030**	**58,390**	**51,705**	**25,930**	**34,434**	**13,048**
Albany	112.6	6,556	10,696	11,705	11,915	11,264	18,738	20,142	21,584	27,211	36,858	14,445
Greene	16.7	1,325	2,322	2,341	2,086	1,837	2,917	2,383	1,489	20,692	28,180	10,844
Montgomery	20.2	1,508	2,601	2,658	2,572	2,313	3,813	2,982	1,753	21,509	28,445	10,903
Rensselaer	56.2	3,536	6,203	6,065	5,858	5,651	10,092	10,261	8,534	25,731	33,756	12,239
Saratoga	60.4	2,661	4,676	5,855	6,034	6,228	11,496	12,906	10,544	29,102	36,528	13,032
Schenectady	58.9	3,787	6,803	7,058	6,536	6,225	10,974	9,716	7,801	24,176	32,126	12,615
BINGHAMTON	**98.9**	**5,476**	**10,350**	**12,028**	**11,280**	**10,527**	**17,740**	**16,926**	**14,573**	**24,892**	**33,274**	**12,381**
Broome	80.2	4,617	8,665	9,922	9,281	8,650	14,484	13,555	11,026	24,357	32,702	12,325

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group: Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
NEW YORK (continued)												
BINGHAMTON (continued)												
Tioga	18.7	859	1,685	2,106	1,999	1,877	3,256	3,371	3,547	27,492	35,726	12,605
BUFFALO	**360.0**	**28,082**	**44,100**	**41,549**	**36,719**	**35,795**	**68,120**	**61,979**	**43,656**	**24,112**	**31,339**	**11,678**
Erie	360.0	28,082	44,100	41,549	36,719	35,795	68,120	61,979	43,656	24,112	31,339	11,678
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***440.9***	***34,330***	***53,654***	***50,954***	***45,539***	***45,171***	***84,222***	***76,187***	***50,843***	***23,980***	***31,004***	***11,547***
ELMIRA	**34.4**	**2,474**	**4,502**	**4,814**	**4,323**	**4,089**	**6,270**	**4,986**	**2,942**	**21,266**	**28,312**	**10,383**
Chemung	34.4	2,474	4,502	4,814	4,323	4,089	6,270	4,986	2,942	21,266	28,312	10,383
GLENS FALLS	**40.5**	**2,691**	**4,840**	**5,277**	**5,084**	**4,774**	**7,596**	**6,220**	**4,018**	**22,371**	**29,771**	**10,503**
Warren	20.8	1,352	2,401	2,627	2,599	2,446	3,690	3,174	2,511	22,822	31,161	11,452
Washington	19.7	1,339	2,439	2,650	2,485	2,328	3,906	3,046	1,507	21,888	28,303	9,580
JAMESTOWN - DUNKIRK	**54.0**	**4,230**	**7,524**	**7,609**	**6,649**	**6,231**	**10,207**	**7,265**	**4,285**	**20,743**	**27,519**	**10,284**
Chautauqua	54.0	4,230	7,524	7,609	6,649	6,231	10,207	7,265	4,285	20,743	27,519	10,284
NASSAU - SUFFOLK	**877.4**	**25,550**	**42,977**	**50,845**	**54,744**	**57,641**	**121,229**	**187,119**	**337,295**	**41,534**	**52,748**	**17,339**
Nassau	447.9	11,673	19,702	22,252	24,558	26,189	54,763	89,350	199,413	45,944	57,971	19,526
Suffolk	429.5	13,877	23,275	28,593	30,186	31,452	66,466	97,769	137,882	37,874	47,302	15,168
NEW YORK	**3,458.7**	**336,709**	**448,263**	**383,292**	**352,824**	**313,058**	**506,390**	**496,260**	**621,904**	**23,227**	**34,954**	**14,095**
Bronx	465.2	72,222	86,275	64,794	53,822	42,575	61,812	48,516	35,184	15,767	23,879	9,150
Kings	901.0	112,748	145,464	117,686	101,838	87,026	128,773	111,637	95,828	18,527	27,195	10,597
New York (Manhattan)	770.9	71,955	100,424	80,397	75,447	66,887	106,006	97,845	171,939	24,285	40,925	21,065
Putnam	28.7	839	1,438	1,817	1,983	1,985	3,973	6,862	9,803	39,837	47,846	16,174
Queens	753.4	54,858	79,342	81,293	80,730	75,479	129,727	129,994	121,977	25,373	33,725	13,045
Richmond	130.7	7,182	9,807	9,801	10,118	10,322	21,922	28,780	32,768	33,446	41,014	13,934
Rockland	85.7	2,519	3,750	4,569	5,042	5,008	10,098	16,779	37,935	45,358	55,369	17,647
Westchester	323.1	14,386	21,763	22,935	23,844	23,776	44,079	55,847	116,470	37,525	52,143	19,439
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***6,849.8***	***483,724***	***679,697***	***625,201***	***603,082***	***556,965***	***985,755***	***1,137,302***	***1,778,074***	***29,736***	***41,765***	***15,825***
NIAGARA FALLS	**80.9**	**6,248**	**9,554**	**9,405**	**8,820**	**9,376**	**16,102**	**14,208**	**7,187**	**23,469**	**29,515**	**10,968**
Niagara	80.9	6,248	9,554	9,405	8,820	9,376	16,102	14,208	7,187	23,469	29,515	10,968
ORANGE COUNTY	**97.2**	**5,730**	**8,874**	**9,396**	**9,325**	**9,410**	**17,903**	**19,574**	**16,988**	**28,340**	**36,742**	**12,285**
Orange	97.2	5,730	8,874	9,396	9,325	9,410	17,903	19,574	16,988	28,340	36,742	12,285
POUGHKEEPSIE	**90.1**	**4,001**	**7,060**	**7,991**	**7,949**	**7,971**	**15,380**	**19,062**	**20,686**	**31,704**	**40,446**	**13,899**
Dutchess	90.1	4,001	7,060	7,991	7,949	7,971	15,380	19,062	20,686	31,704	40,446	13,899
ROCHESTER	**368.9**	**21,365**	**34,317**	**36,445**	**35,762**	**34,651**	**66,978**	**71,991**	**67,391**	**28,235**	**36,263**	**13,468**
Livingston	20.1	1,246	2,057	2,413	2,466	2,297	4,014	3,562	2,045	24,106	31,200	10,331
Monroe	269.3	16,177	25,001	25,514	24,958	24,128	47,547	52,716	53,259	28,930	37,124	14,143
Ontario	33.5	1,723	3,127	3,809	3,653	3,660	7,040	6,301	4,187	26,104	33,250	11,824
Orleans	14.2	733	1,409	1,687	1,527	1,377	2,576	2,801	2,090	26,429	33,466	11,619
Wayne	31.8	1,486	2,723	3,022	3,158	3,189	5,801	6,611	5,810	29,127	36,591	12,843
SYRACUSE	**236.8**	**15,000**	**24,301**	**26,131**	**24,884**	**24,000**	**43,526**	**43,488**	**35,470**	**25,920**	**33,946**	**12,340**
Madison	22.4	1,529	2,472	2,931	2,611	2,549	4,398	3,555	2,355	23,186	31,021	10,234
Onondaga	172.7	11,238	17,780	19,130	18,047	17,267	31,819	31,660	25,759	25,902	33,915	12,694
Oswego	41.7	2,233	4,049	4,070	4,226	4,184	7,309	8,273	7,356	27,749	35,647	12,174
UTICA - ROME	**116.1**	**8,703**	**14,584**	**14,793**	**14,380**	**13,570**	**21,863**	**17,320**	**10,887**	**21,939**	**29,119**	**10,519**
Herkimer	24.6	1,767	3,146	3,186	3,170	3,014	4,845	3,352	2,120	21,602	28,163	10,203
Oneida	91.5	6,936	11,438	11,607	11,210	10,556	17,018	13,968	8,767	22,037	29,376	10,603
ALL COUNTIES												
Albany	112.6	6,556	10,696	11,705	11,915	11,264	18,738	20,142	21,584	27,211	36,858	14,445
Allegany	17.5	1,925	2,911	2,996	2,569	2,223	2,837	1,539	500	16,706	22,833	7,640
Bronx	465.2	72,222	86,275	64,794	53,822	42,575	61,812	48,516	35,184	15,767	23,879	9,150
Broome	80.2	4,617	8,665	9,922	9,281	8,650	14,484	13,555	11,026	24,357	32,702	12,325
Cattaraugus	30.8	2,616	3,983	4,359	3,841	3,495	5,850	4,255	2,401	20,813	27,716	9,812
Cayuga	29.1	2,311	4,075	4,074	3,632	3,475	5,492	4,307	1,734	20,635	26,753	9,335
Chautauqua	54.0	4,230	7,524	7,609	6,649	6,231	10,207	7,265	4,285	20,743	27,519	10,284
Chemung	34.4	2,474	4,502	4,814	4,323	4,089	6,270	4,986	2,942	21,266	28,312	10,383
Chenango	18.9	1,239	2,103	2,791	2,596	2,255	3,493	2,950	1,473	21,473	28,691	10,251
Clinton	27.0	2,143	3,600	4,189	3,698	3,187	4,664	3,582	1,937	19,819	27,966	9,000
Columbia	23.5	1,477	2,837	3,414	2,803	2,667	4,319	3,528	2,455	22,231	30,209	11,322
Cortland	17.0	1,505	2,295	2,454	2,202	2,023	3,145	2,151	1,225	20,098	27,166	9,464
Delaware	17.9	1,349	2,377	2,627	2,555	2,191	3,304	2,106	1,391	20,089	27,218	9,783
Dutchess	90.1	4,001	7,060	7,991	7,949	7,971	15,380	19,062	20,686	31,704	40,446	13,899
Erie	360.0	28,082	44,100	41,549	36,719	35,795	68,120	61,979	43,656	24,112	31,339	11,678

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		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
NEW YORK (continued)												
ALL COUNTIES (continued)												
Essex	14.3	1,150	2,083	2,147	1,909	1,644	2,518	1,794	1,055	19,619	26,642	9,999
Franklin	16.0	1,508	2,573	2,742	2,138	1,683	2,451	1,901	1,004	17,617	25,625	8,933
Fulton	21.2	1,765	3,014	3,003	2,873	2,654	3,910	2,539	1,442	19,904	26,490	9,992
Genesee	21.6	1,638	2,656	2,932	2,733	2,783	4,404	3,116	1,338	21,499	27,190	9,565
Greene	16.7	1,325	2,322	2,341	2,086	1,837	2,917	2,383	1,489	20,692	28,180	10,844
Hamilton	1.9	148	298	355	318	239	291	179	72	17,266	23,087	7,833
Herkimer	24.6	1,767	3,146	3,186	3,170	3,014	4,845	3,352	2,120	21,602	28,163	10,203
Jefferson	35.2	3,281	5,266	5,351	4,805	3,936	6,128	4,206	2,227	18,805	25,473	9,140
Kings	901.0	112,748	145,464	117,686	101,838	87,026	128,773	111,637	95,828	18,527	27,195	10,597
Lewis	9.1	728	1,234	1,288	1,220	1,231	1,720	1,097	582	20,315	26,498	9,099
Livingston	20.1	1,246	2,057	2,413	2,466	2,297	4,014	3,562	2,045	24,106	31,200	10,331
Madison	22.4	1,529	2,472	2,931	2,611	2,549	4,398	3,555	2,355	23,186	31,021	10,234
Monroe	269.3	16,177	25,001	25,514	24,958	24,128	47,547	52,716	53,259	28,930	37,124	14,143
Montgomery	20.2	1,508	2,601	2,658	2,572	2,313	3,813	2,982	1,753	21,509	28,445	10,903
Nassau	447.9	11,673	19,702	22,252	24,558	26,189	54,763	89,350	199,413	45,944	57,971	19,526
New York (Manhattan)	770.9	71,955	100,424	80,397	75,447	66,887	106,006	97,845	171,939	24,285	40,925	21,065
Niagara	80.9	6,248	9,554	9,405	8,820	9,376	16,102	14,208	7,187	23,469	29,515	10,968
Oneida	91.5	6,936	11,438	11,607	11,210	10,556	17,018	13,968	8,767	22,037	29,376	10,603
Onondaga	172.7	11,238	17,780	19,130	18,047	17,267	31,819	31,660	25,759	25,902	33,915	12,694
Ontario	33.5	1,723	3,127	3,809	3,653	3,660	7,040	6,301	4,187	26,104	33,250	11,824
Orange	97.2	5,730	8,874	9,396	9,325	9,410	17,903	19,574	16,988	28,340	36,742	12,285
Orleans	14.2	733	1,409	1,687	1,527	1,377	2,576	2,801	2,090	26,429	33,466	11,619
Oswego	41.7	2,233	4,049	4,070	4,226	4,184	7,309	8,273	7,356	27,749	35,647	12,174
Otsego	21.8	1,540	2,653	3,047	2,863	2,551	3,725	3,154	2,267	21,514	30,493	10,916
Putnam	28.7	839	1,438	1,817	1,983	1,985	3,973	6,862	9,803	39,837	47,846	16,174
Queens	753.4	54,858	79,342	81,293	80,730	75,479	129,727	129,994	121,977	25,373	33,725	13,045
Rensselaer	56.2	3,536	6,203	6,065	5,858	5,651	10,092	10,261	8,534	25,731	33,756	12,239
Richmond	130.7	7,182	9,807	9,801	10,118	10,322	21,922	28,780	32,768	33,446	41,014	13,934
Rockland	85.7	2,519	3,750	4,569	5,042	5,008	10,098	16,779	37,935	45,358	55,369	17,647
St. Lawrence	38.0	3,790	5,643	5,548	4,688	3,947	6,492	5,017	2,875	19,277	27,136	8,974
Saratoga	60.4	2,661	4,676	5,855	6,034	6,228	11,496	12,906	10,544	29,102	36,528	13,032
Schenectady	58.9	3,787	6,803	7,058	6,536	6,225	10,974	9,716	7,801	24,176	32,126	12,615
Schoharie	11.0	918	1,569	1,721	1,469	1,329	2,015	1,364	615	19,392	26,386	8,986
Schuyler	6.4	260	621	813	853	793	1,275	1,137	648	24,108	31,183	10,905
Seneca	11.9	558	1,021	1,364	1,387	1,327	2,349	2,250	1,644	26,128	34,351	12,023
Steuben	36.3	2,710	4,546	4,962	4,874	4,166	6,700	5,090	3,252	21,160	28,510	10,485
Suffolk	429.5	13,877	23,275	28,593	30,186	31,452	66,466	97,769	137,882	37,874	47,302	15,168
Sullivan	25.3	1,774	3,342	3,596	3,124	2,626	4,436	3,430	2,972	21,557	31,221	11,464
Tioga	18.7	859	1,685	2,106	1,999	1,877	3,256	3,371	3,547	27,492	35,726	12,605
Tompkins	31.8	2,213	3,202	3,720	3,816	3,423	4,978	5,075	5,373	24,235	35,842	12,539
Ulster	62.4	3,814	6,788	7,271	7,036	6,422	10,363	10,652	10,054	24,884	34,122	12,666
Warren	20.8	1,352	2,401	2,627	2,599	2,446	3,690	3,174	2,511	22,822	31,161	11,452
Washington	19.7	1,339	2,439	2,650	2,485	2,328	3,906	3,046	1,507	21,888	28,303	9,580
Wayne	31.8	1,486	2,723	3,022	3,158	3,189	5,801	6,611	5,810	29,137	36,591	12,843
Westchester	323.1	14,386	21,763	22,935	23,844	23,776	44,079	55,847	116,470	37,525	52,143	19,439
Wyoming	13.8	821	1,431	1,549	1,693	1,691	2,853	2,322	1,440	24,126	30,956	10,147
Yates	8.6	932	1,410	1,424	1,243	1,029	1,309	833	420	17,008	23,619	9,150
TOTAL METRO COUNTIES	**6,238.9**	**485,632**	**694,547**	**645,257**	**607,744**	**564,611**	**977,334**	**1,024,788**	**1,238,987**	**26,174**	**37,027**	**14,064**
TOTAL STATE	**6,807.2**	**529,745**	**768,078**	**724,994**	**680,682**	**629,601**	**1,078,355**	**1,104,362**	**1,291,383**	**25,608**	**36,349**	**13,724**
NORTH CAROLINA												
ASHEVILLE	**69.9**	**6,509**	**9,185**	**9,800**	**9,175**	**8,084**	**12,222**	**9,123**	**5,802**	**20,159**	**26,836**	**10,831**
Buncombe	69.9	6,509	9,185	9,800	9,175	8,084	12,222	9,123	5,802	20,159	26,836	10,831
BURLINGTON	**40.7**	**3,113**	**4,895**	**5,393**	**4,959**	**4,525**	**7,953**	**6,224**	**3,638**	**22,055**	**28,160**	**10,967**
Alamance	40.7	3,113	4,895	5,393	4,959	4,525	7,953	6,224	3,638	22,055	28,160	10,967
CHARLOTTE - GASTONIA - ROCK HILL	**421.1**	**28,875**	**40,867**	**48,604**	**48,453**	**46,861**	**80,504**	**72,595**	**54,341**	**24,634**	**31,722**	**12,001**
Cabarrus	35.4	2,236	3,925	4,487	3,960	3,973	7,138	6,041	3,640	23,813	29,872	11,120
Gaston	63.8	4,517	6,401	7,402	7,677	7,567	12,884	10,826	6,526	23,784	30,024	11,028
Lincoln	18.2	1,143	1,582	1,701	2,188	2,307	3,816	3,248	2,215	25,424	31,344	11,595
Mecklenburg	188.7	12,581	16,781	20,960	20,994	19,548	33,283	33,692	30,861	25,950	34,110	13,463
Rowan	40.9	2,944	4,727	5,412	5,222	5,177	8,396	5,897	3,125	21,951	27,777	10,738

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

SaMM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group								Median Household E B I	Average Household E B I	Per Capita E B I
		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
NORTH CAROLINA (continued)												
CHARLOTTE - GASTONIA - ROCK HILL (continued)												
Union	28.9	2,002	2,871	3,404	3,232	3,197	5,962	5,137	3,095	24,586	31,148	10,716
York, S. C.	*45.2*	*3,452*	*4,580*	*5,238*	*5,180*	*5,092*	*9,025*	*7,754*	*4,879*	*23,943*	*29,682*	*10,547*
FAYETTEVILLE	**87.9**	**7,837**	**9,658**	**14,038**	**12,419**	**10,511**	**14,936**	**11,598**	**6,903**	**19,999**	**29,531**	**9,686**
Cumberland	87.9	7,837	9,658	14,038	12,419	10,511	14,936	11,598	6,903	19,999	29,531	9,686
GREENSBORO - WINSTON-SALEM - HIGH POINT	**361.5**	**27,091**	**37,686**	**44,237**	**42,197**	**39,326**	**66,110**	**58,249**	**46,604**	**23,665**	**31,308**	**12,135**
Davidson	47.1	3,437	5,205	6,142	6,066	5,727	9,337	7,000	4,186	22,213	28,313	10,651
Davie	10.9	868	1,149	1,266	1,286	1,131	2,061	1,808	1,331	23,758	30,584	11,416
Forsyth	107.7	8,426	11,034	12,525	11,663	10,964	18,783	18,234	16,071	24,618	32,594	13,045
Guilford	131.4	9,498	13,339	16,378	15,252	13,971	23,002	21,050	18,910	23,937	32,674	12,691
Randolph	39.3	2,739	4,016	4,922	5,272	5,046	8,111	5,832	3,362	22,630	28,265	10,816
Stokes	13.6	934	1,373	1,396	1,391	1,282	2,730	2,666	1,828	26,510	31,903	11,509
Yadkin	11.5	1,189	1,570	1,608	1,267	1,205	2,086	1,659	916	20,464	26,306	9,919
HICKORY	**84.5**	**4,855**	**8,676**	**10,852**	**10,983**	**10,312**	**17,322**	**13,310**	**8,190**	**23,284**	**29,994**	**11,294**
Alexander	10.3	805	1,212	1,478	1,451	1,348	2,112	1,316	578	20,669	25,682	9,380
Burke	29.3	2,007	3,295	4,128	4,272	3,837	5,753	4,079	1,929	21,217	27,563	10,354
Catawba	44.9	2,043	4,169	5,246	5,260	5,127	9,457	7,915	5,683	25,568	32,569	12,372
JACKSONVILLE	**38.9**	**3,747**	**6,065**	**8,583**	**6,085**	**4,316**	**5,480**	**3,161**	**1,463**	**15,861**	**27,516**	**8,291**
Onslow	38.9	3,747	6,065	8,583	6,085	4,316	5,480	3,161	1,463	15,861	27,516	8,291
RALEIGH - DURHAM	**266.1**	**18,289**	**24,406**	**28,508**	**28,827**	**26,478**	**44,898**	**46,613**	**48,081**	**26,371**	**34,902**	**13,499**
Durham	68.8	5,076	6,818	7,391	7,576	6,822	10,748	11,710	12,659	25,561	34,580	13,642
Franklin	12.8	1,543	1,742	1,735	1,621	1,326	2,000	1,703	1,130	19,160	25,958	9,255
Orange	34.3	2,994	4,135	4,769	4,164	3,556	5,440	4,500	4,742	21,455	31,333	12,076
Wake	150.2	8,676	11,711	14,613	15,466	14,774	26,710	28,700	29,550	28,728	36,627	14,153
WILMINGTON	**46.5**	**4,972**	**6,392**	**6,324**	**5,199**	**5,108**	**8,148**	**6,214**	**4,143**	**20,346**	**27,030**	**10,571**
New Hanover	46.5	4,972	6,392	6,324	5,199	5,108	8,148	6,214	4,143	20,346	27,030	10,571
ALL COUNTIES												
Alamance	40.7	3,113	4,895	5,393	4,959	4,525	7,953	6,224	3,638	22,055	28,160	10,967
Alexander	10.3	805	1,212	1,478	1,451	1,348	2,112	1,316	578	20,669	25,682	9,380
Alleghany	3.9	553	759	718	591	482	449	166	182	14,416	19,692	7,604
Anson	9.1	1,307	1,490	1,415	1,264	1,095	1,366	788	375	16,340	21,467	7,372
Ashe	9.3	1,302	1,533	1,602	1,266	1,061	1,428	724	384	15,729	21,341	8,410
Avery	5.5	571	932	1,069	827	640	736	502	223	15,973	22,109	7,948
Beaufort	16.7	2,416	2,450	2,494	2,175	1,765	2,629	1,697	1,074	17,147	23,365	8,808
Bertie	7.5	1,189	1,292	1,236	886	758	1,112	618	409	15,156	22,119	7,862
Bladen	11.4	1,830	1,982	1,847	1,622	1,172	1,482	1,005	460	15,114	20,884	7,534
Brunswick	19.2	2,451	2,834	2,659	2,210	2,071	3,426	2,326	1,223	18,684	24,428	8,968
Buncombe	69.9	6,509	9,185	9,800	9,175	8,084	12,222	9,123	5,802	20,159	26,836	10,831
Burke	29.3	2,007	3,295	4,128	4,272	3,837	5,753	4,079	1,929	21,217	27,563	10,354
Cabarrus	35.4	2,236	3,925	4,487	3,960	3,973	7,138	6,041	3,640	23,813	29,872	11,120
Caldwell	26.9	1,835	2,956	3,618	3,555	3,539	5,733	3,659	2,005	22,140	27,546	10,137
Camden	2.1	284	276	258	209	244	425	234	170	20,511	25,169	8,809
Carteret	20.8	2,159	2,880	3,265	2,882	2,418	3,414	2,570	1,212	18,562	24,606	9,861
Caswell	7.3	1,175	1,143	1,190	1,030	854	1,155	559	194	15,626	20,488	6,707
Catawba	44.9	2,043	4,169	5,246	5,260	5,127	9,457	7,915	5,683	25,568	32,569	12,372
Chatham	14.5	1,165	1,775	1,984	1,841	1,968	2,766	2,034	967	21,264	26,312	10,229
Cherokee	8.2	815	1,279	1,439	1,248	847	1,140	902	530	17,099	23,795	9,204
Chowan	5.3	704	729	860	710	546	786	596	369	17,314	24,868	9,414
Clay	2.8	349	458	449	444	343	351	211	195	16,581	22,564	8,424
Cleveland	32.3	2,587	3,392	3,624	3,777	3,561	6,213	5,614	3,532	23,875	30,049	10,942
Columbus	19.3	2,957	3,138	3,085	2,447	1,893	2,637	1,869	1,274	15,819	22,557	8,137
Craven	30.1	3,398	3,934	4,479	3,989	3,241	4,813	3,805	2,441	18,978	27,417	9,931
Cumberland	87.9	7,837	9,658	14,038	12,419	10,511	14,936	11,598	6,903	19,999	29,531	9,686
Currituck	5.5	637	796	683	751	663	872	635	463	19,146	24,994	9,681
Dare	8.8	639	1,135	1,577	1,208	1,091	1,432	991	727	19,277	26,859	11,149
Davidson	47.1	3,437	5,205	6,142	6,066	5,727	9,337	7,000	4,186	22,213	28,313	10,651
Davie	10.9	868	1,149	1,266	1,286	1,131	2,061	1,808	1,331	23,758	30,584	11,416
Duplin	15.5	2,388	2,463	2,356	2,064	1,705	2,311	1,413	800	16,228	21,957	8,046
Durham	68.8	5,076	6,818	7,391	7,576	6,822	10,748	11,710	12,659	25,561	34,580	13,642
Edgecombe	20.7	2,453	2,833	2,710	2,391	2,302	3,760	2,735	1,516	19,915	25,573	8,882
Forsyth	107.7	8,426	11,034	12,525	11,663	10,964	18,783	18,234	16,071	24,618	32,594	13,045
Franklin	12.8	1,543	1,742	1,735	1,621	1,326	2,000	1,703	1,130	19,160	25,958	9,255
Gaston	63.8	4,517	6,401	7,402	7,677	7,567	12,884	10,826	6,526	23,784	30,024	11,028

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group								Median Household E B I	Average Household E B I	Per Capita E B I
		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
NORTH CAROLINA (continued)												
ALL COUNTIES (continued)												
Gates	3.4	549	510	491	412	431	565	345	97	16,901	21,930	7,532
Graham	2.5	383	464	448	379	313	325	125	63	14,483	18,880	6,378
Granville	13.0	1,602	1,794	1,874	1,766	1,514	2,225	1,515	710	18,468	24,448	8,277
Greene	5.4	598	730	852	691	568	845	655	461	18,653	26,464	8,821
Guilford	131.4	9,498	13,339	16,378	15,252	13,971	23,002	21,050	18,910	23,937	32,674	12,691
Halifax	20.0	3,208	3,587	2,927	2,335	1,928	2,872	1,915	1,228	15,526	22,461	7,993
Harnett	23.9	2,634	3,429	3,815	3,335	2,641	3,908	2,728	1,410	17,987	24,548	8,783
Haywood	19.2	1,721	2,536	2,521	2,430	2,100	3,146	2,956	1,790	20,862	27,325	10,685
Henderson	29.1	2,417	3,557	3,780	3,667	3,527	5,055	4,172	2,925	21,533	28,145	11,601
Hertford	8.3	1,313	1,185	1,227	1,029	867	1,254	872	553	16,939	23,435	8,139
Hoke	7.6	909	1,035	1,152	1,041	837	1,344	857	425	18,333	24,121	7,513
Hyde	2.0	332	444	365	262	203	223	102	69	12,872	18,164	6,487
Iredell	34.5	2,562	3,915	4,395	4,496	4,067	6,772	5,387	2,906	22,182	28,200	10,598
Jackson	9.8	1,240	1,551	1,621	1,390	1,077	1,468	897	556	16,625	24,154	8,546
Johnston	30.7	3,738	4,712	4,387	4,025	3,499	5,365	3,170	1,804	18,101	23,827	9,009
Jones	3.2	479	501	528	432	393	456	284	127	15,979	21,264	7,088
Lee	15.7	1,435	1,985	2,334	1,976	1,614	2,958	2,036	1,362	20,339	27,309	10,041
Lenoir	22.4	2,745	3,466	3,571	2,825	2,451	3,788	2,286	1,268	17,416	23,349	8,631
Lincoln	18.2	1,143	1,582	1,701	2,188	2,307	3,816	3,248	2,215	25,424	31,344	11,595
McDowell	13.6	1,066	1,677	1,733	1,791	1,662	2,768	2,103	800	21,669	26,580	9,877
Macon	9.6	1,215	1,666	1,793	1,450	1,126	1,194	682	474	15,400	21,970	9,052
Madison	6.5	1,063	1,280	1,121	888	663	796	430	259	13,963	21,054	7,776
Martin	9.5	1,313	1,604	1,554	1,282	1,079	1,341	861	466	16,000	21,601	7,462
Mecklenburg	188.7	12,581	16,781	20,960	20,994	19,548	33,283	33,692	30,861	25,950	34,110	13,463
Mitchell	5.5	772	846	943	808	581	907	498	145	16,056	20,567	7,695
Montgomery	8.9	898	1,166	1,225	1,176	1,086	1,708	1,076	565	19,935	25,237	9,168
Moore	23.8	2,170	2,961	3,221	2,905	2,823	4,289	2,824	2,607	21,206	28,934	11,496
Nash	27.7	2,953	3,686	3,740	3,221	2,824	4,615	3,889	2,772	20,446	28,213	10,589
New Hanover	46.5	4,972	6,392	6,324	5,199	5,108	8,148	6,214	4,143	20,346	27,030	10,571
Northampton	7.7	1,168	1,393	1,324	1,017	773	964	608	453	14,865	22,640	7,783
Onslow	38.9	3,747	6,065	8,583	6,085	4,316	5,480	3,161	1,463	15,861	27,516	8,291
Orange	34.3	2,994	4,135	4,769	4,164	3,556	5,440	4,500	4,742	21,455	31,333	12,076
Pamlico	4.1	665	729	584	511	456	626	352	177	15,686	20,909	7,454
Pasquotank	11.2	1,676	1,978	1,849	1,547	1,216	1,484	1,016	434	15,298	21,019	7,693
Pender	9.9	1,623	1,789	1,690	1,234	1,004	1,413	728	419	14,441	20,005	7,255
Perquimans	4.2	907	788	827	542	356	505	216	59	12,300	16,499	6,300
Person	11.3	1,285	1,549	1,616	1,536	1,263	2,131	1,306	614	18,837	24,313	8,834
Pitt	39.3	5,763	6,055	5,792	4,922	3,853	5,894	4,385	2,636	17,011	24,135	9,345
Polk	5.8	495	686	833	705	562	888	815	816	21,690	30,155	12,146
Randolph	39.3	2,739	4,016	4,922	5,272	5,046	8,111	5,832	3,362	22,630	28,265	10,816
Richmond	17.8	2,043	2,744	2,587	2,292	1,980	3,234	1,930	990	18,260	23,680	8,818
Robeson	35.7	4,378	5,282	5,415	4,812	4,044	5,773	3,750	2,246	17,749	24,384	7,994
Rockingham	33.3	2,658	3,813	3,887	3,958	3,568	5,927	5,569	3,920	23,254	29,961	11,376
Rowan	40.9	2,944	4,727	5,412	5,222	5,177	8,396	5,897	3,125	21,951	27,777	10,738
Rutherford	21.9	2,018	2,892	2,872	2,847	2,617	3,921	3,095	1,638	20,617	26,390	10,122
Sampson	18.8	2,776	3,172	3,278	2,594	2,037	2,674	1,577	692	15,316	20,783	7,572
Scotland	12.0	1,234	1,641	1,563	1,329	1,285	2,170	1,818	960	20,889	27,414	9,346
Stanly	19.8	1,731	2,369	2,530	2,644	2,499	3,966	2,580	1,481	21,158	26,784	10,160
Stokes	13.6	934	1,373	1,396	1,391	1,282	2,730	2,666	1,828	26,510	31,903	11,509
Surry	24.4	2,178	3,430	3,618	3,149	2,901	4,285	3,145	1,694	19,697	25,939	9,889
Swain	4.1	805	899	881	627	334	332	154	68	12,047	15,859	5,965
Transylvania	10.2	870	1,214	1,103	1,059	1,119	2,061	1,670	1,104	23,758	29,520	11,235
Tyrrell	1.4	236	232	190	193	185	205	114	45	16,000	19,831	6,610
Union	28.9	2,002	2,871	3,404	3,232	3,197	5,962	5,137	3,095	24,586	31,148	10,716
Vance	14.2	1,633	2,188	2,303	1,793	1,608	2,299	1,445	931	17,569	24,242	8,584
Wake	150.2	8,676	11,711	14,613	15,466	14,774	26,710	28,700	29,550	28,728	36,627	14,153
Warren	5.8	1,012	1,045	958	764	628	809	354	230	14,398	20,493	6,992
Washington	5.2	727	691	673	601	465	919	671	453	19,156	25,633	8,827
Watauga	12.7	1,878	2,000	2,004	1,574	1,241	1,803	1,150	1,050	16,346	24,832	8,985
Wayne	36.4	4,308	5,491	5,980	4,986	4,138	5,786	3,793	1,918	17,367	23,605	8,550
Wilkes	23.5	2,189	3,166	3,444	3,252	3,133	4,228	2,467	1,621	19,495	25,650	9,583
Wilson	24.3	2,727	3,370	3,584	3,036	2,565	4,125	3,150	1,743	18,974	25,965	9,589
Yadkin	11.5	1,189	1,570	1,608	1,267	1,205	2,086	1,659	916	20,464	26,306	9,919
Yancey	5.9	782	971	908	915	725	944	434	221	16,489	21,400	7,891

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group: Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
NORTH CAROLINA (continued)												
TOTAL METRO COUNTIES	**1,371.9**	**101,836**	**143,250**	**171,101**	**163,117**	**150,429**	**248,548**	**219,333**	**174,286**	**23,442**	**31,417**	**11,891**
TOTAL STATE	**2,451.3**	**226,080**	**297,573**	**329,629**	**302,955**	**271,117**	**428,537**	**345,943**	**249,466**	**21,232**	**28,619**	**10,704**
NORTH DAKOTA												
BISMARCK	**32.6**	**2,796**	**3,754**	**4,263**	**3,866**	**3,521**	**6,344**	**5,141**	**2,915**	**22,301**	**29,032**	**10,528**
Burleigh	23.1	1,560	2,353	2,792	2,561	2,292	4,665	4,275	2,602	24,981	31,880	11,689
Morton	9.5	1,236	1,401	1,471	1,305	1,229	1,679	866	313	17,388	22,106	7,807
FARGO - MOORHEAD	**56.5**	**4,657**	**6,634**	**7,283**	**6,704**	**6,309**	**10,825**	**8,977**	**5,111**	**22,333**	**29,541**	**11,068**
Cass	39.4	3,126	4,612	5,049	4,603	4,296	7,598	6,439	3,677	22,668	29,926	11,571
Clay, Minn.	*17.1*	*1,531*	*2,022*	*2,234*	*2,101*	*2,013*	*3,227*	*2,538*	*1,434*	*21,566*	*28,654*	*10,020*
GRAND FORKS	**24.6**	**1,626**	**2,212**	**3,040**	**2,924**	**2,645**	**4,274**	**4,246**	**3,633**	**24,687**	**35,361**	**12,321**
Grand Forks	24.6	1,626	2,212	3,040	2,924	2,645	4,274	4,246	3,633	24,687	35,361	12,321
ALL COUNTIES												
Adams	1.3	204	174	179	191	158	214	119	61	17,275	22,351	8,071
Barnes	5.1	601	804	773	700	596	762	567	297	17,556	24,354	9,409
Benson	2.5	340	409	433	381	290	347	188	112	15,819	21,539	6,648
Billings	.4	32	51	72	31	42	53	58	61	22,556	30,485	10,162
Bottineau	3.2	325	503	543	442	324	459	402	202	17,517	25,085	8,821
Bowman	1.6	151	223	233	193	151	255	224	170	20,000	28,458	10,841
Burke	1.4	167	225	219	182	143	224	167	73	17,333	23,322	9,329
Burleigh	23.1	1,560	2,353	2,792	2,561	2,292	4,665	4,275	2,602	24,981	31,880	11,689
Cass	39.4	3,126	4,612	5,049	4,603	4,296	7,598	6,439	3,677	22,668	29,926	11,571
Cavalier	2.6	306	417	400	336	330	413	260	138	17,657	23,897	8,751
Dickey	2.5	379	490	437	319	265	319	182	109	14,233	20,888	7,154
Divide	1.2	116	136	136	158	149	189	191	125	21,733	29,169	10,938
Dunn	1.6	188	372	337	178	146	194	120	65	13,379	20,065	6,831
Eddy	1.3	188	221	249	204	141	181	73	43	14,843	20,110	8,714
Emmons	2.0	437	405	363	251	189	160	121	79	12,095	17,928	6,403
Foster	1.6	133	229	286	222	231	222	126	151	18,488	26,566	9,660
Golden Valley	.9	90	137	143	115	86	155	112	62	18,273	25,744	9,654
Grand Forks	24.6	1,626	2,212	3,040	2,924	2,645	4,274	4,246	3,633	24,687	35,361	12,321
Grant	1.5	401	379	261	171	118	95	48	27	9,571	14,216	5,077
Griggs	1.4	148	202	217	211	149	221	181	71	18,071	24,136	9,386
Hettinger	1.5	204	272	294	228	145	190	93	74	14,615	20,651	7,744
Kidder	1.4	351	315	293	163	103	86	44	45	10,453	14,866	5,477
La Moure	2.2	303	377	405	339	235	261	203	77	15,205	20,865	7,914
Logan	1.2	217	277	229	130	98	143	60	46	12,043	17,829	6,902
McHenry	2.8	570	473	467	397	298	341	179	75	13,806	18,567	7,221
McIntosh	1.9	458	471	334	205	129	185	86	32	10,241	15,346	6,627
McKenzie	2.6	184	253	315	313	280	443	413	399	24,100	32,544	10,711
McLean	4.4	365	557	584	491	425	813	709	456	22,269	29,381	10,342
Mercer	4.9	438	484	521	523	517	1,045	931	441	24,683	30,002	11,053
Morton	9.5	1,236	1,401	1,471	1,305	1,229	1,679	866	313	17,388	22,106	7,807
Mountrail	2.9	281	373	420	367	322	482	381	274	20,130	27,283	10,144
Nelson	2.0	303	374	313	264	212	270	187	77	15,172	21,271	8,508
Oliver	.8	127	99	139	94	114	159	50	18	16,850	20,680	6,618
Pembina	3.7	379	467	532	520	414	626	441	321	19,525	26,972	9,689
Pierce	2.0	253	391	396	252	197	255	185	71	14,412	20,654	7,001
Ramsey	5.1	497	672	731	653	536	932	714	365	19,975	26,876	10,384
Ransom	2.5	211	329	379	339	281	444	363	154	19,882	26,320	9,821
Renville	1.4	140	192	222	200	164	228	158	96	18,615	24,925	9,693
Richland	7.0	552	888	983	864	884	1,208	1,005	616	21,213	29,139	10,250
Rolette	3.8	542	676	597	432	383	526	386	258	15,867	23,608	6,901
Sargent	1.9	204	259	301	298	234	307	205	92	18,068	23,568	8,956
Sheridan	1.0	126	138	122	157	130	143	117	67	18,719	24,880	9,569
Sioux	.9	139	172	155	113	87	120	73	41	14,158	20,580	4,631
Slope	.4	68	70	64	61	45	37	32	23	14,818	20,383	6,794
Stark	8.4	734	858	961	966	878	1,501	1,460	1,042	23,787	31,300	10,820
Steele	1.1	136	154	156	174	140	142	122	76	18,077	23,915	9,395
Stutsman	9.2	860	1,244	1,213	1,277	1,010	1,581	1,359	656	20,028	27,297	10,250
Towner	1.6	199	220	215	211	187	260	200	108	18,932	25,144	9,812
Traill	3.4	367	461	499	457	406	564	416	230	18,966	25,692	9,393
Walsh	5.6	661	816	758	747	640	878	683	417	18,792	25,720	9,292

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NORTH DAKOTA (continued)												
ALL COUNTIES (continued)												
Ward	21.7	1,462	2,595	3,318	2,910	2,413	4,008	3,106	1,888	21,094	29,079	10,277
Wells	2.7	365	430	434	346	285	390	292	158	16,708	23,110	9,176
Williams	9.2	680	914	1,028	968	1,016	1,957	1,588	1,049	24,972	31,415	11,993
TOTAL METRO COUNTIES	**96.6**	**7,548**	**10,578**	**12,352**	**11,393**	**10,462**	**18,216**	**15,826**	**10,225**	**22,993**	**31,008**	**11,415**
TOTAL STATE	**249.9**	**24,125**	**32,226**	**35,011**	**31,137**	**27,178**	**43,204**	**35,206**	**21,813**	**20,440**	**28,011**	**10,200**
OHIO												
AKRON	**246.4**	**19,832**	**27,025**	**27,822**	**26,626**	**26,058**	**47,556**	**42,378**	**29,103**	**24,200**	**30,618**	**11,615**
Portage	49.2	3,265	4,451	4,877	4,947	5,420	10,332	9,297	6,611	26,569	33,126	11,592
Summit	197.2	16,567	22,574	22,945	21,679	20,638	37,224	33,081	22,492	23,579	29,992	11,622
CANTON	**149.2**	**12,100**	**16,667**	**17,365**	**16,457**	**16,524**	**31,652**	**24,649**	**13,786**	**23,604**	**28,884**	**10,670**
Carroll	10.0	959	1,118	1,300	1,325	1,190	2,076	1,366	666	21,189	26,042	9,202
Stark	139.2	11,141	15,549	16,065	15,132	15,334	29,576	23,283	13,120	23,794	29,089	10,780
CINCINNATI	**547.2**	**43,768**	**57,295**	**58,016**	**55,655**	**54,739**	**99,468**	**97,552**	**80,707**	**25,388**	**32,910**	**12,482**
Clermont	51.7	3,294	4,652	5,305	5,650	6,275	11,493	10,189	4,842	25,514	30,259	10,686
Hamilton	344.5	30,309	37,652	36,451	34,605	32,936	57,721	57,943	56,883	25,047	33,725	13,314
Warren	37.5	1,854	2,765	3,416	3,335	3,712	7,877	8,665	5,876	29,663	35,421	12,197
Dearborn, Ind.	*13.6*	*1,122*	*1,579*	*1,562*	*1,490*	*1,512*	*2,911*	*2,208*	*1,216*	*23,470*	*28,105*	*9,776*
Boone, Ky.	*18.4*	*1,062*	*1,603*	*1,867*	*1,962*	*2,155*	*4,151*	*3,872*	*1,728*	*26,224*	*31,380*	*10,752*
Campbell, Ky.	*29.8*	*2,190*	*3,175*	*3,359*	*3,140*	*3,001*	*5,440*	*5,656*	*3,839*	*25,062*	*31,587*	*11,479*
Kenton, Ky.	*51.7*	*3,937*	*5,869*	*6,056*	*5,473*	*5,148*	*9,875*	*9,019*	*6,323*	*24,376*	*30,883*	*11,405*
CINCINNATI - HAMILTON CONSOLIDATED AREA	***648.4***	***52,438***	***68,405***	***69,063***	***66,055***	***65,304***	***119,740***	***115,783***	***91,612***	***25,225***	***32,440***	***12,209***
CLEVELAND	**723.3**	**64,428**	**76,173**	**76,075**	**71,878**	**70,061**	**132,056**	**127,738**	**104,891**	**25,214**	**32,274**	**12,592**
Cuyahoga	577.8	58,404	66,521	63,681	58,565	55,554	100,427	95,114	79,534	23,732	31,195	12,534
Geauga	25.7	970	1,494	1,858	2,016	2,356	4,992	5,936	6,078	33,214	41,811	13,812
Lake	79.1	3,591	5,749	7,499	8,114	8,717	18,045	16,715	10,670	27,985	33,502	12,251
Medina	40.7	1,463	2,409	3,037	3,183	3,434	8,592	9,973	8,609	32,998	39,182	13,093
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***1,066.9***	***90,765***	***111,746***	***112,720***	***106,877***	***105,717***	***200,252***	***190,780***	***148,043***	***25,264***	***31,998***	***12,294***
COLUMBUS	**517.1**	**41,987**	**55,213**	**61,139**	**59,357**	**54,854**	**96,751**	**85,449**	**62,350**	**23,681**	**30,834**	**11,944**
Delaware	22.0	1,171	1,797	2,236	2,155	2,249	4,497	4,392	3,503	27,951	34,935	12,258
Fairfield	35.7	2,503	3,963	4,392	4,119	4,138	7,519	5,932	3,134	23,456	29,101	10,296
Franklin	373.8	31,853	40,457	44,439	43,058	39,217	67,266	60,783	46,727	23,375	30,959	12,445
Licking	47.6	3,648	5,187	5,735	5,553	4,887	9,657	8,198	4,735	23,791	29,722	11,088
Madison	11.3	867	1,216	1,485	1,412	1,187	2,373	1,749	1,011	22,840	28,472	9,192
Pickaway	15.5	1,193	1,660	1,875	1,918	1,896	3,116	2,434	1,408	22,860	29,026	9,738
Union	11.2	752	933	977	1,142	1,280	2,323	1,961	1,832	26,932	33,726	11,587
DAYTON - SPRINGFIELD	**365.1**	**28,454**	**38,574**	**41,392**	**39,410**	**37,763**	**68,211**	**63,385**	**47,911**	**24,575**	**31,444**	**12,213**
Clark	55.9	4,586	6,563	6,449	5,850	5,898	11,073	9,382	6,099	23,733	29,986	11,410
Greene	47.0	2,798	3,604	4,146	4,329	4,564	8,741	9,777	9,041	29,534	36,479	13,038
Miami	34.5	2,243	3,409	3,915	3,890	3,866	6,906	6,318	3,953	24,901	30,957	11,622
Montgomery	227.7	18,827	24,998	26,882	25,341	23,435	41,491	37,908	28,818	23,731	30,836	12,325
HAMILTON - MIDDLETOWN	**101.2**	**8,670**	**11,110**	**11,047**	**10,400**	**10,565**	**20,272**	**18,231**	**10,905**	**24,461**	**29,900**	**10,803**
Butler	101.2	8,670	11,110	11,047	10,400	10,565	20,272	18,231	10,905	24,461	29,900	10,803
LIMA	**57.9**	**4,527**	**6,279**	**6,989**	**6,657**	**6,432**	**11,562**	**9,650**	**5,804**	**23,489**	**29,421**	**10,734**
Allen	41.6	3,569	4,654	4,930	4,689	4,398	8,030	6,970	4,360	23,331	29,512	10,807
Auglaize	16.3	958	1,625	2,059	1,968	2,034	3,532	2,680	1,444	23,832	29,190	10,550
LORAIN - ELYRIA	**97.2**	**6,505**	**8,548**	**8,823**	**8,373**	**9,598**	**20,640**	**20,664**	**14,049**	**28,160**	**33,449**	**11,892**
Lorain	97.2	6,505	8,548	8,823	8,373	9,598	20,640	20,664	14,049	28,160	33,449	11,892
MANSFIELD	**48.9**	**3,648**	**5,618**	**6,220**	**5,727**	**5,415**	**10,037**	**7,939**	**4,296**	**22,919**	**28,762**	**10,894**
Richland	48.9	3,648	5,618	6,220	5,727	5,415	10,037	7,939	4,296	22,919	28,762	10,894
PARKERSBURG - MARIETTA	**60.2**	**5,974**	**7,745**	**8,032**	**7,659**	**7,097**	**11,491**	**8,112**	**4,090**	**20,467**	**25,874**	**9,883**
Washington	24.0	2,306	3,021	3,272	3,262	3,017	4,511	3,168	1,443	20,221	25,719	9,410
Wood, W. Va.	*36.2*	*3,668*	*4,724*	*4,760*	*4,397*	*4,080*	*6,980*	*4,944*	*2,647*	*20,648*	*25,976*	*10,221*
STEUBENVILLE - WEIRTON	**57.0**	**5,798**	**7,290**	**6,767**	**5,936**	**6,111**	**11,683**	**9,171**	**4,244**	**22,360**	**26,877**	**10,146**
Jefferson	31.6	3,305	4,189	3,737	3,220	3,184	6,278	5,172	2,515	22,111	27,191	10,229
Brooke, W. Va.	*10.5*	*1,167*	*1,362*	*1,428*	*1,224*	*1,430*	*2,384*	*1,119*	*386*	*20,265*	*23,342*	*8,570*
Hancock, W. Va.	*14.9*	*1,326*	*1,739*	*1,602*	*1,492*	*1,497*	*3,021*	*2,880*	*1,343*	*24,327*	*28,702*	*11,137*

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
OHIO (continued)												
TOLEDO	**234.0**	**20,343**	**26,855**	**26,294**	**24,070**	**23,173**	**42,375**	**41,202**	**29,688**	**24,177**	**31,175**	**11,850**
Fulton	14.5	914	1,288	1,396	1,573	1,565	2,916	2,841	2,007	26,795	32,949	11,653
Lucas	180.5	16,933	21,691	20,764	18,560	17,545	32,150	30,879	21,978	23,483	30,431	11,894
Wood	39.0	2,496	3,876	4,134	3,937	4,063	7,309	7,482	5,703	26,283	33,961	11,742
YOUNGSTOWN - WARREN	**191.3**	**17,748**	**21,931**	**21,212**	**20,058**	**20,706**	**37,690**	**30,942**	**21,013**	**23,574**	**29,417**	**11,069**
Mahoning	104.0	11,936	13,525	12,498	11,988	12,393	20,508	13,908	7,244	20,837	25,769	9,749
Trumbull	87.3	5,812	8,406	8,714	8,070	8,313	17,182	17,034	13,769	27,475	33,763	12,623
ALL COUNTIES												
Adams	9.4	1,690	1,884	1,539	1,109	894	1,194	795	295	13,472	19,289	6,868
Allen	41.6	3,569	4,654	4,930	4,689	4,398	8,030	6,970	4,360	23,331	29,512	10,807
Ashland	17.0	1,241	1,893	2,320	2,021	2,052	3,524	2,530	1,419	22,441	28,233	10,212
Ashtabula	37.3	2,955	4,426	4,590	4,434	4,168	7,702	6,084	2,941	22,651	27,876	10,184
Athens	19.9	2,206	2,862	3,021	2,481	2,065	2,925	2,447	1,893	18,560	27,887	9,519
Auglaize	16.3	958	1,625	2,059	1,968	2,034	3,532	2,680	1,444	23,832	29,190	10,550
Belmont	30.7	3,110	4,199	3,846	3,387	3,512	6,064	4,605	1,977	21,125	25,726	10,061
Brown	12.8	1,467	1,902	1,783	1,501	1,566	2,304	1,547	730	19,219	24,320	8,647
Butler	101.2	8,670	11,110	11,047	10,400	10,565	20,272	18,231	10,905	24,461	29,900	10,803
Carroll	10.0	959	1,118	1,300	1,325	1,190	2,076	1,366	666	21,189	26,042	9,202
Champaign	13.2	935	1,323	1,590	1,656	1,664	2,741	2,067	1,224	23,242	29,109	10,824
Clark	55.9	4,586	6,563	6,449	5,850	5,898	11,073	9,382	6,099	23,733	29,986	11,410
Clermont	51.7	3,294	4,652	5,305	5,650	6,275	11,493	10,189	4,842	25,514	30,259	10,686
Clinton	13.8	1,304	1,742	1,900	1,824	1,486	2,538	1,898	1,108	20,395	26,541	10,007
Columbiana	41.7	4,095	5,675	5,504	5,110	4,900	8,398	5,754	2,264	20,461	25,157	9,451
Coshocton	14.2	1,257	1,987	2,064	1,691	1,597	2,612	2,008	984	20,303	25,828	9,912
Crawford	18.8	1,774	2,478	2,699	2,551	2,223	3,638	2,358	1,079	19,787	24,959	9,518
Cuyahoga	577.8	58,404	66,521	63,681	58,565	55,554	100,427	95,114	79,534	23,732	31,195	12,534
Darke	20.8	1,689	2,439	2,884	2,897	2,738	4,073	2,610	1,470	20,875	26,418	9,691
Defiance	14.5	930	1,420	1,673	1,643	1,603	3,172	2,558	1,501	24,942	30,341	10,731
Delaware	22.0	1,171	1,797	2,236	2,155	2,249	4,497	4,392	3,503	27,951	34,935	12,258
Erie	29.4	2,169	3,272	3,337	3,007	3,383	5,887	5,222	3,123	24,317	30,272	11,280
Fairfield	35.7	2,503	3,963	4,392	4,119	4,138	7,519	5,932	3,134	23,456	29,101	10,296
Fayette	10.2	1,388	1,664	1,733	1,420	1,199	1,606	773	417	15,997	21,072	7,788
Franklin	373.8	31,853	40,457	44,439	43,058	39,217	67,266	60,783	46,727	23,375	30,959	12,445
Fulton	14.5	914	1,288	1,396	1,573	1,565	2,916	2,841	2,007	26,795	32,949	11,653
Gallia	11.1	1,366	1,588	1,559	1,378	1,100	1,908	1,461	740	18,639	25,237	8,950
Geauga	25.7	970	1,494	1,858	2,016	2,356	4,992	5,936	6,078	33,214	41,811	13,812
Greene	47.0	2,798	3,604	4,146	4,329	4,564	8,741	9,777	9,041	29,534	36,479	13,038
Guernsey	15.2	1,595	2,202	2,189	1,975	1,650	2,754	1,885	950	19,086	24,966	9,256
Hamilton	344.5	30,309	37,652	36,451	34,605	32,936	57,721	57,943	56,883	25,047	33,725	13,314
Hancock	25.2	1,352	2,366	2,597	2,484	2,806	5,075	4,856	3,664	26,898	33,649	12,966
Hardin	12.1	1,431	1,698	1,661	1,562	1,496	2,122	1,471	659	18,990	24,270	8,926
Harrison	6.0	635	889	861	771	720	1,022	789	313	18,979	24,168	8,842
Henry	10.6	559	1,069	1,235	1,245	1,250	2,202	1,944	1,096	24,767	30,479	11,257
Highland	13.8	1,579	2,221	2,218	1,821	1,588	2,194	1,390	789	17,389	23,202	8,796
Hocking	9.9	1,107	1,461	1,555	1,430	1,250	1,790	948	359	17,808	22,369	8,550
Holmes	9.0	854	1,059	1,333	1,256	969	1,628	1,200	701	19,991	26,715	7,832
Huron	20.6	1,559	2,301	2,614	2,504	2,430	4,455	3,138	1,599	22,701	27,939	10,187
Jackson	11.3	1,647	2,012	1,685	1,440	1,290	1,726	1,041	459	16,075	21,450	7,921
Jefferson	31.6	3,305	4,189	3,737	3,220	3,184	6,278	5,172	2,515	22,111	27,191	10,229
Knox	17.8	1,730	2,451	2,736	2,511	2,224	3,117	1,919	1,112	18,884	24,931	9,094
Lake	79.1	3,591	5,749	7,499	8,114	8,717	18,045	16,715	10,670	27,985	33,502	12,251
Lawrence	23.5	2,730	3,403	2,999	2,520	2,462	4,490	3,290	1,606	20,194	25,408	9,359
Licking	47.6	3,648	5,187	5,735	5,553	4,887	9,657	8,198	4,735	23,791	29,722	11,088
Logan	15.9	1,623	2,053	2,357	2,215	1,946	2,772	1,970	964	19,270	24,969	9,475
Lorain	97.2	6,505	8,548	8,823	8,373	9,598	20,640	20,664	14,049	28,160	33,449	11,892
Lucas	180.5	16,933	21,691	20,764	18,560	17,545	32,150	30,879	21,978	23,483	30,431	11,894
Madison	11.3	867	1,216	1,485	1,412	1,187	2,373	1,749	1,011	22,840	28,472	9,192
Mahoning	104.0	11,936	13,525	12,498	11,988	12,393	20,508	13,908	7,244	20,837	25,769	9,749
Marion	23.9	2,194	2,988	2,970	2,926	3,064	4,929	3,239	1,590	21,387	26,390	9,644
Medina	40.7	1,463	2,409	3,037	3,183	3,434	8,592	9,973	8,609	32,998	39,182	13,093
Meigs	9.1	1,380	1,717	1,386	1,144	1,069	1,394	724	286	15,318	20,104	7,467
Mercer	13.5	729	1,210	1,312	1,380	1,432	2,849	2,572	2,016	27,451	34,299	11,605
Miami	34.5	2,243	3,409	3,915	3,890	3,866	6,906	6,318	3,953	24,901	30,957	11,622
Monroe	6.1	834	941	816	661	643	1,310	652	243	18,350	22,726	8,664
Montgomery	227.7	18,827	24,998	26,882	25,341	23,435	41,491	37,908	28,818	23,731	30,836	12,325
Morgan	5.2	606	818	804	646	630	899	543	254	17,861	23,014	8,253

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group								Median Household E B I	Average Household E B I	Per Capita E B I
		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
OHIO (continued)												
ALL COUNTIES (continued)												
Morrow	10.0	910	1,247	1,517	1,510	1,420	1,891	1,113	392	19,343	23,766	8,368
Muskingum	32.1	3,506	4,976	4,865	4,187	3,625	5,450	3,773	1,718	17,996	23,906	9,028
Noble	4.3	474	670	615	484	497	778	553	229	18,989	24,098	8,856
Ottawa	15.5	686	1,291	1,547	1,487	1,615	2,945	3,245	2,684	28,538	35,254	13,360
Paulding	7.7	557	783	894	842	973	1,775	1,343	533	24,034	27,929	9,820
Perry	11.6	1,185	1,668	1,859	1,702	1,338	2,075	1,249	524	18,031	23,140	8,159
Pickaway	15.5	1,193	1,660	1,875	1,918	1,896	3,116	2,434	1,408	22,860	29,026	9,738
Pike	9.1	1,054	1,470	1,410	1,280	889	1,345	1,024	628	17,235	23,972	8,691
Portage	49.2	3,265	4,451	4,877	4,947	5,420	10,332	9,297	6,611	26,569	33,126	11,592
Preble	15.0	992	1,267	1,506	1,573	1,531	2,902	2,971	2,258	27,019	33,247	12,105
Putnam	11.3	926	1,382	1,678	1,495	1,669	2,268	1,286	596	20,571	24,929	8,334
Richland	48.9	3,648	5,618	6,220	5,727	5,415	10,037	7,939	4,296	22,919	28,762	10,894
Ross	24.0	1,978	2,796	2,948	2,812	2,579	4,638	3,691	2,558	22,723	29,374	10,292
Sandusky	23.4	1,548	2,438	2,633	2,648	2,937	4,841	4,304	2,051	24,128	29,566	10,810
Scioto	30.4	3,897	5,229	4,702	3,758	2,919	4,646	3,473	1,776	16,739	23,287	8,539
Seneca	22.2	1,732	2,496	2,973	2,969	2,925	4,744	3,107	1,254	21,591	26,287	9,337
Shelby	15.3	947	1,417	1,539	1,628	1,783	3,302	2,926	1,758	25,949	32,317	11,111
Stark	139.2	11,141	15,549	16,065	15,132	15,334	29,576	23,283	13,120	23,794	29,089	10,780
Summit	197.2	16,567	22,574	22,945	21,679	20,638	37,224	33,081	22,492	23,579	29,992	11,622
Trumbull	87.3	5,812	8,406	8,714	8,070	8,313	17,182	17,034	13,769	27,475	33,763	12,623
Tuscarawas	33.4	2,957	4,448	4,705	4,329	3,987	6,792	4,244	1,938	20,312	25,262	9,743
Union	11.2	752	933	977	1,142	1,280	2,323	1,961	1,832	26,932	33,726	11,587
Van Wert	11.7	747	1,080	1,211	1,277	1,308	2,546	2,225	1,306	25,883	30,980	11,655
Vinton	4.3	484	723	655	542	462	707	477	250	17,533	23,476	8,343
Warren	37.5	1,854	2,765	3,416	3,335	3,712	7,877	8,665	5,876	29,663	35,421	12,197
Washington	24.0	2,306	3,021	3,272	3,262	3,017	4,511	3,168	1,443	20,221	25,719	9,410
Wayne	36.7	2,216	3,290	3,975	4,223	4,292	7,495	6,761	4,448	25,448	32,051	11,289
Williams	14.4	1,072	1,585	1,757	1,709	1,705	3,155	2,319	1,098	23,141	28,152	10,557
Wood	39.0	2,496	3,876	4,134	3,937	4,063	7,309	7,482	5,703	26,283	33,961	11,742
Wyandot	8.2	689	949	1,174	1,148	1,008	1,629	1,130	473	20,673	25,930	9,285
TOTAL METRO COUNTIES	**3,275.1**	**275,150**	**353,874**	**363,404**	**344,992**	**336,247**	**617,236**	**565,259**	**418,938**	**24,458**	**31,237**	**11,941**
TOTAL STATE	**4,125.0**	**351,587**	**461,090**	**476,092**	**449,289**	**434,804**	**779,620**	**686,866**	**485,652**	**23,708**	**30,368**	**11,497**
OKLAHOMA												
ENID	**23.8**	**2,403**	**3,165**	**3,483**	**3,221**	**2,756**	**4,087**	**3,047**	**1,638**	**19,342**	**25,628**	**9,983**
Garfield	23.8	2,403	3,165	3,483	3,221	2,756	4,087	3,047	1,638	19,342	25,628	9,983
LAWTON	**39.0**	**3,521**	**5,152**	**6,711**	**5,732**	**4,209**	**6,348**	**4,731**	**2,596**	**18,505**	**26,748**	**8,759**
Comanche	39.0	3,521	5,152	6,711	5,732	4,209	6,348	4,731	2,596	18,505	26,748	8,759
OKLAHOMA CITY	**377.6**	**37,654**	**47,883**	**53,292**	**47,968**	**41,209**	**66,294**	**51,752**	**31,548**	**20,239**	**26,669**	**10,236**
Canadian	25.6	2,032	2,418	2,862	2,771	2,943	5,700	4,577	2,297	24,645	29,066	9,817
Cleveland	59.4	5,355	6,429	7,748	7,375	6,677	11,433	8,952	5,431	22,116	28,181	10,164
Logan	10.9	1,322	1,570	1,543	1,376	1,220	1,599	1,357	913	18,670	25,069	8,815
McClain	9.0	1,196	1,208	1,140	1,056	975	1,687	1,197	541	19,497	23,814	8,307
Oklahoma	250.4	24,526	32,510	36,600	32,649	27,155	42,280	33,355	21,325	19,805	26,651	10,662
Pottawatomie	22.3	3,223	3,748	3,399	2,741	2,239	3,595	2,314	1,041	16,378	22,029	8,106
TULSA	**288.6**	**30,110**	**36,937**	**39,984**	**36,324**	**32,939**	**50,643**	**38,443**	**23,220**	**20,140**	**26,264**	**10,141**
Creek	25.9	3,127	3,762	3,435	3,189	2,966	4,703	3,181	1,537	19,095	23,902	8,539
Osage	15.4	1,933	2,239	1,987	1,931	1,799	2,693	1,797	1,021	19,013	24,326	8,941
Rogers	20.1	2,071	2,296	2,430	2,329	2,152	3,970	3,182	1,670	22,269	26,627	9,118
Tulsa	209.3	21,143	26,374	30,211	27,105	24,108	35,718	27,448	17,193	19,961	26,516	10,660
Wagoner	17.9	1,836	2,266	1,921	1,770	1,914	3,559	2,835	1,799	23,139	27,989	9,330
ALL COUNTIES												
Adair	7.1	1,459	1,698	1,198	821	694	783	294	153	11,385	16,326	5,293
Alfalfa	2.5	290	382	335	299	258	385	320	231	19,000	25,994	9,699
Atoka	4.6	980	1,099	822	545	334	406	255	159	11,211	17,830	6,031
Beaver	2.9	343	373	406	362	393	530	294	199	19,521	24,618	10,055
Beckham	8.0	1,499	1,427	1,190	856	868	1,121	604	435	14,473	20,397	7,808
Blaine	5.1	781	803	691	549	483	829	604	360	17,527	24,071	9,230
Bryan	13.3	3,063	2,924	2,504	1,544	1,043	1,180	690	352	11,178	16,075	6,179
Caddo	12.3	2,024	2,090	1,810	1,613	1,251	1,506	1,188	818	15,657	21,941	8,153
Canadian	25.6	2,032	2,418	2,862	2,771	2,943	5,700	4,577	2,297	24,645	29,066	9,817
Carter	17.7	2,653	2,999	2,525	2,015	1,763	2,799	1,891	1,055	16,636	22,896	8,678

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES		Households by E B I Group										
METRO AREA County	12/31/88 Total Households (Thousands)	Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
OKLAHOMA (continued)												
ALL COUNTIES (continued)												
Cherokee	12.4	2,372	2,609	2,253	1,610	1,127	1,228	777	424	12,460	18,087	6,318
Choctaw	6.1	1,412	1,402	926	698	552	563	361	186	11,126	17,008	5,997
Cimarron	1.6	254	282	331	211	177	196	87	62	13,873	18,726	7,490
Cleveland	59.4	5,355	6,429	7,748	7,375	6,677	11,433	8,952	5,431	22,116	28,181	10,164
Coal	2.2	526	525	384	271	181	166	78	69	10,557	15,513	5,688
Comanche	39.0	3,521	5,152	6,711	5,732	4,209	6,348	4,731	2,596	18,505	26,748	8,759
Cotton	2.8	585	557	484	374	271	317	173	39	12,450	16,595	6,365
Craig	5.5	942	1,095	1,049	815	565	550	295	189	13,243	17,902	6,521
Creek	25.9	3,127	3,762	3,435	3,189	2,966	4,703	3,181	1,537	19,095	23,902	8,539
Custer	11.5	1,483	1,599	1,537	1,278	1,118	1,841	1,438	1,206	19,395	27,758	10,398
Delaware	11.1	1,949	2,535	2,154	1,515	1,066	1,024	563	294	12,134	16,925	6,368
Dewey	2.1	294	282	276	242	179	359	224	244	18,957	27,019	9,617
Ellis	2.1	298	377	359	269	216	292	193	96	15,267	21,103	7,914
Garfield	23.8	2,403	3,165	3,483	3,221	2,756	4,087	3,047	1,638	19,342	25,628	9,983
Garvin	11.1	1,575	1,924	1,647	1,354	1,068	1,724	1,185	623	16,409	22,613	8,685
Grady	16.1	2,342	2,656	2,527	2,014	1,659	2,392	1,690	820	16,201	22,054	7,979
Grant	2.4	333	341	370	359	255	326	267	149	16,974	23,025	8,913
Greer	2.8	636	651	447	308	258	272	123	105	11,093	16,909	7,173
Harmon	1.7	552	453	292	144	71	97	38	53	8,107	13,167	5,330
Harper	1.8	253	298	255	220	258	279	140	97	17,140	21,366	8,740
Haskell	4.7	961	1,054	821	574	356	411	345	178	11,923	17,536	6,756
Hughes	5.6	1,211	1,324	962	638	478	520	303	164	11,174	16,429	6,434
Jackson	11.1	1,547	2,124	2,179	1,636	1,114	1,284	825	391	14,233	20,135	7,328
Jefferson	3.2	821	789	554	358	262	236	110	70	9,930	14,742	5,485
Johnston	4.0	1,062	994	685	399	239	310	252	59	9,689	14,825	5,491
Kay	20.2	2,144	2,951	2,960	2,472	2,143	3,529	2,523	1,478	19,045	25,136	10,015
Kingfisher	5.4	638	747	754	778	702	934	592	255	18,582	23,227	8,532
Kiowa	5.1	1,169	1,171	844	530	415	566	228	177	11,056	16,930	6,963
Latimer	3.7	833	852	587	435	352	320	193	128	11,267	17,006	5,993
Le Flore	17.2	3,081	3,673	3,122	2,305	1,629	1,973	989	428	12,767	17,660	6,436
Lincoln	11.8	1,761	1,886	1,656	1,490	1,364	1,945	1,074	624	17,017	21,776	8,184
Logan	10.9	1,322	1,570	1,543	1,376	1,220	1,599	1,357	913	18,670	25,069	8,815
Love	3.2	608	531	506	405	351	391	266	142	14,545	19,374	7,469
McClain	9.0	1,196	1,208	1,140	1,056	975	1,687	1,197	541	19,497	23,814	8,307
McCurtain	13.0	2,669	2,934	2,248	1,628	1,125	1,251	860	285	11,786	16,668	5,840
Mcintosh	7.1	1,330	1,562	1,202	925	645	794	457	185	12,635	17,726	6,992
Major	3.2	415	532	535	405	363	463	317	170	16,371	22,317	8,024
Marshall	5.0	894	1,212	916	618	437	398	342	183	11,794	18,258	7,736
Mayes	13.0	1,787	2,325	2,113	1,682	1,347	1,974	1,206	566	15,770	20,917	7,681
Murray	4.9	872	933	867	728	556	527	288	129	13,671	18,030	7,012
Muskogee	26.6	4,857	5,038	4,090	3,320	2,795	3,293	2,189	1,018	14,073	19,723	7,379
Noble	4.8	497	674	708	657	528	786	545	405	18,933	25,459	9,935
Nowata	4.3	576	702	564	538	522	747	417	234	17,953	23,101	8,791
Okfuskee	4.4	866	898	710	525	354	531	307	209	12,895	18,829	7,204
Oklahoma	250.4	24,526	32,510	36,600	32,649	27,155	42,280	33,355	21,325	19,805	26,651	10,662
Okmulgee	15.2	2,425	3,024	2,443	1,709	1,437	2,197	1,270	695	14,321	20,757	7,868
Osage	15.4	1,933	2,239	1,987	1,931	1,799	2,693	1,797	1,021	19,013	24,326	8,941
Ottawa	12.5	1,999	2,544	2,274	1,626	1,340	1,582	800	335	13,570	18,536	7,021
Pawnee	6.8	890	1,149	1,043	839	727	1,044	706	402	16,873	22,848	8,680
Payne	24.0	3,712	4,416	4,042	2,875	2,143	3,254	2,213	1,345	14,754	23,011	8,670
Pittsburg	16.9	3,089	3,538	3,059	2,280	1,752	1,880	885	417	12,810	17,600	6,822
Pontotoc	13.2	2,305	2,593	1,967	1,535	1,343	1,858	1,015	584	14,216	20,303	7,746
Pottawatomie	22.3	3,223	3,748	3,399	2,741	2,239	3,595	2,314	1,041	16,378	22,029	8,106
Pushmataha	4.9	1,171	1,129	900	597	373	378	213	139	10,732	16,042	6,189
Roger Mills	1.9	186	242	226	255	227	297	188	279	20,854	31,484	11,504
Rogers	20.1	2,071	2,296	2,430	2,329	2,152	3,970	3,182	1,670	22,269	26,627	9,118
Seminole	10.5	1,824	2,025	1,568	1,252	1,087	1,401	852	491	14,410	20,425	7,687
Sequoyah	12.6	2,472	2,603	2,458	1,690	1,207	1,315	514	341	12,271	16,682	5,743
Stephens	16.8	2,131	2,459	2,404	2,111	1,730	2,945	2,002	1,018	18,197	23,872	9,219
Texas	6.5	689	816	990	967	849	1,082	694	413	18,838	24,139	8,865
Tillman	4.1	1,078	940	760	477	309	264	135	137	10,183	15,540	5,792
Tulsa	209.3	21,143	26,374	30,211	27,105	24,108	35,718	27,448	17,193	19,961	26,516	10,660
Wagoner	17.9	1,836	2,266	1,921	1,770	1,914	3,559	2,835	1,799	23,139	27,989	9,330
Washington	17.4	1,195	1,880	1,840	1,709	1,641	3,163	2,908	3,064	26,270	33,778	13,605
Washita	5.0	519	699	719	657	539	901	532	434	19,248	25,461	9,644
Woods	4.0	514	598	638	517	380	610	415	328	17,324	25,083	9,934

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

SaMM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group: Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
OKLAHOMA (continued)												
ALL COUNTIES (continued)												
Woodward	7.4	675	847	940	835	731	1,517	1,062	793	22,834	28,720	10,169
TOTAL METRO COUNTIES	**741.6**	**76,160**	**95,740**	**105,928**	**94,935**	**82,320**	**128,687**	**98,487**	**59,343**	**19,883**	**26,312**	**10,017**
TOTAL STATE	**1,257.0**	**160,059**	**190,926**	**188,096**	**158,508**	**133,113**	**197,408**	**142,777**	**86,113**	**17,715**	**24,156**	**9,153**
OREGON												
EUGENE - SPRINGFIELD	**106.7**	**9,724**	**13,846**	**14,830**	**12,405**	**12,063**	**19,652**	**15,007**	**9,173**	**21,018**	**26,747**	**10,645**
Lane	106.7	9,724	13,846	14,830	12,405	12,063	19,652	15,007	9,173	21,018	26,747	10,645
MEDFORD	**55.3**	**4,773**	**7,963**	**8,661**	**7,295**	**6,717**	**9,659**	**6,530**	**3,702**	**19,270**	**25,073**	**9,615**
Jackson	55.3	4,773	7,963	8,661	7,295	6,717	9,659	6,530	3,702	19,270	25,073	9,615
PORTLAND	**469.2**	**28,612**	**46,038**	**52,192**	**48,866**	**46,994**	**84,988**	**86,607**	**74,903**	**26,430**	**33,096**	**13,168**
Clackamas	96.2	4,683	7,715	9,818	9,608	9,503	19,845	19,763	15,265	28,334	34,191	12,454
Multnomah	243.0	18,539	29,427	31,015	27,250	25,101	41,845	39,411	30,412	22,967	29,860	12,768
Washington	108.8	3,828	6,360	8,674	9,453	9,956	19,175	24,097	27,257	33,482	40,318	15,252
Yamhill	21.2	1,562	2,536	2,685	2,555	2,434	4,123	3,336	1,969	22,513	28,156	10,066
PORTLAND - VANCOUVER CONSOLIDATED AREA	***550.6***	***34,029***	***54,068***	***60,595***	***56,869***	***54,828***	***101,321***	***101,991***	***86,899***	***26,507***	***32,895***	***12,975***
SALEM	**101.1**	**8,575**	**13,102**	**14,730**	**13,104**	**11,496**	**18,524**	**13,915**	**7,654**	**20,439**	**26,322**	**9,911**
Marion	83.1	6,972	10,859	12,395	10,918	9,378	15,202	11,048	6,328	20,209	26,225	9,888
Polk	18.0	1,603	2,243	2,335	2,186	2,118	3,322	2,867	1,326	21,483	26,771	10,018
ALL COUNTIES												
Baker	6.0	770	1,101	1,015	837	668	849	544	216	15,704	20,207	7,977
Benton	24.4	2,004	2,643	3,309	2,597	2,344	3,911	4,018	3,574	23,458	31,853	11,617
Clackamas	96.2	4,683	7,715	9,818	9,608	9,503	19,845	19,763	15,265	28,334	34,191	12,454
Clatsop	12.9	1,088	2,028	2,099	1,468	1,407	2,098	1,641	1,071	19,213	25,787	10,204
Columbia	13.6	1,127	1,615	1,680	1,462	1,518	2,881	2,288	1,029	23,089	26,974	9,942
Coos	23.6	2,237	3,341	3,668	3,078	2,683	4,541	2,895	1,157	19,047	23,711	9,265
Crook	5.4	519	799	891	858	687	862	566	218	17,916	23,029	8,946
Curry	7.5	793	1,105	1,204	1,064	828	1,207	819	480	18,014	23,627	10,068
Deschutes	27.2	2,151	3,746	4,193	3,603	3,262	5,099	3,398	1,748	19,860	24,916	9,492
Douglas	35.5	3,145	5,032	5,000	4,679	4,859	6,862	4,266	1,657	19,892	23,820	8,799
Gilliam	.8	43	68	103	109	95	135	156	91	24,053	31,089	14,630
Grant	3.3	311	541	566	449	421	586	304	122	17,467	21,668	8,314
Harney	2.9	280	422	455	498	408	491	258	88	17,824	21,440	7,971
Hood River	6.3	579	932	1,048	794	699	1,107	753	388	18,517	24,180	9,403
Jackson	55.3	4,773	7,963	8,661	7,295	6,717	9,659	6,530	3,702	19,270	25,073	9,615
Jefferson	4.6	319	540	728	627	603	895	572	316	20,652	25,682	9,302
Josephine	28.9	3,264	4,744	4,951	3,957	3,210	4,512	2,880	1,382	16,847	21,945	8,501
Klamath	22.2	2,443	3,304	3,330	2,840	2,608	3,924	2,595	1,156	18,553	23,246	8,929
Lake	3.0	275	482	484	403	356	573	324	103	18,184	21,762	8,590
Lane	106.7	9,724	13,846	14,830	12,405	12,063	19,652	15,007	9,173	21,018	26,747	10,645
Lincoln	16.0	1,210	2,101	2,355	1,883	1,688	2,664	2,330	1,769	21,350	28,368	12,234
Linn	33.9	2,851	4,218	4,634	4,118	3,813	6,693	4,982	2,591	21,421	26,136	9,944
Malheur	9.7	989	1,474	1,629	1,276	1,195	1,473	1,089	575	17,902	23,396	8,344
Marion	83.1	6,972	10,859	12,395	10,918	9,378	15,202	11,048	6,328	20,209	26,225	9,888
Morrow	2.9	165	258	381	329	299	529	578	361	25,340	31,088	10,862
Multnomah	243.0	18,539	29,427	31,015	27,250	25,101	41,845	39,411	30,412	22,967	29,860	12,768
Polk	18.0	1,603	2,243	2,335	2,186	2,118	3,322	2,867	1,326	21,483	26,771	10,018
Sherman	.7	56	78	94	100	85	117	98	72	21,167	26,647	10,363
Tillamook	8.8	940	1,421	1,566	1,269	992	1,281	908	423	16,830	22,256	9,026
Umatilla	21.7	1,526	2,489	3,116	2,996	2,568	4,071	3,241	1,693	21,346	27,077	9,793
Union	8.4	866	1,058	1,160	1,022	910	1,540	1,219	625	20,475	25,907	9,380
Wallowa	3.0	351	507	537	430	338	464	201	172	16,120	20,726	8,636
Wasco	8.2	733	1,138	1,112	888	776	1,870	1,012	671	21,603	26,160	10,413
Washington	108.8	3,828	6,360	8,674	9,453	9,956	19,175	24,097	27,257	33,482	40,318	15,252
Wheeler	.7	127	258	125	74	[illegible]	42	25	5	9,079	13,324	7,175
Yamhill	21.2	1,562	2,536	2,685	2,555	2,434	4,123	3,336	1,969	22,513	28,156	10,066
TOTAL METRO COUNTIES	**732.3**	**51,684**	**80,949**	**90,413**	**81,670**	**77,270**	**132,823**	**122,059**	**95,432**	**23,952**	**30,630**	**12,059**
TOTAL STATE	**1,074.4**	**82,846**	**128,392**	**141,846**	**125,378**	**116,634**	**194,100**	**166,019**	**119,185**	**22,464**	**28,872**	**11,257**

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group								Median Household E B I	Average Household E B I	Per Capita E B I
		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
PENNSYLVANIA												
ALLENTOWN - BETHLEHEM	**260.6**	**15,333**	**26,101**	**27,495**	**26,693**	**26,032**	**49,910**	**49,343**	**39,693**	**26,691**	**33,734**	**13,038**
Carbon	21.8	1,557	3,011	3,289	2,579	2,752	4,201	2,884	1,527	20,862	26,248	10,329
Lehigh	113.9	5,769	10,529	10,730	11,067	10,698	20,737	23,337	21,033	28,940	36,157	14,369
Northampton	91.9	6,684	9,894	10,390	10,037	9,517	18,760	16,352	10,266	24,692	30,818	11,670
Warren, N. J.	*33.0*	*1,323*	*2,667*	*3,086*	*3,010*	*3,065*	*6,212*	*6,770*	*6,867*	*30,316*	*38,439*	*14,157*
ALTOONA	**50.6**	**4,036**	**6,845**	**7,177**	**6,386**	**5,955**	**9,598**	**7,126**	**3,477**	**20,721**	**26,587**	**10,100**
Blair	50.6	4,036	6,845	7,177	6,386	5,955	9,598	7,126	3,477	20,721	26,587	10,100
BEAVER COUNTY	**71.5**	**5,661**	**7,764**	**7,428**	**7,048**	**7,105**	**15,882**	**13,251**	**7,361**	**25,414**	**30,007**	**11,175**
Beaver	71.5	5,661	7,764	7,428	7,048	7,105	15,882	13,251	7,361	25,414	30,007	11,175
ERIE	**104.2**	**6,825**	**11,091**	**11,535**	**11,296**	**11,170**	**20,636**	**18,329**	**13,318**	**25,081**	**31,966**	**11,778**
Erie	104.2	6,825	11,091	11,535	11,296	11,170	20,636	18,329	13,318	25,081	31,966	11,778
HARRISBURG - LEBANON - CARLISLE	**227.5**	**12,284**	**20,396**	**23,124**	**24,713**	**25,105**	**44,757**	**42,330**	**34,791**	**26,873**	**34,026**	**13,156**
Cumberland	73.4	2,940	5,393	6,510	7,392	7,855	14,758	14,960	13,592	29,300	37,195	14,051
Dauphin	96.7	5,901	9,015	9,455	10,262	10,176	17,768	17,855	16,268	26,877	34,446	13,949
Lebanon	42.0	2,575	4,376	5,224	5,024	5,232	8,818	6,977	3,774	23,625	29,551	10,925
Perry	15.4	868	1,612	1,935	2,035	1,842	3,413	2,538	1,157	23,330	28,494	10,523
JOHNSTOWN	**93.5**	**9,743**	**14,913**	**14,520**	**12,086**	**11,301**	**17,153**	**9,263**	**4,521**	**17,961**	**23,464**	**8,610**
Cambria	62.8	6,578	9,981	9,460	7,869	7,555	11,708	6,564	3,085	18,268	23,790	8,666
Somerset	30.7	3,165	4,932	5,060	4,217	3,746	5,445	2,699	1,436	17,467	22,796	8,493
LANCASTER	**149.3**	**7,730**	**12,813**	**15,904**	**16,786**	**16,587**	**30,485**	**27,658**	**21,337**	**26,465**	**33,808**	**12,396**
Lancaster	149.3	7,730	12,813	15,904	16,786	16,587	30,485	27,658	21,337	26,465	33,808	12,396
PHILADELPHIA	**1,823.6**	**119,930**	**173,155**	**171,097**	**171,487**	**161,994**	**303,133**	**333,528**	**389,276**	**28,706**	**37,692**	**14,000**
Bucks	192.0	7,766	12,023	14,691	16,119	16,685	36,684	43,540	44,492	32,871	40,128	14,213
Chester	127.0	4,983	7,346	9,294	10,640	10,767	21,056	25,363	37,551	34,727	44,835	16,112
Delaware	212.3	10,632	17,736	19,184	20,180	19,340	37,024	41,029	47,175	30,138	38,711	14,406
Montgomery	255.3	9,394	15,350	20,079	21,299	22,219	45,893	52,004	69,062	33,557	44,761	16,717
Philadelphia	641.6	68,947	90,319	75,037	68,491	59,067	97,874	92,261	89,604	21,553	30,064	11,741
Burlington, N. J.	*136.3*	*4,064*	*7,314*	*9,599*	*10,861*	*11,025*	*22,204*	*29,116*	*42,117*	*36,270*	*46,498*	*15,848*
Camden, N. J.	*182.7*	*10,515*	*17,245*	*16,500*	*17,081*	*16,214*	*28,733*	*32,920*	*43,492*	*29,712*	*39,144*	*14,375*
Gloucester, N. J.	*76.4*	*3,629*	*5,822*	*6,713*	*6,816*	*6,677*	*13,665*	*17,295*	*15,783*	*31,502*	*38,115*	*13,248*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***2,196.0***	***139,609***	***204,604***	***204,166***	***204,780***	***193,876***	***363,505***	***402,488***	***482,974***	***29,085***	***38,315***	***14,160***
PITTSBURGH	**830.9**	**58,814**	**99,981**	**97,695**	**86,961**	**84,703**	**156,211**	**134,808**	**101,727**	**23,627**	**30,697**	**12,093**
Allegheny	548.1	44,365	64,413	62,624	55,785	53,992	100,887	90,983	75,051	24,328	31,912	12,856
Fayette	57.0	7,616	9,538	7,955	6,666	6,397	9,951	6,090	2,787	17,491	22,796	8,443
Washington	81.0	6,287	9,612	9,845	8,625	8,170	15,594	13,690	9,177	23,701	29,845	11,328
Westmoreland	144.8	10,546	16,418	17,271	15,885	16,144	29,779	24,045	14,712	23,787	29,686	11,273
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***902.4***	***74,475***	***107,745***	***105,123***	***94,009***	***91,808***	***172,093***	***148,059***	***109,088***	***23,788***	***30,643***	***12,017***
READING	**128.7**	**8,026**	**14,011**	**14,230**	**13,714**	**13,166**	**25,187**	**23,667**	**16,699**	**25,450**	**32,251**	**12,601**
Berks	128.7	8,026	14,011	14,230	13,714	13,166	25,187	23,667	16,699	25,450	32,251	12,601
SCRANTON - WILKES-BARRE	**283.5**	**19,158**	**36,826**	**40,551**	**36,427**	**32,261**	**52,401**	**40,629**	**25,247**	**21,341**	**28,134**	**10,831**
Columbia	23.1	1,645	2,898	3,278	3,348	2,885	4,387	2,969	1,690	20,568	26,784	9,868
Lackawanna	85.4	6,008	11,249	11,812	10,675	9,365	15,227	12,612	8,452	21,564	28,777	11,055
Luzerne	129.3	8,652	17,592	19,196	16,639	14,545	23,848	17,856	10,972	20,901	27,556	10,735
Monroe	35.3	2,221	3,905	4,968	4,401	4,157	6,823	5,626	3,199	22,516	29,318	11,474
Wyoming	10.4	632	1,182	1,297	1,364	1,309	2,116	1,566	934	22,711	29,035	10,306
SHARON	**46.1**	**3,442**	**5,410**	**5,525**	**5,155**	**4,931**	**9,693**	**7,483**	**4,461**	**23,537**	**29,466**	**10,893**
Mercer	46.1	3,442	5,410	5,525	5,155	4,931	9,693	7,483	4,461	23,537	29,466	10,893
STATE COLLEGE	**40.3**	**3,994**	**5,253**	**5,709**	**4,890**	**4,368**	**6,967**	**5,214**	**3,905**	**20,342**	**28,560**	**9,754**
Centre	40.3	3,994	5,253	5,709	4,890	4,368	6,967	5,214	3,905	20,342	28,560	9,754
WILLIAMSPORT	**44.4**	**3,081**	**5,546**	**5,880**	**5,726**	**5,085**	**8,651**	**6,467**	**3,964**	**21,860**	**28,419**	**10,648**
Lycoming	44.4	3,081	5,546	5,880	5,726	5,085	8,651	6,467	3,964	21,860	28,419	10,648
YORK	**154.3**	**8,799**	**14,917**	**16,430**	**16,346**	**16,643**	**32,701**	**29,298**	**19,166**	**26,161**	**33,405**	**12,303**
Adams	26.1	1,373	2,571	2,912	3,016	3,126	5,603	4,527	2,972	25,076	31,651	11,426
York	128.2	7,426	12,346	13,518	13,330	13,517	27,098	24,771	16,194	26,445	32,559	12,493
ALL COUNTIES												
Adams	26.1	1,373	2,571	2,912	3,016	3,126	5,603	4,527	2,972	25,076	31,651	11,426
Allegheny	548.1	44,365	64,413	62,624	55,785	53,992	100,887	90,983	75,051	24,328	31,912	12,856

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES		Households by E B I Group										
METRO AREA County	12/31/88 Total Households (Thousands)	Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
PENNSYLVANIA (continued)												
ALL COUNTIES (continued)												
Armstrong	30.0	2,613	4,058	4,032	3,389	3,481	5,793	4,452	2,182	21,315	26,883	10,183
Beaver	71.5	5,661	7,764	7,428	7,048	7,105	15,882	13,251	7,361	25,414	30,007	11,175
Bedford	17.8	1,583	2,606	2,702	2,432	2,126	3,140	2,040	1,171	19,098	25,273	9,295
Berks	128.7	8,026	14,011	14,230	13,714	13,166	25,187	23,667	16,699	25,450	32,251	12,601
Blair	50.6	4,036	6,845	7,177	6,386	5,955	9,598	7,126	3,477	20,721	26,587	10,100
Bradford	24.3	1,928	3,149	3,113	3,128	2,879	4,675	3,403	2,025	21,486	27,372	10,108
Bucks	192.0	7,766	12,023	14,691	16,119	16,685	36,684	43,540	44,492	32,871	40,128	14,213
Butler	55.7	4,249	6,179	6,569	6,565	6,840	11,842	8,825	4,631	23,105	28,572	10,241
Cambria	62.8	6,578	9,981	9,460	7,869	7,555	11,708	6,564	3,085	18,268	23,790	8,666
Cameron	2.7	243	386	380	408	338	446	349	150	19,173	24,426	10,305
Carbon	21.8	1,557	3,011	3,289	2,579	2,752	4,201	2,884	1,527	20,862	26,248	10,329
Centre	40.3	3,994	5,253	5,709	4,890	4,368	6,967	5,214	3,905	20,342	28,560	9,754
Chester	127.0	4,983	7,346	9,294	10,640	10,767	21,056	25,363	37,551	34,727	44,835	16,112
Clarion	14.9	1,447	2,179	2,149	1,804	1,514	2,794	2,074	939	19,590	25,991	8,903
Clearfield	30.6	2,681	4,450	4,553	4,031	3,558	5,668	3,893	1,766	19,439	25,325	9,359
Clinton	14.3	1,400	2,238	2,275	2,154	1,936	2,519	1,239	539	17,827	22,781	8,310
Columbia	23.1	1,645	2,898	3,278	3,348	2,885	4,387	2,969	1,690	20,568	26,784	9,868
Crawford	32.3	2,454	4,177	4,530	4,130	3,711	6,060	4,621	2,617	21,116	27,763	10,260
Cumberland	73.4	2,940	5,393	6,510	7,392	7,855	14,758	14,960	13,592	29,300	37,195	14,051
Dauphin	96.7	5,901	9,015	9,455	10,262	10,176	17,768	17,855	16,268	26,877	34,446	13,949
Delaware	212.3	10,632	17,736	19,184	20,180	19,340	37,024	41,029	47,175	30,138	38,711	14,406
Elk	14.0	908	1,506	1,597	1,745	1,660	2,912	2,302	1,370	23,642	30,069	10,934
Erie	104.2	6,825	11,091	11,535	11,296	11,170	20,636	18,329	13,318	25,081	31,966	11,778
Fayette	57.0	7,616	9,538	7,955	6,666	6,397	9,951	6,090	2,787	17,491	22,796	8,443
Forest	1.9	172	293	312	286	225	339	189	84	18,000	23,405	9,264
Franklin	45.8	2,604	4,477	5,362	5,728	5,502	9,282	8,084	4,761	24,279	30,517	11,494
Fulton	5.5	558	756	714	774	710	1,020	678	290	19,658	24,973	9,538
Greene	15.3	1,544	2,194	2,075	1,738	1,530	2,920	2,169	1,130	20,296	26,188	9,702
Huntingdon	15.3	1,284	2,380	2,341	2,078	1,766	2,832	1,766	853	18,936	24,907	8,801
Indiana	32.7	3,313	4,241	4,502	4,219	3,669	6,279	4,327	2,150	20,098	26,463	9,186
Jefferson	19.1	1,454	2,416	2,438	2,319	2,157	3,632	2,841	1,843	22,159	28,983	11,094
Juniata	7.7	574	1,017	1,143	1,133	935	1,395	1,014	489	19,921	26,277	9,728
Lackawanna	85.4	6,008	11,249	11,812	10,675	9,365	15,227	12,612	8,452	21,564	28,777	11,055
Lancaster	149.3	7,730	12,813	15,904	16,786	16,587	30,485	27,658	21,337	26,465	33,808	12,396
Lawrence	37.9	3,021	4,910	4,521	4,069	4,111	7,320	6,266	3,682	22,917	29,121	10,852
Lebanon	42.0	2,575	4,376	5,224	5,024	5,232	8,818	6,977	3,774	23,625	29,551	10,925
Lehigh	113.9	5,769	10,529	10,730	11,067	10,698	20,737	23,337	21,033	28,940	36,157	14,369
Luzerne	129.3	8,652	17,592	19,196	16,639	14,545	23,848	17,856	10,972	20,901	27,556	10,735
Lycoming	44.4	3,081	5,546	5,880	5,726	5,085	8,651	6,467	3,964	21,860	28,419	10,648
McKean	18.1	1,415	2,485	2,444	2,304	2,161	3,354	2,473	1,464	20,882	27,072	10,316
Mercer	46.1	3,442	5,410	5,525	5,155	4,931	9,693	7,483	4,461	23,537	29,466	10,893
Mifflin	18.2	1,992	2,964	2,696	2,330	2,092	3,246	2,027	853	18,009	23,391	8,906
Monroe	35.3	2,221	3,905	4,968	4,401	4,157	6,823	5,626	3,199	22,516	29,318	11,474
Montgomery	255.3	9,394	15,350	20,079	21,299	22,219	45,893	52,004	69,062	33,557	44,761	16,717
Montour	6.2	336	538	655	799	771	1,171	1,040	890	25,008	33,690	12,215
Northampton	91.9	6,684	9,894	10,390	10,037	9,517	18,760	16,352	10,266	24,692	30,818	11,670
Northumberland	40.4	4,329	6,932	6,997	5,645	4,679	6,681	3,725	1,412	16,690	21,805	8,757
Perry	15.4	868	1,612	1,935	2,035	1,842	3,413	2,538	1,157	23,330	28,494	10,523
Philadelphia	641.6	68,947	90,319	75,037	68,491	59,067	97,874	92,261	89,604	21,553	30,064	11,741
Pike	10.2	642	1,270	1,433	1,345	1,191	1,777	1,405	1,137	21,687	29,163	11,899
Potter	6.9	593	971	928	872	785	1,312	960	479	20,597	26,309	9,760
Schuylkill	63.3	4,860	9,029	10,180	8,473	7,559	11,485	7,651	4,063	19,449	25,663	10,178
Snyder	12.8	864	1,416	1,754	1,755	1,719	2,652	1,739	901	21,737	28,229	9,899
Somerset	30.7	3,165	4,932	5,060	4,217	3,746	5,445	2,699	1,436	17,467	22,796	8,493
Sullivan	2.3	165	335	366	362	292	374	257	149	18,894	25,416	8,993
Susquehanna	15.3	1,099	1,961	2,102	2,006	1,805	2,857	2,216	1,254	21,283	27,540	10,032
Tioga	15.0	1,369	2,257	2,180	1,992	1,779	2,724	1,833	866	19,199	25,262	8,937
Union	11.3	661	1,179	1,501	1,410	1,357	2,281	1,751	1,160	23,202	31,378	10,248
Venango	23.7	1,931	2,832	2,740	2,831	2,680	5,091	3,506	2,089	22,821	28,641	10,723
Warren	17.4	1,422	2,332	2,579	2,415	2,262	3,330	2,109	951	19,885	25,344	9,463
Washington	81.0	6,287	9,612	9,845	8,625	8,170	15,594	13,690	9,177	23,701	29,845	11,328
Wayne	15.5	1,318	2,472	2,747	2,248	1,756	2,479	1,690	790	17,681	24,205	9,151
Westmoreland	144.8	10,546	16,418	17,271	15,885	16,144	29,779	24,045	14,712	23,787	29,686	11,273
Wyoming	10.4	632	1,182	1,297	1,364	1,309	2,116	1,566	934	22,711	29,035	10,306
York	128.2	7,426	12,346	13,518	13,330	13,517	27,098	24,771	16,194	26,445	32,559	12,493

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
PENNSYLVANIA (continued)												
TOTAL METRO COUNTIES	**3,880.6**	**277,325**	**421,974**	**428,402**	**407,946**	**389,425**	**712,551**	**662,293**	**580,684**	**25,194**	**33,001**	**12,582**
TOTAL STATE	**4,575.0**	**334,351**	**514,559**	**525,012**	**496,863**	**470,961**	**844,233**	**757,207**	**631,814**	**24,404**	**32,069**	**12,180**
RHODE ISLAND												
PROVIDENCE - PAWTUCKET - WOONSOCKET	**335.5**	**20,212**	**38,913**	**35,563**	**33,945**	**32,363**	**58,115**	**59,034**	**57,355**	**26,087**	**34,766**	**12,836**
Bristol	16.4	823	1,473	1,800	1,554	1,551	3,083	2,745	3,371	28,115	38,371	13,029
Kent	59.7	2,819	5,335	5,185	5,417	5,825	11,482	12,292	11,345	29,549	37,161	13,470
Providence	222.0	14,862	28,840	24,809	23,152	21,014	36,187	37,220	35,916	24,584	33,594	12,662
Washington	37.4	1,708	3,265	3,769	3,822	3,973	7,363	6,777	6,723	27,774	36,322	12,731
ALL COUNTIES												
Bristol	16.4	823	1,473	1,800	1,554	1,551	3,083	2,745	3,371	28,115	38,371	13,029
Kent	59.7	2,819	5,335	5,185	5,417	5,825	11,482	12,292	11,345	29,549	37,161	13,470
Newport	31.0	1,457	2,739	2,783	2,961	2,890	5,073	5,952	7,145	30,006	40,769	14,594
Providence	222.0	14,862	28,840	24,809	23,152	21,014	36,187	37,220	35,916	24,584	33,594	12,662
Washington	37.4	1,708	3,265	3,769	3,822	3,973	7,363	6,777	6,723	27,774	36,322	12,731
TOTAL METRO COUNTIES	**335.5**	**20,212**	**38,913**	**35,563**	**33,945**	**32,363**	**58,115**	**59,034**	**57,355**	**26,087**	**34,766**	**12,836**
TOTAL STATE	**366.5**	**21,669**	**41,652**	**38,346**	**36,906**	**35,253**	**63,188**	**64,986**	**64,500**	**26,388**	**35,274**	**12,989**
SOUTH CAROLINA												
ANDERSON	**55.7**	**5,734**	**6,759**	**7,280**	**6,985**	**6,564**	**11,156**	**7,439**	**3,783**	**20,773**	**25,596**	**9,719**
Anderson	55.7	5,734	6,759	7,280	6,985	6,564	11,156	7,439	3,783	20,773	25,596	9,719
CHARLESTON	**176.5**	**18,221**	**19,786**	**24,623**	**22,671**	**18,980**	**31,575**	**25,105**	**15,539**	**20,736**	**27,801**	**9,554**
Berkeley	45.7	4,331	4,788	6,470	6,422	5,305	9,177	6,517	2,690	20,717	25,343	8,472
Charleston	103.1	11,295	12,237	14,790	12,889	10,626	16,732	14,129	10,402	20,152	28,922	10,129
Dorchester	27.7	2,595	2,761	3,363	3,360	3,049	5,666	4,459	2,447	22,910	27,685	9,296
CHARLOTTE - GASTONIA - ROCK HILL	**421.1**	**28,875**	**40,867**	**48,604**	**48,453**	**46,861**	**80,504**	**72,595**	**54,341**	**24,634**	**31,722**	**12,001**
York	45.2	3,452	4,580	5,238	5,180	5,092	9,025	7,754	4,879	23,943	29,682	10,547
Cabarrus, N. C.	*35.4*	*2,236*	*3,925*	*4,487*	*3,960*	*3,973*	*7,138*	*6,041*	*3,640*	*23,813*	*29,872*	*11,120*
Gaston, N. C.	*63.8*	*4,517*	*6,401*	*7,402*	*7,677*	*7,567*	*12,884*	*10,826*	*6,526*	*23,784*	*30,024*	*11,028*
Lincoln, N. C.	*18.2*	*1,143*	*1,582*	*1,701*	*2,188*	*2,307*	*3,816*	*3,248*	*2,215*	*25,424*	*31,344*	*11,595*
Mecklenburg, N. C.	*188.7*	*12,581*	*16,781*	*20,960*	*20,994*	*19,548*	*33,283*	*33,692*	*30,861*	*25,950*	*34,110*	*13,463*
Rowan, N. C.	*40.9*	*2,944*	*4,727*	*5,412*	*5,222*	*5,177*	*8,396*	*5,897*	*3,125*	*21,951*	*27,777*	*10,738*
Union, N. C.	*28.9*	*2,002*	*2,871*	*3,404*	*3,232*	*3,197*	*5,962*	*5,137*	*3,095*	*24,586*	*31,148*	*10,716*
COLUMBIA	**170.1**	**12,033**	**16,405**	**20,449**	**19,741**	**18,017**	**30,355**	**29,342**	**23,758**	**24,497**	**32,602**	**11,905**
Lexington	67.3	4,175	5,950	7,518	7,763	7,220	12,973	12,982	8,719	25,760	31,251	11,652
Richland	102.8	7,858	10,455	12,931	11,978	10,797	17,382	16,360	15,039	23,662	33,485	12,066
FLORENCE	**42.8**	**5,669**	**5,825**	**6,165**	**5,534**	**4,862**	**6,863**	**4,920**	**2,962**	**18,331**	**24,306**	**8,548**
Florence	42.8	5,669	5,825	6,165	5,534	4,862	6,863	4,920	2,962	18,331	24,306	8,548
GREENVILLE - SPARTANBURG	**236.9**	**23,018**	**28,822**	**31,181**	**29,787**	**26,101**	**44,062**	**33,567**	**20,362**	**21,056**	**27,274**	**10,331**
Greenville	122.1	12,217	14,994	16,502	15,625	13,190	22,827	16,669	10,076	20,642	26,740	10,313
Pickens	32.1	2,548	3,514	4,129	3,859	3,694	6,337	4,947	3,072	22,605	29,140	10,347
Spartanburg	82.7	8,253	10,314	10,550	10,303	9,217	14,898	11,951	7,214	21,012	27,337	10,352
ALL COUNTIES												
Abbeville	8.6	1,059	1,197	1,081	1,153	1,056	1,542	1,046	466	19,148	23,830	8,795
☐ Aiken	46.3	4,362	5,017	5,211	5,405	5,033	8,313	7,712	5,247	22,985	29,011	11,028
Allendale	3.8	763	739	645	427	271	458	333	164	12,984	19,323	6,556
Anderson	55.7	5,734	6,759	7,280	6,985	6,564	11,156	7,439	3,783	20,773	25,596	9,719
Bamberg	6.1	811	927	1,000	799	604	855	644	460	16,705	24,012	8,048
Barnwell	7.8	1,092	1,210	1,183	1,008	799	1,070	982	456	17,005	23,245	8,317
Beaufort	30.7	2,581	2,770	3,708	3,676	3,507	5,225	4,373	4,860	23,660	37,108	13,403
Berkeley	45.7	4,331	4,788	6,470	6,422	5,305	9,177	6,517	2,690	20,717	25,343	8,472
Calhoun	4.5	720	788	705	578	559	567	397	186	15,370	20,111	7,016
Charleston	103.1	11,295	12,237	14,790	12,889	10,626	16,732	14,129	10,402	20,152	28,922	10,129
Cherokee	15.5	1,678	2,161	2,170	2,029	1,884	2,880	1,862	836	19,303	23,876	8,508
Chester	11.1	1,426	1,587	1,744	1,350	1,072	2,093	1,319	509	17,816	22,615	7,944
Chesterfield	14.8	2,116	2,350	2,294	2,143	1,583	2,184	1,405	725	16,412	21,720	8,016
Clarendon	10.0	1,769	1,688	1,657	1,328	955	1,357	820	426	14,659	19,868	6,804

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SOUTH CAROLINA (continued)												
ALL COUNTIES (continued)												
Colleton	12.7	2,093	2,052	2,071	1,670	1,390	1,786	1,083	555	15,379	20,541	7,267
Darlington	23.3	3,423	3,409	3,294	2,815	2,353	3,566	2,814	1,626	17,666	23,485	8,253
Dillon	10.6	1,598	1,813	1,721	1,342	1,209	1,436	902	579	15,562	21,476	7,048
Dorchester	27.7	2,595	2,761	3,363	3,360	3,049	5,666	4,459	2,447	22,910	27,685	9,296
Edgefield	6.2	1,091	1,042	943	747	578	937	609	253	15,153	20,715	7,018
Fairfield	6.9	1,037	965	914	810	759	1,194	827	394	18,272	22,997	7,556
Florence	42.8	5,669	5,825	6,165	5,534	4,862	6,863	4,920	2,962	18,331	24,306	8,548
Georgetown	17.3	2,949	2,873	2,490	2,127	2,112	2,519	1,423	807	15,822	20,702	7,221
Greenville	122.1	12,217	14,994	16,502	15,625	13,190	22,827	16,669	10,076	20,642	26,740	10,313
Greenwood	23.3	2,486	3,174	3,418	2,926	2,389	4,090	3,130	1,687	19,335	25,257	9,554
Hampton	7.0	1,463	1,248	1,050	823	596	958	501	361	13,733	20,035	7,192
Horry	53.1	4,757	5,983	7,609	7,192	6,203	8,927	6,887	5,542	20,820	28,220	10,874
Jasper	5.6	1,039	936	807	704	557	718	559	280	15,117	20,755	7,219
Kershaw	16.5	2,244	1,938	2,055	2,025	1,856	2,869	2,192	1,321	19,969	25,594	9,598
Lancaster	20.5	1,653	2,261	2,438	2,449	2,332	4,138	3,396	1,833	23,022	27,850	9,946
Laurens	19.2	1,737	2,466	2,519	2,339	2,214	3,904	2,710	1,311	21,143	26,141	9,176
Lee	6.0	990	1,045	900	814	677	820	527	227	15,367	20,601	6,575
Lexington	67.3	4,175	5,950	7,518	7,763	7,220	12,973	12,982	8,719	25,760	31,251	11,652
McCormick	2.1	238	297	269	241	198	342	333	182	20,128	25,982	7,578
Marion	12.1	1,825	2,201	2,133	1,607	1,182	1,712	956	484	14,725	20,027	6,884
Marlboro	10.7	1,559	1,799	1,642	1,325	1,317	1,676	913	469	16,263	21,444	7,148
Newberry	12.6	1,343	1,662	1,506	1,434	1,325	2,362	1,883	1,085	21,361	27,004	10,501
Oconee	22.0	2,331	2,958	3,017	2,858	2,616	4,149	2,714	1,357	19,696	24,948	9,854
Orangeburg	31.5	5,201	5,179	4,704	3,766	3,021	4,358	3,359	1,912	15,800	22,479	7,781
Pickens	32.1	2,548	3,514	4,129	3,859	3,694	6,337	4,947	3,072	22,605	29,140	10,347
Richland	102.8	7,858	10,455	12,931	11,978	10,797	17,382	16,360	15,039	23,662	33,485	12,066
Saluda	6.0	799	960	750	797	671	1,057	668	298	18,050	22,999	8,165
Spartanburg	82.7	8,253	10,314	10,550	10,303	9,217	14,898	11,951	7,214	21,012	27,337	10,352
Sumter	33.1	3,814	4,495	5,157	4,328	3,595	5,188	4,089	2,434	18,413	25,216	8,543
Union	11.2	1,136	1,577	1,581	1,442	1,434	2,217	1,327	486	19,531	23,381	8,530
Williamsburg	13.0	1,813	1,901	1,743	1,814	1,581	2,174	1,248	726	17,761	22,401	7,317
York	45.2	3,452	4,580	5,238	5,180	5,092	9,025	7,754	4,879	23,943	29,682	10,547
TOTAL METRO COUNTIES	**773.5**	**72,489**	**87,194**	**100,147**	**95,303**	**84,649**	**141,349**	**115,839**	**76,530**	**21,770**	**28,526**	**10,397**
TOTAL STATE	**1,268.9**	**135,123**	**156,845**	**171,065**	**158,189**	**139,104**	**222,677**	**174,070**	**111,827**	**20,453**	**27,058**	**9,779**
SOUTH DAKOTA												
RAPID CITY	**30.9**	**2,379**	**3,692**	**4,664**	**3,906**	**3,286**	**5,157**	**4,326**	**3,490**	**21,109**	**30,782**	**11,904**
Pennington	30.9	2,379	3,692	4,664	3,906	3,286	5,157	4,326	3,490	21,109	30,782	11,904
SIOUX FALLS	**50.6**	**3,541**	**5,349**	**6,192**	**5,737**	**5,120**	**9,704**	**9,072**	**5,885**	**24,360**	**33,036**	**13,080**
Minnehaha	50.6	3,541	5,349	6,192	5,737	5,120	9,704	9,072	5,885	24,360	33,036	13,080
ALL COUNTIES												
Aurora	1.1	252	285	227	131	86	75	24	20	10,228	14,945	5,138
Beadle	7.4	1,017	1,214	1,058	863	805	1,158	866	419	17,212	24,514	10,134
Bennett	1.0	273	237	193	93	77	69	38	20	9,787	14,830	4,362
Bon Homme	2.6	500	478	396	333	289	363	151	90	14,013	20,402	7,367
Brookings	8.8	910	1,254	1,231	1,081	959	1,455	1,146	764	19,610	28,741	10,077
Brown	14.4	1,364	2,007	2,145	1,830	1,562	2,535	1,894	1,063	19,577	27,818	10,856
Brule	2.0	363	328	356	314	192	234	161	52	14,338	19,686	7,571
Buffalo	.4	85	109	85	47	32	29	11	2	10,273	14,280	3,360
Butte	3.3	430	552	534	441	412	516	237	178	16,426	23,490	9,228
Campbell	.8	217	184	148	103	71	43	18	16	9,971	14,429	5,772
Charles Mix	3.3	791	697	638	396	282	304	133	59	11,154	16,273	5,536
Clark	1.9	388	367	320	250	204	208	103	60	12,881	18,688	7,397
Clay	4.9	606	738	807	600	380	674	658	437	17,156	28,860	10,713
Codington	8.8	851	1,238	1,343	1,081	967	1,527	1,044	749	19,459	27,621	10,661
Corson	1.5	375	311	211	162	129	140	122	50	11,333	18,313	5,606
Custer	2.7	205	335	369	323	328	522	442	176	21,791	28,753	10,934
Davison	6.6	751	1,167	1,033	838	684	1,119	712	296	16,918	24,305	9,272
Day	2.9	465	531	529	402	290	370	193	120	14,157	20,866	7,758
Deuel	1.8	314	345	295	232	162	243	137	72	13,949	20,697	7,761
Dewey	1.5	269	259	235	190	137	215	126	69	14,690	22,307	5,671
Douglas	1.4	326	286	268	200	105	128	65	22	11,649	16,411	5,470

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E.B.I Group								Median Household E.B.I	Average Household E.B.I	Per Capita E.B.I
		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
SOUTH DAKOTA (continued)												
ALL COUNTIES (continued)												
Edmunds	1.7	376	406	320	188	157	157	61	35	10,883	16,332	5,553
Fall River	3.3	366	479	368	347	345	585	493	317	21,197	30,764	12,086
Faulk	1.2	279	223	208	157	104	116	78	35	12,233	18,126	7,500
Grant	3.1	261	465	447	412	367	542	378	228	19,551	26,739	9,528
Gregory	2.1	594	511	384	222	151	119	65	54	9,415	14,615	5,580
Haakon	1.0	148	180	198	152	126	105	53	38	14,278	20,030	6,677
Hamlin	1.9	220	315	325	262	199	248	200	131	16,541	24,727	9,035
Hand	1.8	394	384	277	217	163	189	105	71	11,857	18,738	7,495
Hanson	1.1	217	203	203	142	117	127	59	32	12,957	18,603	6,201
Harding	.6	106	129	110	100	42	68	34	11	12,840	17,995	5,998
Hughes	6.2	409	581	736	846	703	1,156	1,145	624	23,706	31,757	12,785
Hutchinson	3.3	686	709	588	426	313	320	139	119	11,860	18,083	6,939
Hyde	.8	150	112	106	133	83	112	51	53	16,036	22,086	9,299
Jackson	1.2	188	201	196	155	121	194	93	52	15,455	23,577	6,736
Jerauld	1.1	219	238	210	162	110	95	30	36	11,978	17,535	6,430
Jones	.6	91	92	99	85	70	98	41	24	16,000	21,665	9,285
Kingsbury	2.6	365	474	465	376	262	348	228	82	14,955	21,531	8,886
Lake	4.3	492	665	610	596	462	656	502	317	18,159	26,090	10,017
Lawrence	8.2	828	1,125	1,111	965	893	1,486	1,048	744	20,362	28,220	11,513
Lincoln	5.2	494	624	583	581	555	970	827	566	22,794	31,052	10,693
Lyman	1.3	228	210	194	189	128	161	119	71	15,462	23,319	8,193
McCook	2.4	364	429	416	304	259	332	194	102	14,855	21,668	8,388
McPherson	1.5	409	368	274	153	120	119	39	18	9,630	14,250	6,287
Marshall	2.0	319	396	367	261	189	233	138	97	13,583	21,438	8,750
Meade	8.2	739	1,101	1,333	1,304	1,121	1,322	814	466	18,488	26,768	9,033
Mellette	.7	200	174	122	85	51	38	26	4	9,273	13,510	3,940
Miner	1.4	409	272	235	162	106	103	69	44	10,345	16,439	6,974
Minnehaha	50.6	3,541	5,349	6,192	5,737	5,120	9,704	9,072	5,885	24,360	33,036	13,080
Moody	2.4	265	386	401	345	237	339	275	152	17,000	24,926	9,064
Pennington	30.9	2,379	3,692	4,664	3,906	3,286	5,157	4,326	3,490	21,109	30,782	11,904
Perkins	1.8	300	374	307	211	169	236	120	83	13,444	20,450	7,832
Potter	1.3	248	235	224	184	141	161	71	36	13,683	19,025	6,870
Roberts	3.8	630	735	662	495	329	433	345	171	13,925	21,294	7,423
Sanborn	1.2	340	233	190	129	87	128	69	24	10,692	16,500	6,600
Shannon	2.6	647	484	426	322	303	235	98	85	11,719	18,173	3,663
Spink	3.2	538	549	499	437	334	451	240	152	15,139	21,722	8,178
Stanley	.9	80	101	127	122	106	177	114	73	21,000	29,466	9,822
Sully	.7	116	110	127	95	64	91	64	33	14,857	21,553	7,544
Todd	1.9	435	338	294	227	165	271	126	44	12,889	19,194	4,736
Tripp	2.7	441	532	495	323	240	304	209	156	13,519	21,199	8,177
Turner	3.4	617	709	571	457	372	383	177	114	12,982	19,138	7,230
Union	4.2	375	559	590	555	508	772	545	296	20,200	27,266	10,134
Walworth	2.6	367	492	439	336	255	426	185	100	15,024	21,288	8,786
Yankton	7.1	539	881	994	999	817	1,280	978	612	20,710	29,957	11,254
Ziebach	.6	138	137	134	72	34	39	29	17	10,806	16,128	3,671
TOTAL METRO COUNTIES	**81.5**	**5,920**	**9,041**	**10,856**	**9,643**	**8,406**	**14,861**	**13,398**	**9,375**	**23,089**	**32,181**	**12,628**
TOTAL STATE	**269.8**	**32,299**	**39,884**	**40,242**	**33,844**	**28,037**	**42,513**	**32,353**	**20,628**	**18,188**	**26,657**	**9,954**
TENNESSEE												
CHATTANOOGA	**166.5**	**16,939**	**21,301**	**21,819**	**19,156**	**17,543**	**29,142**	**23,696**	**16,904**	**21,128**	**27,424**	**10,439**
Hamilton	113.8	11,456	14,147	14,648	12,583	11,449	19,575	16,699	13,243	21,719	28,673	11,209
Marion	9.6	1,452	1,511	1,463	1,289	1,038	1,535	835	477	16,413	21,556	8,021
Sequatchie	3.3	318	566	523	435	330	525	362	241	17,679	23,735	8,607
Catoosa, Ga.	*14.8*	*1,299*	*1,724*	*1,796*	*1,654*	*1,716*	*2,939*	*2,509*	*1,163*	*22,626*	*26,280*	*9,395*
Dade, Ga.	*4.3*	*599*	*696*	*612*	*570*	*566*	*712*	*393*	*152*	*17,164*	*21,150*	*7,050*
Walker, Ga.	*20.7*	*1,815*	*2,657*	*2,777*	*2,625*	*2,444*	*3,856*	*2,898*	*1,628*	*20,996*	*25,986*	*9,420*
CLARKSVILLE - HOPKINSVILLE	**53.9**	**4,972**	**7,086**	**8,727**	**7,570**	**5,956**	**8,731**	**6,679**	**4,179**	**18,968**	**27,780**	**9,405**
Montgomery	33.7	2,869	4,018	5,012	4,814	3,977	5,999	4,366	2,645	20,155	27,254	9,699
Christian, Ky.	*20.2*	*2,103*	*3,068*	*3,715*	*2,756*	*1,979*	*2,732*	*2,313*	*1,534*	*17,051*	*28,656*	*8,974*
JACKSON	**30.0**	**3,468**	**4,002**	**3,716**	**3,424**	**2,836**	**4,694**	**4,629**	**3,231**	**20,647**	**27,276**	**10,424**
Madison	30.0	3,468	4,002	3,716	3,424	2,836	4,694	4,629	3,231	20,647	27,276	10,424

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES		Households by E B I Group									
METRO AREA County	12/31/88 Total Households (Thousands)	Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
TENNESSEE (continued)												
JOHNSON CITY - KINGSPORT - BRISTOL	**170.8**	**16,641**	**22,425**	**22,868**	**20,868**	**18,386**	**29,384**	**23,465**	**16,763**	**20,684**	**27,034**	**10,229**
Carter	20.0	2,117	3,271	3,335	2,803	2,244	3,021	2,093	1,116	17,156	22,502	8,756
Hawkins	17.6	1,777	2,095	2,018	1,970	1,776	3,005	2,969	1,990	22,650	28,017	10,425
Sullivan	58.6	5,360	6,999	7,242	6,695	6,234	10,916	8,762	6,392	22,252	28,029	11,046
Unicoi	6.4	518	934	826	828	733	1,099	918	544	20,644	25,950	9,945
Washington	35.0	3,764	4,761	5,158	4,569	3,892	5,884	3,981	2,991	19,119	26,460	9,905
Bristol city, Va	*7.3*	*754*	*1,141*	*852*	*811*	*770*	*1,232*	*978*	*762*	*20,634*	*27,025*	*10,900*
Scott, Va	*8.8*	*830*	*1,078*	*1,110*	*973*	*839*	*1,311*	*1,305*	*1,354*	*22,354*	*29,573*	*10,286*
Washington, Va	*17.1*	*1,521*	*2,146*	*2,327*	*2,219*	*1,898*	*2,916*	*2,459*	*1,614*	*20,921*	*28,194*	*9,566*
KNOXVILLE	**237.3**	**24,335**	**31,276**	**31,077**	**27,467**	**23,887**	**38,752**	**32,416**	**28,090**	**20,914**	**28,176**	**11,039**
Anderson	27.8	2,241	3,032	2,968	2,917	2,748	4,618	4,339	4,937	24,989	32,231	12,692
Blount	33.1	3,435	4,533	4,618	3,922	3,268	5,908	4,652	2,764	20,057	26,015	9,944
Grainger	6.5	1,016	1,210	1,132	1,014	702	848	364	214	14,550	18,658	6,891
Jefferson	12.6	1,146	1,407	1,567	1,585	1,361	2,243	1,779	1,512	22,233	28,603	10,416
Knox	133.4	13,653	17,393	16,989	14,832	13,059	21,212	18,947	17,315	21,430	29,288	11,733
Sevier	19.1	2,061	2,926	3,036	2,530	2,137	3,250	1,968	1,192	17,996	23,408	8,853
Union	4.8	783	775	767	667	612	673	367	156	15,490	19,428	7,285
MEMPHIS	**356.6**	**43,525**	**43,154**	**42,949**	**37,594**	**33,811**	**57,303**	**52,664**	**45,600**	**21,538**	**29,157**	**10,596**
Shelby	304.5	36,815	35,847	36,138	31,981	28,936	47,750	45,214	41,819	21,851	29,865	11,008
Tipton	12.8	1,662	2,055	1,755	1,389	1,320	2,119	1,584	916	18,301	24,002	8,303
Crittenden, Ark	*17.0*	*3,010*	*2,951*	*2,502*	*1,880*	*1,423*	*2,524*	*1,780*	*930*	*15,097*	*22,028*	*7,386*
De Soto, Miss	*22.3*	*2,038*	*2,301*	*2,554*	*2,344*	*2,132*	*4,910*	*4,086*	*1,935*	*24,472*	*27,876*	*9,223*
NASHVILLE	**373.2**	**29,427**	**36,849**	**40,223**	**40,086**	**37,539**	**64,555**	**63,549**	**60,972**	**25,373**	**33,040**	**12,518**
Cheatham	9.6	740	1,023	1,242	1,221	1,111	2,010	1,359	894	22,518	28,086	9,561
Davidson	207.0	16,851	21,031	23,475	22,614	21,172	34,957	33,300	33,600	24,567	32,891	13,280
Dickson	12.8	1,212	1,643	1,523	1,540	1,351	2,322	1,994	1,215	21,744	27,974	10,260
Robertson	15.2	1,436	1,683	1,685	1,670	1,529	2,777	2,588	1,832	23,632	29,222	10,354
Rutherford	40.0	2,786	3,514	3,825	4,290	4,174	6,513	7,793	7,105	26,933	34,769	12,406
Sumner	36.2	2,904	3,512	3,663	4,029	3,745	6,783	6,577	4,987	25,337	31,076	10,890
Williamson	27.2	1,454	1,986	2,353	2,425	2,151	4,297	5,116	7,418	32,628	41,316	13,978
Wilson	25.2	2,044	2,457	2,457	2,297	2,306	4,896	4,822	3,921	27,170	32,174	11,500
ALL COUNTIES												
Anderson	27.8	2,241	3,032	2,968	2,917	2,748	4,618	4,339	4,937	24,989	32,231	12,692
Bedford	11.2	1,224	1,379	1,321	1,305	1,285	2,132	1,454	1,100	21,524	28,756	10,881
Benton	6.2	821	1,017	967	768	596	1,055	700	276	16,756	22,608	9,043
Bledsoe	3.5	520	650	509	448	352	462	370	189	15,732	22,967	8,039
Blount	33.1	3,435	4,533	4,618	3,922	3,268	5,908	4,652	2,764	20,057	26,015	9,944
Bradley	27.4	2,444	3,387	3,723	3,530	3,120	4,832	3,916	2,448	20,975	27,093	9,885
Campbell	13.7	2,120	2,744	2,315	1,729	1,274	2,030	978	510	14,249	19,591	7,313
Cannon	4.2	613	774	756	609	484	510	292	162	14,691	19,576	7,276
Carroll	10.9	1,328	1,980	1,683	1,348	1,179	1,784	1,028	570	16,606	22,160	8,358
Carter	20.0	2,117	3,271	3,335	2,803	2,244	3,021	2,093	1,116	17,156	22,502	8,756
Cheatham	9.6	740	1,023	1,242	1,221	1,111	2,010	1,359	894	22,518	28,086	9,561
Chester	5.1	850	902	655	543	523	866	491	270	16,240	22,218	8,094
Claiborne	9.8	1,730	1,893	1,868	1,200	822	1,073	791	423	13,318	19,227	6,877
Clay	3.1	437	588	521	412	293	441	244	164	15,043	21,328	8,265
Cocke	11.4	1,957	1,886	1,658	1,626	1,177	1,610	981	505	15,557	20,374	7,768
Coffee	16.1	1,380	1,984	2,054	1,932	1,711	2,724	2,243	2,072	22,098	28,862	11,011
Crockett	5.3	849	911	798	736	556	753	445	252	15,586	20,601	7,478
Cumberland	12.7	1,350	2,022	1,959	1,808	1,447	1,911	1,371	832	17,723	23,592	8,610
Davidson	207.0	16,851	21,031	23,475	22,614	21,172	34,957	33,300	33,600	24,567	32,891	13,280
Decatur	4.5	516	860	642	571	475	656	486	294	16,932	22,730	9,299
De Kalb	5.8	912	1,090	912	809	585	881	403	208	14,926	21,585	8,516
Dickson	12.8	1,212	1,643	1,523	1,540	1,351	2,322	1,994	1,215	21,744	27,974	10,260
Dyer	13.5	1,363	2,111	1,906	1,830	1,437	1,967	1,585	1,301	18,689	25,561	9,859
Fayette	8.6	1,418	1,487	1,227	1,068	859	1,154	823	564	15,715	21,636	6,995
Fentress	5.7	1,144	1,329	1,152	634	508	544	251	138	11,417	15,827	5,746
Franklin	12.3	1,187	1,746	1,564	1,595	1,364	2,108	1,700	1,036	20,211	26,556	9,551
Gibson	19.1	2,032	2,992	2,455	2,253	1,958	3,236	2,540	1,634	19,572	25,745	10,076
Giles	9.4	998	1,274	1,145	1,210	1,076	1,599	1,147	951	20,351	26,118	9,980
Grainger	6.5	1,016	1,2[illegible]	1,132	1,014	702	848	364	214	14,550	18,658	6,891
Greene	21.2	2,043	2,795	2,700	2,466	2,117	3,933	3,101	2,045	21,459	27,975	10,405
Grundy	5.0	737	806	761	757	535	673	455	276	16,208	23,266	7,914
Hamblen	21.0	2,016	2,690	3,037	2,877	2,415	3,652	2,746	1,567	19,777	25,381	9,518

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

SaMM ESTIMATES		Households by E B I Group										
METRO AREA County	12/31/88 Total Households (Thousands)	Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
TENNESSEE (continued)												
ALL COUNTIES (continued)												
Hamilton	113.8	11,456	14,147	14,648	12,583	11,449	19,575	16,699	13,243	21,719	28,673	11,209
Hancock	2.3	492	517	397	296	199	222	97	80	11,561	16,417	5,636
Hardeman	8.5	1,152	1,369	1,143	1,105	919	1,264	984	564	17,604	23,885	8,154
Hardin	8.5	1,362	1,434	1,319	1,170	883	1,271	725	336	15,556	20,171	7,520
Hawkins	17.6	1,777	2,095	2,018	1,970	1,776	3,005	2,969	1,990	22,650	28,017	10,425
Haywood	7.1	1,122	1,315	1,200	830	676	931	555	471	14,605	21,895	7,438
Henderson	9.1	1,033	1,277	1,150	1,166	1,083	1,642	1,051	698	19,650	24,651	9,505
Henry	11.6	1,462	1,949	1,872	1,676	1,190	1,668	1,150	633	16,484	22,028	8,633
Hickman	5.9	731	775	836	742	694	1,129	637	356	18,987	23,706	8,375
Houston	2.4	347	374	362	281	230	394	231	181	16,965	22,639	7,653
Humphreys	6.2	855	877	725	634	746	1,172	855	336	20,063	23,348	8,935
Jackson	3.3	524	508	468	421	322	383	427	247	16,739	23,749	8,164
Jefferson	12.6	1,146	1,407	1,567	1,585	1,361	2,243	1,779	1,512	22,233	28,603	10,416
Johnson	5.5	811	1,022	884	807	680	798	329	169	15,190	19,166	7,270
Knox	133.4	13,653	17,393	16,989	14,832	13,039	21,212	18,947	17,315	21,430	29,288	11,733
Lake	2.6	421	516	445	311	247	352	164	144	14,000	20,497	6,921
Lauderdale	9.3	1,395	1,531	1,141	1,209	1,039	1,405	961	619	17,460	22,981	8,252
Lawrence	13.3	1,355	1,748	1,567	1,702	1,536	2,234	1,966	1,192	20,891	26,531	9,748
Lewis	3.6	419	513	616	482	381	607	358	224	17,365	24,573	8,116
Lincoln	10.6	1,168	1,644	1,567	1,601	1,161	1,564	1,148	747	17,803	23,350	8,935
Loudon	12.1	811	1,330	1,363	1,251	1,079	1,879	2,071	2,316	26,005	33,988	13,266
McMinn	16.2	1,688	2,286	2,137	1,738	1,638	2,830	2,383	1,500	20,768	26,742	9,846
McNairy	9.6	1,472	1,620	1,470	1,224	1,092	1,503	756	463	15,926	20,705	8,080
Macon	6.2	844	964	876	842	713	1,161	490	310	17,491	23,044	8,659
Madison	30.0	3,468	4,002	3,716	3,424	2,836	4,694	4,629	3,231	20,647	27,276	10,424
Marion	9.6	1,452	1,511	1,463	1,289	1,038	1,535	835	477	16,413	21,556	8,021
Marshall	8.2	778	1,024	1,039	958	862	1,495	1,248	796	21,834	29,111	11,103
Maury	21.1	2,330	2,638	2,376	2,414	2,281	3,907	3,098	2,056	21,716	27,533	10,486
Meigs	2.8	284	376	399	366	298	471	384	222	19,658	24,890	8,499
Monroe	11.2	1,194	1,632	1,616	1,519	1,259	1,848	1,247	885	18,725	25,101	9,011
Montgomery	33.7	2,869	4,018	5,012	4,814	3,977	5,999	4,366	2,645	20,155	27,254	9,699
Moore	1.7	103	190	198	182	155	331	312	229	25,687	30,911	10,948
Morgan	5.7	602	915	878	743	572	873	731	386	17,928	25,604	8,485
Obion	13.1	1,154	1,896	1,734	1,422	1,263	2,224	1,979	1,428	21,393	28,544	11,030
Overton	6.8	1,217	1,283	1,112	890	732	784	544	228	14,005	19,167	6,933
Perry	2.5	305	409	433	379	306	321	266	81	16,280	20,840	8,141
Pickett	1.6	224	267	301	259	178	195	131	45	15,143	19,568	6,957
Polk	4.9	884	881	848	697	543	700	247	100	13,974	17,385	6,218
Putnam	19.6	2,396	2,884	2,975	2,659	1,973	3,036	2,245	1,432	17,860	24,870	9,338
Rhea	9.4	1,133	1,319	1,213	1,159	993	1,489	1,223	871	19,418	25,207	9,184
Roane	18.7	1,837	2,565	2,448	1,998	1,971	3,212	2,706	1,963	21,236	27,107	10,018
Robertson	15.2	1,436	1,683	1,685	1,670	1,529	2,777	2,588	1,832	23,632	29,222	10,354
Rutherford	40.0	2,786	3,514	3,825	4,290	4,174	6,513	7,793	7,105	26,933	34,769	12,406
Scott	7.3	1,355	1,559	1,337	916	699	740	422	272	12,629	19,340	6,691
Sequatchie	3.3	318	566	523	435	330	525	362	241	17,679	23,735	8,607
Sevier	19.1	2,061	2,926	3,036	2,530	2,137	3,250	1,968	1,192	17,996	23,408	8,853
Shelby	304.5	36,815	35,847	36,138	31,981	28,936	47,750	45,214	41,819	21,851	29,865	11,008
Smith	5.7	614	810	802	668	722	979	703	402	19,656	24,420	9,218
Stewart	3.8	512	596	515	465	411	683	407	211	17,890	22,619	8,861
Sullivan	58.6	5,360	6,999	7,242	6,695	6,234	10,916	8,762	6,392	22,252	28,029	11,046
Sumner	36.7	2,904	3,512	3,663	4,029	3,745	6,783	6,577	4,987	25,337	31,076	10,890
Tipton	12.8	1,662	2,055	1,755	1,389	1,320	2,119	1,584	916	18,301	24,002	8,303
Trousdale	2.6	232	338	345	332	294	527	369	163	20,841	25,648	10,585
Unicoi	6.4	518	934	826	828	733	1,099	918	544	20,644	25,950	9,945
Union	4.8	783	775	767	667	612	673	367	156	15,490	19,428	7,285
Van Buren	1.5	136	243	258	249	182	217	131	84	17,145	23,283	7,431
Warren	12.8	1,314	1,824	1,700	1,784	1,530	2,146	1,445	1,057	19,357	25,095	9,531
Washington	35.0	3,764	4,761	5,158	4,569	3,892	5,884	3,981	2,991	19,119	26,460	9,905
Wayne	5.4	681	830	668	664	648	992	606	311	18,839	23,138	8,558
Weakley	12.4	1,595	1,888	2,049	1,731	1,298	1,887	1,232	720	16,762	23,303	8,549
White	8.0	896	1,413	1,394	1,067	858	1,290	748	334	16,252	21,737	8,281
Williamson	27.2	1,454	1,986	2,353	2,425	2,151	4,297	5,116	7,418	32,628	41,316	13,978
Wilson	25.2	2,044	2,457	2,457	2,297	2,306	4,896	4,822	3,921	27,170	32,174	11,500
TOTAL METRO COUNTIES	**1,255.8**	**125,338**	**148,331**	**153,134**	**140,333**	**126,191**	**209,429**	**188,377**	**164,667**	**22,298**	**29,767**	**11,291**
TOTAL STATE	**1,863.2**	**198,567**	**240,977**	**239,598**	**217,406**	**190,875**	**306,771**	**258,680**	**210,326**	**20,888**	**28,043**	**10,559**

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

$&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group: Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
TEXAS												
ABILENE	**45.2**	**4,469**	**6,155**	**6,883**	**6,110**	**4,936**	**7,405**	**5,315**	**3,927**	**19,148**	**27,219**	**9,850**
Taylor	45.2	4,469	6,155	6,883	6,110	4,936	7,405	5,315	3,927	19,148	27,219	9,850
AMARILLO	**74.9**	**6,334**	**8,018**	**9,242**	**8,829**	**8,079**	**13,599**	**11,466**	**9,333**	**23,043**	**30,603**	**11,635**
Potter	40.7	4,438	5,619	6,018	5,395	4,666	7,028	4,732	2,804	18,861	25,185	9,828
Randall	34.2	1,896	2,399	3,224	3,434	3,413	6,571	6,734	6,529	28,818	37,050	13,669
AUSTIN	**286.8**	**28,021**	**30,976**	**35,438**	**31,840**	**27,103**	**46,555**	**43,129**	**43,738**	**22,977**	**31,525**	**12,118**
Hays	20.3	2,725	2,476	2,844	2,675	1,921	2,765	2,479	2,415	18,898	28,163	9,266
Travis	225.1	21,549	24,321	28,339	25,361	21,515	35,753	32,642	35,620	22,808	31,814	12,784
Williamson	41.4	3,747	4,179	4,255	3,804	3,667	8,037	8,008	5,703	26,346	31,605	10,535
BEAUMONT - PORT ARTHUR	**136.3**	**14,206**	**14,100**	**13,641**	**12,595**	**11,603**	**25,487**	**25,253**	**19,415**	**25,784**	**31,262**	**11,243**
Hardin	14.6	1,650	1,558	1,377	1,296	1,379	3,171	2,679	1,490	25,114	28,850	9,750
Jefferson	93.0	10,349	10,173	9,848	8,995	7,885	16,870	16,212	12,668	24,559	30,650	11,285
Orange	28.7	2,207	2,369	2,416	2,304	2,339	5,446	6,362	5,257	30,361	34,473	11,891
BRAZORIA	**64.4**	**3,860**	**4,238**	**4,621**	**4,773**	**4,810**	**12,375**	**15,887**	**13,836**	**33,128**	**38,435**	**12,577**
Brazoria	64.4	3,860	4,238	4,621	4,773	4,810	12,375	15,887	13,836	33,128	38,435	12,577
BROWNSVILLE - HARLINGEN	**76.0**	**11,099**	**12,112**	**12,332**	**9,133**	**7,654**	**10,719**	**7,213**	**5,738**	**16,269**	**23,495**	**6,792**
Cameron	76.0	11,099	12,112	12,332	9,133	7,654	10,719	7,213	5,738	16,269	23,495	6,792
BRYAN - COLLEGE STATION	**45.8**	**6,141**	**5,841**	**6,206**	**5,186**	**4,161**	**6,238**	**5,717**	**6,310**	**19,488**	**29,349**	**10,762**
Brazos	45.8	6,141	5,841	6,206	5,186	4,161	6,238	5,717	6,310	19,488	29,349	10,762
CORPUS CHRISTI	**120.2**	**13,686**	**14,176**	**15,813**	**14,370**	**11,878**	**20,824**	**17,479**	**11,974**	**20,883**	**27,776**	**9,220**
Nueces	101.1	11,367	11,865	13,433	12,174	10,013	17,426	14,704	10,118	20,874	27,936	9,386
San Patricio	19.1	2,319	2,311	2,380	2,196	1,865	3,398	2,775	1,856	20,935	26,933	8,406
DALLAS	**934.8**	**66,307**	**79,766**	**97,435**	**98,765**	**89,812**	**161,978**	**159,914**	**180,823**	**26,963**	**35,769**	**13,503**
Collin	75.7	3,533	4,656	5,017	5,218	5,190	11,317	15,700	25,069	37,330	43,761	14,422
Dallas	723.1	51,775	62,248	79,201	81,250	73,121	127,240	118,195	130,070	25,901	35,018	13,639
Denton	80.0	5,114	6,083	6,993	6,950	6,455	13,569	16,581	18,255	31,333	38,625	13,709
Ellis	27.6	2,815	3,388	3,061	2,686	2,491	5,164	4,715	3,280	23,748	29,512	9,921
Kaufman	18.7	2,244	2,652	2,375	1,914	1,746	2,896	2,847	2,026	20,465	27,777	9,444
Rockwall	9.7	826	739	788	747	809	1,792	1,876	2,123	29,743	39,035	13,819
DALLAS - FORT WORTH CONSOLIDATED AREA	***1,408.6***	***99,853***	***123,719***	***148,289***	***148,654***	***136,782***	***249,397***	***244,389***	***257,517***	***26,701***	***35,004***	***13,134***
EL PASO	**174.1**	**19,740**	**22,483**	**27,834**	**23,037**	**17,795**	**26,796**	**20,143**	**16,272**	**18,606**	**26,336**	**7,910**
El Paso	174.1	19,740	22,483	27,834	23,037	17,795	26,796	20,143	16,272	18,606	26,336	7,910
FORT WORTH - ARLINGTON	**473.8**	**33,546**	**43,953**	**50,854**	**49,889**	**46,970**	**87,419**	**84,475**	**76,694**	**26,198**	**33,495**	**12,420**
Johnson	33.6	2,736	3,597	3,702	3,332	3,233	6,673	6,330	3,997	25,266	30,629	10,631
Parker	22.6	2,109	2,587	2,547	2,289	2,130	4,135	3,929	2,874	24,093	30,360	10,908
Tarrant	417.6	28,701	37,769	44,605	44,268	41,607	76,611	74,216	69,823	26,402	33,895	12,660
GALVESTON - TEXAS CITY	**78.5**	**7,018**	**7,242**	**8,300**	**8,209**	**6,828**	**13,280**	**15,172**	**12,451**	**26,115**	**32,602**	**11,915**
Galveston	78.5	7,018	7,242	8,300	8,209	6,828	13,280	15,172	12,451	26,115	32,602	11,915
HOUSTON	**1,176.6**	**91,990**	**98,411**	**124,538**	**126,322**	**115,840**	**213,558**	**212,070**	**193,871**	**26,279**	**33,705**	**12,404**
Fort Bend	63.6	3,759	3,791	4,588	4,809	4,974	12,037	15,719	13,923	33,056	40,029	12,723
Harris	1,027.8	80,079	86,334	111,501	113,322	102,378	184,582	181,163	168,441	25,911	33,524	12,575
Liberty	19.5	2,555	2,474	2,090	1,870	1,953	3,692	2,986	1,880	22,008	27,346	9,574
Montgomery	58.7	4,568	4,990	5,594	5,642	5,872	12,044	11,147	8,843	27,150	32,689	10,786
Waller	7.0	1,029	822	765	679	663	1,203	1,055	784	21,592	29,120	8,748
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***1,319.5***	***102,868***	***109,891***	***137,459***	***139,304***	***127,478***	***239,213***	***243,129***	***220,158***	***26,628***	***33,870***	***12,384***
KILLEEN - TEMPLE	**82.0**	**7,252**	**10,188**	**13,769**	**11,119**	**8,924**	**13,032**	**10,006**	**7,710**	**19,337**	**29,606**	**9,754**
Bell	64.7	6,129	8,625	11,254	8,481	6,804	9,954	7,828	5,625	18,637	27,168	9,595
Coryell	17.3	1,123	1,563	2,515	2,638	2,120	3,078	2,178	2,085	21,829	38,720	10,196
LAREDO	**32.9**	**6,136**	**5,844**	**5,359**	**3,831**	**2,972**	**3,956**	**2,790**	**2,012**	**13,937**	**21,106**	**5,664**
Webb	32.9	6,136	5,844	5,359	3,831	2,972	3,956	2,790	2,012	13,937	21,106	5,664
LONGVIEW - MARSHALL	**61.6**	**6,970**	**7,831**	**7,292**	**6,608**	**6,268**	**11,169**	**9,022**	**6,440**	**21,674**	**27,939**	**10,178**
Gregg	41.4	4,415	5,024	4,959	4,521	4,230	7,650	6,046	4,555	22,135	28,464	10,550
Harrison	20.2	2,555	2,807	2,333	2,087	2,038	3,519	2,976	1,885	20,776	26,862	9,453
LUBBOCK	**80.3**	**8,150**	**10,469**	**11,759**	**10,227**	**8,579**	**13,137**	**10,236**	**7,743**	**19,774**	**27,735**	**9,920**
Lubbock	80.3	8,150	10,469	11,759	10,227	8,579	13,137	10,236	7,743	19,774	27,735	9,920

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
TEXAS (continued)												
McALLEN - EDINBURG - MISSION	**104.0**	**17,625**	**19,068**	**18,243**	**13,378**	**9,344**	**12,382**	**8,008**	**5,952**	**14,023**	**20,729**	**5,724**
Hidalgo	104.0	17,625	19,068	18,243	13,378	9,344	12,382	8,008	5,952	14,023	20,729	5,724
MIDLAND	**41.3**	**2,760**	**3,375**	**4,124**	**4,329**	**4,090**	**7,404**	**6,927**	**8,291**	**27,384**	**37,984**	**13,944**
Midland	41.3	2,760	3,375	4,124	4,329	4,090	7,404	6,927	8,291	27,384	37,984	13,944
ODESSA	**46.3**	**3,692**	**3,987**	**4,898**	**5,142**	**4,548**	**9,085**	**8,050**	**6,898**	**25,908**	**33,014**	**12,008**
Ector	46.3	3,692	3,987	4,898	5,142	4,548	9,085	8,050	6,898	25,908	33,014	12,008
SAN ANGELO	**36.2**	**3,406**	**4,545**	**5,018**	**4,395**	**3,719**	**5,817**	**4,971**	**4,329**	**20,890**	**29,944**	**10,971**
Tom Green	36.2	3,406	4,545	5,018	4,395	3,719	5,817	4,971	4,329	20,890	29,944	10,971
SAN ANTONIO	**442.2**	**46,621**	**50,403**	**58,309**	**52,446**	**45,689**	**74,428**	**61,507**	**52,797**	**21,316**	**29,279**	**9,973**
Bexar	401.7	43,222	45,857	53,207	48,003	41,620	67,199	54,961	47,631	21,133	29,182	9,891
Comal	19.1	1,262	1,945	2,519	2,221	1,911	3,096	3,320	2,826	24,028	32,562	11,960
Guadalupe	21.4	2,137	2,601	2,583	2,222	2,158	4,133	3,226	2,340	22,605	28,170	9,867
SHERMAN - DENISON	**38.1**	**3,395**	**4,846**	**4,797**	**4,443**	**3,854**	**6,587**	**5,768**	**4,410**	**21,856**	**28,949**	**11,197**
Grayson	38.1	3,395	4,846	4,797	4,443	3,854	6,587	5,768	4,410	21,856	28,949	11,197
TEXARKANA	**45.2**	**5,964**	**6,623**	**5,954**	**5,393**	**4,605**	**7,488**	**5,654**	**3,519**	**18,666**	**24,999**	**9,239**
Bowie	30.9	4,176	4,492	4,202	3,760	3,070	5,128	3,744	2,328	18,353	24,571	9,148
Miller, Ark.	*14.3*	*1,788*	*2,131*	*1,752*	*1,633*	*1,535*	*2,360*	*1,910*	*1,191*	*19,440*	*25,922*	*9,432*
TYLER	**56.9**	**5,677**	**6,239**	**6,772**	**6,064**	**5,745**	**10,155**	**8,476**	**7,772**	**23,181**	**30,603**	**11,242**
Smith	56.9	5,677	6,239	6,772	6,064	5,745	10,155	8,476	7,772	23,181	30,603	11,242
VICTORIA	**26.1**	**2,545**	**2,784**	**3,087**	**2,920**	**2,716**	**4,810**	**4,544**	**2,694**	**23,206**	**29,206**	**9,978**
Victoria	26.1	2,545	2,784	3,087	2,920	2,716	4,810	4,544	2,694	23,206	29,206	9,978
WACO	**70.6**	**9,108**	**10,328**	**9,898**	**8,435**	**7,064**	**10,850**	**8,518**	**6,399**	**18,511**	**25,924**	**9,518**
McLennan	70.6	9,108	10,328	9,898	8,435	7,064	10,850	8,518	6,399	18,511	25,924	9,518
WICHITA FALLS	**46.2**	**4,912**	**6,239**	**6,657**	**6,104**	**5,102**	**7,275**	**5,904**	**4,007**	**19,328**	**27,420**	**10,038**
Wichita	46.2	4,912	6,239	6,657	6,104	5,102	7,275	5,904	4,007	19,328	27,420	10,038
ALL COUNTIES												
Anderson	14.0	2,318	2,115	1,721	1,561	1,378	2,161	1,638	1,108	17,631	25,972	7,753
Andrews	5.0	345	430	578	621	461	961	903	701	25,812	31,971	10,380
Angelina	24.9	3,005	3,240	2,991	2,695	2,564	4,355	3,666	2,384	20,912	27,049	9,367
Aransas	6.8	775	810	986	908	728	909	914	770	19,571	28,287	10,454
Archer	3.0	351	419	420	405	355	514	279	257	18,740	24,992	9,033
Armstrong	.8	54	78	94	86	66	116	146	160	26,769	36,066	13,740
Atascosa	10.2	1,644	1,471	1,431	1,216	1,079	1,621	1,037	701	17,215	23,017	7,647
Austin	7.7	1,065	986	811	813	646	1,036	1,262	1,081	21,114	30,595	11,112
Bailey	2.7	400	607	527	347	291	232	121	175	12,950	19,777	6,675
Bandera	3.8	381	498	491	541	408	539	516	426	19,897	27,243	10,457
Bastrop	13.6	1,788	2,193	1,977	1,533	1,268	2,071	1,664	1,106	17,649	25,366	9,102
Baylor	1.8	242	347	289	215	164	267	182	94	15,478	22,072	8,637
Bee	8.8	1,107	1,210	1,228	1,206	924	1,232	1,000	893	18,534	26,997	8,767
Bell	64.7	6,129	8,625	11,254	8,481	6,804	9,954	7,828	5,625	18,637	27,168	9,595
Bexar	401.7	43,222	45,857	53,207	48,003	41,620	67,199	54,961	47,631	21,133	29,182	9,891
Blanco	2.6	319	375	410	347	280	364	272	233	17,662	26,563	11,322
Borden	.3	57	79	56	29	24	21	30	4	11,154	16,697	5,566
Bosque	6.3	700	992	855	747	619	905	842	640	18,880	26,090	10,885
Bowie	30.9	4,176	4,492	4,202	3,760	3,070	5,128	3,744	2,328	18,353	24,571	9,148
Brazoria	64.4	3,860	4,238	4,621	4,773	4,810	12,375	15,887	13,836	33,128	38,435	12,577
Brazos	45.8	6,141	5,841	6,206	5,186	4,161	6,238	5,717	6,310	19,488	29,349	10,762
Brewster	3.0	506	516	451	382	336	366	307	136	15,321	21,261	7,874
Briscoe	1.0	227	218	199	89	96	74	64	33	11,156	16,632	7,920
Brooks	2.7	673	493	497	256	170	325	221	65	11,800	17,816	5,345
Brown	13.9	1,570	2,325	2,221	1,701	1,338	2,162	1,432	1,151	17,304	24,633	9,381
Burleson	5.2	974	866	672	544	508	843	494	299	15,807	21,471	7,544
Burnet	10.5	1,082	1,571	1,770	1,484	1,072	1,492	1,221	808	17,580	24,804	10,017
Caldwell	9.5	1,578	1,644	1,544	1,166	836	1,309	852	571	14,943	22,028	7,216
Calhoun	7.5	900	800	882	762	653	1,547	1,160	796	23,283	28,483	9,890
Callahan	4.8	732	789	676	610	521	751	463	258	16,573	21,635	7,867
Cameron	76.0	11,099	12,112	12,332	9,133	7,654	10,719	7,213	5,738	16,269	23,495	6,792
Camp	4.1	581	623	507	384	377	749	474	405	19,416	26,224	10,240
Carson	2.4	164	240	250	238	248	471	427	362	26,269	32,758	11,561
Cass	11.2	1,726	1,682	1,395	1,164	1,023	1,847	1,444	919	18,416	24,373	8,639
Castro	3.3	527	576	650	427	352	392	197	179	14,000	19,274	6,175
Chambers	7.6	840	840	821	673	588	1,378	1,486	974	25,299	30,109	10,308
Cherokee	15.4	2,605	2,694	2,217	1,708	1,288	2,432	1,455	1,001	15,493	22,598	8,131

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TEXAS (continued)												
ALL COUNTIES (continued)												
Childress	2.5	394	547	464	298	214	316	164	103	12,916	19,048	7,440
Clay	4.1	499	595	543	417	412	657	544	433	19,951	27,121	10,901
Cochran	1.7	277	295	325	218	161	183	125	116	14,242	21,786	7,123
Coke	1.3	154	235	211	144	109	177	171	99	16,552	24,688	9,726
Coleman	4.1	608	720	600	506	425	594	391	256	16,054	22,052	8,952
Collin	75.7	3,533	4,656	5,017	5,218	5,190	11,317	15,700	25,069	37,330	43,761	14,422
Collingsworth	1.7	228	375	253	157	169	194	159	165	14,860	22,707	9,191
Colorado	7.3	1,402	1,164	966	771	635	1,093	687	582	15,656	23,473	8,698
Comal	19.1	1,262	1,945	2,519	2,221	1,911	3,096	3,320	2,826	24,028	32,562	11,960
Comanche	5.0	812	969	813	605	370	602	420	409	14,361	22,797	8,701
Concho	1.1	158	195	191	130	130	131	86	79	15,231	22,967	9,023
Cooke	11.4	1,313	1,669	1,666	1,364	1,265	2,073	1,233	817	18,832	24,357	8,957
Coryell	17.3	1,123	1,563	2,515	2,638	2,120	3,078	2,178	2,085	21,829	38,720	10,196
Cottle	1.0	175	185	164	126	82	79	78	111	14,200	24,764	9,906
Crane	1.6	144	142	200	161	138	345	296	174	25,455	29,684	10,554
Crockett	1.5	158	229	193	152	178	235	186	169	20,500	27,383	9,335
Crosby	2.8	596	590	568	350	193	232	128	143	11,706	17,345	5,923
Culberson	1.0	133	229	191	142	113	104	72	16	13,161	18,028	5,302
Dallam	2.5	359	443	440	331	339	300	171	117	15,136	20,200	7,652
Dallas	723.1	51,775	62,248	79,201	81,250	73,121	127,240	118,195	130,070	25,901	35,018	13,639
Dawson	5.4	748	793	811	704	560	804	543	437	17,302	23,952	8,186
Deaf Smith	6.4	862	764	1,105	957	721	1,034	528	429	17,212	23,594	7,402
Delta	1.7	267	346	250	166	174	234	151	112	14,711	21,700	7,849
Denton	80.0	5,114	6,083	6,993	6,950	6,455	13,569	16,581	18,255	31,333	38,625	13,709
De Witt	7.1	1,152	1,267	952	811	617	904	757	640	15,978	23,881	8,740
Dickens	1.2	213	356	219	120	91	112	60	29	10,477	15,628	6,251
Dimmit	3.3	753	678	566	399	255	365	159	125	11,662	17,445	4,921
Donley	1.6	318	323	262	176	145	211	75	90	12,727	19,478	7,791
Duval	4.1	871	718	550	407	333	630	366	225	14,073	20,200	6,227
Eastland	7.8	1,262	1,605	1,315	978	684	1,065	510	381	13,793	20,234	8,094
Ector	46.3	3,692	3,987	4,898	5,142	4,548	9,085	8,050	6,898	25,908	33,014	12,008
Edwards	.7	77	149	162	95	55	81	44	37	13,562	20,807	7,666
Ellis	27.6	2,815	3,388	3,061	2,686	2,491	5,164	4,715	3,280	23,748	29,512	9,921
El Paso	174.1	19,740	22,483	27,834	23,037	17,795	26,796	20,143	16,272	18,606	26,336	7,910
Erath	10.3	1,447	1,698	1,536	1,137	1,059	1,448	974	1,001	17,012	26,669	10,688
Falls	7.2	1,241	1,542	1,052	811	544	821	693	496	13,735	21,304	8,522
Fannin	10.0	1,641	1,750	1,393	1,223	945	1,575	875	598	15,861	22,148	8,895
Fayette	8.2	1,107	1,487	1,068	798	655	1,122	1,129	834	17,463	25,796	10,318
Fisher	2.1	380	311	307	276	233	315	139	139	15,881	22,123	8,296
Floyd	3.0	606	619	561	386	246	293	184	105	12,243	17,007	5,669
Foard	.9	191	201	162	112	55	70	48	61	11,611	18,281	8,227
Fort Bend	63.6	3,759	3,791	4,588	4,809	4,974	12,037	15,719	13,923	33,056	40,029	12,723
Franklin	3.1	358	525	479	299	260	525	377	277	18,100	26,279	10,183
Freestone	6.3	1,028	1,092	762	639	511	806	809	653	16,915	25,859	9,417
Frio	4.3	847	838	828	530	338	479	268	172	12,528	18,239	5,299
Gaines	4.6	663	642	772	513	421	709	462	418	17,022	24,518	7,832
Galveston	78.5	7,018	7,242	8,300	8,209	6,828	13,280	15,172	12,451	26,115	32,602	11,915
Garza	1.8	209	254	285	228	178	241	222	183	18,200	26,862	9,481
Gillespie	6.6	800	1,000	1,094	928	778	1,012	572	416	17,126	23,172	9,325
Glasscock	.4	52	80	74	55	45	32	24	38	14,571	22,190	6,340
Goliad	1.9	233	291	251	209	172	360	207	177	19,171	26,273	8,758
Gonzales	6.4	1,069	1,090	952	739	571	880	545	554	15,517	23,155	8,279
Gray	9.7	1,084	1,214	1,178	1,117	1,110	1,728	1,334	935	21,178	27,698	10,790
Grayson	38.1	3,395	4,846	4,797	4,443	3,854	6,587	5,768	4,410	21,856	28,949	11,197
Gregg	41.4	4,415	5,024	4,959	4,521	4,230	7,650	6,046	4,555	22,135	28,464	10,550
Grimes	5.6	1,058	980	726	614	459	838	517	408	15,273	23,638	7,079
Guadalupe	21.4	2,137	2,601	2,583	2,222	2,158	4,133	3,226	2,340	22,605	28,170	9,867
Hale	12.6	2,085	2,071	2,192	1,751	1,306	1,560	929	706	14,884	20,757	6,956
Hall	1.8	536	422	299	205	100	130	45	63	9,205	14,221	5,333
Hamilton	3.6	499	732	567	424	323	507	335	213	15,022	22,859	9,681
Hansford	2.3	261	332	342	243	234	432	265	191	19,317	26,144	9,545
Hardeman	2.3	325	409	343	245	207	387	226	158	16,420	23,546	9,026
Hardin	14.6	1,650	1,558	1,377	1,296	1,379	3,171	2,679	1,490	25,114	28,850	9,750
Harris	1,027.8	80,079	86,334	111,501	113,322	102,378	184,582	181,163	168,441	25,911	33,524	12,575
Harrison	20.2	2,555	2,807	2,333	2,087	2,038	3,519	2,976	1,885	20,776	26,862	9,453
Hartley	1.3	124	145	195	143	162	242	113	176	21,556	29,188	9,034

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TEXAS (continued)												
ALL COUNTIES (continued)												
Haskell	2.6	563	516	411	317	225	257	139	172	12,333	18,860	7,005
Hays	20.3	2,725	2,476	2,844	2,675	1,921	2,765	2,479	2,415	18,898	28,163	9,266
Hemphill	1.8	179	267	302	206	237	332	166	111	18,844	24,003	8,152
Henderson	23.5	2,925	3,520	3,404	2,880	2,318	4,015	2,448	1,990	18,260	25,139	9,813
Hidalgo	104.0	17,625	19,068	18,243	13,378	9,344	12,382	8,008	5,952	14,023	20,729	5,724
Hill	10.6	1,746	1,976	1,692	1,256	1,013	1,349	902	666	14,614	21,589	8,352
Hockley	8.0	1,270	1,082	1,078	947	904	1,348	877	494	17,995	22,942	7,616
Hood	12.1	869	1,287	1,408	1,278	1,070	2,060	2,136	1,992	25,690	32,807	12,683
Hopkins	11.4	1,461	1,744	1,741	1,525	1,150	1,664	1,203	912	17,398	24,305	9,267
Houston	8.6	1,511	1,693	1,229	929	665	1,051	820	702	14,387	23,885	8,418
Howard	12.7	1,657	1,930	1,833	1,554	1,329	1,979	1,518	900	17,856	24,830	9,413
Hudspeth	1.0	148	190	218	142	78	117	55	52	13,467	20,615	6,442
Hunt	25.9	3,140	3,284	3,184	2,752	2,477	4,318	3,599	3,146	21,095	28,060	10,594
Hutchinson	9.9	718	895	961	893	919	2,096	1,910	1,508	27,913	33,145	12,477
Irion	.5	79	50	51	66	57	72	71	54	20,333	27,922	8,212
Jack	2.8	334	481	428	336	339	424	267	191	17,323	23,602	8,811
Jackson	4.7	669	642	619	555	445	871	491	408	18,726	24,912	8,938
Jasper	12.2	1,708	1,715	1,508	1,356	1,149	2,118	1,648	998	19,305	25,277	8,991
Jeff Davis	.6	86	112	123	84	59	58	46	32	14,087	22,010	7,337
Jefferson	93.0	10,349	10,173	9,848	8,995	7,885	16,870	16,212	12,668	24,559	30,650	11,285
Jim Hogg	1.8	399	381	242	209	186	214	80	89	12,089	18,170	5,947
Jim Wells	12.4	2,387	2,051	1,864	1,513	1,433	1,652	877	623	14,711	20,355	6,472
Johnson	33.6	2,736	3,597	3,702	3,332	3,233	6,673	6,330	3 997	25,266	30,629	10,631
Jones	6.6	1,198	1,103	962	796	655	897	515	474	15,214	22,281	8,215
Karnes	4.5	782	752	631	478	408	614	478	357	15,859	22,604	7,648
Kaufman	18.7	2,244	2,652	2,375	1,914	1,746	2,896	2,847	2,026	20,465	27,777	9,444
Kendall	5.7	727	680	750	659	444	911	811	718	20,378	27,997	9,912
Kenedy	.2	42	31	42	18	27	10	13	17	13,556	37,195	14,878
Kent	.4	58	93	67	54	36	45	31	16	12,929	19,038	6,923
Kerr	15.1	1,222	1,927	2,136	1,807	1,739	2,628	1,870	1,771	21,297	29,989	11,948
Kimble	1.6	228	296	247	178	198	266	119	68	15,806	20,464	7,986
King	.2	16	28	45	38	11	47	13	2	16,545	20,385	10,193
Kinney	.8	155	154	163	118	58	72	55	25	12,867	17,216	4,919
Kleberg	10.6	1,715	1,587	1,580	1,308	970	1,469	1,212	759	16,413	24,040	7,793
Knox	1.9	429	410	275	180	173	181	140	112	11,733	19,737	7,212
Lamar	17.1	2,412	2,712	2,276	2,062	1,736	2,500	1,899	1,503	17,619	24,439	9,185
Lamb	5.8	932	1,025	1,142	758	545	669	443	286	14,010	20,389	6,998
Lampasas	5.7	803	949	996	789	471	808	478	406	15,551	22,076	8,389
La Salle	1.8	478	321	270	223	119	162	162	65	11,862	19,114	6,144
Lavaca	7.1	1,229	1,183	891	787	617	1,121	732	540	16,456	23,009	8,644
Lee	4.5	870	771	654	470	387	667	445	236	14,598	21,174	7,444
Leon	5.3	1,009	1,022	708	444	448	697	479	493	14,239	22,788	9,662
Liberty	19.5	2,555	2,474	2,090	1,870	1,953	3,692	2,986	1,880	22,008	27,346	9,574
Limestone	8.5	1,595	1,690	1,248	943	802	954	663	605	13,759	21,557	7,898
Lipscomb	1.3	162	153	170	181	128	221	126	159	19,467	26,682	9,375
Live Oak	3.4	522	562	535	418	343	520	269	231	15,871	21,900	7,300
Llano	5.6	649	1,057	1,030	781	495	689	495	404	15,358	23,526	10,213
Loving	.1	10	73	1			10	3	3	8,769	23,420	23,420
Lubbock	80.3	8,150	10,469	11,759	10,227	8,579	13,137	10,236	7,743	19,774	27,735	9,920
Lynn	2.5	471	482	433	324	235	280	170	105	13,145	18,452	5,991
McCulloch	3.5	542	736	617	443	287	366	212	297	13,713	21,375	8,406
McLennan	70.6	9,108	10,328	9,898	8,435	7,064	10,850	8,518	6,399	18,511	25,924	9,518
McMullen	.3	13	37	44	39	39	47	60	21	22,000	30,387	11,395
Madison	3.6	555	634	460	391	284	466	430	380	16,750	28,241	8,616
Marion	4.2	836	777	564	435	445	636	332	175	14,144	19,484	7,648
Martin	1.5	149	210	232	153	107	288	158	203	20,273	28,777	9,384
Mason	1.5	310	304	259	200	133	124	110	60	12,404	17,702	7,376
Matagorda	15.5	1,493	1,531	1,363	1,356	1,245	2,989	3,135	2,388	28,195	32,740	11,666
Maverick	10.1	2,054	2,306	1,976	1,283	877	906	467	231	11,478	16,452	4,083
Medina	9.3	1,211	1,431	1,477	1,168	961	1,452	925	675	17,143	23,493	7,945
Menard	.9	214	218	171	122	70	55	35	15	10,439	14,633	5,488
Midland	41.3	2,760	3,375	4,124	4,329	4,090	7,404	6,927	8,291	27,384	37,984	13,944
Milam	8.8	1,499	1,576	1,065	866	642	1,240	1,236	676	16,339	23,285	8,330
Mills	1.8	255	296	274	262	201	235	176	99	16,241	22,253	9,103
Mitchell	3.2	531	561	443	375	303	363	312	312	15,915	24,090	8,861
Montague	7.2	1,217	1,328	1,242	944	727	912	550	280	14,146	19,679	7,785

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E.B.I. Group								Median Household E.B.I.	Average Household E.B.I.	Per Capita E.B.I.
		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
TEXAS (continued)												
ALL COUNTIES (continued)												
Montgomery	58.7	4,568	4,990	5,594	5,642	5,872	12,044	11,147	8,843	27,150	32,689	10,786
Moore	6.1	512	582	761	851	866	1,251	814	463	21,923	26,732	9,110
Morris	5.2	772	721	586	483	480	984	839	335	20,396	24,878	8,861
Motley	.8	192	208	141	76	53	65	39	26	10,000	15,821	7,445
Nacogdoches	19.0	2,902	3,237	2,964	2,205	1,832	2,521	1,813	1,526	15,900	24,212	8,696
Navarro	15.1	2,144	2,737	2,356	1,702	1,365	2,146	1,525	1,125	15,809	23,621	9,030
Newton	4.9	607	822	622	443	397	792	785	432	19,482	25,437	8,967
Nolan	6.3	859	936	917	785	632	993	682	496	17,774	24,606	8,961
Nueces	101.1	11,367	11,865	13,433	12,174	10,013	17,426	14,704	10,118	20,874	27,936	9,386
Ochiltree	3.3	242	270	464	413	407	691	498	315	23,363	28,776	9,996
Oldham	.7	61	139	168	88	69	87	44	44	14,357	20,407	5,952
Orange	28.7	2,207	2,369	2,416	2,304	2,339	5,446	6,362	5,257	30,361	34,473	11,891
Palo Pinto	9.7	1,318	1,509	1,476	1,393	1,092	1,304	923	685	16,880	24,132	9,180
Panola	8.4	982	1,178	984	859	742	1,517	1,359	779	21,294	27,440	9,726
Parker	22.6	2,109	2,587	2,547	2,289	2,130	4,135	3,929	2,874	24,093	30,360	10,908
Parmer	3.3	535	614	637	553	293	327	214	127	13,816	18,190	5,359
Pecos	4.9	518	520	695	687	536	959	692	287	20,226	24,977	7,463
Polk	12.4	2,009	2,390	2,141	1,494	1,006	1,476	1,129	755	14,058	21,156	7,974
Potter	40.7	4,438	5,619	6,018	5,395	4,666	7,028	4,732	2,804	18,861	25,185	9,828
Presidio	1.2	567	380	308	218	118	172	88	49	10,053	15,184	5,061
Rains	2.6	476	467	358	341	328	310	163	157	14,984	22,115	9,127
Randall	34.2	1,896	2,399	3,224	3,434	3,413	6,571	6,734	6,529	28,818	37,050	13,669
Reagan	1.4	126	127	199	184	177	314	162	111	21,781	27,418	8,345
Real	1.0	194	264	216	91	46	107	40	42	10,764	16,331	5,631
Red River	6.1	1,339	1,345	1,043	719	468	600	329	257	11,634	17,755	6,855
Reeves	4.8	823	733	710	600	469	739	398	328	16,057	22,133	6,899
Refugio	3.0	423	435	383	293	301	530	286	349	19,424	26,599	9,068
Roberts	.4	46	41	63	59	46	60	31	54	19,182	26,500	9,636
Robertson	6.0	1,360	1,077	745	622	463	756	585	392	13,795	21,285	8,239
Rockwall	9.7	826	739	783	747	809	1,792	1,876	2,123	29,743	39,035	13,819
Runnels	4.7	729	782	692	599	510	656	436	296	16,163	22,446	8,865
Rusk	16.2	2,009	2,184	1,896	1,698	1,721	2,861	2,171	1,660	20,913	26,951	9,724
Sabine	4.3	902	814	628	514	405	484	355	198	13,348	19,959	8,097
San Augustine	3.4	638	615	517	422	293	392	258	265	14,263	21,761	8,408
San Jacinto	5.3	829	1,007	752	612	459	868	723	540	17,333	24,109	9,021
San Patricio	19.1	2,319	2,311	2,380	2,196	1,865	3,398	2,775	1,856	20,935	26,935	8,406
San Saba	2.4	371	487	395	311	215	268	188	165	14,293	21,663	9,453
Schleicher	.9	124	132	135	109	83	152	97	68	17,667	25,044	8,348
Scurry	6.7	666	774	906	813	638	1,295	817	791	21,455	28,677	10,330
Shackelford	1.4	172	227	196	172	120	242	127	144	17,971	26,339	9,704
Shelby	9.4	2,009	1,720	1,165	1,073	827	1,204	844	558	14,142	21,039	8,007
Sherman	1.1	92	111	160	159	107	180	165	126	21,316	38,214	14,012
Smith	56.9	5,677	6,239	6,772	6,064	5,745	10,155	8,476	7,772	23,181	30,603	11,242
Somervell	2.1	254	258	267	222	188	402	289	220	21,342	27,028	11,129
Starr	9.9	2,619	2,240	1,622	1,015	759	835	419	391	10,243	15,661	4,038
Stephens	4.2	639	674	649	540	411	676	349	262	16,159	22,276	9,172
Sterling	.4	57	81	73	44	34	56	32	23	14,083	23,298	6,213
Stonewall	1.0	126	155	150	136	94	151	111	77	17,308	23,388	10,631
Sutton	1.5	211	178	232	189	179	280	151	80	18,350	25,583	7,524
Swisher	3.3	588	682	590	476	320	337	144	163	12,991	18,013	6,461
Tarrant	417.6	28,701	37,769	44,605	44,268	41,607	76,611	74,216	69,823	26,402	33,895	12,660
Taylor	45.2	4,469	6,155	6,883	6,110	4,936	7,405	5,315	3,927	19,148	27,219	9,850
Terrell	.6	108	92	61	48	53	98	67	73	19,182	26,937	11,544
Terry	5.0	692	577	659	584	519	843	605	521	19,897	26,738	9,284
Throckmorton	.9	240	224	149	88	63	64	33	39	9,667	15,097	7,151
Titus	9.0	1,209	1,201	1,002	1,000	865	1,574	1,269	880	20,503	26,465	9,722
Tom Green	36.2	3,406	4,545	5,018	4,395	3,719	5,817	4,971	4,329	20,890	29,944	10,971
Travis	225.1	21,549	24,321	28,339	25,361	21,515	35,753	32,642	35,620	22,808	31,814	12,784
Trinity	4.7	969	899	640	496	461	617	386	232	13,529	20,069	7,926
Tyler	7.3	1,160	1,274	1,056	808	699	1,091	728	484	15,952	22,761	8,392
Upshur	12.0	1,440	1,744	1,508	1,290	1,239	2,291	1,533	955	20,069	25,343	9,051
Upton	1.5	181	210	209	175	111	279	187	148	19,138	25,634	8,359
Uvalde	8.0	1,323	1,463	1,442	1,061	743	945	645	378	14,099	20,391	6,499
Val Verde	12.9	1,715	2,158	2,290	1,809	1,325	1,672	1,060	871	15,721	23,297	6,957
Van Zandt	15.3	1,877	2,626	2,353	1,741	1,383	2,533	1,723	1,064	17,163	23,626	8,795
Victoria	26.1	2,545	2,784	3,087	2,920	2,716	4,810	4,544	2,694	23,206	29,206	9,978

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
TEXAS (continued)												
ALL COUNTIES (continued)												
Walker	16.7	2,496	2,402	2,072	1,692	1,473	2,432	2,107	2,026	19,069	31,921	9,817
Waller	7.0	1,029	822	765	679	663	1,203	1,055	784	21,592	29,120	8,748
Ward	4.6	548	536	560	550	446	940	611	409	21,146	25,985	8,599
Washington	9.0	1,193	1,270	1,060	944	827	1,352	1,336	1,018	20,182	29,839	10,657
Webb	32.9	6,136	5,844	5,359	3,831	2,972	3,956	2,790	2,012	13,937	21,106	5,664
Wharton	14.3	2,300	1,978	1,751	1,528	1,347	2,489	1,807	1,100	18,570	24,344	8,574
Wheeler	2.9	453	512	413	324	285	408	260	245	15,986	24,401	9,563
Wichita	46.2	4,912	6,239	6,657	6,104	5,102	7,275	5,904	4,007	19,328	27,420	10,038
Wilbarger	6.0	958	1,121	878	642	514	804	583	500	15,307	23,960	8,985
Willacy	5.0	1,141	1,109	897	537	381	432	256	247	11,123	18,019	4,844
Williamson	41.4	3,747	4,179	4,255	3,804	3,667	8,037	8,008	5,703	26,346	31,605	10,535
Wilson	6.9	1,053	1,066	996	871	730	1,113	667	404	16,833	22,326	7,442
Winkler	3.1	444	357	337	340	353	640	443	186	21,116	24,614	8,117
Wise	13.0	1,222	1,696	1,615	1,264	1,269	2,390	1,969	1,575	22,753	28,940	10,364
Wood	11.5	1,491	1,868	1,711	1,234	1,069	1,841	1,393	893	17,627	24,822	9,359
Yoakum	3.5	372	262	289	360	363	730	709	415	26,437	31,672	10,868
Young	7.8	998	1,177	1,137	996	731	1,231	764	766	17,828	27,709	11,027
Zapata	2.8	583	669	527	282	236	251	137	115	11,220	16,739	5,326
Zavala	3.2	549	722	642	406	248	315	200	118	12,382	18,110	4,789
TOTAL METRO COUNTIES	**4,883.0**	**438,842**	**498,109**	**577,321**	**542,259**	**479,153**	**841,448**	**781,704**	**724,164**	**24,017**	**31,885**	**11,407**
TOTAL STATE	**6,047.9**	**609,064**	**683,038**	**744,287**	**677,409**	**589,995**	**1,016,084**	**908,873**	**819,150**	**22,539**	**30,440**	**10,881**
UTAH												
PROVO - OREM	**68.0**	**5,098**	**8,737**	**10,757**	**9,380**	**7,754**	**12,416**	**9,048**	**4,810**	**20,017**	**25,566**	**6,954**
Utah	68.0	5,098	8,737	10,757	9,380	7,754	12,416	9,048	4,810	20,017	25,566	6,954
SALT LAKE CITY - OGDEN	**346.6**	**20,914**	**31,728**	**40,639**	**41,150**	**40,240**	**71,789**	**59,503**	**40,637**	**24,826**	**30,093**	**9,761**
Davis	52.4	2,139	3,641	5,839	6,799	6,818	12,449	9,697	5,018	25,667	29,746	8,335
Salt Lake	239.2	14,885	22,357	27,556	27,450	26,668	48,703	41,236	30,345	25,135	30,715	10,209
Weber	55.0	3,890	5,730	7,244	6,901	6,754	10,637	8,570	5,274	22,641	27,715	9,421
ALL COUNTIES												
Beaver	1.6	185	311	368	231	165	188	127	25	13,958	17,753	5,569
Box Elder	11.2	564	723	884	1,158	1,250	2,192	2,320	2,109	29,505	34,769	10,167
Cache	20.8	1,606	2,182	2,795	2,813	2,633	4,019	2,734	2,018	21,851	27,490	8,521
Carbon	7.9	508	723	836	810	763	1,814	1,598	848	26,862	29,769	9,840
Daggett	.2	20	27	24	22	27	39	37	4	21,286	24,580	6,145
Davis	52.4	2,139	3,641	5,839	6,799	6,818	12,449	9,697	5,018	25,667	29,746	8,335
Duchesne	4.2	297	379	442	482	568	934	709	389	24,340	28,710	8,093
Emery	3.6	205	271	353	348	372	853	810	388	28,159	30,508	8,580
Garfield	1.2	181	230	285	157	133	154	43	17	13,055	16,754	5,026
Grand	2.7	215	362	388	373	355	498	374	135	20,174	23,782	8,339
Iron	6.6	739	1,186	1,367	1,048	840	840	401	179	15,033	19,037	5,817
Juab	1.7	172	278	362	278	235	248	73	54	15,594	18,848	5,524
Kane	1.6	180	219	256	259	192	293	123	78	17,600	21,661	6,665
Millard	4.0	380	579	626	591	454	683	439	248	18,398	23,433	7,047
Morgan	1.6	83	115	138	148	186	359	320	251	28,433	32,514	9,127
Piute	.4	61	87	103	54	37	35	10	13	12,545	16,788	4,477
Rich	.7	57	86	96	79	73	148	98	63	22,125	26,769	8,147
Salt Lake	239.2	14,885	22,357	27,556	27,450	26,668	48,703	41,236	30,345	25,135	30,715	10,209
San Juan	3.1	509	511	536	527	423	365	161	68	14,942	17,755	4,549
Sanpete	5.1	704	930	871	721	568	722	405	179	15,298	19,898	5,900
Sevier	5.1	457	697	751	695	651	1,081	548	220	19,615	23,282	7,240
Summit	5.0	327	483	634	623	639	972	774	548	23,395	30,316	10,382
Tooele	9.0	444	622	801	878	1,048	2,115	1,900	1,192	28,317	32,186	9,819
Uintah	7.3	608	585	549	675	717	1,541	1,519	1,106	28,627	32,194	9,477
Utah	68.0	5,098	8,737	10,757	9,380	7,754	12,416	9,048	4,810	20,017	25,566	6,954
Wasatch	3.2	323	524	586	499	432	458	264	114	16,639	20,443	6,351
Washington	13.0	1,371	2,071	2,180	1,819	1,532	2,118	1,265	644	17,326	22,074	6,582
Wayne	.6	69	81	86	75	58	109	78	44	19,353	25,912	6,760
Weber	55.0	3,890	5,730	7,244	6,901	6,754	10,637	8,570	5,274	22,641	27,715	9,421
TOTAL METRO COUNTIES	**414.6**	**26,012**	**40,465**	**51,396**	**50,530**	**47,994**	**84,205**	**68,551**	**45,447**	**24,032**	**29,350**	**9,229**
TOTAL STATE	**536.0**	**36,277**	**54,727**	**67,713**	**65,893**	**62,345**	**106,983**	**85,681**	**56,381**	**23,418**	**28,724**	**8,955**

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group								Median Household E B I	Average Household E B I	Per Capita E B I
		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
VERMONT												
BURLINGTON	**49.7**	**2,342**	**4,420**	**5,015**	**5,332**	**5,025**	**8,679**	**8,819**	**10,068**	**27,890**	**36,461**	**13,413**
Chittenden	47.8	2,216	4,233	4,757	5,084	4,790	8,313	8,563	9,844	28,165	36,759	13,537
Grand Isle	1.9	126	187	258	248	235	366	256	224	22,812	28,957	10,381
ALL COUNTIES												
Addison	11.3	610	1,036	1,278	1,475	1,366	2,219	1,786	1,530	24,566	32,228	11,381
Bennington	14.1	650	1,469	1,781	1,941	1,771	2,684	2,046	1,758	23,413	31,374	12,426
Caledonia	10.7	873	1,504	1,703	1,581	1,313	1,939	1,155	632	18,949	24,738	9,420
Chittenden	47.8	2,216	4,233	4,757	5,084	4,790	8,313	8,563	9,844	28,165	36,759	13,537
Essex	2.7	180	360	477	412	372	504	275	120	18,910	23,771	8,914
Franklin	13.4	909	1,751	1,811	1,801	1,549	2,411	1,883	1,285	21,356	27,842	9,923
Grand Isle	1.9	126	187	258	248	235	366	256	224	22,812	28,957	10,381
Lamoille	7.1	473	897	937	933	876	1,438	937	609	21,914	28,195	10,880
Orange	9.5	490	841	1,217	1,349	1,140	1,808	1,439	1,016	23,336	30,420	11,182
Orleans	9.0	717	1,311	1,550	1,350	1,129	1,516	847	580	18,340	24,422	8,971
Rutland	23.7	1,316	2,764	3,211	3,006	2,770	4,629	3,589	2,415	22,909	29,398	11,201
Washington	21.4	1,236	2,540	2,946	2,900	2,599	3,931	3,079	2,169	21,994	28,896	11,182
Windham	16.1	916	1,813	2,219	2,096	1,763	2,916	2,402	1,975	22,889	30,689	12,540
Windsor	22.6	1,623	2,529	3,134	3,051	2,717	4,471	3,003	2,072	21,755	28,067	11,307
TOTAL METRO COUNTIES	**49.7**	**2,342**	**4,420**	**5,015**	**5,332**	**5,025**	**8,679**	**8,819**	**10,068**	**27,890**	**36,461**	**13,413**
TOTAL STATE	**211.1**	**12,335**	**23,235**	**27,279**	**27,227**	**24,390**	**39,145**	**31,260**	**26,229**	**23,167**	**30,635**	**11,615**
VIRGINIA												
CHARLOTTESVILLE	**48.1**	**3,380**	**5,054**	**5,636**	**5,214**	**4,864**	**8,015**	**8,137**	**7,800**	**24,892**	**34,059**	**12,992**
Albemarle	24.1	1,307	1,746	2,299	2,445	2,337	4,214	4,370	5,382	29,307	40,011	15,067
Charlottesville city	16.6	1,576	2,490	2,578	1,954	1,712	2,609	2,283	1,428	19,262	26,633	10,783
Fluvanna	4.2	267	544	521	590	513	604	705	456	21,626	28,673	10,206
Greene	3.2	230	274	238	255	302	588	779	534	30,050	34,827	11,983
DANVILLE	**40.5**	**3,251**	**5,175**	**5,071**	**4,850**	**4,424**	**7,024**	**6,405**	**4,300**	**22,135**	**28,577**	**10,399**
Danville city	17.6	1,595	2,452	2,329	2,072	1,831	2,786	2,544	1,991	20,934	28,016	10,982
Pittsylvania	22.9	1,656	2,723	2,742	2,778	2,593	4,238	3,861	2,309	22,998	29,008	10,004
LYNCHBURG	**51.9**	**3,326**	**5,109**	**5,742**	**5,852**	**5,651**	**9,427**	**8,881**	**7,912**	**25,255**	**32,345**	**11,282**
Amherst	10.1	598	760	1,024	1,091	1,044	1,998	2,068	1,517	27,502	33,177	10,775
Campbell	16.4	995	1,398	1,614	1,832	1,876	3,121	3,177	2,387	26,380	32,172	10,681
Lynchburg city	25.4	1,733	2,951	3,104	2,929	2,731	4,308	3,636	4,008	23,548	32,126	11,947
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**470.1**	**34,094**	**39,726**	**49,185**	**52,399**	**49,007**	**80,995**	**84,344**	**80,350**	**26,197**	**34,709**	**11,887**
Chesapeake city	48.3	2,793	3,602	3,975	4,715	4,930	9,021	10,316	8,948	29,615	35,150	11,652
Gloucester	10.9	1,004	1,269	1,454	1,281	1,190	2,177	1,566	959	21,725	26,583	9,563
Hampton city	45.5	2,712	3,727	4,846	5,012	4,726	8,077	8,362	8,038	26,958	34,340	12,084
James City	9.9	613	753	1,015	1,024	964	1,677	1,797	2,057	28,391	35,896	12,783
Newport News city	60.2	5,201	6,405	7,728	7,445	6,614	10,966	9,643	6,198	22,329	29,137	10,566
Norfolk city	93.7	9,709	10,905	12,951	12,539	10,239	13,999	12,490	10,868	20,381	32,405	10,836
Poquoson city	3.6	87	243	306	207	226	582	908	1,041	37,500	41,394	13,547
Portsmouth city	40.8	3,810	4,241	4,632	4,763	4,259	6,661	6,485	5,949	23,435	30,710	11,098
Suffolk city	18.2	1,614	1,855	1,906	1,990	1,836	2,940	3,227	2,832	24,705	31,734	10,775
Virginia Beach city	121.6	5,909	5,816	8,965	11,731	12,365	21,929	26,140	28,745	32,387	40,325	13,610
Williamsburg city	3.8	231	347	510	472	378	601	445	816	24,542	40,514	12,830
York	13.6	411	563	897	1,220	1,280	2,365	2,965	3,899	35,300	42,643	13,425
RICHMOND - PETERSBURG	**307.5**	**18,525**	**24,699**	**28,392**	**29,596**	**28,470**	**53,053**	**60,894**	**63,871**	**29,463**	**36,708**	**13,384**
Charles City	2.0	170	165	218	209	229	416	304	285	25,100	30,711	9,167
Chesterfield	62.0	1,810	2,336	3,492	4,194	4,832	11,090	16,005	18,241	37,628	43,136	14,325
Colonial Heights city	6.1	277	513	614	588	594	1,308	1,353	853	28,511	32,464	11,447
Dinwiddie	6.2	410	593	668	584	521	1,140	1,197	1,087	27,771	34,416	9,699
Goochland	4.3	284	430	377	358	346	726	817	962	30,162	40,215	13,002
Hanover	19.6	900	1,287	1,473	1,521	1,517	2,960	4,662	5,280	35,402	41,109	13,587
Henrico	79.1	2,901	4,289	6,027	7,008	7,173	14,579	17,678	19,445	33,328	40,578	15,680
Hopewell city	9.0	616	835	890	828	766	1,692	1,728	1,645	28,284	33,472	12,604
New Kent	4.0	247	289	240	318	382	781	937	806	31,711	36,660	12,863
Petersburg city	15.4	1,895	2,171	2,403	1,861	1,574	2,517	1,735	1,244	18,230	25,058	9,458
Powhatan	3.9	219	297	308	282	301	727	933	833	32,512	37,906	10,560

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group								Median Household E B I	Average Household E B I	Per Capita E B I
		Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More			
VIRGINIA (continued)												
RICHMOND - PETERSBURG (continued)												
Prince George	6.4	338	397	709	810	784	1,219	1,256	887	26,206	37,234	9,201
Richmond city	89.5	8,454	11,097	10,973	11,035	9,451	13,898	12,289	12,303	21,718	30,526	12,567
ROANOKE	**89.1**	**6,319**	**9,550**	**10,754**	**10,214**	**9,309**	**15,558**	**15,491**	**11,905**	**24,062**	**31,463**	**12,162**
Botetourt	9.2	650	929	1,093	1,107	878	1,786	1,663	1,094	24,632	30,220	10,612
Roanoke	27.3	1,110	1,716	2,159	2,611	2,768	5,338	6,220	5,378	31,230	37,639	13,225
Roanoke city	43.7	4,089	5,975	6,325	5,348	4,611	6,899	6,132	4,321	20,125	27,676	11,765
Salem city	8.9	470	930	1,177	1,148	1,052	1,535	1,476	1,112	23,286	32,396	12,115
ALL COUNTIES												
Accomack	12.2	1,537	1,797	1,869	1,569	1,175	1,642	1,325	1,286	17,726	25,725	9,482
Albemarle	24.1	1,307	1,746	2,299	2,445	2,337	4,214	4,370	5,382	29,307	40,011	15,067
Alexandria city	56.1	1,840	2,444	3,027	4,042	4,696	9,393	10,748	19,910	38,005	48,944	24,450
Alleghany	4.5	250	459	412	447	460	795	886	791	27,506	33,589	10,796
Amelia	2.8	218	317	361	376	329	533	414	252	21,906	27,124	8,533
Amherst	10.1	598	760	1,024	1,091	1,044	1,998	2,068	1,517	27,502	33,177	10,775
Appomattox	4.6	342	532	567	496	511	913	743	496	23,514	28,826	10,200
Arlington	77.0	2,550	3,220	4,786	5,959	6,390	12,239	13,339	28,517	38,133	49,367	23,669
Augusta	18.5	1,037	1,673	1,854	2,107	2,115	3,352	3,400	2,962	26,192	33,639	11,336
Bath	1.8	191	267	304	271	143	197	240	187	17,321	27,183	8,896
Bedford	14.0	926	1,381	1,609	1,689	1,704	2,786	2,353	1,552	24,013	29,196	9,663
Bedford city	2.5	246	344	325	323	248	394	347	273	20,255	27,222	10,633
Bland	2.2	226	254	240	299	323	473	270	115	21,290	24,726	8,369
Botetourt	9.2	650	929	1,093	1,107	878	1,786	1,663	1,094	24,632	30,220	10,612
Bristol city	7.3	754	1,141	852	811	770	1,232	978	762	20,634	27,025	10,900
Brunswick	5.1	507	745	865	746	542	704	605	386	17,727	24,636	7,853
Buchanan	12.0	1,120	1,226	1,346	1,220	1,197	2,402	2,054	1,435	24,602	30,075	9,676
Buckingham	4.0	457	636	637	547	459	607	404	253	17,264	22,929	7,279
Buena Vista city	2.3	140	235	268	350	348	477	359	123	22,072	26,405	9,343
Campbell	16.4	995	1,398	1,614	1,832	1,876	3,121	3,177	2,387	26,380	32,172	10,681
Caroline	6.5	510	500	884	831	647	1,125	1,097	906	24,083	30,533	9,729
Carroll	9.5	927	1,315	1,279	1,323	1,182	1,718	1,129	627	19,613	24,644	8,513
Charles City	2.0	174	165	218	209	229	416	304	285	25,100	30,711	9,167
Charlotte	4.0	485	635	555	491	408	643	487	296	18,204	24,156	8,120
Charlottesville city	16.6	1,576	2,490	2,578	1,924	1,712	2,609	2,283	1,428	19,262	26,633	10,783
Chesapeake city	48.3	2,793	3,602	3,975	4,715	4,930	9,021	10,316	8,948	29,615	35,150	11,652
Chesterfield	62.0	1,810	2,336	3,492	4,194	4,832	11,090	16,005	18,241	37,628	43,136	14,325
Clarke	4.0	293	297	349	427	445	746	645	798	27,132	36,980	13,207
Clifton Forge city	2.0	175	305	241	243	201	278	299	258	20,837	28,073	11,009
Colonial Heights city	6.1	277	513	614	588	594	1,308	1,353	853	28,511	32,464	11,447
Covington city	2.9	252	442	507	347	375	467	379	131	18,536	22,977	8,654
Craig	1.5	99	135	188	179	156	305	311	127	24,767	28,891	9,849
Culpeper	8.9	771	1,151	1,086	1,033	933	1,603	1,321	1,002	22,152	28,476	9,637
Cumberland	2.9	359	429	417	405	341	433	273	243	17,952	23,684	7,805
Danville city	17.6	1,595	2,452	2,329	2,072	1,831	2,786	2,544	1,991	20,934	28,016	10,982
Dickenson	6.9	759	1,030	955	853	824	1,367	735	377	19,140	23,679	8,009
Dinwiddie	6.2	410	593	668	584	521	1,140	1,197	1,087	27,771	34,416	9,699
Emporia city	1.9	202	244	267	326	237	253	213	158	18,594	25,576	10,564
Essex	3.2	360	437	480	497	381	514	304	227	18,190	23,797	8,016
Fairfax	272.0	4,896	6,395	9,632	13,124	15,116	32,440	50,950	139,447	51,147	58,295	21,224
Fairfax city	7.3	177	138	242	363	426	925	1,334	3,695	50,616	59,758	21,812
Falls Church city	4.6	85	114	207	270	310	597	920	2,097	45,390	55,840	26,481
Fauquier	16.0	892	1,191	1,543	1,502	1,396	2,588	2,988	3,900	30,785	38,856	13,116
Floyd	4.6	514	629	618	547	496	869	602	325	19,918	25,035	9,140
Fluvanna	4.2	267	544	521	590	513	604	705	456	21,626	28,673	10,206
Franklin	13.3	946	1,448	1,781	1,649	1,657	2,574	2,025	1,220	22,547	28,101	9,608
Franklin city	2.6	264	343	313	306	259	399	290	426	21,436	29,584	9,989
Frederick	12.9	733	916	1,206	1,350	1,328	2,378	2,827	2,162	28,678	34,577	11,292
Fredericksburg city	7.9	636	1,006	938	1,081	926	1,253	989	1,071	21,424	29,719	11,858
Galax city	2.9	241	441	546	474	342	409	288	159	17,173	25,743	11,143
Giles	6.2	414	690	789	831	770	1,160	895	651	22,459	28,358	9,933
Gloucester	10.9	1,004	1,269	1,454	1,281	1,190	2,177	1,566	959	21,725	26,583	9,563
Goochland	4.3	284	430	377	358	346	726	817	962	30,162	40,215	13,002
Grayson	6.3	489	833	954	858	708	1,292	703	463	20,113	26,732	10,085
Greene	3.2	230	274	238	255	302	588	779	534	30,050	34,827	11,983
Greensville	3.1	401	481	489	400	323	533	285	188	17,048	22,490	6,769
Halifax	9.7	802	1,223	1,175	1,166	1,139	1,649	1,196	950	22,049	27,995	9,082

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S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
VIRGINIA (continued)												
ALL COUNTIES (continued)												
Hampton city	45.5	2,712	3,727	4,846	5,012	4,726	8,077	8,362	8,038	26,958	34,340	12,084
Hanover	19.6	900	1,287	1,473	1,521	1,517	2,960	4,662	5,280	35,402	41,109	13,587
Harrisonburg city	9.8	788	1,469	1,573	1,228	821	1,600	1,287	1,034	19,322	30,014	9,971
Henrico	79.1	2,901	4,289	6,027	7,008	7,173	14,579	17,678	19,445	33,328	40,578	15,680
Henry	21.2	1,116	2,123	2,442	2,389	2,437	4,554	3,730	2,409	25,187	30,401	10,600
Highland	1.1	150	177	137	125	117	183	132	79	18,583	23,579	8,944
Hopewell city	9.0	616	835	890	828	766	1,692	1,728	1,645	28,284	33,472	12,604
Isle of Wight	8.7	795	847	883	973	910	1,762	1,530	1,000	24,646	29,736	9,989
James City	9.9	613	753	1,015	1,024	964	1,677	1,797	2,057	28,391	35,896	12,783
King and Queen	2.3	261	363	376	271	234	386	262	147	17,536	24,687	9,013
King George	4.3	323	407	470	411	393	677	840	779	27,027	32,871	10,873
King William	3.7	286	355	417	421	402	707	644	468	24,597	30,761	10,840
Lancaster	4.4	444	574	619	496	419	656	620	572	20,807	28,862	11,441
Lee	9.3	1,344	1,518	1,564	1,251	988	1,331	860	444	15,797	21,310	7,395
Lexington city	2.0	151	256	248	236	215	240	262	392	22,429	37,555	11,046
Loudoun	25.6	932	1,350	1,593	1,686	1,824	4,120	5,657	8,438	37,923	44,935	15,216
Louisa	7.0	883	1,168	1,058	915	883	1,149	610	334	17,223	21,757	7,429
Lunenburg	4.2	389	601	642	529	424	675	521	419	19,315	26,232	9,031
Lynchburg city	25.4	1,733	2,951	3,104	2,929	2,731	4,308	3,636	4,008	23,548	32,126	11,947
Madison	3.9	368	464	441	585	543	724	490	285	20,800	25,706	8,794
Manassas city	7.1	191	305	432	526	579	1,201	1,949	1,917	37,371	41,870	14,292
Manassas Park city	2.3	75	115	134	152	219	646	611	348	32,250	35,421	11,009
Martinsville city	7.2	503	797	815	844	776	1,196	995	1,274	24,082	33,151	12,629
Mathews	3.8	256	479	417	406	357	631	654	600	24,776	32,447	13,700
Mecklenburg	10.7	1,141	1,445	1,374	1,290	1,145	1,883	1,402	1,020	20,474	26,779	9,488
Middlesex	3.4	286	419	424	418	382	516	438	517	21,855	30,478	11,911
Montgomery	23.4	1,647	2,727	2,974	2,751	2,262	3,800	3,419	3,820	23,524	33,599	11,395
Nelson	4.4	381	561	570	500	395	659	721	613	22,321	30,873	10,867
New Kent	4.0	247	289	240	318	382	781	937	806	31,711	36,660	12,863
Newport News city	60.2	5,201	6,405	7,728	7,445	6,614	10,966	9,643	6,198	22,329	29,137	10,566
Norfolk city	93.7	9,709	10,905	12,951	12,539	10,239	13,999	12,490	10,868	20,381	32,405	10,836
Northampton	5.6	686	889	781	683	619	746	640	556	18,354	24,822	9,267
Northumberland	4.1	294	428	493	535	456	645	597	652	23,303	32,679	13,008
Norton city	1.6	160	227	234	189	151	268	150	221	19,714	28,885	10,047
Nottoway	5.3	498	664	676	621	561	910	813	555	21,746	28,393	10,100
Orange	7.6	509	890	926	951	828	1,178	1,209	1,109	23,165	30,547	10,698
Page	7.8	559	966	1,106	1,071	923	1,329	1,120	726	21,080	27,128	9,934
Patrick	6.5	529	759	880	804	666	1,173	1,114	575	22,142	28,432	9,990
Petersburg city	15.4	1,895	2,171	2,403	1,861	1,574	2,517	1,735	1,244	18,230	25,058	9,458
Pittsylvania	22.9	1,656	2,723	2,742	2,778	2,593	4,238	3,861	2,309	22,998	29,908	10,004
Poquoson city	3.6	87	243	306	207	226	582	908	1,041	37,500	41,394	13,547
Portsmouth city	40.8	3,810	4,241	4,632	4,763	4,259	6,661	6,485	5,949	23,435	30,710	11,098
Powhatan	3.9	219	297	308	282	301	727	933	833	32,512	37,906	10,560
Prince Edward	5.3	604	768	748	686	567	898	584	445	18,811	26,327	7,709
Prince George	6.4	338	397	709	810	784	1,219	1,256	887	26,206	37,234	9,201
Prince William	60.2	1,436	1,664	2,781	3,729	4,279	9,261	15,822	21,228	41,172	46,546	14,686
Pulaski	12.6	777	1,271	1,552	1,547	1,418	2,506	2,160	1,369	24,105	29,712	10,727
Radford city	4.0	225	426	537	455	338	693	623	703	25,302	37,367	10,676
Rappahannock	2.5	199	324	315	272	224	428	384	354	23,319	30,400	11,177
Richmond	2.7	272	360	341	311	294	489	348	285	21,071	26,995	9,718
Richmond city	89.5	8,454	11,097	10,973	11,035	9,451	13,898	12,289	12,303	21,718	30,526	12,567
Roanoke	27.3	1,110	1,716	2,159	2,611	2,768	5,338	6,220	5,378	31,230	37,639	13,225
Roanoke city	43.7	4,089	5,975	6,325	5,348	4,611	6,899	6,132	4,321	20,125	27,676	11,765
Rockbridge	6.0	498	822	865	761	750	1,023	812	469	20,370	25,383	8,277
Rockingham	19.4	1,424	2,173	2,436	2,371	2,336	3,903	2,816	1,941	22,829	28,997	9,992
Russell	11.6	1,324	1,709	1,731	1,497	1,241	2,109	1,308	681	18,367	23,011	7,921
Salem city	8.9	470	930	1,177	1,148	1,052	1,535	1,476	1,112	23,286	32,396	12,115
Scott	8.8	830	1,078	1,110	973	839	1,311	1,305	1,354	22,354	29,573	10,286
Shenandoah	11.6	779	1,301	1,509	1,557	1,378	2,071	1,728	1,277	22,405	28,798	10,881
Smyth	11.6	685	1,322	1,498	1,531	1,401	2,316	1,835	1,212	23,054	29,897	10,562
Southampton	5.4	758	702	605	524	530	937	817	527	21,147	26,952	7,953
South Boston city	2.6	239	342	322	332	339	448	324	254	20,970	27,024	9,759
Spotsylvania	14.0	722	878	1,134	1,278	1,399	2,755	3,343	2,491	30,809	36,174	11,536
Stafford	17.4	637	800	1,319	1,408	1,439	3,063	4,206	4,528	35,098	41,676	12,835
Staunton city	8.1	568	850	940	1,049	908	1,434	1,348	1,003	23,413	30,846	11,306
Suffolk city	18.2	1,614	1,855	1,906	1,990	1,836	2,940	3,227	2,832	24,705	31,734	10,775

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

SaMM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
VIRGINIA (continued)												
ALL COUNTIES (continued)												
Surry	2.2	225	323	310	287	283	355	262	155	19,135	24,935	8,440
Sussex	3.5	373	448	416	348	306	674	502	433	22,754	28,929	9,736
Tazewell	17.3	1,796	2,507	2,745	2,274	1,975	3,246	1,853	904	18,503	23,360	7,987
Virginia Beach city	121.6	5,909	5,816	8,965	11,731	12,365	21,929	26,140	28,745	32,387	40,325	13,610
Warren	9.3	911	1,081	1,281	1,351	1,050	1,762	1,304	560	20,110	25,150	9,470
Washington	17.1	1,521	2,146	2,327	2,219	1,898	2,916	2,459	1,614	20,921	28,194	9,566
Waynesboro city	6.9	349	608	730	830	813	1,300	1,190	1,080	25,845	33,521	13,142
Westmoreland	6.0	831	793	878	871	633	860	649	485	17,806	23,803	9,155
Williamsburg city	3.8	231	347	510	472	378	601	445	816	24,542	40,514	12,830
Winchester city	9.2	642	1,028	1,235	1,173	939	1,381	1,315	1,487	22,770	32,490	13,285
Wise	15.3	1,165	1,841	1,976	1,641	1,475	2,814	2,619	1,769	23,558	29,393	9,734
Wythe	9.6	691	1,169	1,435	1,375	1,169	1,759	1,216	786	20,551	26,580	9,629
York	13.6	411	563	897	1,220	1,280	2,365	2,965	3,899	35,300	42,643	13,425
TOTAL METRO COUNTIES	**1,570.0**	**84,819**	**110,223**	**133,222**	**143,387**	**140,510**	**253,416**	**294,430**	**409,993**	**31,749**	**40,745**	**14,784**
TOTAL STATE	**2,166.4**	**134,344**	**180,829**	**209,518**	**216,160**	**205,611**	**358,986**	**382,913**	**478,039**	**28,627**	**37,511**	**13,438**
WASHINGTON												
BELLINGHAM	**46.2**	**4,479**	**6,126**	**6,148**	**5,213**	**4,581**	**8,372**	**6,438**	**4,843**	**21,182**	**27,762**	**10,815**
Whatcom	46.2	4,479	6,126	6,148	5,213	4,581	8,372	6,438	4,843	21,182	27,762	10,815
BREMERTON	**67.8**	**4,219**	**6,253**	**7,735**	**7,191**	**6,910**	**13,360**	**12,385**	**9,747**	**26,178**	**32,140**	**12,073**
Kitsap	67.8	4,219	6,253	7,735	7,191	6,910	13,360	12,385	9,747	26,178	32,140	12,073
OLYMPIA	**61.8**	**3,994**	**6,277**	**7,161**	**6,663**	**6,011**	**10,913**	**11,186**	**9,595**	**25,684**	**31,759**	**12,573**
Thurston	61.8	3,994	6,277	7,161	6,663	6,011	10,913	11,186	9,595	25,684	31,759	12,573
RICHLAND - KENNEWICK - PASCO	**54.9**	**3,057**	**3,826**	**4,254**	**4,559**	**4,611**	**9,400**	**12,079**	**13,114**	**32,645**	**37,623**	**13,706**
Benton	41.7	1,893	2,617	2,925	3,174	3,327	7,065	9,621	11,078	34,793	39,562	14,408
Franklin	13.2	1,164	1,209	1,329	1,385	1,284	2,335	2,458	2,036	25,966	31,498	11,486
SEATTLE	**748.4**	**36,864**	**59,380**	**61,538**	**63,915**	**61,345**	**120,492**	**146,033**	**198,833**	**32,665**	**40,221**	**16,337**
King	588.5	29,275	47,166	48,204	50,033	47,558	91,128	112,068	163,068	32,973	41,018	16,931
Snohomish	159.9	7,589	12,214	13,334	13,882	13,787	29,364	33,965	35,765	31,768	37,285	14,304
SEATTLE - TACOMA CONSOLIDATED AREA	***958.7***	***55,535***	***85,684***	***89,703***	***88,305***	***82,929***	***159,258***	***177,604***	***219,682***	***29,821***	***37,528***	***15,001***
SPOKANE	**142.0**	**13,591**	**19,243**	**18,802**	**16,555**	**14,571**	**25,700**	**20,268**	**13,270**	**20,949**	**27,000**	**10,731**
Spokane	142.0	13,591	19,243	18,802	16,555	14,571	25,700	20,268	13,270	20,949	27,000	10,731
TACOMA	**210.3**	**18,671**	**26,304**	**28,165**	**24,390**	**21,584**	**38,766**	**31,571**	**20,849**	**21,767**	**27,944**	**10,572**
Pierce	210.3	18,671	26,304	28,165	24,390	21,584	38,766	31,571	20,849	21,767	27,944	10,572
VANCOUVER	**81.4**	**5,417**	**8,030**	**8,403**	**8,003**	**7,834**	**16,333**	**15,384**	**11,996**	**26,904**	**31,738**	**11,928**
Clark	81.4	5,417	8,030	8,403	8,003	7,834	16,333	15,384	11,996	26,904	31,738	11,928
YAKIMA	**69.7**	**7,028**	**10,126**	**9,877**	**8,293**	**6,931**	**11,799**	**9,385**	**6,261**	**19,693**	**26,341**	**9,850**
Yakima	69.7	7,028	10,126	9,877	8,293	6,931	11,799	9,385	6,261	19,693	26,341	9,850
ALL COUNTIES												
Adams	5.3	364	520	522	591	595	1,077	900	731	25,537	31,224	11,737
Asotin	6.9	579	960	879	711	619	1,101	1,227	824	22,449	28,392	11,390
Benton	41.7	1,893	2,617	2,925	3,174	3,327	7,065	9,621	11,078	34,793	39,562	14,408
Chelan	20.8	1,810	2,701	2,924	2,503	2,025	3,469	3,006	2,362	21,076	28,102	11,761
Clallam	22.3	1,916	2,872	3,222	2,847	2,298	4,258	2,987	1,900	20,677	26,173	10,574
Clark	81.4	5,417	8,030	8,403	8,003	7,834	16,333	15,384	11,996	26,904	31,738	11,928
Columbia	1.6	173	176	200	187	178	291	241	154	21,795	27,408	10,963
Cowlitz	31.5	2,654	3,499	3,204	2,894	3,039	6,167	6,062	3,981	25,735	30,239	11,803
Douglas	9.7	748	1,041	1,203	1,189	932	1,776	1,748	1,063	23,349	28,752	11,291
Ferry	2.1	183	248	206	215	211	386	366	285	24,723	30,242	10,081
Franklin	13.2	1,164	1,209	1,329	1,385	1,284	2,335	2,458	2,036	25,966	31,498	11,486
Garfield	1.0	61	102	108	128	114	182	165	140	24,316	30,429	13,230
Grant	20.2	1,870	2,392	2,620	2,493	2,282	3,596	2,930	2,017	21,494	26,628	9,942
Grays Harbor	25.3	1,781	2,881	2,551	2,461	2,277	4,158	4,593	4,598	26,684	33,026	13,200
Island	20.5	1,118	1,883	2,916	2,536	2,319	3,633	3,032	3,063	23,866	32,494	12,498
Jefferson	8.1	718	971	1,059	1,033	795	1,406	1,167	951	21,500	29,088	12,208
King	588.5	29,275	47,166	48,204	50,033	47,558	91,128	112,068	163,068	32,973	41,018	16,931
Kitsap	67.8	4,219	6,253	7,735	7,191	6,910	13,360	12,385	9,747	26,178	32,140	12,073
Kittitas	10.1	1,572	1,750	1,544	1,245	943	1,471	982	593	15,697	22,415	8,878
Klickitat	6.2	440	760	846	732	629	1,183	967	643	22,496	27,931	10,690

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SMM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group: Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
WASHINGTON (continued)												
ALL COUNTIES (continued)												
Lewis	22.8	2,168	2,994	2,823	2,751	2,266	3,888	3,434	2,476	21,926	27,564	10,743
Lincoln	3.8	176	303	368	412	394	747	683	717	28,045	36,330	14,532
Mason	14.7	1,094	1,595	1,813	1,857	1,582	2,662	2,249	1,848	22,959	29,284	11,510
Okanogan	12.8	1,951	2,521	2,034	1,606	1,424	1,857	911	496	14,706	19,452	7,638
Pacific	7.5	760	1,186	1,123	878	748	1,101	1,036	668	18,870	25,820	11,194
Pend Oreille	3.3	360	588	520	353	297	573	395	214	17,269	22,650	8,305
Pierce	210.3	18,671	26,304	28,165	24,390	21,584	38,766	31,571	20,849	21,767	27,944	10,572
San Juan	4.4	351	509	533	536	511	759	593	608	22,598	30,682	13,776
Skagit	28.6	2,438	3,772	3,719	3,158	2,846	5,337	4,074	3,256	22,007	28,222	11,368
Skamania	3.0	387	516	502	562	383	457	127	66	15,950	18,927	7,098
Snohomish	159.9	7,589	12,214	13,334	13,882	13,787	29,364	33,965	35,765	31,768	37,285	14,304
Spokane	142.0	13,591	19,243	18,802	16,555	14,571	25,700	20,268	13,270	20,949	27,000	10,731
Stevens	11.2	1,070	1,454	1,445	1,394	1,251	1,891	1,681	1,014	20,862	26,391	9,237
Thurston	61.8	3,994	6,277	7,161	6,663	6,011	10,913	11,186	9,595	25,684	31,759	12,573
Wahkiakum	1.4	224	177	154	142	194	280	125	104	20,083	24,699	10,170
Walla Walla	18.1	1,660	2,268	2,234	2,137	1,874	3,010	2,784	2,133	21,838	29,105	10,952
Whatcom	46.2	4,479	6,126	6,148	5,213	4,581	8,372	6,438	4,843	21,182	27,762	10,815
Whitman	15.8	1,301	1,945	2,239	1,940	1,611	2,369	2,208	2,187	21,369	31,205	11,439
Yakima	69.7	7,028	10,126	9,877	8,293	6,931	11,799	9,385	6,261	19,693	26,341	9,850
TOTAL METRO COUNTIES	**1,482.5**	**97,320**	**145,565**	**152,083**	**144,782**	**134,378**	**255,135**	**264,729**	**288,508**	**27,587**	**34,888**	**13,739**
TOTAL STATE	**1,821.5**	**127,247**	**188,149**	**195,594**	**184,273**	**169,015**	**314,220**	**315,402**	**327,600**	**26,432**	**33,685**	**13,252**
WEST VIRGINIA												
CHARLESTON	**106.6**	**10,687**	**13,672**	**13,394**	**12,517**	**12,015**	**19,948**	**15,621**	**8,746**	**21,229**	**26,764**	**10,718**
Kanawha	90.4	9,025	11,843	11,529	10,596	9,969	16,513	13,099	7,826	21,066	26,967	10,986
Putnam	16.2	1,662	1,829	1,865	1,921	2,046	3,435	2,522	920	22,018	25,633	9,374
HUNTINGTON - ASHLAND	**124.3**	**16,487**	**20,007**	**17,387**	**14,352**	**13,220**	**20,738**	**14,851**	**7,258**	**17,762**	**23,741**	**8,929**
Cabell	41.8	5,759	7,564	6,492	5,054	4,377	6,210	4,143	2,201	15,958	22,247	9,011
Wayne	16.8	2,225	2,590	2,324	1,973	1,747	2,797	2,172	972	18,084	23,724	8,683
Boyd, Ky.	*20.0*	*2,559*	*2,937*	*2,519*	*2,100*	*2,009*	*3,488*	*2,963*	*1,425*	*19,688*	*26,038*	*9,844*
Carter, Ky.	*8.8*	*1,667*	*1,729*	*1,396*	*1,066*	*893*	*1,128*	*638*	*283*	*13,289*	*19,145*	*6,556*
Greenup, Ky.	*13.4*	*1,547*	*1,704*	*1,657*	*1,639*	*1,732*	*2,625*	*1,645*	*771*	*20,230*	*25,087*	*8,620*
Lawrence, Ohio	*23.5*	*2,730*	*3,403*	*2,999*	*2,520*	*2,462*	*4,490*	*3,290*	*1,606*	*20,194*	*25,408*	*9,359*
PARKERSBURG - MARIETTA	**60.2**	**5,974**	**7,745**	**8,032**	**7,659**	**7,097**	**11,491**	**8,112**	**4,090**	**20,467**	**25,874**	**9,883**
Wood	36.2	3,668	4,724	4,760	4,397	4,080	6,980	4,944	2,647	20,648	25,976	10,221
Washington, Ohio	*24.0*	*2,306*	*3,021*	*3,272*	*3,262*	*3,017*	*4,511*	*3,168*	*1,443*	*20,221*	*25,719*	*9,410*
STEUBENVILLE - WEIRTON	**57.0**	**5,798**	**7,290**	**6,767**	**5,936**	**6,111**	**11,683**	**9,171**	**4,244**	**22,260**	**26,877**	**10,146**
Brooke	10.5	1,167	1,362	1,428	1,224	1,430	2,384	1,119	386	20,265	23,342	8,570
Hancock	14.9	1,326	1,739	1,602	1,492	1,497	3,021	2,880	1,343	24,327	28,702	11,137
Jefferson, Ohio	*31.6*	*3,305*	*4,189*	*3,737*	*3,220*	*3,184*	*6,278*	*5,172*	*2,515*	*22,111*	*27,191*	*10,229*
WHEELING	**68.9**	**7,867**	**10,017**	**9,057**	**7,822**	**7,717**	**12,906**	**9,307**	**4,207**	**19,794**	**24,962**	**9,800**
Marshall	14.9	1,430	2,013	1,806	1,578	1,644	3,147	2,360	922	21,898	26,161	9,919
Ohio	23.3	3,327	3,805	3,405	2,857	2,561	3,695	2,342	1,308	16,759	23,190	9,364
Belmont, Ohio	*30.7*	*3,110*	*4,199*	*3,846*	*3,387*	*3,512*	*6,064*	*4,605*	*1,977*	*21,125*	*25,726*	*10,061*
ALL COUNTIES												
Barbour	6.1	1,023	1,251	1,096	874	648	745	364	99	13,344	17,749	6,602
Berkeley	21.1	2,438	3,186	2,943	2,622	2,347	3,720	2,669	1,175	18,628	24,323	9,452
Boone	10.8	1,375	1,629	1,421	1,261	1,353	2,195	1,093	473	18,817	22,577	7,994
Braxton	5.4	880	1,058	860	675	503	785	437	202	14,410	19,875	7,666
Brooke	10.5	1,167	1,362	1,428	1,224	1,430	2,384	1,119	386	20,265	23,342	8,570
Cabell	41.8	5,759	7,564	6,492	5,054	4,377	6,210	4,143	2,201	15,958	22,247	9,011
Calhoun	3.3	599	763	592	433	325	336	183	69	12,144	17,141	6,502
Clay	4.1	778	795	628	569	430	535	265	100	13,860	18,449	6,635
Doddridge	2.8	550	622	570	370	235	271	138	44	11,792	15,753	5,583
Fayette	20.6	2,604	3,997	3,755	2,656	2,206	2,933	1,799	650	14,903	20,197	7,565
Gilmer	2.9	597	691	529	350	308	257	94	74	11,352	16,443	5,887
Grant	3.6	538	641	602	516	327	553	280	143	15,162	20,331	7,247
Greenbrier	14.4	1,986	2,671	2,520	1,850	1,497	2,154	1,065	657	15,058	20,793	8,092
Hampshire	6.0	936	1,217	1,125	836	659	673	377	177	13,569	18,283	6,689
Hancock	14.9	1,326	1,739	1,602	1,492	1,497	3,021	2,880	1,343	24,327	28,702	11,137
Hardy	3.7	580	634	644	543	403	559	252	85	14,935	19,414	7,112

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E.B.I. Group: Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
WEST VIRGINIA (continued)												
ALL COUNTIES (continued)												
Harrison	29.4	3,941	4,975	4,593	3,820	3,270	4,610	2,760	1,431	16,471	22,194	8,723
Jackson	9.7	1,596	1,436	1,148	1,253	1,292	1,767	879	329	17,745	21,094	7,635
Jefferson	12.9	1,168	1,998	2,127	1,899	1,623	2,083	1,392	610	17,982	23,460	8,454
Kanawha	90.4	9,025	11,843	11,529	10,596	9,969	16,513	13,099	7,826	21,066	26,967	10,986
Lewis	7.1	1,081	1,376	1,125	906	795	1,027	581	209	14,824	20,313	7,881
Lincoln	8.0	1,377	1,360	1,177	908	934	1,277	718	249	15,491	19,997	6,866
Logan	17.4	1,937	2,518	2,632	2,261	1,898	2,948	2,130	1,076	18,476	24,388	8,660
McDowell	15.7	2,508	3,118	2,855	1,883	1,620	2,334	954	428	13,640	18,577	6,467
Marion	25.2	2,895	3,705	3,756	3,223	2,697	4,307	3,199	1,418	18,358	23,912	9,534
Marshall	14.9	1,430	2,013	1,806	1,578	1,644	3,147	2,360	922	21,898	26,161	9,919
Mason	9.9	1,516	1,803	1,560	1,446	1,269	1,344	683	279	15,230	19,292	7,318
Mercer	27.1	3,674	4,865	4,406	3,589	3,104	3,977	2,277	1,208	15,784	21,426	8,295
Mineral	10.4	1,393	1,672	1,550	1,529	1,377	1,542	959	378	16,921	21,165	7,946
Mingo	12.5	2,354	2,336	1,929	1,471	1,324	1,702	965	419	13,874	19,378	6,673
Monongalia	29.2	3,917	4,740	4,549	3,322	2,601	4,327	3,435	2,309	16,950	25,024	9,861
Monroe	4.9	624	838	843	771	486	756	481	101	15,801	20,801	7,550
Morgan	4.5	700	823	728	571	504	728	298	148	14,992	20,838	8,225
Nicholas	10.5	1,088	1,508	1,541	1,271	1,114	1,801	1,472	705	19,304	25,401	9,197
Ohio	23.3	3,327	3,805	3,405	2,857	2,561	3,695	2,342	1,308	16,759	23,190	9,364
Pendleton	3.0	443	669	632	428	313	325	155	35	12,722	16,974	6,446
Pleasants	2.9	404	473	387	392	412	474	265	93	17,358	21,478	7,596
Pocahontas	3.7	805	832	702	539	318	316	137	51	11,429	15,346	5,915
Preston	11.2	1,793	2,061	1,790	1,546	1,301	1,597	726	386	14,858	20,100	7,262
Putnam	16.2	1,662	1,829	1,865	1,921	2,046	3,435	2,522	920	22,018	25,633	9,374
Raleigh	32.1	3,401	4,971	4,945	4,078	3,659	5,715	3,534	1,797	18,224	23,869	9,014
Randolph	10.4	1,581	1,891	1,807	1,491	1,193	1,342	702	393	14,761	20,516	7,460
Ritchie	4.5	801	980	828	637	450	455	271	78	12,576	17,057	6,674
Roane	5.5	816	1,090	950	749	625	756	346	168	14,316	19,479	6,824
Summers	5.2	826	1,054	897	583	564	661	383	232	13,754	20,523	7,021
Taylor	6.0	709	873	883	785	677	977	711	385	18,259	23,752	8,852
Tucker	3.4	624	762	621	493	391	297	155	57	12,174	16,447	6,579
Tyler	4.0	386	499	518	415	361	709	787	325	22,375	27,789	10,198
Upshur	8.8	1,384	1,591	1,440	1,237	1,058	1,205	663	242	15,019	19,768	7,466
Wayne	16.8	2,225	2,590	2,324	1,973	1,747	2,797	2,172	972	18,084	23,724	8,683
Webster	4.4	700	876	781	553	463	618	277	132	13,832	18,768	6,769
Wetzel	7.8	1,334	1,311	1,024	875	962	1,471	639	184	16,299	20,078	7,422
Wirt	1.8	255	385	270	223	251	262	124	30	14,730	18,691	6,729
Wood	36.2	3,668	4,724	4,760	4,397	4,080	6,980	4,944	2,647	20,648	25,976	10,221
Wyoming	11.7	1,638	1,596	1,554	1,369	1,366	2,464	1,262	451	18,797	22,487	7,671
TOTAL METRO COUNTIES	**275.4**	**30,982**	**39,141**	**36,761**	**32,621**	**30,728**	**49,724**	**36,540**	**18,903**	**19,712**	**25,217**	**9,935**
TOTAL STATE	**730.6**	**94,122**	**117,609**	**109,044**	**91,163**	**80,864**	**120,072**	**78,917**	**38,809**	**17,314**	**22,976**	**8,744**
WISCONSIN												
APPLETON - OSHKOSH - NEENAH	**116.0**	**5,787**	**10,442**	**12,720**	**12,155**	**12,774**	**25,680**	**22,267**	**14,175**	**26,604**	**32,913**	**12,178**
Calumet	12.5	484	1,011	1,262	1,283	1,339	2,959	2,578	1,584	27,984	33,896	11,576
Outagamie	50.2	2,540	4,140	4,906	5,066	5,572	11,708	9,910	6,358	27,458	33,762	12,255
Winnebago	53.3	2,763	5,291	6,552	5,806	5,863	11,013	9,779	6,233	25,328	31,884	12,261
EAU CLAIRE	**50.8**	**3,543**	**6,276**	**7,174**	**6,459**	**5,482**	**9,394**	**7,643**	**4,829**	**21,701**	**29,039**	**10,560**
Chippewa	19.1	1,017	2,025	2,289	2,279	2,055	3,618	3,278	2,539	24,717	32,319	11,368
Eau Claire	31.7	2,526	4,251	4,885	4,180	3,427	5,776	4,365	2,290	20,010	27,063	10,046
GREEN BAY	**72.0**	**4,448**	**7,555**	**8,332**	**7,319**	**8,258**	**16,416**	**12,424**	**7,248**	**25,051**	**30,872**	**11,583**
Brown	72.0	4,448	7,555	8,332	7,319	8,258	16,416	12,424	7,248	25,051	30,872	11,583
JANESVILLE - BELOIT	**51.9**	**2,984**	**5,302**	**5,598**	**4,776**	**5,115**	**11,470**	**10,184**	**6,471**	**26,967**	**32,451**	**12,196**
Rock	51.9	2,984	5,302	5,598	4,776	5,115	11,470	10,184	6,471	26,967	32,451	12,196
KENOSHA	**44.5**	**1,623**	**3,333**	**3,642**	**3,739**	**3,481**	**7,349**	**9,555**	**11,778**	**33,820**	**41,033**	**14,979**
Kenosha	44.5	1,623	3,333	3,642	3,739	3,481	7,349	9,555	11,778	33,820	41,033	14,979
LA CROSSE	**36.2**	**2,234**	**4,153**	**4,499**	**4,348**	**4,020**	**6,980**	**5,999**	**3,967**	**23,413**	**31,307**	**11,781**
La Crosse	36.2	2,234	4,153	4,499	4,348	4,020	6,980	5,999	3,967	23,413	31,307	11,781
MADISON	**141.6**	**8,819**	**13,170**	**16,292**	**15,843**	**14,475**	**26,832**	**26,106**	**20,063**	**25,812**	**33,352**	**13,416**
Dane	141.6	8,819	13,170	16,292	15,843	14,475	26,832	26,106	20,063	25,812	33,352	13,416

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HOUSEHOLDS BY EFFECTIVE BUYING INCOME [E B I] GROUP

S&MM ESTIMATES METRO AREA County	12/31/88 Total Households (Thousands)	Households by E B I Group Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
WISCONSIN (continued)												
MILWAUKEE	**537.5**	**30,152**	**50,715**	**55,883**	**51,713**	**51,672**	**104,224**	**109,365**	**83,776**	**27,680**	**34,636**	**13,285**
Milwaukee	377.3	25,514	42,495	44,837	40,474	38,582	72,035	67,768	45,595	24,573	31,397	12,705
Ozaukee	25.6	655	1,328	1,808	1,675	2,004	4,889	6,343	6,898	35,928	44,156	15,527
Washington	31.6	1,348	2,136	2,616	2,677	3,224	7,497	7,518	4,584	30,071	35,596	11,992
Waukesha	103.0	2,635	4,756	6,622	6,887	7,862	19,803	27,736	26,699	36,409	43,839	14,937
MILWAUKEE - RACINE CONSOLIDATED AREA	***602.3***	***33,810***	***56,582***	***62,188***	***57,524***	***57,952***	***117,728***	***123,455***	***93,061***	***27,746***	***34,587***	***13,206***
RACINE	**64.8**	**3,658**	**5,867**	**6,305**	**5,811**	**6,280**	**13,504**	**14,090**	**9,285**	**28,290**	**34,182**	**12,578**
Racine	64.8	3,658	5,867	6,305	5,811	6,280	13,504	14,090	9,285	28,290	34,182	12,578
SHEBOYGAN	**38.4**	**1,631**	**3,699**	**4,296**	**3,600**	**3,992**	**8,423**	**7,815**	**4,944**	**27,371**	**33,603**	**12,491**
Sheboygan	38.4	1,631	3,699	4,296	3,600	3,992	8,423	7,815	4,944	27,371	33,603	12,491
WAUSAU	**41.3**	**2,835**	**4,739**	**4,919**	**4,500**	**4,787**	**9,028**	**6,815**	**3,677**	**23,838**	**29,556**	**10,774**
Marathon	41.3	2,835	4,739	4,919	4,500	4,787	9,028	6,815	3,677	23,838	29,556	10,774
ALL COUNTIES												
Adams	5.2	441	750	818	667	594	882	687	361	19,327	26,087	9,830
Ashland	6.4	560	1,109	1,111	942	743	994	650	291	17,054	23,042	8,884
Barron	15.7	1,315	2,383	2,501	2,116	1,888	2,692	1,855	950	18,882	25,012	9,531
Bayfield	5.5	518	943	941	750	603	847	635	263	17,141	23,148	8,841
Brown	72.0	4,448	7,555	8,332	7,319	8,258	16,416	12,424	7,248	25,051	30,872	11,583
Buffalo	5.5	506	789	891	738	618	909	600	449	18,687	25,743	9,971
Burnett	5.4	435	862	852	796	643	880	565	367	18,303	24,858	9,387
Calumet	12.5	484	1,011	1,262	1,283	1,339	2,959	2,578	1,584	27,984	33,896	11,576
Chippewa	19.1	1,017	2,025	2,289	2,279	2,055	3,618	3,278	2,539	24,717	32,319	11,368
Clark	12.0	1,323	1,985	1,931	1,641	1,337	1,919	1,127	737	17,311	23,558	8,315
Columbia	18.0	1,300	2,160	2,377	2,153	2,238	3,594	2,800	1,378	22,235	27,799	10,579
Crawford	6.0	562	1,017	1,065	781	693	921	558	403	17,301	24,582	8,885
Dane	141.6	8,819	13,170	16,292	15,843	14,475	26,832	26,106	20,063	25,812	33,352	13,416
Dodge	26.8	1,535	2,694	3,203	2,953	3,138	5,712	4,755	2,810	24,809	31,151	10,970
Door	10.8	720	1,249	1,503	1,397	1,367	2,197	1,396	971	21,841	28,769	11,381
Douglas	16.4	1,250	2,319	2,269	1,744	1,741	3,038	2,581	1,458	21,750	27,898	10,920
Dunn	12.2	1,182	1,874	2,073	1,689	1,311	2,085	1,217	769	17,810	25,337	8,659
Eau Claire	31.7	2,526	4,251	4,885	4,180	3,427	5,776	4,365	2,290	20,010	27,063	10,046
Florence	1.4	110	209	201	166	128	236	194	156	20,538	28,119	9,373
Fond du Lac	32.4	1,620	3,134	3,740	3,659	3,588	7,157	6,131	3,371	25,624	31,719	11,331
Forest	3.4	257	600	587	604	437	486	297	132	17,015	22,469	8,127
Grant	17.9	1,604	2,389	2,425	2,249	1,966	3,319	2,327	1,621	20,704	28,115	9,697
Green	12.2	901	1,414	1,607	1,505	1,408	2,365	1,813	1,187	22,283	29,460	11,374
Green Lake	7.5	549	1,014	1,164	1,023	979	1,313	945	513	20,000	26,198	10,341
Iowa	7.7	840	1,239	1,365	1,153	977	1,196	530	400	16,659	22,370	8,403
Iron	2.7	357	640	569	392	311	279	103	49	12,920	17,435	7,355
Jackson	6.4	674	1,010	963	875	677	1,153	729	319	18,157	24,284	9,251
Jefferson	25.1	1,550	2,639	2,892	2,754	2,944	5,417	4,393	2,511	24,620	30,962	11,263
Juneau	8.6	780	1,300	1,413	1,211	1,006	1,405	878	607	18,276	24,868	9,765
Kenosha	44.5	1,623	3,333	3,642	3,739	3,481	7,349	9,555	11,778	33,820	41,033	14,979
Kewaunee	6.9	532	798	946	805	761	1,345	1,031	682	22,409	29,046	10,122
La Crosse	36.2	2,234	4,153	4,499	4,348	4,020	6,980	5,999	3,967	23,413	31,307	11,781
Lafayette	6.1	569	772	838	827	749	1,089	794	462	20,284	26,188	9,623
Langlade	7.5	630	1,216	1,178	1,002	895	1,205	814	560	18,487	25,041	9,485
Lincoln	11.0	856	1,601	1,724	1,490	1,356	2,062	1,238	671	19,401	25,713	9,720
Manitowoc	30.1	1,822	3,457	3,799	3,615	3,525	6,679	4,707	2,496	23,295	28,953	10,615
Marathon	41.3	2,835	4,739	4,919	4,500	4,787	9,028	6,815	3,677	23,838	29,556	10,774
Marinette	16.1	1,351	2,732	2,496	1,853	1,937	3,097	1,863	771	18,925	24,287	9,399
Marquette	5.6	624	939	965	788	700	874	427	283	16,741	22,389	9,152
Menominee	1.0	22	125	185	151	166	174	127	50	20,567	25,232	5,868
Milwaukee	377.3	25,514	42,495	44,837	40,474	38,582	72,035	67,768	45,595	24,573	31,397	12,705
Monroe	13.6	1,054	1,799	1,926	1,698	1,645	2,534	1,826	1,118	20,982	28,065	10,260
Oconto	11.9	1,025	1,734	1,882	1,572	1,408	2,040	1,511	728	19,064	25,032	9,487
Oneida	13.0	874	1,855	2,164	1,737	1,603	2,453	1,591	723	19,589	25,427	10,109
Outagamie	50.2	2,540	4,140	4,906	5,066	5,572	11,708	9,910	6,358	27,458	33,762	12,255
Ozaukee	25.6	655	1,328	1,808	1,675	2,004	4,889	6,343	6,898	35,928	44,156	15,527
Pepin	2.8	207	413	368	365	330	520	373	224	20,758	27,145	10,271
Pierce	11.5	834	1,158	1,420	1,329	1,279	2,340	1,769	1,371	23,937	31,531	10,728
Polk	13.3	1,165	2,045	2,057	1,763	1,510	2,407	1,523	830	18,837	24,719	9,366
Portage	20.3	1,325	2,102	2,343	2,236	2,031	3,870	3,749	2,644	25,297	32,967	11,191
Price	6.3	507	1,050	913	770	645	1,070	873	472	19,318	26,093	10,085

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METRO AREA County	12/31/88 Total Households (Thousands)	Under $5,000	$5,000 To $9,999	$10,000 To $14,999	$15,000 To $19,999	$20,000 To $24,999	$25,000 To $34,999	$35,000 To $49,999	$50,000 Or More	Median Household E B I	Average Household E B I	Per Capita E B I
WISCONSIN (continued)												
ALL COUNTIES (continued)												
Racine	64.8	3,658	5,867	6,305	5,811	6,280	13,504	14,090	9,285	28,290	34,182	12,578
Richland	6.6	551	1,018	1,003	881	826	1,168	694	459	19,061	25,497	9,616
Rock	51.9	2,984	5,302	5,598	4,776	5,115	11,470	10,184	6,471	26,967	32,451	12,196
Rusk	5.8	523	999	1,050	906	642	912	525	243	16,646	23,060	8,412
St. Croix	17.1	910	1,631	1,703	1,505	1,617	3,488	3,571	2,675	28,478	34,686	12,007
Sauk	17.9	1,312	2,172	2,414	2,392	2,182	3,558	2,453	1,417	21,484	28,306	10,991
Sawyer	5.6	649	1,066	1,021	745	618	804	468	229	15,410	21,395	8,041
Shawano	14.2	1,327	2,189	2,249	1,897	1,609	2,422	1,627	880	18,454	24,844	9,187
Sheboygan	38.4	1,631	3,699	4,296	3,600	3,992	8,423	7,815	4,944	27,371	33,603	12,491
Taylor	6.6	580	962	1,097	882	708	1,189	713	469	18,657	25,424	8,878
Trempealeau	9.6	912	1,412	1,484	1,422	1,194	1,638	986	552	18,523	24,502	9,012
Vernon	10.2	1,154	1,699	1,608	1,335	1,032	1,637	1,078	657	17,264	24,143	9,223
Vilas	7.6	577	1,083	1,310	1,106	968	1,254	800	502	18,662	25,372	10,312
Walworth	27.7	2,544	3,765	4,125	3,708	3,546	5,402	3,097	1,513	19,559	25,313	9,488
Washburn	5.8	624	1,031	1,078	915	644	819	507	182	15,938	21,413	8,449
Washington	31.6	1,348	2,136	2,616	2,677	3,224	7,497	7,518	4,584	30,071	35,596	11,992
Waukesha	103.0	2,635	4,756	6,622	6,887	7,862	19,803	27,736	26,699	36,409	43,839	14,937
Waupaca	16.7	1,366	2,317	2,255	2,085	2,112	3,125	2,259	1,181	20,780	26,993	9,907
Waushara	8.3	890	1,498	1,479	1,135	898	1,342	694	364	16,243	22,287	8,936
Winnebago	53.3	2,763	5,291	6,552	5,806	5,863	11,013	9,779	6,233	25,328	31,884	12,261
Wood	29.7	1,798	3,231	3,475	3,127	3,113	5,963	5,458	3,535	25,177	31,570	11,809
TOTAL METRO COUNTIES	**1,228.5**	**69,874**	**119,201**	**133,632**	**123,512**	**123,694**	**245,826**	**238,415**	**174,346**	**26,790**	**33,598**	**12,745**
TOTAL STATE	**1,832.6**	**117,719**	**200,842**	**220,676**	**200,263**	**193,920**	**358,776**	**319,175**	**221,229**	**24,549**	**31,477**	**11,846**
WYOMING												
CASPER	**25.6**	**1,921**	**2,818**	**2,866**	**3,069**	**3,628**	**5,511**	**3,751**	**2,036**	**22,865**	**27,343**	**10,542**
Natrona	25.6	1,921	2,818	2,866	3,069	3,628	5,511	3,751	2,036	22,865	27,343	10,542
CHEYENNE	**29.9**	**2,946**	**4,608**	**4,803**	**3,761**	**3,417**	**5,032**	**3,628**	**1,705**	**18,357**	**23,671**	**9,424**
Laramie	29.9	2,946	4,608	4,803	3,761	3,417	5,032	3,628	1,705	18,357	23,671	9,424
ALL COUNTIES												
Albany	12.1	1,787	2,161	1,776	1,485	1,300	1,644	1,336	611	16,101	22,009	8,997
Big Horn	4.4	619	816	700	687	523	597	325	133	15,451	19,788	7,317
Campbell	11.8	421	674	1,099	1,182	1,336	2,907	2,671	1,510	29,244	33,089	11,655
Carbon	6.5	599	734	713	765	920	1,459	902	408	22,337	26,022	9,045
Converse	4.6	301	468	425	613	676	1,116	666	335	23,616	27,178	9,193
Crook	2.3	219	401	439	345	284	344	179	89	16,243	20,733	8,222
Fremont	12.4	1,088	1,614	1,787	1,673	1,946	2,409	1,312	571	20,100	23,208	8,199
Goshen	5.1	690	993	865	659	610	605	427	251	15,013	20,016	7,913
Hot Springs	2.2	244	298	275	251	260	382	333	157	20,640	25,487	9,837
Johnson	2.6	431	453	457	336	288	329	141	165	14,461	20,544	8,346
Laramie	29.9	2,946	4,608	4,803	3,761	3,417	5,032	3,628	1,705	18,357	23,671	9,424
Lincoln	5.3	470	782	771	671	747	962	580	317	19,645	23,630	8,132
Natrona	25.6	1,921	2,818	2,866	3,069	3,628	5,511	3,751	2,036	22,865	27,343	10,542
Niobrara	1.2	252	237	209	146	135	97	88	36	12,529	17,539	7,517
Park	9.1	828	1,319	1,413	1,088	1,180	1,695	986	591	19,515	24,105	9,178
Platte	4.2	522	526	540	617	611	889	355	140	19,192	21,746	8,867
Sheridan	10.1	897	1,401	1,327	1,124	1,086	1,938	1,669	658	21,444	26,399	10,375
Sublette	2.0	212	333	322	312	249	324	164	84	17,083	21,224	7,195
Sweetwater	15.6	786	1,271	1,362	1,522	2,051	3,726	3,345	1,537	26,856	30,875	11,123
Teton	5.1	395	686	756	847	731	745	533	407	19,225	24,873	11,031
Uinta	6.6	387	567	560	608	852	1,903	1,149	568	26,624	29,993	9,898
Washakie	3.4	220	457	466	445	451	663	482	216	21,255	25,641	9,274
Weston	2.8	211	286	313	302	265	754	465	204	25,299	28,065	10,914
TOTAL METRO COUNTIES	**55.5**	**4,867**	**7,426**	**7,669**	**6,830**	**7,045**	**10,543**	**7,379**	**3,741**	**20,712**	**25,365**	**9,949**
TOTAL STATE	**184.9**	**16,446**	**23,903**	**24,250**	**22,508**	**23,546**	**36,031**	**25,487**	**12,729**	**21,178**	**25,587**	**9,653**

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1989 SURVEY OF BUYING POWER DATA SERVICE

SECTION 8
State And Regional Summaries
Retail Sales By Store Group
Retail Sales By Merchandise Line Category

EXPLANATION OF TERMS

An explanation of the terms used in the **Survey Of Buying Power Data Service** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10.

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NOTICE

Because of the layout of the tables in this section, the data begin on page 8-2.

In the summaries of retail sales by merchandise line (pages 8-4 through 8-7), the data for each region or state are arranged across two facing pages, with the name repeated on the right-hand page for convenience.

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

REGION / State	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
NEW ENGLAND	**1988**	**107,883,859**	**20,752,338**	**19,009,034**	**11,879,584**	**10,408,409**	**8,880,896**	**5,596,206**	**5,132,086**	**2,778,013**	**24,191,322**	**5,891,876**	**5,675,480**	**3,200,795**
	1982	62,092,787	13,629,197	12,465,233	6,045,700	6,173,989	5,178,532	3,540,456	2,405,554	1,444,374	10,358,680	5,299,222	2,850,138	1,952,571
Connecticut	1988	27,462,985	5,075,214	4,723,279	2,811,213	2,923,450	2,621,541	1,593,776	1,451,300	720,683	6,271,418	1,523,675	1,272,968	717,060
	1982	15,828,588	3,500,245	3,250,986	1,457,498	1,561,409	1,379,005	937,615	665,518	369,479	2,706,341	1,489,063	674,614	469,223
Maine	1988	9,305,658	1,877,248	1,789,359	892,987	751,929	567,745	303,758	272,702	145,180	2,167,299	539,175	575,809	242,551
	1982	5,331,613	1,310,624	1,247,032	424,964	465,146	340,801	215,531	143,981	84,640	933,480	405,728	311,162	161,569
Massachusetts	1988	49,038,308	9,308,273	8,338,430	6,029,271	4,647,976	3,991,797	2,735,926	2,492,076	1,424,609	10,738,406	2,584,002	2,314,500	1,588,750
	1982	28,815,549	6,005,599	5,371,477	3,108,487	2,999,656	2,537,971	1,792,618	1,169,778	738,555	4,651,286	2,387,418	1,175,535	947,430
New Hampshire	1988	10,527,997	2,174,317	2,062,148	894,520	1,063,696	851,759	428,821	416,308	232,315	2,474,642	527,170	830,665	222,744
	1982	5,353,641	1,277,601	1,208,729	427,678	527,050	414,734	248,549	200,263	122,229	962,277	411,192	337,379	133,473
Rhode Island	1988	7,085,640	1,399,399	1,216,666	791,336	752,828	657,129	347,268	322,782	164,692	1,482,593	445,996	333,987	306,515
	1982	4,162,811	923,469	801,965	404,567	448,092	386,503	236,826	145,334	83,302	632,626	380,098	175,561	172,352
Vermont	1988	4,463,271	917,887	879,152	460,257	268,530	190,925	186,657	176,918	90,534	1,056,964	271,858	347,551	123,175
	1982	2,600,585	611,659	585,044	222,706	172,636	119,518	109,317	80,680	46,169	472,670	225,723	175,887	68,524
MIDDLE ATLANTIC	**1988**	**257,007,373**	**56,287,887**	**50,573,918**	**24,519,211**	**26,674,028**	**23,122,799**	**16,038,650**	**16,422,244**	**8,523,072**	**54,030,456**	**12,621,530**	**11,382,020**	**8,758,456**
	1982	159,349,065	38,077,880	34,220,300	15,096,088	17,380,972	14,741,675	10,340,986	7,352,025	4,294,213	24,937,597	12,327,530	6,096,518	5,212,214
New Jersey	1988	59,150,552	12,894,113	11,761,651	4,983,494	5,897,180	5,232,451	3,721,570	4,129,471	2,175,198	13,344,663	3,334,325	2,551,713	1,726,056
	1982	36,306,776	8,610,117	7,838,862	3,227,209	3,637,392	3,162,927	2,287,023	1,742,738	1,027,319	6,208,447	3,250,748	1,360,604	1,005,612
New York	1988	119,200,968	26,285,723	23,137,083	12,415,038	11,867,278	10,066,208	8,172,641	8,666,247	4,519,994	22,175,927	4,723,480	5,018,337	4,262,240
	1982	72,266,689	17,445,598	15,361,136	7,419,787	7,612,395	6,296,034	5,294,596	3,607,539	2,119,555	9,954,891	4,624,554	2,591,110	2,535,077
Pennsylvania	1988	78,655,853	17,108,051	15,675,184	7,120,679	8,909,570	7,824,140	4,144,439	3,626,326	1,827,880	18,509,866	4,563,725	3,811,970	2,770,160
	1982	50,775,600	12,022,165	11,020,302	4,449,092	6,131,185	5,282,714	2,759,367	2,001,748	1,147,339	8,774,259	4,452,228	2,144,804	1,671,525
EAST NORTH CENTRAL	**1988**	**269,469,199**	**51,941,602**	**48,564,029**	**24,392,387**	**33,479,521**	**29,282,716**	**12,830,502**	**14,633,513**	**7,015,793**	**62,243,332**	**20,729,796**	**14,817,656**	**10,180,111**
	1982	180,555,721	40,116,172	37,456,238	18,183,157	22,119,133	19,080,680	9,426,161	7,472,871	4,092,933	32,365,469	19,154,017	7,982,079	6,781,062
Illinois	1988	75,708,059	13,866,416	12,952,232	6,825,153	8,843,087	7,686,615	4,380,319	4,382,449	2,184,838	16,464,701	5,077,458	4,047,019	3,168,521
	1982	50,747,397	10,560,642	9,844,322	5,137,625	5,921,353	5,061,295	3,290,749	2,202,690	1,250,524	8,959,380	4,715,576	2,143,338	2,117,717
Indiana	1988	35,310,219	6,674,095	6,340,335	3,101,925	3,874,192	3,279,773	1,559,209	1,751,722	844,901	8,932,891	3,131,943	2,066,351	1,378,317
	1982	23,723,731	5,298,533	5,022,536	2,333,111	2,677,678	2,252,482	1,078,925	902,053	493,171	4,410,237	2,789,607	1,165,503	984,463
Michigan	1988	60,250,919	11,041,451	10,166,896	5,369,572	7,648,023	6,983,938	2,950,357	3,352,879	1,586,236	14,570,626	4,649,421	3,672,825	2,279,289
	1982	39,215,526	8,518,414	7,835,195	3,818,600	4,943,607	4,437,076	2,249,283	1,683,166	906,410	7,521,169	4,069,285	1,789,900	1,498,998
Ohio	1988	66,522,189	13,573,787	12,729,913	6,069,290	9,001,777	7,950,128	2,682,664	3,400,451	1,699,044	15,020,790	5,486,419	3,160,959	2,537,044
	1982	46,315,071	11,144,763	10,447,253	4,682,969	6,156,027	5,359,871	1,955,858	1,807,508	1,023,847	7,980,705	5,408,078	1,837,210	1,630,989
Wisconsin	1988	31,677,813	6,785,853	6,374,653	3,026,447	4,112,442	3,382,262	1,257,953	1,746,012	700,774	7,254,324	2,384,555	1,870,502	816,940
	1982	20,553,996	4,593,820	4,306,832	2,210,852	2,420,468	1,969,956	851,346	877,454	418,981	3,493,978	2,171,471	1,046,128	548,895
WEST NORTH CENTRAL	**1988**	**115,016,219**	**22,458,085**	**21,367,663**	**11,053,040**	**14,829,088**	**12,319,209**	**4,884,577**	**4,896,490**	**2,449,474**	**27,241,995**	**9,354,672**	**7,227,431**	**3,126,128**
	1982	78,094,258	16,878,537	16,034,130	7,183,319	9,103,328	7,399,453	3,773,131	3,143,014	1,775,113	14,939,590	8,436,340	4,657,098	2,256,033
Iowa	1988	17,007,999	3,780,299	3,619,910	1,552,970	2,061,864	1,623,276	724,477	760,873	377,597	3,928,047	1,474,354	1,031,756	495,897
	1982	12,646,359	3,011,816	2,876,639	1,136,831	1,365,729	1,066,251	618,111	485,118	273,372	2,374,233	1,415,796	798,271	390,137
Kansas	1988	14,990,183	3,099,751	2,977,533	1,379,162	1,864,327	1,460,333	741,194	677,269	324,131	3,628,853	1,145,055	911,601	414,087
	1982	10,841,925	2,401,726	2,303,599	956,130	1,286,337	965,700	546,048	466,678	252,681	2,221,703	1,103,662	637,684	287,231
Minnesota	1988	31,320,221	5,660,893	5,314,528	3,026,697	4,196,206	3,584,542	1,298,272	1,250,992	577,603	7,052,157	2,531,089	1,904,961	846,198
	1982	19,599,240	3,921,924	3,675,017	1,800,622	2,259,090	1,893,527	922,013	775,646	413,048	3,541,904	2,107,972	1,221,415	557,002
Missouri	1988	32,870,251	6,338,273	6,051,104	3,221,763	4,580,173	4,007,640	1,323,187	1,280,480	616,248	8,009,696	2,659,541	2,053,063	843,104
	1982	21,655,411	4,887,753	4,658,383	2,036,689	2,789,671	2,402,358	1,015,368	821,621	451,232	4,062,785	2,298,908	1,100,268	613,992
Nebraska	1988	10,046,783	1,958,963	1,866,770	1,078,231	1,127,026	849,406	438,630	578,983	370,246	2,298,194	811,198	691,909	265,019
	1982	6,995,198	1,458,722	1,387,077	687,141	797,237	597,974	352,321	342,467	234,858	1,321,138	768,975	449,255	203,351
North Dakota	1988	4,496,896	772,782	731,441	385,045	542,056	452,571	177,752	182,520	99,093	1,290,165	356,262	338,112	108,180
	1982	3,366,973	579,352	547,335	290,595	349,012	284,637	174,302	137,571	84,293	828,534	371,322	246,293	95,962
South Dakota	1988	4,283,886	847,124	806,377	409,172	457,436	341,441	181,065	165,373	84,556	1,034,883	377,173	296,029	153,643
	1982	2,989,152	617,244	586,080	275,311	256,252	189,006	146,968	113,913	65,629	589,293	369,705	203,912	108,358
SOUTH ATLANTIC	**1988**	**295,576,924**	**59,494,553**	**56,545,159**	**27,349,384**	**33,325,683**	**26,909,914**	**13,452,456**	**17,502,478**	**9,668,793**	**70,492,253**	**18,890,895**	**14,946,553**	**11,796,791**
	1982	176,375,055	41,345,238	39,222,805	16,666,795	19,521,225	15,411,875	9,227,109	8,298,982	5,147,555	33,356,585	16,281,833	8,756,942	6,222,767
Delaware	1988	5,076,270	927,997	847,026	411,801	691,066	604,256	222,662	281,107	151,326	1,133,691	324,391	289,240	153,613
	1982	3,130,558	679,435	619,622	266,025	418,294	359,855	168,508	135,546	82,505	525,088	274,205	157,760	107,403
District of Columbia	1988	3,659,997	635,243	578,318	804,134	296,094	256,245	309,255	181,104	94,468	170,220	164,718	51,090	221,858
	1982	2,654,366	495,297	450,015	563,355	224,827	189,234	241,178	131,983	79,450	127,017	184,675	40,113	127,959
Florida	1988	94,994,314	19,045,383	17,836,996	9,058,065	10,139,866	8,486,775	3,987,898	5,732,230	3,086,701	24,466,369	5,686,034	4,202,987	3,686,312
	1982	55,468,945	12,630,984	11,798,678	5,618,527	6,016,502	4,938,043	2,765,740	2,766,828	1,651,451	11,348,457	4,883,390	2,660,597	2,015,960
Georgia	1988	42,199,656	8,362,711	8,051,715	3,927,633	4,924,872	4,032,768	1,823,073	2,313,777	1,295,747	10,311,505	2,875,600	2,166,702	1,677,041
	1982	24,407,851	5,582,453	5,367,706	2,293,495	2,763,823	2,200,448	1,260,789	1,049,934	663,026	4,628,315	2,457,288	1,318,922	803,205
Maryland	1988	33,854,684	6,276,017	5,816,414	3,302,540	3,553,702	3,114,996	1,683,612	2,030,888	968,718	7,865,153	2,141,301	1,715,479	1,263,463
	1982	20,982,781	4,695,601	4,343,782	1,944,165	2,458,345	2,117,295	1,126,233	951,155	530,689	3,780,999	2,037,411	791,295	740,167

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

SM ESTIMATES 1988
U.S. CENSUS 1982

REGION / State	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
SOUTH ATLANTIC (continued)														
North Carolina	1988	41,374,913	8,694,069	8,436,755	3,562,707	4,707,365	3,324,469	2,034,752	2,533,254	1,488,168	9,686,836	2,530,031	2,453,199	1,713,609
	1982	25,005,089	6,206,760	6,010,249	2,172,135	2,507,667	1,668,435	1,390,035	1,218,976	805,993	4,778,788	2,006,360	1,523,170	863,409
South Carolina	1988	20,216,162	4,550,298	4,430,018	1,810,309	2,189,735	1,632,892	1,011,398	1,274,428	791,766	4,402,502	1,432,661	1,165,577	802,064
	1982	12,498,005	3,189,816	3,099,163	1,113,644	1,244,360	904,752	691,922	585,198	400,261	2,218,407	1,249,880	727,690	414,950
Virginia	1988	43,447,915	8,582,336	8,205,002	3,694,471	5,336,890	4,255,613	1,984,993	2,660,949	1,507,515	9,998,690	2,844,619	2,258,959	1,771,836
	1982	24,706,372	5,842,897	5,579,526	2,151,620	2,881,088	2,236,953	1,245,176	1,168,393	747,658	4,598,657	2,450,903	1,082,622	878,189
West Virginia	1988	10,753,013	2,420,509	2,342,915	777,724	1,486,093	1,201,900	394,813	494,741	284,384	2,457,287	891,540	643,320	506,995
	1982	7,521,088	2,021,995	1,954,064	543,829	1,006,319	796,860	337,528	290,969	186,522	1,350,857	737,721	454,773	271,525
EAST SOUTH CENTRAL	**1988**	**86,837,749**	**16,984,707**	**16,440,330**	**7,085,575**	**11,019,701**	**8,349,376**	**3,897,111**	**4,363,171**	**2,401,966**	**22,008,226**	**6,390,804**	**4,039,116**	**3,897,673**
	1982	57,700,588	14,459,607	13,972,941	4,741,381	6,959,109	5,114,781	2,936,147	2,285,751	1,407,892	11,002,941	5,645,974	2,893,007	2,042,382
Alabama	1988	21,624,911	4,247,522	4,127,200	1,685,836	2,595,234	1,914,370	1,052,270	1,078,361	630,566	5,711,368	1,422,562	1,064,481	965,129
	1982	14,479,552	3,707,811	3,595,195	1,126,399	1,662,619	1,189,725	856,747	583,318	375,690	2,874,312	1,237,238	753,350	526,744
Kentucky	1988	23,022,655	4,546,119	4,355,599	2,103,749	2,756,326	2,220,799	882,816	1,141,357	613,610	5,296,317	1,966,923	1,139,310	1,146,067
	1982	14,572,388	3,664,526	3,506,035	1,276,860	1,757,103	1,368,840	641,922	537,990	325,596	2,510,519	1,628,076	758,347	537,852
Mississippi	1988	12,939,763	2,767,129	2,698,708	962,783	1,876,664	1,206,120	535,675	544,944	311,628	3,265,521	878,086	571,365	606,879
	1982	9,044,004	2,367,107	2,304,474	629,875	1,176,790	728,082	448,638	339,192	212,865	1,785,781	732,635	481,719	333,454
Tennessee	1988	29,250,420	5,423,937	5,258,823	2,433,207	3,791,477	3,008,087	1,426,350	1,598,509	846,162	7,735,020	2,123,233	1,263,960	1,179,598
	1982	19,604,644	4,720,163	4,567,237	1,708,247	2,362,597	1,828,134	988,840	825,251	493,741	3,832,329	2,048,025	899,591	644,332
WEST SOUTH CENTRAL	**1988**	**167,081,967**	**39,390,666**	**37,955,789**	**14,898,250**	**20,062,013**	**16,330,153**	**8,718,183**	**7,895,244**	**4,066,198**	**38,596,400**	**9,111,474**	**10,736,459**	**4,747,221**
	1982	127,444,069	30,029,646	28,877,062	11,410,252	14,439,704	11,418,618	7,446,046	5,717,164	3,354,596	27,341,444	10,409,792	6,962,767	3,352,367
Arkansas	1988	12,742,118	2,977,548	2,893,903	866,555	1,914,552	1,632,965	554,376	488,410	295,548	2,756,458	772,982	930,125	373,633
	1982	9,113,502	2,129,573	2,065,265	657,210	1,154,401	967,401	476,380	338,307	224,426	1,978,854	808,417	485,935	259,312
Louisiana	1988	25,746,536	6,669,640	6,437,360	2,305,217	3,013,312	2,324,990	1,291,938	1,251,216	635,173	5,126,883	1,372,518	1,717,848	1,043,171
	1982	19,986,261	5,039,487	4,853,913	1,842,925	2,325,730	1,733,293	1,147,489	932,368	533,056	3,769,579	1,600,801	1,171,306	733,603
Oklahoma	1988	19,196,809	4,364,439	4,244,029	1,742,017	2,196,909	1,661,543	1,045,877	1,110,744	584,559	4,509,614	1,164,211	1,355,715	483,918
	1982	16,070,649	3,804,620	3,692,709	1,440,150	1,811,563	1,293,760	957,906	729,947	437,878	3,713,080	1,173,518	944,837	340,033
Texas	1988	109,396,504	25,379,239	24,380,497	9,984,461	12,937,240	10,710,655	5,825,992	5,044,874	2,550,918	26,203,445	5,801,763	6,732,771	2,846,499
	1982	82,273,657	19,055,966	18,265,175	7,469,967	9,146,010	7,424,164	4,064,271	3,716,542	2,159,236	17,879,931	6,827,056	4,360,689	2,019,419
MOUNTAIN	**1988**	**83,572,648**	**18,240,762**	**17,554,047**	**8,738,770**	**9,514,223**	**7,740,907**	**3,475,383**	**4,007,449**	**2,012,744**	**18,634,828**	**6,518,565**	**4,419,029**	**2,486,332**
	1982	59,298,084	14,085,703	13,539,095	6,059,107	5,858,505	4,620,727	2,751,518	2,672,350	1,522,301	11,253,289	5,874,107	3,429,085	1,776,869
Arizona	1988	24,116,679	5,493,530	5,292,453	2,398,094	2,652,244	2,171,770	938,086	1,230,860	612,891	5,613,699	1,751,278	1,181,389	918,749
	1982	13,894,262	3,422,999	3,292,349	1,428,336	1,491,128	1,185,626	557,832	657,209	376,150	2,620,163	1,342,164	694,731	527,183
Colorado	1988	21,782,218	4,570,571	4,389,613	2,472,143	2,655,675	2,287,306	941,216	1,106,453	540,172	4,528,621	1,563,895	1,057,176	480,782
	1982	16,581,084	3,763,791	3,612,056	1,854,109	1,665,703	1,423,305	785,008	795,690	441,545	3,149,730	1,472,877	965,991	355,744
Idaho	1988	5,131,848	1,175,339	1,146,434	477,033	505,234	359,826	194,475	222,405	118,700	1,254,987	458,984	311,511	157,723
	1982	4,060,204	1,065,111	1,037,052	375,386	310,388	203,184	179,331	173,123	103,526	815,169	368,362	262,849	164,177
Montana	1988	4,551,128	1,086,405	1,045,616	485,131	433,839	303,443	166,610	196,323	89,635	968,722	410,241	280,057	145,340
	1982	3,955,199	955,474	917,788	423,892	305,891	199,131	201,117	173,011	88,780	745,513	402,688	272,308	135,328
Nevada	1988	7,947,897	1,654,133	1,592,012	850,164	906,496	817,617	344,934	332,249	153,803	1,768,912	547,118	496,068	275,789
	1982	5,343,074	1,206,508	1,159,663	553,069	597,058	530,032	264,074	209,416	111,219	957,225	574,803	265,105	179,421
New Mexico	1988	8,340,485	1,694,253	1,619,743	910,918	1,008,115	778,089	352,460	354,462	193,152	1,901,824	688,207	497,627	273,293
	1982	6,318,724	1,522,690	1,455,100	629,471	586,604	413,368	328,106	251,368	154,352	1,273,890	631,829	398,042	161,014
Utah	1988	8,943,155	1,982,545	1,900,569	837,369	1,073,034	890,922	420,184	474,075	261,367	2,001,438	763,052	454,538	174,845
	1982	6,327,012	1,513,353	1,447,865	510,915	710,946	579,179	297,084	314,900	192,611	1,195,634	674,535	368,649	162,170
Wyoming	1988	2,759,238	583,986	567,607	307,918	279,586	131,934	117,418	90,622	43,024	596,625	335,790	140,663	59,811
	1982	2,818,525	635,777	617,222	283,929	190,787	86,902	138,966	97,633	54,118	495,965	400,849	201,410	91,832
PACIFIC	**1988**	**255,305,181**	**51,460,629**	**47,979,641**	**29,772,416**	**27,451,477**	**23,737,298**	**14,518,585**	**15,886,827**	**7,178,215**	**51,203,527**	**15,176,284**	**12,798,278**	**10,821,501**
	1982	165,008,339	37,836,451	35,212,353	18,596,301	18,971,975	16,218,834	8,396,401	7,792,950	4,097,163	28,340,352	14,411,360	7,518,074	6,809,477
Alaska	1988	3,922,924	1,017,614	985,975	493,631	545,318	327,068	216,044	113,794	54,533	570,655	181,788	216,662	134,975
	1982	3,227,327	708,912	684,930	411,217	335,286	215,576	129,729	132,801	74,075	418,827	214,538	343,773	136,751
California	1988	195,758,176	38,857,996	36,036,178	22,450,720	20,339,497	18,095,243	11,133,838	13,159,813	5,885,689	39,682,808	11,676,855	9,857,371	8,453,214
	1982	123,945,914	28,392,948	26,285,468	13,684,269	14,012,431	12,326,646	6,297,224	6,131,032	3,199,083	21,861,475	10,901,436	5,354,221	5,161,518
Hawaii	1988	7,750,996	1,401,978	1,245,680	1,431,964	860,341	594,958	603,582	261,919	121,029	1,099,415	393,419	272,499	530,628
	1982	5,193,406	1,101,451	976,130	880,268	659,170	444,778	383,046	167,065	87,121	551,297	410,783	153,750	338,139
Oregon	1988	17,724,240	3,425,298	3,256,793	1,914,980	2,628,395	2,092,015	828,783	888,557	392,542	3,840,290	1,160,484	795,773	494,709
	1982	12,634,032	2,737,630	2,596,575	1,352,992	1,786,642	1,393,825	600,674	516,829	263,914	2,258,296	1,147,466	564,943	374,369
Washington	1988	30,148,845	6,757,743	6,455,015	3,481,121	3,077,926	2,628,014	1,736,338	1,462,744	724,422	6,010,359	1,763,738	1,655,973	1,207,975
	1982	20,007,660	4,895,510	4,669,250	2,267,555	2,178,446	1,838,009	985,728	845,223	472,970	3,250,457	1,737,137	1,101,387	798,700
TOTAL UNITED STATES	**1988**	**1,637,751,119**	**337,011,429**	**315,989,610**	**159,688,617**	**186,764,143**	**156,673,268**	**83,411,653**	**90,739,502**	**46,094,268**	**368,642,339**	**104,685,896**	**86,042,022**	**59,015,008**
	1982	1,065,917,966	246,458,431	231,000,157	103,982,100	120,527,940	99,185,175	57,837,955	47,140,661	27,136,140	193,895,947	97,840,175	51,145,708	36,405,742

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

Merchandise Line Sales

REGION / State	Year	Groceries & Other Foods: In All Stores ($000)	Groceries & Other Foods: In Food Stores ($000)	Drugs & Health & Beauty Aids: In All Stores ($000)	Drugs & Health & Beauty Aids: In Drug-stores ($000)	Drugs & Health & Beauty Aids: In Food Stores ($000)	Major Household Appliances: In All Stores ($000)	Major Household Appliances: In FHA Stores ($000)	Major Household Appliances: In Department Stores ($000)	TVs, Video Recorders & Tapes: In All Stores ($000)	TVs, Video Recorders & Tapes: In FHA Stores ($000)	TVs, Video Recorders & Tapes: In Department Stores ($000)	Audio Equipment, Musical Instruments & Supplies: In All Stores ($000)	Audio Equipment, Musical Instruments & Supplies: In FHA Stores ($000)
NEW ENGLAND	**1988**	**18,120,069**	**17,520,121**	**3,402,738**	**2,305,864**	**384,025**	**1,162,439**	**557,409**	**297,025**	**644,099**	**329,155**	**127,017**	**1,264,307**	**820,369**
	1982	11,890,208	11,518,805	2,088,338	1,403,915	251,263	613,244	262,090	172,137	331,758	155,433	73,181	612,325	358,679
Connecticut	1988	4,471,508	4,316,278	868,203	512,134	117,982	317,375	193,575	82,189	152,749	94,331	37,366	355,439	259,099
	1982	3,074,745	2,976,921	552,024	334,959	80,855	157,384	88,741	43,748	75,626	43,336	19,567	162,535	110,419
Maine	1988	1,586,694	1,527,958	224,354	153,439	30,626	88,954	36,654	24,268	44,019	30,892	5,690	69,420	35,238
	1982	1,103,303	1,066,347	148,335	101,566	21,252	50,238	19,009	14,620	23,823	16,150	3,428	38,126	17,910
Massachusetts	1988	8,241,360	7,982,367	1,647,325	1,180,587	157,713	528,638	234,243	121,956	311,208	149,163	46,881	594,113	394,151
	1982	5,317,912	5,160,464	1,003,901	703,207	100,773	289,623	110,949	77,438	165,338	70,361	29,777	292,376	172,151
New Hampshire	1988	1,798,948	1,752,247	269,402	159,807	41,798	106,360	30,536	34,602	67,399	20,679	13,377	131,512	58,660
	1982	1,055,621	1,029,433	156,309	96,054	24,536	52,366	15,175	16,119	31,393	10,160	6,418	63,586	27,296
Rhode Island	1988	1,271,265	1,232,738	270,441	216,066	13,882	77,063	40,572	27,229	50,744	20,654	22,289	73,220	49,640
	1982	839,301	813,493	155,272	121,494	9,168	39,719	18,264	16,013	26,822	9,300	13,115	34,496	20,747
Vermont	1988	750,294	708,533	123,013	83,831	22,024	44,049	21,829	6,781	17,980	13,436	1,414	40,603	23,581
	1982	499,326	472,147	72,497	46,635	14,679	23,914	9,952	4,199	8,756	6,126	876	21,206	10,156
MIDDLE ATLANTIC	**1988**	**48,935,953**	**47,658,693**	**10,517,324**	**6,762,202**	**1,669,283**	**2,915,447**	**1,693,687**	**676,213**	**2,021,565**	**1,369,549**	**441,676**	**3,672,218**	**2,874,805**
	1982	33,111,727	32,215,096	6,515,287	3,999,028	1,124,665	1,571,998	777,086	435,533	1,028,732	616,450	280,769	1,719,116	1,204,949
New Jersey	1988	10,997,127	10,748,051	2,248,674	1,315,658	513,032	769,226	484,925	168,935	545,263	402,417	102,466	784,733	634,171
	1982	7,339,511	7,173,488	1,378,206	766,002	342,657	382,257	205,044	104,176	257,627	169,910	64,045	348,488	254,282
New York	1988	23,249,477	22,681,081	4,920,949	3,331,937	586,896	1,285,528	739,382	262,641	955,208	654,680	182,363	2,111,297	1,690,877
	1982	15,415,145	15,033,247	2,998,994	1,962,057	389,083	666,790	313,447	167,297	462,490	273,883	113,143	936,008	665,078
Pennsylvania	1988	14,689,349	14,229,561	3,347,701	2,114,607	569,355	860,693	469,380	244,637	521,094	312,452	156,847	776,188	549,757
	1982	10,357,071	10,008,361	2,138,087	1,270,969	392,925	522,951	258,595	164,060	308,615	172,657	103,581	434,620	285,589
EAST NORTH CENTRAL	**1988**	**46,913,902**	**43,442,008**	**10,522,762**	**6,505,796**	**1,374,545**	**3,186,445**	**1,765,372**	**807,934**	**2,103,806**	**1,431,577**	**387,694**	**3,674,303**	**2,492,661**
	1982	35,841,767	33,526,872	7,153,590	4,342,156	1,066,483	1,836,265	907,039	530,213	1,161,269	725,111	256,004	1,978,782	1,185,207
Illinois	1988	12,088,040	11,511,228	2,957,516	1,759,556	373,668	881,909	428,488	255,553	654,448	420,322	115,245	1,057,822	734,764
	1982	9,165,060	8,767,557	2,020,951	1,185,473	284,989	519,021	219,395	168,942	363,986	211,049	75,586	557,664	344,044
Indiana	1988	5,810,997	5,602,421	1,280,122	828,625	176,009	439,687	228,734	105,502	276,042	187,568	55,362	652,264	261,002
	1982	4,594,678	4,447,119	923,024	592,358	139,975	259,415	118,702	72,623	155,247	96,552	39,619	404,617	125,983
Michigan	1988	10,996,332	9,412,818	2,397,573	1,542,331	263,543	709,157	460,066	154,253	448,005	332,500	66,228	696,726	547,790
	1982	8,291,936	7,254,640	1,603,082	1,016,469	203,095	391,872	233,262	97,313	239,270	166,586	42,184	347,453	253,646
Ohio	1988	11,599,509	11,158,433	2,839,605	1,798,477	408,714	774,836	429,510	210,145	462,018	303,018	101,735	822,026	594,204
	1982	9,469,464	9,164,504	1,926,915	1,160,275	335,208	456,638	224,305	142,849	264,209	157,618	69,185	453,616	299,891
Wisconsin	1988	6,419,024	5,757,108	1,047,946	576,607	152,611	380,854	218,574	82,481	263,293	188,169	49,124	445,465	354,901
	1982	4,320,629	3,893,052	679,616	387,581	103,216	209,319	111,375	48,486	138,557	93,306	29,430	215,432	161,643
WEST NORTH CENTRAL	**1988**	**19,156,296**	**18,199,275**	**4,171,814**	**2,264,646**	**674,761**	**1,389,950**	**580,179**	**386,740**	**811,478**	**436,489**	**231,605**	**1,306,235**	**865,894**
	1982	14,325,341	13,641,016	2,912,168	1,633,188	509,606	895,766	372,733	231,965	509,978	278,728	136,846	808,486	523,193
Iowa	1988	3,046,560	2,937,688	586,087	341,179	97,885	205,503	99,074	46,633	99,188	60,603	23,765	170,624	118,463
	1982	2,426,298	2,340,008	444,960	267,323	77,991	139,457	63,498	30,912	64,649	38,238	15,772	106,389	70,441
Kansas	1988	2,493,680	2,392,082	616,560	354,938	101,653	206,052	90,798	56,914	107,898	58,748	24,475	183,216	125,424
	1982	1,929,520	1,848,113	437,879	246,531	79,411	144,047	63,423	37,920	74,439	40,827	16,355	121,746	80,814
Minnesota	1988	5,244,016	4,891,541	1,079,667	582,599	147,689	353,579	112,284	120,929	237,042	110,500	87,533	391,441	257,546
	1982	3,620,061	3,386,241	677,194	382,713	102,446	209,899	67,804	63,756	139,056	68,581	45,888	233,453	153,150
Missouri	1988	5,335,363	5,098,116	1,284,615	656,518	209,435	390,224	160,136	114,086	245,559	122,399	76,409	350,227	224,743
	1982	4,092,337	3,930,082	904,449	481,351	162,186	248,715	103,890	68,048	154,398	78,269	46,305	213,041	133,615
Nebraska	1988	1,667,338	1,580,468	345,446	198,969	67,626	138,254	82,698	19,515	74,505	56,464	8,737	117,498	77,489
	1982	1,241,861	1,177,065	259,239	152,695	50,324	87,318	48,658	14,490	44,921	32,739	6,208	70,523	42,585
North Dakota	1988	672,470	637,283	124,103	60,648	23,156	50,723	19,790	14,791	24,278	14,190	5,653	50,925	36,395
	1982	506,384	477,156	97,666	53,744	17,330	36,627	14,833	9,201	17,486	10,639	3,563	36,017	25,909
South Dakota	1988	696,869	662,097	135,336	69,795	27,317	45,615	15,399	13,872	23,008	13,585	5,033	42,304	25,834
	1982	508,880	482,351	90,781	48,831	19,918	29,703	10,627	7,658	15,029	9,435	2,755	27,317	16,679
SOUTH ATLANTIC	**1988**	**46,894,538**	**45,222,163**	**12,298,506**	**7,705,044**	**2,239,954**	**3,815,962**	**1,814,080**	**1,047,014**	**2,254,544**	**1,372,569**	**489,736**	**3,820,894**	**2,759,968**
	1982	32,586,405	31,455,493	7,005,517	4,045,860	1,548,546	2,052,611	868,955	606,725	1,157,504	647,505	284,058	1,854,847	1,229,178
Delaware	1988	730,240	712,727	177,805	104,824	38,387	63,138	22,029	23,338	37,430	19,199	14,003	74,214	56,755
	1982	532,933	521,469	122,975	73,256	28,074	36,128	10,636	14,181	20,104	9,230	8,299	36,024	25,605
District of Columbia	1988	533,678	508,821	182,011	126,450	29,856	27,709	12,070	9,812	28,872	20,283	5,892	52,436	36,533
	1982	414,893	396,727	115,789	72,932	23,279	20,282	8,796	7,247	21,059	14,782	4,352	35,956	24,812
Florida	1988	14,622,195	14,155,662	3,665,703	2,156,113	735,051	1,267,278	689,917	386,339	657,375	358,842	183,077	1,093,835	830,071
	1982	9,711,786	9,394,819	2,133,660	1,173,359	486,806	669,923	331,164	225,470	344,803	171,862	106,969	539,277	384,029
Georgia	1988	6,787,830	6,488,005	1,907,067	1,228,734	310,923	491,730	216,061	124,285	295,392	155,980	71,916	534,174	388,512
	1982	4,540,787	4,332,551	1,005,481	589,406	206,608	257,245	100,388	68,743	148,461	71,424	39,177	245,427	163,072
Maryland	1988	5,291,837	5,149,469	1,309,995	801,605	283,890	354,117	161,398	117,450	341,214	230,505	68,408	513,182	367,075
	1982	3,946,185	3,854,396	835,077	470,162	211,079	204,243	76,837	80,072	179,918	107,800	46,471	256,069	162,371

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

SMM ESTIMATES 1988
U.S. CENSUS 1982

REGION / State	Year	Home Computers & Calculators: In Radio/TV Stores ($000)	Home Computers & Calculators: In Dept. Stores ($000)	Furniture & Sleep Equipment: In All Stores ($000)	Furniture & Sleep Equipment: In Furn. Stores ($000)	Men's & Boys' Clothing: In All Stores ($000)	Men's & Boys' Clothing: In Apparel Stores ($000)	Men's & Boys' Clothing: In Department Stores ($000)	Women's & Girls' Clothing: In All Stores ($000)	Women's & Girls' Clothing: In Apparel Stores ($000)	Women's & Girls' Clothing: In Department Stores ($000)	Footwear: In All Stores ($000)	Footwear: In Apparel Stores ($000)	Footwear: In Department Stores ($000)
NEW ENGLAND	**1988**	**196,779**	**45,139**	**2,070,538**	**1,702,578**	**2,930,387**	**1,361,405**	**1,232,001**	**5,579,029**	**2,932,975**	**2,222,375**	**1,514,332**	**1,095,250**	**225,639**
	1982	72,816	24,151	1,004,233	798,949	1,402,998	662,623	736,233	3,437,870	1,857,974	1,299,262	938,932	688,329	132,076
Connecticut	1988	65,285	16,919	574,028	466,861	790,081	374,477	359,467	1,526,893	827,256	630,681	436,504	341,136	64,399
	1982	25,816	5,902	273,260	213,992	444,854	219,740	188,968	862,297	488,195	329,063	251,888	199,682	33,715
Maine	1988	10,484	1,701	101,570	77,924	240,865	95,877	62,532	323,298	132,645	111,627	135,082	64,549	10,785
	1982	4,527	1,002	55,294	41,714	157,244	68,586	39,687	210,715	93,737	69,621	89,223	45,793	6,474
Massachusetts	1988	81,894	19,553	1,034,517	871,333	1,352,141	650,766	588,891	2,727,390	1,472,269	1,097,051	681,424	500,040	115,039
	1982	30,024	12,392	511,999	409,667	876,592	426,564	388,556	1,772,974	964,953	694,987	441,040	326,618	72,590
New Hampshire	1988	16,691	3,385	168,161	127,127	250,007	104,036	113,551	466,895	216,949	198,920	125,480	93,007	15,897
	1982	6,592	1,692	81,810	61,468	134,641	60,228	65,330	252,496	126,183	96,366	70,421	53,480	7,754
Rhode Island	1988	14,140	2,628	130,689	107,170	185,335	83,064	86,185	361,277	193,540	144,209	85,406	63,857	14,940
	1982	4,941	1,646	62,411	48,279	117,943	56,599	50,310	232,329	132,014	84,255	56,321	43,588	9,676
Vermont	1988	8,285	953	61,573	53,163	111,958	53,185	21,875	173,276	90,316	39,887	50,436	32,661	4,579
	1982	2,956	597	29,436	24,242	69,744	31,146	13,680	107,059	52,892	24,970	30,039	19,128	2,867
MIDDLE ATLANTIC	**1988**	**597,753**	**147,882**	**6,156,895**	**4,952,738**	**7,941,355**	**3,988,752**	**3,257,536**	**15,705,520**	**8,176,967**	**6,453,140**	**4,515,061**	**3,540,308**	**683,730**
	1982	213,652	92,821	3,002,176	2,219,584	5,171,456	2,556,568	2,109,112	10,196,940	5,271,490	4,078,389	2,924,481	2,293,013	431,168
New Jersey	1988	121,860	58,714	1,486,242	1,212,398	1,789,252	901,773	726,278	3,600,529	1,959,185	1,447,848	1,011,538	791,299	152,210
	1982	41,584	35,313	683,857	511,922	1,109,158	553,724	446,624	2,227,109	1,204,341	881,442	625,204	486,308	92,136
New York	1988	334,131	42,635	3,177,516	2,647,316	3,942,266	2,178,189	1,508,820	7,577,242	4,031,740	3,112,476	2,250,894	1,779,836	321,137
	1982	118,755	26,741	1,443,162	1,103,295	2,537,700	1,404,301	952,857	4,870,051	2,615,345	1,917,348	1,451,106	1,155,026	196,120
Pennsylvania	1988	141,762	46,533	1,493,137	1,093,024	2,209,837	908,790	1,022,438	4,527,749	2,186,042	1,892,816	1,252,629	969,173	210,383
	1982	53,313	30,767	875,157	604,367	1,524,600	600,543	707,631	3,099,780	1,451,804	1,279,599	848,171	651,679	142,932
EAST NORTH CENTRAL	**1988**	**570,241**	**135,437**	**5,619,781**	**4,459,385**	**7,411,016**	**2,833,244**	**3,683,859**	**14,482,544**	**6,749,659**	**6,467,211**	**4,090,109**	**2,867,105**	**756,034**
	1982	230,847	86,448	3,047,952	2,286,619	6,095,452	2,081,116	2,425,739	10,064,054	4,954,475	4,221,294	2,898,883	2,103,646	493,215
Illinois	1988	197,146	33,845	1,773,352	1,391,951	2,280,283	1,019,549	951,616	4,674,524	2,314,620	1,762,626	1,337,828	906,734	225,115
	1982	77,069	22,324	953,612	700,078	1,604,777	765,751	629,002	3,311,626	1,739,102	1,161,792	962,444	680,086	148,092
Indiana	1988	80,894	21,408	665,555	544,963	856,544	336,045	423,494	1,666,491	821,843	721,930	478,723	355,838	82,827
	1982	33,214	14,730	363,112	260,573	942,066	232,348	299,522	1,153,563	569,080	502,088	329,705	245,986	56,944
Michigan	1988	115,518	29,737	1,211,373	1,002,759	1,518,800	626,590	773,376	3,053,625	1,591,746	1,295,903	843,232	646,882	127,587
	1982	49,203	18,611	638,089	505,340	1,052,780	479,510	488,705	2,149,402	1,211,697	815,183	616,905	491,724	81,649
Ohio	1988	120,367	34,779	1,363,245	1,032,882	1,866,190	562,229	1,123,060	3,527,110	1,393,036	1,941,603	970,116	660,484	235,360
	1982	62,211	23,379	771,424	560,964	1,289,171	408,273	759,750	2,465,259	1,013,130	1,303,263	690,988	485,068	155,982
Wisconsin	1988	56,316	15,668	606,254	486,830	889,199	288,831	412,313	1,560,794	628,424	745,149	460,210	297,167	85,145
	1982	29,150	9,251	321,715	249,764	606,718	195,236	249,759	984,004	425,466	438,968	298,841	200,782	50,548
WEST NORTH CENTRAL	**1988**	**205,035**	**64,249**	**2,041,170**	**1,509,252**	**3,013,779**	**1,200,713**	**1,393,538**	**5,690,518**	**2,460,705**	**2,573,568**	**1,531,159**	**1,042,231**	**302,740**
	1982	100,135	36,291	1,312,446	972,720	2,064,552	928,723	836,094	3,903,399	1,898,766	1,544,003	1,114,268	801,989	180,039
Iowa	1988	36,016	9,757	283,475	237,771	431,575	181,281	190,805	810,221	361,650	353,363	211,818	153,679	33,802
	1982	17,643	6,486	164,057	151,361	328,237	155,419	125,446	610,377	308,301	233,173	170,664	130,333	22,167
Kansas	1988	27,605	5,245	266,154	194,629	413,656	188,050	159,422	733,557	356,561	278,120	220,560	165,188	27,158
	1982	14,908	3,497	164,460	134,953	297,068	138,233	105,486	523,446	261,590	183,702	161,117	121,322	17,999
Minnesota	1988	59,013	23,494	558,458	384,005	856,123	334,870	403,935	1,668,724	659,855	804,308	401,653	258,760	105,551
	1982	30,744	12,358	339,776	237,535	527,227	237,530	213,122	1,025,777	468,992	424,489	262,521	181,994	55,503
Missouri	1988	41,672	17,067	589,836	398,133	865,253	303,919	447,537	1,636,010	683,981	786,549	453,990	292,021	97,984
	1982	20,753	10,255	378,338	257,306	581,253	234,642	268,185	1,109,218	522,838	471,152	327,512	223,959	59,425
Nebraska	1988	25,808	4,153	196,803	169,477	233,493	99,656	102,542	448,827	218,034	185,251	136,965	102,464	20,224
	1982	10,783	2,945	121,147	101,469	176,001	79,996	72,520	340,578	175,303	130,920	105,958	81,529	14,213
North Dakota	1988	6,124	3,167	76,021	63,794	109,547	44,042	50,020	205,328	90,469	96,068	53,769	35,004	9,692
	1982	3,543	1,992	56,694	47,977	86,763	43,746	31,638	164,245	86,678	60,827	47,412	34,414	6,128
South Dakota	1988	8,797	1,366	70,423	61,243	104,132	48,895	39,277	187,851	90,155	69,909	52,404	35,115	8,329
	1982	4,759	756	47,954	42,099	71,983	39,757	21,697	129,756	73,064	39,740	39,084	28,438	4,604
SOUTH ATLANTIC	**1988**	**744,509**	**118,538**	**7,243,260**	**5,902,062**	**7,381,029**	**3,071,718**	**3,499,947**	**14,827,479**	**6,972,287**	**6,573,045**	**4,331,758**	**3,020,677**	**760,941**
	1982	274,769	66,674	3,622,157	2,611,550	4,653,304	2,104,413	2,027,895	9,424,207	4,782,215	3,773,336	2,857,364	2,072,228	435,082
Delaware	1988	7,041	5,913	121,170	96,102	147,172	52,249	84,718	284,201	114,151	152,950	69,388	48,725	14,374
	1982	2,730	5,519	61,471	46,346	97,385	39,541	50,457	189,744	86,387	90,982	49,643	36,876	8,558
District of Columbia	1988	10,596	768	69,289	52,699	120,569	77,310	33,566	242,874	158,333	69,439	82,326	65,250	9,225
	1982	6,083	568	60,614	38,406	93,040	60,293	24,789	187,493	123,479	51,281	63,585	50,887	6,812
Florida	1988	250,453	39,428	2,304,244	1,876,103	2,117,322	846,042	1,078,933	4,414,629	2,109,272	2,018,715	1,270,342	942,092	197,692
	1982	97,662	20,993	1,159,083	904,762	1,349,837	587,989	636,472	2,839,421	1,461,032	1,178,056	849,304	653,950	115,304
Georgia	1988	106,128	20,308	982,348	783,897	1,070,819	418,809	532,516	2,191,139	927,048	1,041,264	636,204	421,889	125,755
	1982	35,821	11,012	473,045	358,550	659,162	249,736	296,845	1,359,869	643,842	570,336	411,181	287,875	68,827
Maryland	1988	124,563	14,305	812,236	614,306	914,472	422,118	396,923	1,770,318	831,872	794,259	532,851	390,259	98,426
	1982	46,197	9,659	419,916	286,513	618,618	282,216	271,121	1,199,113	557,218	537,080	356,375	260,321	67,291

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

SMMI ESTIMATES 1988
U.S. CENSUS 1982

REGION / State	Year	Merchandise Line Sales: Groceries & Other Foods — In All Stores ($000)	Groceries & Other Foods — In Food Stores ($000)	Drugs & Health & Beauty Aids — In All Stores ($000)	Drugs & Health & Beauty Aids — In Drug stores ($000)	Drugs & Health & Beauty Aids — In Food Stores ($000)	Major Household Appliances — In All Stores ($000)	Major Household Appliances — In FHA Stores ($000)	Major Household Appliances — In Department Stores ($000)	TVs, Video Recorders & Tapes — In All Stores ($000)	TVs, Video Recorders & Tapes — In FHA Stores ($000)	TVs, Video Recorders & Tapes — In Department Stores ($000)	Audio Equipment, Musical Instruments & Supplies — In All Stores ($000)	Audio Equipment, Musical Instruments & Supplies — In FHA Stores ($000)
SOUTH ATLANTIC (continued)														
North Carolina	1988	6,583,170	6,303,096	1,825,767	1,197,720	296,934	630,041	270,506	126,075	312,745	211,382	31,567	515,795	355,995
	1982	4,685,081	4,497,563	999,234	602,952	211,384	337,205	130,772	64,154	156,205	99,867	15,829	247,956	156,777
South Carolina	1988	3,631,304	3,499,826	866,958	540,145	161,432	286,830	145,975	60,533	137,370	87,285	21,416	271,155	190,865
	1982	2,550,872	2,455,427	489,780	279,755	112,782	150,140	67,486	33,991	68,248	40,002	11,892	128,817	81,440
Virginia	1988	6,718,656	6,492,168	1,815,472	1,166,724	315,991	534,677	229,138	160,139	372,249	244,959	79,206	639,828	452,800
	1982	4,544,656	4,405,577	974,905	579,146	211,955	271,845	103,156	86,305	174,402	106,360	41,423	291,878	187,699
West Virginia	1988	1,995,628	1,912,389	547,728	382,729	67,490	160,442	66,986	39,043	71,897	44,134	14,251	126,275	81,362
	1982	1,659,212	1,596,964	328,616	204,892	56,579	105,599	39,760	26,562	44,304	26,178	9,646	73,443	43,373
EAST SOUTH CENTRAL	**1988**	**14,192,336**	**13,562,525**	**4,307,951**	**2,914,637**	**488,032**	**1,187,414**	**542,280**	**262,256**	**599,957**	**351,281**	**118,971**	**1,069,709**	**689,516**
	1982	12,009,734	11,557,957	2,532,395	1,554,033	413,134	711,531	286,192	161,240	337,996	182,574	72,539	577,797	339,013
Alabama	1988	3,626,916	3,477,641	1,035,913	706,245	104,804	290,021	117,788	74,219	135,849	73,678	24,503	256,086	173,479
	1982	3,147,895	3,036,981	626,792	387,505	91,591	174,098	61,879	46,108	79,154	40,214	15,290	142,916	89,609
Kentucky	1988	3,792,157	3,635,976	1,202,893	843,957	142,001	311,188	164,608	52,428	149,797	97,266	26,662	253,481	160,956
	1982	3,037,106	2,931,597	652,547	398,203	114,259	174,813	78,866	32,553	78,081	45,622	16,419	128,047	71,193
Mississippi	1988	2,342,663	2,244,297	679,426	473,818	76,977	201,888	74,428	43,854	88,494	39,836	16,203	146,813	84,333
	1982	1,989,791	1,919,964	408,441	260,308	66,011	131,693	46,295	26,488	55,737	24,764	9,765	89,944	49,421
Tennessee	1988	4,430,600	4,204,611	1,389,719	890,617	164,250	384,317	185,456	91,755	225,817	140,501	51,603	413,329	270,748
	1982	3,834,942	3,669,415	844,615	687,817	141,273	230,927	99,152	56,131	125,026	71,974	31,065	216,890	128,790
WEST SOUTH CENTRAL	**1988**	**29,347,739**	**28,283,414**	**6,915,913**	**3,416,662**	**1,846,171**	**2,231,963**	**888,933**	**736,333**	**1,306,208**	**694,209**	**343,895**	**1,940,831**	**1,304,682**
	1982	22,460,157	21,576,500	5,023,104	2,418,588	1,392,768	1,634,393	651,322	520,344	949,615	504,222	240,479	1,347,044	883,080
Arkansas	1988	2,494,046	2,379,448	576,101	314,517	79,660	171,738	71,130	41,498	92,554	39,499	30,320	119,484	54,533
	1982	1,784,671	1,700,479	387,475	218,388	56,867	118,124	50,009	24,475	62,108	27,710	17,810	76,055	35,213
Louisiana	1988	4,950,433	4,824,867	1,186,848	701,037	265,618	405,846	170,837	134,542	186,046	103,510	35,941	320,828	229,176
	1982	3,754,153	3,646,376	869,540	499,319	199,051	308,152	128,923	100,288	139,767	76,249	27,107	228,060	158,858
Oklahoma	1988	3,384,590	3,240,773	777,359	385,581	186,674	252,961	123,756	59,371	171,926	100,483	33,607	232,799	167,283
	1982	2,954,302	2,822,965	604,451	270,004	162,812	190,927	83,887	46,251	126,013	67,724	26,270	155,626	102,334
Texas	1988	18,518,670	17,838,326	4,375,605	2,015,327	1,314,219	1,401,418	523,210	500,922	855,682	450,717	244,027	1,267,720	853,690
	1982	13,967,031	13,406,680	3,161,636	1,430,877	974,018	1,017,190	388,903	249,330	621,727	332,539	169,292	887,273	586,675
MOUNTAIN	**1988**	**13,776,796**	**13,179,089**	**3,281,374**	**1,728,195**	**900,957**	**941,312**	**448,381**	**280,529**	**576,142**	**362,412**	**129,388**	**1,008,357**	**717,994**
	1982	10,607,068	10,191,080	2,348,231	1,250,099	668,807	624,341	304,583	167,233	377,942	241,337	78,270	638,872	452,434
Arizona	1988	4,135,162	3,914,564	1,026,634	586,854	257,989	245,396	114,908	86,711	169,122	116,130	37,674	284,597	219,165
	1982	2,558,425	2,436,749	598,079	336,701	159,330	133,519	60,986	47,350	91,820	62,335	20,662	146,327	110,566
Colorado	1988	3,454,841	3,351,848	778,940	364,490	253,780	248,461	114,847	78,074	171,917	104,315	45,062	294,307	221,400
	1982	2,835,170	2,752,580	584,066	270,402	209,224	171,759	82,637	48,610	119,229	74,657	27,933	198,710	150,393
Idaho	1988	910,820	871,823	180,073	106,870	42,876	65,262	41,845	10,446	31,193	23,049	3,599	39,532	22,404
	1982	820,058	791,073	168,653	110,924	38,785	48,980	32,707	6,082	23,496	18,007	2,032	27,761	16,590
Montana	1988	844,169	808,408	159,744	96,659	34,626	61,808	28,928	13,960	30,915	22,985	2,882	49,257	32,446
	1982	742,622	710,576	142,521	90,462	30,724	50,969	25,359	9,585	26,637	20,466	1,951	40,445	27,640
Nevada	1988	1,164,932	1,123,683	388,613	193,150	102,169	88,617	43,976	25,154	54,767	29,444	17,454	94,179	59,082
	1982	846,822	819,068	263,146	127,911	74,010	56,735	27,840	16,333	34,857	18,581	12,157	57,798	35,490
New Mexico	1988	1,295,800	1,232,447	335,809	181,311	84,117	99,731	37,980	32,393	52,225	30,893	9,262	94,261	64,044
	1982	1,153,990	1,107,047	295,243	108,045	75,181	67,312	27,265	17,318	34,621	20,938	4,864	60,769	41,948
Utah	1988	1,522,149	1,447,538	334,425	163,248	104,534	108,872	56,985	30,290	55,611	29,347	12,704	120,903	80,948
	1982	1,163,536	1,105,732	274,964	151,716	78,810	73,210	38,136	19,652	36,851	19,623	8,171	77,304	50,686
Wyoming	1988	448,923	428,778	77,136	35,613	20,866	23,165	8,912	3,501	10,392	6,249	751	31,321	18,505
	1982	486,245	468,235	91,557	53,938	22,743	21,857	9,631	2,303	10,431	6,730	500	29,758	19,121
PACIFIC	**1988**	**42,015,389**	**39,047,014**	**10,955,742**	**6,168,825**	**2,383,798**	**3,017,726**	**1,616,516**	**916,613**	**2,545,609**	**1,735,694**	**578,455**	**4,294,142**	**3,231,799**
	1982	30,765,238	28,718,239	7,281,619	3,890,647	1,750,352	1,734,260	937,649	628,943	1,390,180	844,800	396,501	2,179,855	1,468,414
Alaska	1988	786,158	740,617	171,023	65,530	69,333	50,805	4,654	18,152	26,284	14,305	7,662	39,366	28,327
	1982	551,274	516,309	137,947	66,524	48,379	39,666	5,243	11,584	25,367	17,087	4,982	39,734	31,717
California	1988	31,621,606	29,735,519	8,334,295	4,684,363	1,870,066	2,364,517	1,316,437	740,083	2,151,992	1,493,592	482,072	3,583,314	2,690,913
	1982	23,026,105	21,745,394	5,437,811	2,861,945	1,365,826	1,309,550	609,879	506,554	1,135,768	694,319	329,695	1,745,348	1,171,384
Hawaii	1988	1,198,633	1,049,160	396,122	262,238	56,248	69,319	33,520	19,836	36,922	19,046	11,852	77,612	55,401
	1982	929,216	824,276	267,336	166,703	44,235	46,181	20,928	14,798	25,131	12,279	8,868	50,487	34,775
Oregon	1988	3,100,681	2,493,376	747,569	331,836	145,168	207,908	110,817	43,583	131,017	87,550	25,561	213,223	160,134
	1982	2,416,242	1,992,757	553,907	260,929	115,723	133,107	64,498	29,649	79,724	50,064	17,084	124,956	88,169
Washington	1988	5,308,311	5,029,242	1,306,733	824,856	242,983	325,177	151,088	94,959	199,394	121,201	51,308	380,627	297,024
	1982	3,843,401	3,639,503	884,618	548,546	176,189	205,726	87,101	66,358	124,195	71,051	35,872	219,330	162,369
TOTAL UNITED STATES	**1988**	**279,353,018**	**266,115,202**	**66,374,124**	**30,771,671**	**11,961,526**	**19,848,658**	**9,906,837**	**5,410,657**	**12,863,408**	**8,082,935**	**2,848,437**	**22,050,996**	**15,757,608**
	1982	203,597,645	194,401,058	42,860,249	24,517,514	8,745,624	11,674,409	5,217,649	3,458,353	7,244,976	4,196,160	1,818,647	11,717,124	7,664,147

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

REGION / State	Year	Merchandise Line Sales											
		Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
		In Radio/TV Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
SOUTH ATLANTIC (continued)														
North Carolina	1988	73,082	10,536	1,149,508	962,511	1,085,721	454,279	496,239	2,142,238	1,095,322	818,888	616,479	414,256	102,474
	1982	29,102	3,249	585,866	469,969	654,922	311,184	250,612	1,315,419	786,624	411,878	398,843	283,057	51,574
South Carolina	1988	34,652	4,972	496,010	438,210	523,208	234,608	215,898	1,018,948	535,649	377,043	301,571	206,185	48,597
	1982	12,100	2,143	257,490	201,938	326,759	160,270	124,060	645,304	344,582	215,234	197,772	141,246	26,939
Virginia	1988	123,082	15,102	1,108,589	920,076	1,133,330	480,162	516,048	2,263,640	1,009,160	1,052,886	674,451	428,099	130,920
	1982	41,011	3,472	412,905	409,723	656,929	299,471	276,311	1,315,784	632,243	555,399	412,782	269,359	71,649
West Virginia	1988	14,912	7,206	199,866	158,139	268,416	85,841	145,106	499,492	191,480	247,601	148,146	103,822	27,478
	1982	6,638	4,775	122,068	93,561	197,072	73,253	94,238	372,068	163,909	160,490	116,879	88,663	18,128
EAST SOUTH CENTRAL	1988	139,101	25,089	1,923,815	1,577,094	2,218,893	899,985	1,023,014	4,330,458	2,028,951	1,841,023	1,258,817	847,652	230,207
	1982	55,971	15,414	1,065,374	802,958	1,327,776	681,195	632,661	2,994,909	1,525,251	1,153,766	899,945	636,784	141,102
Alabama	1988	36,904	5,509	487,489	400,590	552,307	258,850	227,267	1,074,692	541,804	417,244	299,908	210,275	45,877
	1982	14,299	3,468	276,177	214,279	451,900	231,347	141,471	766,122	440,743	260,509	226,697	171,049	28,589
Kentucky	1988	34,006	7,767	489,042	406,836	558,990	191,726	267,970	1,078,324	472,037	493,562	301,569	195,342	59,265
	1982	14,451	4,600	243,523	191,798	374,498	140,596	161,974	730,969	341,978	305,849	209,351	141,709	16,728
Mississippi	1988	12,272	1,241	281,271	225,385	329,261	122,569	142,584	653,566	273,394	265,487	197,068	120,485	38,960
	1982	5,933	743	176,532	140,256	235,084	102,433	86,306	471,962	229,446	161,322	151,262	100,503	23,784
Tennessee	1988	55,919	10,572	666,013	544,281	778,335	326,840	365,193	1,523,876	741,716	664,730	460,272	321,550	86,105
	1982	22,288	6,572	369,142	292,640	517,294	226,819	232,590	1,026,856	513,084	406,586	310,673	223,532	52,001
WEST SOUTH CENTRAL	1988	319,786	70,730	3,330,643	2,606,565	4,438,787	2,042,999	1,880,265	8,586,122	4,408,510	3,413,030	2,690,831	1,957,722	396,755
	1982	90,149	29,616	2,417,793	1,892,442	5,847,059	2,752,531	2,314,967	6,796,166	3,768,691	2,386,014	2,198,446	1,654,908	277,960
Arkansas	1988	15,787	4,908	246,489	184,217	324,425	121,053	164,186	608,048	292,652	247,358	161,994	113,590	23,197
	1982	7,999	2,819	167,734	129,392	229,356	108,266	96,944	484,936	251,504	145,070	129,850	97,505	13,460
Louisiana	1988	44,539	5,637	531,397	419,938	653,208	308,238	268,021	1,243,802	628,290	493,396	427,434	313,158	57,081
	1982	25,609	4,370	396,126	313,106	541,724	275,483	198,434	1,031,170	558,978	365,976	363,100	274,956	42,704
Oklahoma	1988	36,504	8,481	454,244	380,972	502,537	268,257	169,306	922,504	526,301	285,086	269,472	202,093	31,581
	1982	17,644	6,616	311,025	250,990	441,620	243,426	131,444	811,471	492,517	222,165	239,946	164,723	24,669
Texas	1988	222,956	51,704	2,098,513	1,621,438	2,958,617	1,345,451	1,278,752	5,811,768	2,961,267	2,387,190	1,831,931	1,328,881	284,896
	1982	28,676	15,998	1,542,908	1,199,974	3,285,129	1,126,976	887,497	4,507,187	2,475,752	1,652,781	1,465,550	1,099,722	197,127
MOUNTAIN	1988	177,115	29,082	1,568,915	1,204,937	2,183,764	808,576	984,533	4,165,503	1,714,962	1,795,854	1,219,475	831,853	209,794
	1982	92,251	17,802	1,031,544	799,096	1,408,071	647,497	566,456	2,666,662	1,384,792	1,070,635	894,740	645,201	125,256
Arizona	1988	64,791	8,262	497,961	384,684	619,023	194,209	295,169	1,327,350	472,826	533,196	349,038	242,995	60,104
	1982	27,420	4,530	267,998	204,947	354,957	5,024	161,816	755,643	281,563	291,160	207,920	143,270	32,824
Colorado	1988	39,135	11,729	434,734	327,759	599,705	228,733	277,004	1,085,658	457,604	512,608	323,426	227,014	56,416
	1982	21,215	7,299	306,699	236,336	432,507	191,340	172,200	788,617	382,465	316,102	254,454	189,060	35,100
Idaho	1988	4,076	717	78,288	65,347	132,692	49,984	44,373	225,198	96,553	86,804	66,017	36,647	10,205
	1982	2,378	426	59,497	50,822	99,990	44,295	25,214	170,608	89,343	89,150	56,103	33,987	5,780
Montana	1988	5,089	912	76,371	56,613	94,474	42,308	34,522	184,346	81,719	73,845	50,132	32,651	7,551
	1982	3,683	597	64,930	49,735	86,479	51,044	20,676	173,455	99,795	89,363	52,583	39,225	5,053
Nevada	1988	17,750	2,786	128,104	87,639	218,182	81,010	110,832	400,764	161,095	200,567	125,498	91,317	21,589
	1982	9,104	1,747	80,610	54,625	152,169	61,942	72,039	290,974	123,481	130,376	92,064	69,497	13,987
New Mexico	1988	11,919	1,343	139,368	108,633	203,611	82,798	93,145	382,343	174,220	167,061	116,118	82,478	20,090
	1982	6,610	700	97,558	77,654	184,507	76,526	49,069	285,396	163,636	87,842	95,757	75,038	10,563
Utah	1988	29,563	2,673	180,596	150,675	257,699	100,803	116,632	456,089	212,629	201,246	157,594	96,067	32,124
	1982	15,679	1,739	114,765	99,161	175,213	71,938	73,695	312,273	160,221	131,396	109,223	68,133	20,820
Wyoming	1988	4,792	660	33,493	23,587	58,378	28,731	12,856	103,755	58,316	20,527	29,652	22,784	1,715
	1982	4,302	434	34,241	25,368	55,357	33,945	8,443	101,696	69,068	13,426	32,796	26,971	1,129
PACIFIC	1988	673,358	152,791	5,604,003	4,412,887	7,309,394	3,615,669	2,927,124	13,753,709	7,086,389	5,569,414	4,260,720	3,241,480	670,910
	1982	263,864	104,082	2,995,569	2,175,977	4,642,217	2,092,049	2,007,801	8,700,322	4,098,569	3,805,854	2,563,659	1,871,615	457,297
Alaska	1988	1,374	1,309	53,306	24,644	122,169	59,270	35,937	218,185	107,420	65,775	67,425	34,908	15,770
	1982	1,318	863	69,814	29,091	78,144	35,596	23,430	136,196	64,498	42,400	45,275	21,010	10,179
California	1988	564,765	125,183	4,525,384	3,612,251	5,645,214	2,776,673	2,310,284	10,659,272	5,372,456	4,499,209	3,325,523	2,586,165	516,827
	1982	211,265	84,943	2,309,159	1,692,963	3,545,930	1,670,119	1,579,058	6,671,074	3,108,676	3,063,655	1,962,334	1,463,749	331,606
Hawaii	1988	8,517	4,759	115,207	83,058	276,670	162,537	82,145	531,685	313,394	139,393	104,915	90,550	7,735
	1982	4,597	3,559	55,585	42,206	188,801	103,260	61,406	363,370	198,975	104,186	67,512	57,282	5,782
Oregon	1988	46,217	9,576	333,648	258,452	443,265	200,472	186,937	786,869	410,044	308,569	268,514	177,068	50,127
	1982	21,780	6,332	203,417	151,017	312,866	146,027	126,054	588,437	296,333	206,706	190,729	127,975	33,441
Washington	1988	52,485	11,964	576,458	434,482	822,076	416,717	311,821	1,557,698	883,075	556,468	494,343	352,789	80,451
	1982	24,907	8,385	348,596	250,700	521,470	237,047	217,853	974,445	500,087	388,907	297,809	201,599	36,289
TOTAL UNITED STATES	1988	3,623,677	788,937	35,559,020	28,328,479	44,828,404	19,823,061	19,881,817	87,120,882	42,531,415	36,908,660	25,412,262	18,444,270	4,236,750
	1982	1,487,063	501,037	19,488,243	14,789,847	29,962,277	13,709,117	12,629,378	58,287,529	29,520,223	25,312,553	17,290,758	12,769,711	2,673,215

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1989 SURVEY OF BUYING POWER DATA SERVICE

SECTION 9
Metropolitan Market Rankings
Retail Sales By Store Group

Total Retail Sales
Food Stores
Supermarkets
Eating And Drinking Places
General Merchandise Stores
Department Stores
Apparel And Accessories Stores
Furniture/Home Furnishings/Appliance Stores
Furniture And Home Furnishings Stores
Automotive Dealers
Gasoline Service Stations
Building Materials And Hardware Dealers
Drug Stores

EXPLANATION OF TERMS

An explanation of the terms used in the **Survey Of Buying Power Data Service** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10.

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Building Materials & Hardware Store Sales	9–13
Drugstore Sales	9–14

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1989 SURVEY OF BUYING POWER DATA SERVICE

TOTAL RETAIL SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	59,291,...	1
New York, N.Y.	52,563,4uu	2
Chicago, Ill.	42,741,467	3
Philadelphia, Pa.	35,844,743	4
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	32,195,958	5
Washington, D.C.	31,471,548	6
Detroit, Mich.	30,775,120	7
Nassau - Suffolk, N.Y.	24,431,910	8
Houston, Tex.	23,194,911	9
Atlanta, Ga.	22,255,492	10
Minneapolis - St. Paul, Minn.	19,092,209	11
Dallas, Tex.	18,838,067	12
Anaheim - Santa Ana, Cal.	17,860,987	13
St. Louis, Mo.	17,027,328	14
Miami - Hialeah, Fla.	16,170,088	15
San Diego, Cal.	16,135,201	16
Baltimore, Md.	15,959,646	17
San Francisco, Cal.	15,811,806	18
Phoenix, Ariz.	15,473,301	19
Tampa - St. Petersburg - Clearwater, Fla.	14,783,567	20
Oakland, Cal.	14,699,893	21
Seattle, Wash.	14,380,428	22
Pittsburgh, Pa.	13,247,975	23
Newark, N.J.	13,135,365	24
Cleveland, Ohio	12,990,892	25
Riverside - San Bernardino, Cal.	12,807,017	26
Bergen - Passaic, N.J.	12,316,648	27
Denver, Colo.	11,641,766	28
Kansas City, Mo.-Kans.	11,420,454	29
San Jose, Cal.	11,385,889	30
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	11,186,879	31
Cincinnati, Ohio	9,968,101	32
Milwaukee, Wisc.	9,863,013	33
Sacramento, Cal.	9,525,096	34
Hartford - New Britain - Middletown - Bristol, Conn.	9,342,838	35
Columbus, Ohio	9,234,114	36
Norfolk - Virginia Beach - Newport News, Va.	9,184,171	37
Indianapolis, Ind.	9,051,225	38
New Orleans, La.	8,983,276	39
Portland, Ore.	8,944,810	40
Fort Worth - Arlington, Tex.	8,874,670	41
Bridgeport - Stamford - Norwalk - Danbury, Conn.	8,315,406	42
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	8,136,005	43
Orlando, Fla.	8,130,784	44
Middlesex - Somerset - Hunterdon, N.J.	8,093,664	45
Monmouth - Ocean, N.J.	7,548,537	46
San Antonio, Tex.	7,467,182	47
West Palm Beach - Boca Raton - Delray Beach, Fla.	7,380,468	48
Oklahoma City, Okla.	7,377,849	49
Louisville, Ky.	7,105,104	50
Total Top 50	**823,657,456**	
Memphis, Tenn.	6,849,134	51
Greensboro - Winston-Salem - High Point, N.C.	6,723,213	52
Rochester, N.Y.	6,705,230	53
Richmond - Petersburg, Va.	6,546,647	54
Salt Lake City - Ogden, Utah	6,415,645	55
Providence - Pawtucket - Woonsocket, R.I.	6,377,299	56
Nashville, Tenn.	6,288,127	57
Albany - Schenectady - Troy, N.Y.	6,254,323	58
New Haven - Waterbury - Meriden, Conn.	6,160,142	59
Buffalo, N.Y.	6,110,235	60
Jacksonville, Fla.	5,981,874	61
Dayton - Springfield, Ohio	5,975,710	62
Honolulu, Haw.	5,803,985	63
Birmingham, Ala.	5,266,623	64
Austin, Tex.	4,893,532	65
Harrisburg - Lebanon - Carlisle, Pa.	4,850,710	66
Raleigh - Durham, N.C.	4,795,120	67
Las Vegas, Nev.	4,784,603	68
Toledo, Ohio	4,768,305	69
Grand Rapids, Mich.	4,700,521	70
Knoxville, Tenn.	4,684,502	71
Scranton - Wilkes-Barre, Pa.	4,655,419	72
Allentown - Bethlehem, Pa.	4,620,814	73
Springfield, Mass.	4,467,247	74
Worcester - Fitchburg - Leominster, Mass.	4,451,060	75
Tulsa, Okla.	4,429,594	76
Omaha, Neb.	4,402,049	77
Syracuse, N.Y.	4,305,309	78
Tucson, Ariz.	4,272,629	79
Greenville - Spartanburg, S.C.	4,144,892	80
Wilmington, Del.	4,121,303	81
New Bedford - Fall River - Attleboro, Mass.	4,050,153	82
Akron, Ohio	4,035,493	83
Gary - Hammond, Ind.	4,007,967	84
Oxnard - Ventura, Cal.	3,864,453	85
Lake County, Ill.	3,760,744	86
Albuquerque, N.M.	3,551,958	87
Fresno, Cal.	3,524,233	88
Manchester - Nashua, N.H.	3,478,783	89
Little Rock - North Little Rock - Ark.	3,477,962	90
Baton Rouge, La.	3,406,026	91
Tacoma, Wash.	3,392,124	92
Flint, Mich.	3,222,975	93
Portsmouth - Dover - Rochester, N.H.	3,176,212	94
Jersey City, N.J.	3,144,366	95
Madison, Wisc.	3,120,689	96
Santa Barbara - Santa Maria - Lompoc, Cal.	3,098,483	97
Charleston, S.C.	3,053,705	98
Bakersfield, Cal.	3,052,181	99
Mobile, Ala.	3,043,912	100
Total Top 100	**1,053,925,671**	
Lansing - East Lansing, Mich.	3,010,323	101
Youngstown - Warren, Ohio	2,990,073	102
Saginaw - Bay City - Midland, Mich.	2,905,590	103
Portland, Me.	2,904,887	104
Columbia, S.C.	2,896,195	105
Wichita, Kans.	2,878,522	106
Lancaster, Pa.	2,876,877	107
Chattanooga, Tenn.	2,876,668	108
Des Moines, Iowa	2,834,303	109
Atlantic City, N.J.	2,811,388	110
Lexington-Fayette, Ky.	2,725,383	111
El Paso, Tex.	2,687,880	112
Reading, Pa.	2,626,914	113
Trenton, N.J.	2,614,177	114
Johnson City - Kingsport - Bristol, Tenn.	2,592,333	115
Colorado Springs, Colo.	2,573,497	116
Beaumont - Port Arthur, Tex.	2,571,785	117
Melbourne - Titusville - Palm Bay, Fla.	2,551,869	118
Stockton, Cal.	2,537,682	119
Davenport - Rock Island - Moline, Iowa-Ill.	2,490,821	120
Daytona Beach, Fla.	2,453,047	121
Lakeland - Winter Haven, Fla.	2,446,337	122
Jackson, Miss.	2,425,995	123
Canton, Ohio	2,424,935	124
Sarasota, Fla.	2,418,696	125
Fort Wayne, Ind.	2,401,300	126
Santa Rosa - Petaluma, Cal.	2,381,218	127
Vallejo - Fairfield - Napa, Cal.	2,366,351	128
Spokane, Wash.	2,365,182	129
Corpus Christi, Tex.	2,347,347	130
Fort Myers - Cape Coral, Fla.	2,330,074	131
York, Pa.	2,292,858	132
Augusta, Ga.	2,292,124	133
Peoria, Ill.	2,257,448	134
Shreveport, La.	2,212,811	135
Reno, Nev.	2,127,787	136
Pensacola, Fla.	2,119,217	137
Anchorage, Alas.	2,111,721	138
Aurora - Elgin, Ill.	2,099,772	139
Salinas - Seaside - Monterey, Cal.	2,061,705	140
Evansville, Ind.	2,056,344	141
Ann Arbor, Mich.	2,043,421	142
Huntington - Ashland, W.Va.-Ky.	2,039,041	143
Orange County, N.Y.	2,032,363	144
Modesto, Cal.	2,020,713	145
Rockford, Ill.	1,981,289	146
New London - Norwich, Conn.	1,975,707	147
Appleton - Oshkosh - Neenah, Wisc.	1,953,555	148
Macon - Warner Robins, Ga.	1,951,010	149
Joliet, Ill.	1,905,580	150
Total Top 150	**1,174,777,786**	
Utica - Rome, N.Y.	1,887,180	151
McAllen - Edinburg - Mission, Tex.	1,873,861	152
Montgomery, Ala.	1,826,860	153
Charleston, W.Va.	1,824,019	154
Savannah, Ga.	1,748,783	155
South Bend - Mishawaka, Ind.	1,748,668	156
Visalia - Tulare - Porterville, Cal.	1,748,584	157
Boulder - Longmont, Colo.	1,729,250	158
Poughkeepsie, N.Y.	1,712,281	159
Roanoke, Va.	1,704,282	160
Lafayette, La.	1,690,677	161
Erie, Pa.	1,673,366	162
Fort Pierce, Fla.	1,670,494	163
Duluth, Minn.	1,652,575	164
Kalamazoo, Mich.	1,648,620	165
Binghamton, N.Y.	1,632,078	166
St. Cloud, Minn.	1,625,835	167
Eugene - Springfield, Ore.	1,624,546	168
Springfield, Mo.	1,613,378	169
Lubbock, Tex.	1,609,384	170
Fayetteville, N.C.	1,609,140	171
Bradenton, Fla.	1,541,405	172
Huntsville, Ala.	1,512,973	173
Tallahassee, Fla.	1,506,791	174
Brownsville - Harlingen, Tex.	1,471,477	175
Amarillo, Tex.	1,451,254	176
Asheville, N.C.	1,448,851	177
Gainesville, Fla.	1,441,752	178
Lorain - Elyria, Ohio	1,438,870	179
Hickory, N.C.	1,433,966	180
Odessa, Tex.	1,433,517	181
Columbus, Ga.	1,429,648	182
Springfield, Ill.	1,414,224	183
Ocala, Fla.	1,409,515	184
Galveston - Texas City, Tex.	1,406,310	185
Santa Cruz, Cal.	1,394,451	186
Green Bay, Wisc.	1,387,542	187
Salem, Ore.	1,365,625	188
Longview - Marshall, Tex.	1,347,134	189
Hamilton - Middletown, Ohio	1,317,333	190
Naples, Fla.	1,317,235	191
Lincoln, Neb.	1,274,967	192
Boise, Ida.	1,270,367	193
Champaign - Urbana - Rantoul, Ill.	1,233,334	194
Burlington, Vt.	1,231,230	195
Killeen - Temple, Tex.	1,227,932	196
Pittsfield, Mass.	1,208,486	197
Fort Collins - Loveland, Colo.	1,197,147	198
Biloxi - Gulfport, Miss.	1,189,055	199
Midland, Tex.	1,185,909	200
Total Top 200	**1,250,119,997**	
Abilene, Tex.	1,165,181	201
Johnstown, Pa.	1,159,876	202
Waco, Tex.	1,147,981	203
Fort Walton Beach, Fla.	1,130,070	204
Houma - Thibodaux, La.	1,126,221	205
Bangor, Me.	1,122,884	206
Laredo, Tex.	1,118,337	207
Cedar Rapids, Iowa	1,116,098	208
Elkhart - Goshen, Ind.	1,114,333	209
Terre Haute, Ind.	1,110,438	210
Charlottesville, Va.	1,108,973	211
Niagara Falls, N.Y.	1,107,255	212
Fargo - Moorhead, N.D.-Minn.	1,106,004	213
Topeka, Kans.	1,105,224	214
Wheeling, W.Va.	1,103,097	215
Lake Charles, La.	1,083,122	216
Chico, Cal.	1,078,578	217
Lynchburg, Va.	1,063,615	218
Wilmington, N.C.	1,060,263	219
Brazoria, Tex.	1,045,898	220
Eau Claire, Wisc.	1,044,352	221
Lima, Ohio	1,039,824	222
Racine, Wisc.	1,039,743	223
Yakima, Wash.	1,028,911	224
Parkersburg - Marietta, W.Va.-Ohio	1,005,725	225
Tyler, Tex.	1,005,005	226
Provo - Orem, Utah	1,002,676	227
Sioux Falls, S.D.	1,000,929	228
Wichita Falls, Tex.	987,649	229
Janesville - Beloit, Wisc.	984,260	230
Vancouver, Wash.	982,802	231
Beaver County, Pa.	963,061	232
Burlington, N.C.	955,595	233
Athens, Ga.	954,387	234
Fort Smith, Ark.	948,172	235
Olympia, Wash.	945,782	236
Panama City, Fla.	940,567	237
Rochester, Minn.	931,685	238
Billings, Mont.	925,670	239
Benton Harbor, Mich.	914,541	240
Dothan, Ala.	909,827	241
Bloomington - Normal, Ill.	909,773	242
Richland - Kennewick - Pasco, Wash.	908,530	243
Redding, Cal.	906,430	244
Muncie, Ind.	898,089	245
Altoona, Pa.	888,923	246
Waterloo - Cedar Falls, Iowa	884,753	247
Decatur, Ill.	884,328	248
Merced, Cal.	881,697	249
Bremerton, Wash.	875,348	250
Total Top 250	**1,300,842,479**	
Vineland - Millville - Bridgeton, N.J.	872,736	251
Joplin, Mo.	862,656	252
Medford, Ore.	861,723	253
Mansfield, Ohio	856,667	254
Battle Creek, Mich.	856,445	255
Bryan - College Station, Tex.	854,782	256
Clarksville - Hopkinsville, Tenn.-Ky.	851,391	257
Anderson, Ind.	841,633	258
Tuscaloosa, Ala.	841,501	259
Muskegon, Mich.	841,368	260
Albany, Ga.	834,466	261
Glens Falls, N.Y.	826,078	262
San Angelo, Tex.	822,537	263
Monroe, La.	822,451	264
Texarkana, Tex.-Ark.	820,501	265
Jackson, Mich.	805,048	266
Florence, S.C.	798,680	267
Anderson, S.C.	796,082	268
Kokomo, Ind.	792,776	269
Lafayette - West Lafayette, Ind.	788,653	270
Alexandria, La.	783,020	271
Florence, Ala.	776,820	272
Sioux City, Iowa	776,080	273
Kenosha, Wisc.	767,481	274
Steubenville - Weirton, Ohio - W.Va.	763,512	275
Bellingham, Wash.	762,011	276
Hagerstown, Md.	759,547	277
Santa Fe, N.M.	753,824	278
Lewiston - Auburn, Me.	746,257	279
Owensboro, Ky.	736,980	280
Jamestown - Dunkirk, N.Y.	735,358	281
La Crosse, Wisc.	731,910	282
Fayetteville - Springdale, Ark.	726,962	283
Williamsport, Pa.	726,079	284
Pueblo, Colo.	715,012	285
Rapid City, S.D.	680,512	286
State College, Pa.	676,418	287
Wausau, Wisc.	672,663	288
Jackson, Tenn.	657,059	289
Yuba City, Cal.	649,547	290
Bismarck, N.D.	645,615	291
Jacksonville, N.C.	642,986	292
Elmira, N.Y.	632,743	293
Sharon, Pa.	629,610	294
Pascagoula, Miss.	629,063	295
Sherman - Denison, Tex.	611,311	296
Bloomington, Ind.	611,096	297
Lawton, Okla.	607,035	298
St. Joseph, Mo.	606,632	299
Greeley, Colo.	599,845	300
Cumberland, Md.	594,662	301
Columbia, Mo.	594,333	302
Danville, Va.	589,618	303
Victoria, Tex.	579,412	304
Decatur, Ala.	573,349	305
Kankakee, Ill.	565,998	306
Sheboygan, Wisc.	558,198	307
Dubuque, Iowa	552,905	308
Cheyenne, Wyo.	551,416	309
Las Cruces, N.M.	539,540	310
Great Falls, Mont.	525,132	311
Anniston, Ala.	512,442	312
Grand Forks, N.D.	506,890	313
Pine Bluff, Ark.	490,412	314
Gadsden, Ala.	479,856	315
Casper, Wyo.	472,237	316
Iowa City, Iowa	467,651	317
Lawrence, Kans.	400,223	318
Enid, Okla.	390,187	319
Total Above Areas	**1,348,248,122**	
Percent of U.S.	**82.3231**	
U.S. Total	**1,637,751,119**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

FOOD STORE SALES

Area	($000)	Rank
New York, N.Y.	10,632,951	1
Los Angeles - Long Beach, Cal.	10,610,928	2
Chicago, Ill.	7,422,292	3
Philadelphia, Pa.	7,350,426	4
Washington, D.C.	5,660,260	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	5,651,504	6
Detroit, Mich.	5,613,719	7
Nassau - Suffolk, N.Y.	5,046,861	8
Houston, Tex.	4,930,033	9
Dallas, Tex.	3,935,305	10
Atlanta, Ga.	3,871,687	11
Anaheim - Santa Ana, Cal.	3,467,139	12
Phoenix, Ariz.	3,397,241	13
Tampa - St. Petersburg - Clearwater, Fla.	3,288,446	14
Minneapolis - St. Paul, Minn.	3,190,940	15
San Diego, Cal.	3,150,221	16
St. Louis, Mo.	3,130,703	17
Riverside - San Bernardino, Cal.	3,023,331	18
Pittsburgh, Pa.	2,994,802	19
Newark, N.J.	2,993,191	20
Seattle, Wash.	2,965,647	21
Baltimore, Md.	2,950,839	22
Oakland, Cal.	2,924,179	23
San Francisco, Cal.	2,784,722	24
Miami - Hialeah, Fla.	2,694,033	25
Cleveland, Ohio	2,501,996	26
Bergen - Passaic, N.J.	2,463,568	27
Denver, Colo.	2,393,247	28
New Orleans, La.	2,289,306	29
Milwaukee, Wisc.	2,285,819	30
San Antonio, Tex.	2,062,737	31
Kansas City, Mo.-Kans.	2,049,063	32
Cincinnati, Ohio	2,047,949	33
San Jose, Cal.	2,004,361	34
Fort Worth - Arlington, Tex.	1,987,168	35
Sacramento, Cal.	1,925,750	36
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	1,905,696	37
Middlesex - Somerset - Hunterdon, N.J.	1,779,857	38
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	1,748,464	39
Columbus, Ohio	1,720,841	40
Monmouth - Ocean, N.J.	1,710,885	41
Hartford - New Britain - Middletown - Bristol, Conn.	1,706,471	42
Norfolk - Virginia Beach - Newport News, Va.	1,633,945	43
Buffalo, N.Y.	1,595,199	44
Rochester, N.Y.	1,586,829	45
Orlando, Fla.	1,575,947	46
Portland, Ore.	1,482,608	47
Albany - Schenectady - Troy, N.Y.	1,480,336	48
West Palm Beach - Boca Raton - Delray Beach, Fla.	1,450,306	49
Bridgeport - Stamford - Norwalk - Danbury, Conn.	1,441,925	50
Total Top 50	**160,511,673**	
Oklahoma City, Okla.	1,440,610	51
Indianapolis, Ind.	1,430,815	52
Salt Lake City - Ogden, Utah	1,370,865	53
Richmond - Petersburg, Va.	1,319,476	54
Providence - Pawtucket - Woonsocket, R.I.	1,293,726	55
Greensboro - Winston-Salem - High Point, N.C.	1,245,957	56
Dayton - Springfield, Ohio	1,238,128	57
Louisville, Ky.	1,221,420	58
New Haven - Waterbury - Meriden, Conn.	1,178,078	59
Jacksonville, Fla.	1,094,970	60
Austin, Tex.	1,092,111	61
New Bedford - Fall River - Attleboro, Mass.	1,079,467	62
Memphis, Tenn.	1,077,309	63
Nashville, Tenn.	1,071,392	64
Harrisburg - Lebanon - Carlisle, Pa.	1,069,788	65
Syracuse, N.Y.	1,069,451	66
Scranton - Wilkes-Barre, Pa.	1,062,548	67
Birmingham, Ala.	1,017,367	68
Las Vegas, Nev.	1,016,542	69
Honolulu, Haw.	953,525	70
Tulsa, Okla.	953,489	71
Allentown - Bethlehem, Pa.	941,559	72
Springfield, Mass.	932,788	73
Tucson, Ariz.	915,697	74
Greenville - Spartanburg, S.C.	911,817	75
Knoxville, Tenn.	911,124	76
Toledo, Ohio	910,779	77
Raleigh - Durham, N.C.	896,921	78
Oxnard - Ventura, Cal.	886,053	79
Jersey City, N.J.	873,086	80
Akron, Ohio	859,983	81
Baton Rouge, La.	835,700	82
Omaha, Neb.	827,048	83
Worcester - Fitchburg - Leominster, Mass.	824,136	84
Gary - Hammond, Ind.	798,903	85
Bakersfield, Cal.	773,017	86
Fresno, Cal.	766,073	87
Wilmington, Del.	749,815	88
Little Rock - North Little Rock, Ark.	716,696	89
Grand Rapids, Mich.	705,392	90
Tacoma, Wash.	687,753	91
Charleston, S.C.	672,769	92
Portsmouth - Dover - Rochester, N.H.	663,535	93
Lancaster, Pa.	631,535	94
Santa Barbara - Santa Maria - Lompoc, Cal.	627,830	95
Des Moines, Iowa	620,477	96
Chattanooga, Tenn.	606,319	97
Manchester - Nashua, N.H.	605,012	98
Lakeland - Winter Haven, Fla.	602,464	99
Mobile, Ala.	600,421	100
Total Top 100	**207,163,409**	
Trenton, N.J.	583,746	101
Albuquerque, N.M.	582,663	102
Atlantic City, N.J.	580,724	103
Lansing - East Lansing, Mich.	580,384	104
Beaumont - Port Arthur, Tex.	578,248	105
Youngstown - Warren, Ohio	574,105	106
Daytona Beach, Fla.	570,258	107
El Paso, Tex.	569,661	108
Lake County, Ill.	564,017	109
Corpus Christi, Tex.	553,812	110
Columbia, S.C.	550,525	111
Stockton, Cal.	550,022	112
Vallejo - Fairfield - Napa, Cal.	537,335	113
Orange County, N.Y.	533,400	114
Canton, Ohio	525,949	115
Wichita, Kans.	523,741	116
Portland, Me.	521,329	117
Spokane, Wash.	521,015	118
Santa Rosa - Petaluma, Cal.	516,722	119
Johnson City - Kingsport - Bristol, Tenn.	514,688	120
York, Pa.	514,197	121
Madison, Wisc.	513,906	122
Fort Myers - Cape Coral, Fla.	511,542	123
Shreveport, La.	503,135	124
Melbourne - Titusville - Palm Bay, Fla.	500,210	125
Reading, Pa.	490,490	126
Flint, Mich.	488,719	127
Saginaw - Bay City - Midland, Mich.	485,520	128
McAllen - Edinburg - Mission, Tex.	476,890	129
Davenport - Rock Island - Moline, Iowa-Ill.	472,911	130
Modesto, Cal.	472,294	131
Sarasota, Fla.	471,585	132
Utica - Rome, N.Y.	471,219	133
Augusta, Ga.	464,048	134
Fort Wayne, Ind.	446,799	135
Poughkeepsie, N.Y.	446,133	136
Colorado Springs, Colo.	446,129	137
Lexington-Fayette, Ky.	437,107	138
Peoria, Ill.	428,046	139
Aurora - Elgin, Ill.	425,775	140
Visalia - Tulare - Porterville, Cal.	425,491	141
Anchorage, Alas.	422,334	142
Pensacola, Fla.	420,070	143
Jackson, Miss.	413,211	144
Rockford, Ill.	402,392	145
Galveston - Texas City, Tex.	401,506	146
Binghamton, N.Y.	395,035	147
Huntington - Ashland, W.Va.-Ky.	392,912	148
Evansville, Ind.	389,407	149
Macon - Warner Robins, Ga.	386,752	150
Total Top 150	**231,711,524**	
Reno, Nev.	383,653	151
Charleston, W.Va.	381,867	152
Fort Pierce, Fla.	374,556	153
Brownsville - Harlingen, Tex.	373,729	154
Boulder - Longmont, Colo.	372,211	155
Joliet, Ill.	372,133	156
Appleton - Oshkosh - Neenah, Wisc.	364,103	157
Salinas - Seaside - Monterey, Cal.	364,058	158
Erie, Pa.	361,290	159
New London - Norwich, Conn.	354,926	160
Lafayette, La.	351,827	161
Roanoke, Va.	347,162	162
Duluth, Minn.	346,678	163
Gainesville, Fla.	342,117	164
Eugene - Springfield, Ore.	331,628	165
Lorain - Elyria, Ohio	331,345	166
Bradenton, Fla.	330,918	167
Savannah, Ga.	325,128	168
Lubbock, Tex.	323,669	169
Hickory, N.C.	317,062	170
Santa Cruz, Cal.	314,901	171
Montgomery, Ala.	314,664	172
Fayetteville, N.C.	314,564	173
Brazoria, Tex.	314,560	174
Niagara Falls, N.Y.	308,468	175
Ocala, Fla.	306,972	176
Ann Arbor, Mich.	305,634	177
Killeen - Temple, Tex.	305,562	178
Lake Charles, La.	303,420	179
South Bend - Mishawaka, Ind.	302,211	180
Tallahassee, Fla.	299,682	181
Naples, Fla.	299,394	182
Johnstown, Pa.	297,885	183
Odessa, Tex.	295,905	184
Beaver County, Pa.	295,806	185
Springfield, Mo.	295,662	186
Longview - Marshall, Tex.	295,437	187
Hamilton - Middletown, Ohio	294,632	188
Chico, Cal.	294,455	189
Asheville, N.C.	287,560	190
Boise, Ida.	286,736	191
Amarillo, Tex.	286,553	192
Pittsfield, Mass.	278,788	193
Houma - Thibodaux, La.	278,760	194
Laredo, Tex.	254,311	195
Fort Collins - Loveland, Colo.	260,111	196
Salem, Ore.	259,714	197
Waco, Tex.	258,494	198
Olympia, Wash.	252,909	199
Midland, Tex.	252,572	200
Total Top 200	**247,487,906**	
Huntsville, Ala.	247,936	201
Lincoln, Neb.	247,440	202
Yakima, Wash.	246,353	203
Vancouver, Wash.	244,544	204
Racine, Wisc.	243,720	205
Columbus, Ga.	243,621	206
Springfield, Ill.	242,645	207
Topeka, Kans.	240,322	208
Burlington, Vt.	239,356	209
Vineland - Millville - Bridgeton, N.J.	233,100	210
Wheeling, W.Va.	230,235	211
Elkhart - Goshen, Ind.	228,081	212
Provo - Orem, Utah	223,858	213
Charlottesville, Va.	223,525	214
Green Bay, Wisc.	223,149	215
Cedar Rapids, Iowa	223,132	216
Lynchburg, Va.	221,669	217
Abilene, Tex.	221,267	218
Biloxi - Gulfport, Miss.	219,837	219
Glens Falls, N.Y.	219,715	220
Janesville - Beloit, Wisc.	215,008	221
St. Cloud, Minn.	214,959	222
Champaign - Urbana - Rantoul, Ill.	209,522	223
Bangor, Me.	209,479	224
Kalamazoo, Mich.	209,471	225
Tyler, Tex.	207,381	226
Richland - Kennewick - Pasco, Wash.	207,001	227
Redding, Cal.	206,111	228
Monroe, La.	205,732	229
Athens, Ga.	205,549	230
Bryan - College Station, Tex.	205,297	231
Jamestown - Dunkirk, N.Y.	205,119	232
Fort Walton Beach, Fla.	204,499	233
Bremerton, Wash.	202,138	234
Billings, Mont.	199,481	235
Steubenville - Weirton, Ohio - W.Va.	199,466	236
Alexandria, La.	196,083	237
Merced, Cal.	194,990	238
Kenosha, Wisc.	194,657	239
Anderson, Ind.	191,418	240
Wilmington, N.C.	190,347	241
Lima, Ohio	189,034	242
Fort Smith, Ark.	188,792	243
Eau Claire, Wisc.	188,286	244
Wichita Falls, Tex.	186,684	245
Altoona, Pa.	185,576	246
Tuscaloosa, Ala.	184,408	247
Lewiston - Auburn, Me.	181,480	248
Parkersburg - Marietta, W.Va.-Ohio	179,028	249
Decatur, Ill.	178,439	250
Total Top 250	**258,089,049**	
Terre Haute, Ind.	178,086	251
Burlington, N.C.	176,408	252
Texarkana, Tex.-Ark.	175,430	253
Joplin, Mo.	174,208	254
Williamsport, Pa.	172,636	255
San Angelo, Tex.	172,564	256
Bellingham, Wash.	171,164	257
Pueblo, Colo.	170,102	258
Sioux Falls, S.D.	169,382	259
Anderson, S.C.	167,908	260
Muncie, Ind.	167,097	261
Muskegon, Mich.	164,176	262
Waterloo - Cedar Falls, Iowa	164,028	263
Battle Creek, Mich.	163,523	264
Benton Harbor, Mich.	163,512	265
Sioux City, Iowa	162,578	266
Pascagoula, Miss.	160,810	267
Fargo - Moorhead, N.D.-Minn.	156,935	268
Medford, Ore.	156,128	269
Rochester, Minn.	155,316	270
Florence, S.C.	154,892	271
Greeley, Colo.	151,565	272
Lawton, Okla.	151,000	273
Albany, Ga.	150,216	274
Yuba City, Cal.	149,980	275
Bloomington - Normal, Ill.	149,652	276
Kokomo, Ind.	149,107	277
Fayetteville - Springdale, Ark.	148,362	278
Mansfield, Ohio	146,639	279
Wausau, Wisc.	146,255	280
Panama City, Fla.	144,009	281
Clarksville - Hopkinsville, Tenn.-Ky.	143,774	282
Dothan, Ala.	141,437	283
State College, Pa.	137,627	284
St. Joseph, Mo.	136,469	285
Danville, Va.	135,379	286
Sharon, Pa.	131,823	287
Florence, Ala.	130,728	288
Victoria, Tex.	130,497	289
Owensboro, Ky.	128,631	290
Kankakee, Ill.	127,121	291
Jackson, Mich.	126,837	292
Hagerstown, Md.	126,562	293
La Crosse, Wisc.	126,360	294
Sheboygan, Wisc.	124,815	295
Elmira, N.Y.	124,372	296
Columbia, Mo.	122,487	297
Sherman - Denison, Tex.	122,445	298
Santa Fe, N.M.	122,079	299
Lafayette - West Lafayette, Ind.	120,524	300
Rapid City, S.D.	117,208	301
Jacksonville, N.C.	116,910	302
Pine Bluff, Ark.	115,975	303
Dubuque, Iowa	112,605	304
Bismarck, N.D.	111,580	305
Cumberland, Md.	109,503	306
Bloomington, Ind.	109,284	307
Las Cruces, N.M.	107,601	308
Great Falls, Mont.	106,557	309
Casper, Wyo.	104,959	310
Gadsden, Ala.	102,355	311
Decatur, Ala.	101,710	312
Iowa City, Iowa	100,608	313
Jackson, Tenn.	96,617	314
Anniston, Ala.	95,999	315
Enid, Okla.	91,432	316
Cheyenne, Wyo.	87,408	317
Lawrence, Kans.	83,555	318
Grand Forks, N.D.	62,654	319
Total Above Areas	**267,467,264**	
Percent of U.S.	**79.3644**	
U.S. Total	**337,011,429**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

SUPERMARKET SALES

Area	$000	Rank
Los Angeles - Long Beach, Cal.	9,792,888	1
New York, N.Y.	8,872,168	2
Chicago, Ill.	6,830,957	3
Philadelphia, Pa.	6,599,167	4
Washington, D.C.	5,264,961	5
Detroit, Mich.	5,062,329	6
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	4,988,595	7
Houston, Tex.	4,718,403	8
Nassau - Suffolk, N.Y.	4,324,707	9
Dallas, Tex.	3,792,515	10
Atlanta, Ga.	3,686,554	11
Phoenix, Ariz.	3,248,556	12
Anaheim - Santa Ana, Cal.	3,216,993	13
Tampa - St. Petersburg - Clearwater, Fla.	3,114,759	14
Minneapolis - St. Paul, Minn.	3,005,713	15
St. Louis, Mo.	2,925,519	16
San Diego, Cal.	2,920,144	17
Riverside - San Bernardino, Cal.	2,859,650	18
Seattle, Wash.	2,805,670	19
Pittsburgh, Pa.	2,767,497	20
Newark, N.J.	2,731,624	21
Baltimore, Md.	2,725,172	22
Oakland, Cal.	2,713,999	23
Miami - Hialeah, Fla.	2,448,980	24
San Francisco, Cal.	2,362,829	25
Cleveland, Ohio	2,303,152	26
Denver, Colo.	2,294,269	27
Bergen - Passaic, N.J.	2,208,473	28
New Orleans, La.	2,190,913	29
Milwaukee, Wisc.	2,134,164	30
San Antonio, Tex.	1,998,733	31
Kansas City, Mo.-Kans.	1,972,720	32
Fort Worth - Arlington, Tex.	1,894,597	33
San Jose, Cal.	1,878,138	34
Sacramento, Cal.	1,838,612	35
Cincinnati, Ohio	1,823,680	36
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	1,704,877	37
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	1,688,296	38
Middlesex - Somerset - Hunterdon, N.J.	1,639,497	39
Columbus, Ohio	1,638,001	40
Hartford - New Britain - Middletown - Bristol, Conn.	1,603,063	41
Monmouth - Ocean, N.J.	1,563,309	42
Norfolk - Virginia Beach - Newport News, Va.	1,563,247	43
Rochester, N.Y.	1,506,573	44
Orlando, Fla.	1,491,764	45
Buffalo, N.Y.	1,441,067	46
Portland, Ore.	1,401,920	47
Oklahoma City, Okla.	1,393,130	48
Albany - Schenectady - Troy, N.Y.	1,380,637	49
Indianapolis, Ind.	1,370,673	50
Total Top 50	**147,723,884**	
West Palm Beach - Boca Raton - Delray Beach, Fla.	1,353,143	51
Bridgeport - Stamford - Norwalk - Danbury, Conn.	1,322,093	52
Salt Lake City - Ogden, Utah	1,317,100	53
Richmond - Petersburg, Va.	1,282,845	54
Greensboro - Winston-Salem - High Point, N.C.	1,210,154	55
Dayton - Springfield, Ohio	1,180,330	56
Louisville, Ky.	1,150,233	57
Providence - Pawtucket - Woonsocket, R.I.	1,120,866	58
New Haven - Waterbury - Meriden, Conn.	1,088,474	59
Austin, Tex.	1,055,240	60
Nashville, Tenn.	1,047,050	61
Memphis, Tenn.	1,026,036	62
Jacksonville, Fla.	1,018,162	63
Harrisburg - Lebanon - Carlisle, Pa.	1,014,006	64
New Bedford - Fall River - Attleboro, Mass.	995,383	65
Birmingham, Ala.	992,041	66
Scranton - Wilkes-Barre, Pa.	990,140	67
Syracuse, N.Y.	980,225	68
Las Vegas, Nev.	974,136	69
Tulsa, Okla.	932,985	70
Greenville - Spartanburg, S.C.	900,416	71
Knoxville, Tenn.	881,598	72
Allentown - Bethlehem, Pa.	877,757	73
Raleigh - Durham, N.C.	869,365	74
Tucson, Ariz.	867,708	75
Toledo, Ohio	855,514	76
Springfield, Mass.	844,821	77
Oxnard - Ventura, Cal.	843,952	78
Honolulu, Haw.	822,129	79
Akron, Ohio	814,090	80
Baton Rouge, La.	805,974	81
Jersey City, N.J.	790,444	82
Omaha, Neb.	789,739	83
Worcester - Fitchburg - Leominster, Mass.	761,747	84
Gary - Hammond, Ind.	738,276	85
Bakersfield, Cal.	735,221	86
Fresno, Cal.	727,929	87
Little Rock - North Little Rock, Ark.	694,366	88
Wilmington, Del.	680,879	89
Tacoma, Wash.	654,425	90
Grand Rapids, Mich.	652,655	91
Charleston, S.C.	651,937	92
Portsmouth - Dover - Rochester, N.H.	618,764	93
Des Moines, Iowa	602,758	94
Chattanooga, Tenn.	593,766	95
Mobile, Ala.	578,535	96
Santa Barbara - Santa Maria - Lompoc, Cal.	574,573	97
Manchester - Nashua, N.H.	571,948	98
Lakeland - Winter Haven, Fla.	571,193	99
Beaumont - Port Arthur, Tex.	560,468	100
Total Top 100	**191,707,693**	
Lansing - East Lansing, Mich.	555,237	101
Lancaster, Pa.	550,554	102
Youngstown - Warren, Ohio	548,335	103
Trenton, N.J.	547,205	104
Albuquerque, N.M.	544,048	105
El Paso, Tex.	539,947	106
Daytona Beach, Fla.	539,488	107
Lake County, Ill.	536,462	108
Corpus Christi, Tex.	533,859	109
Columbia, S.C.	530,900	110
Atlantic City, N.J.	517,572	111
Vallejo - Fairfield - Napa, Cal.	512,722	112
Wichita, Kans.	508,704	113
Orange County, N.Y.	506,971	114
Johnson City - Kingsport - Bristol, Tenn.	503,591	115
Spokane, Wash.	501,123	116
Portland, Me.	495,905	117
Canton, Ohio	494,319	118
Fort Myers - Cape Coral, Fla.	491,149	119
Shreveport, La.	488,083	120
Madison, Wisc.	481,451	121
Santa Rosa - Petaluma, Cal.	479,348	122
Melbourne - Titusville - Palm Bay, Fla.	477,251	123
York, Pa.	469,973	124
Flint, Mich.	466,471	125
Augusta, Ga.	454,583	126
McAllen - Edinburg - Mission, Tex.	452,186	127
Davenport - Rock Island - Moline, Iowa-Ill.	439,837	128
Modesto, Cal.	439,664	129
Sarasota, Fla.	435,587	130
Utica - Rome, N.Y.	434,675	131
Reading, Pa.	432,772	132
Colorado Springs, Colo.	430,235	133
Saginaw - Bay City - Midland, Mich.	427,917	134
Poughkeepsie, N.Y.	426,018	135
Lexington-Fayette, Ky.	422,995	136
Fort Wayne, Ind.	420,425	137
Pensacola, Fla.	409,309	138
Aurora - Elgin, Ill.	408,003	139
Visalia - Tulare - Porterville, Cal.	405,540	140
Peoria, Ill.	405,327	141
Anchorage, Alas.	403,624	142
Jackson, Miss.	398,267	143
Galveston - Texas City, Tex.	384,989	144
Binghamton, N.Y.	361,152	145
Rockford, Ill.	379,546	146
Macon - Warner Robins, Ga.	378,210	147
Huntington - Ashland, W.Va.-Ky.	376,282	148
Evansville, Ind.	372,359	149
Total Top 150	**214,943,641**	
Charleston, W.Va.	371,633	151
Reno, Nev.	370,305	152
Brownsville - Harlingen, Tex.	358,327	153
Fort Pierce, Fla.	357,386	154
Boulder - Longmont, Colo.	356,160	155
Joliet, Ill.	351,690	156
Appleton - Oshkosh - Neenah, Wisc.	342,113	157
Erie, Pa.	340,982	158
Roanoke, Va.	336,458	159
Lafayette, La.	336,063	160
New London - Norwich, Conn.	332,950	161
Salinas - Seaside - Monterey, Cal.	332,386	162
Duluth, Minn.	326,645	163
Gainesville, Fla.	324,252	164
Bradenton, Fla.	316,842	165
Savannah, Ga.	313,730	166
Lorain - Elyria, Ohio	312,875	167
Eugene - Springfield, Ore.	308,685	168
Fayetteville, N.C.	307,626	169
Brazoria, Tex.	307,596	170
Hickory, N.C.	306,620	171
Montgomery, Ala.	306,119	172
Lubbock, Tex.	302,610	173
Lake Charles, La.	300,253	174
Killeen - Temple, Tex.	298,347	175
Tallahassee, Fla.	291,534	176
Longview - Marshall, Tex.	288,694	177
Ocala, Fla.	288,145	178
Niagara Falls, N.Y.	287,228	179
Santa Cruz, Cal.	284,793	180
Springfield, Mo.	284,669	181
South Bend - Mishawaka, Ind.	284,107	182
Ann Arbor, Mich.	283,164	183
Beaver County, Pa.	282,519	184
Naples, Fla.	282,141	185
Boise, Ida.	281,201	186
Odessa, Tex.	280,875	187
Asheville, N.C.	280,789	188
Johnstown, Pa.	280,202	189
Chico, Cal.	278,742	190
Hamilton - Middletown, Ohio	278,600	191
Amarillo, Tex.	272,035	192
Pittsfield, Mass.	267,460	193
Houma - Thibodaux, La.	261,878	194
Laredo, Tex.	250,701	195
Fort Collins - Loveland, Colo.	249,974	196
Salem, Ore.	248,465	197
Midland, Tex.	246,020	198
Waco, Tex.	244,586	199
Huntsville, Ala.	242,726	200
Total Top 200	**229,983,542**	
Olympia, Wash.	240,688	201
Lincoln, Neb.	237,493	202
Columbus, Ga.	237,153	203
Vancouver, Wash.	234,886	204
Topeka, Kans.	234,835	205
Springfield, Ill.	232,087	206
Yakima, Wash.	232,074	207
Burlington, Vt.	227,093	208
Racine, Wisc.	224,497	209
Wheeling, W.Va.	219,749	210
Charlottesville, Va.	217,855	211
Vineland - Millville - Bridgeton, N.J.	217,525	212
Lynchburg, Va.	214,243	213
Biloxi - Gulfport, Miss.	213,799	214
Cedar Rapids, Iowa	212,391	215
Abilene, Tex.	212,267	216
Elkhart - Goshen, Ind.	211,623	217
Provo - Orem, Utah	210,651	218
Glens Falls, N.Y.	208,748	219
Janesville - Beloit, Wisc.	207,422	220
Green Bay, Wisc.	207,236	221
Champaign - Urbana - Rantoul, Ill.	204,242	222
Monroe, La.	202,168	223
Richland - Kennewick - Pasco, Wash.	201,669	224
Tyler, Tex.	199,811	225
Kalamazoo, Mich.	198,869	226
Athens, Ga.	198,158	227
Bremerton, Wash.	197,204	228
Fort Walton Beach, Fla.	197,185	229
Bangor, Me.	196,138	230
Jamestown - Dunkirk, N.Y.	194,013	231
Billings, Mont.	193,589	232
Bryan - College Station, Tex.	193,091	233
Steubenville - Weirton, Ohio - W.Va.	191,275	234
Alexandria, La.	189,112	235
Redding, Cal.	189,007	236
St. Cloud, Minn.	188,900	237
Merced, Cal.	188,358	238
Anderson, Ind.	188,098	239
Kenosha, Wisc.	184,418	240
Wilmington, N.C.	183,793	241
Lima, Ohio	182,680	242
Fort Smith, Ark.	180,215	243
Wichita Falls, Tex.	180,166	244
Eau Claire, Wisc.	179,177	245
Altoona, Pa.	176,315	246
Tuscaloosa, Ala.	175,714	247
Parkersburg - Marietta, W.Va.-Ohio	174,200	248
Lewiston - Auburn, Me.	171,754	249
Decatur, Ill.	171,564	250
Total Top 250	**240,108,740**	
Texarkana, Tex.-Ark.	170,126	251
Terre Haute, Ind.	169,007	252
Burlington, N.C.	167,397	253
San Angelo, Tex.	166,945	254
Joplin, Mo.	166,839	255
Bellingham, Wash.	165,671	256
Anderson, S.C.	164,771	257
Sioux Falls, S.D.	161,399	258
Pueblo, Colo.	161,031	259
Waterloo - Cedar Falls, Iowa	159,180	260
Williamsport, Pa.	159,032	261
Muskegon, Mich.	158,061	262
Battle Creek, Mich.	156,828	263
Pascagoula, Miss.	156,082	264
Sioux City, Iowa	155,317	265
Muncie, Ind.	153,027	266
Benton Harbor, Mich.	151,851	267
Florence, S.C.	151,573	268
Fargo - Moorhead, N.D.-Minn.	150,099	269
Rochester, Minn.	148,140	270
Greeley, Colo.	147,525	271
Medford, Ore.	146,757	272
Lawton, Okla.	146,375	273
Albany, Ga.	144,999	274
Fayetteville - Springdale, Ark.	144,558	275
Kokomo, Ind.	142,076	276
Clarksville - Hopkinsville, Tenn.-Ky.	141,704	277
Bloomington - Normal, Ill.	140,995	278
Wausau, Wisc.	140,700	279
Yuba City, Cal.	140,422	280
Mansfield, Ohio	137,819	281
Panama City, Fla.	137,076	282
Dothan, Ala.	136,408	283
Danville, Va.	133,525	284
St. Joseph, Mo.	130,519	285
State College, Pa.	128,670	286
Victoria, Tex.	127,725	287
Owensboro, Ky.	126,063	288
Florence, Ala.	125,534	289
Sharon, Pa.	125,306	290
La Crosse, Wisc.	121,106	291
Columbia, Mo.	119,914	292
Sherman - Denison, Tex.	119,574	293
Hagerstown, Md.	118,866	294
Kankakee, Ill.	118,300	295
Elmira, N.Y.	115,339	296
Jackson, Mich.	115,293	297
Jacksonville, N.C.	114,303	298
Sheboygan, Wisc.	114,225	299
Santa Fe, N.M.	113,638	300
Pine Bluff, Ark.	113,575	301
Rapid City, S.D.	113,419	302
Lafayette - West Lafayette, Ind.	111,178	303
Dubuque, Iowa	106,498	304
Bloomington, Ind.	105,952	305
Las Cruces, N.M.	105,023	306
Bismarck, N.D.	103,489	307
Great Falls, Mont.	103,260	308
Casper, Wyo.	101,816	309
Decatur, Ala.	99,818	310
Gadsden, Ala.	99,024	311
Cumberland, Md.	98,093	312
Anniston, Ala.	93,952	313
Iowa City, Iowa	91,603	314
Jackson, Tenn.	90,330	315
Enid, Okla.	88,202	316
Cheyenne, Wyo.	84,155	317
Lawrence, Kans.	77,460	318
Grand Forks, N.D.	60,150	319
Total Above Areas	**249,063,427**	
Percent of U.S.	**78.8201**	
U.S. Total	**315,989,610**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

EATING & DRINKING PLACE SALES

Area	$000	Rank
New York, N.Y.	6,872,403	1
Los Angeles - Long Beach, Cal.	6,758,662	2
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	4,208,691	3
Chicago, Ill.	4,137,618	4
Philadelphia, Pa.	3,306,048	5
Washington, D.C.	3,258,324	6
Detroit, Mich.	2,603,146	7
Anaheim - Santa Ana, Cal.	2,397,016	8
Atlanta, Ga.	2,358,039	9
Houston, Tex.	2,326,480	10
San Francisco, Cal.	2,308,184	11
Minneapolis - St. Paul, Minn.	1,985,377	12
San Diego, Cal.	1,940,387	13
Dallas, Tex.	1,873,834	14
Nassau - Suffolk, N.Y.	1,817,363	15
Seattle, Wash.	1,797,185	16
St. Louis, Mo.	1,736,568	17
Baltimore, Md.	1,667,031	18
Phoenix, Ariz.	1,575,042	19
Oakland, Cal.	1,537,018	20
Tampa - St. Petersburg - Clearwater, Fla.	1,454,804	21
Miami - Hialeah, Fla.	1,387,797	22
Pittsburgh, Pa.	1,335,433	23
Riverside - San Bernardino, Cal.	1,327,426	24
Denver, Colo.	1,297,261	25
San Jose, Cal.	1,267,454	26
Cleveland, Ohio	1,257,562	27
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	1,210,241	28
Newark, N.J.	1,151,803	29
Kansas City, Mo.-Kans.	1,136,821	30
Honolulu, Haw.	1,121,022	31
Cincinnati, Ohio	1,031,541	32
Sacramento, Cal.	1,023,288	33
Bergen - Passaic, N.J.	1,006,772	34
Hartford - New Britain - Middletown - Bristol, Conn.	1,004,824	35
Portland, Ore.	988,290	36
New Orleans, La.	981,332	37
Milwaukee, Wisc.	950,447	38
Columbus, Ohio	880,500	39
Orlando, Fla.	875,131	40
Norfolk - Virginia Beach - Newport News, Va.	872,812	41
Fort Worth - Arlington, Tex.	848,556	42
Indianapolis, Ind.	841,000	43
San Antonio, Tex.	775,911	44
Bridgeport - Stamford - Norwalk - Danbury, Conn.	775,195	45
Oklahoma City, Okla.	747,918	46
Louisville, Ky.	740,332	47
West Palm Beach - Boca Raton - Delray Beach, Fla.	723,884	48
Providence - Pawtucket - Woonsocket, R.I.	671,378	49
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	661,987	50
Total Top 50	**87,013,138**	
New Haven - Waterbury - Meriden, Conn.	660,798	51
Greensboro - Winston-Salem - High Point, N.C.	648,525	52
Rochester, N.Y.	639,029	53
Monmouth - Ocean, N.J.	635,613	54
Buffalo, N.Y.	632,758	55
Middlesex - Somerset - Hunterdon, N.J.	626,920	56
Salt Lake City - Ogden, Utah	611,380	57
Nashville, Tenn.	574,053	58
Jacksonville, Fla.	571,491	59
Las Vegas, Nev.	562,426	60
Richmond - Petersburg, Va.	542,736	61
Dayton - Springfield, Ohio	536,830	62
Memphis, Tenn.	536,506	63
Austin, Tex.	526,534	64
Knoxville, Tenn.	498,987	65
Omaha, Neb.	497,152	66
Worcester - Fitchburg - Leominster, Mass.	495,897	67
Albany - Schenectady - Troy, N.Y.	480,370	68
Springfield, Mass.	474,166	69
Raleigh - Durham, N.C.	461,281	70
Toledo, Ohio	439,969	71
Birmingham, Ala.	438,373	72
Tulsa, Okla.	428,625	73
Tucson, Ariz.	426,631	74
Scranton - Wilkes-Barre, Pa.	412,041	75
Grand Rapids, Mich.	408,019	76
Albuquerque, N.M.	403,740	77
Allentown - Bethlehem, Pa.	402,057	78
Syracuse, N.Y.	399,996	79
Harrisburg - Lebanon - Carlisle, Pa.	393,630	80
Akron, Ohio	383,665	81
Gary - Hammond, Ind.	383,154	82
New Bedford - Fall River - Attleboro, Mass.	363,780	83
Atlantic City, N.J.	356,244	84
Tacoma, Wash.	355,495	85
Greenville - Spartanburg, S.C.	352,477	86
Santa Barbara - Santa Maria - Lompoc, Cal.	345,556	87
Oxnard - Ventura, Cal.	328,096	88
Charleston, S.C.	324,148	89
Wilmington, Del.	319,820	90
Lexington-Fayette, Ky.	317,797	91
Bakersfield, Cal.	316,108	92
Fresno, Cal.	314,880	93
Madison, Wisc.	312,878	94
Anchorage, Alas.	304,853	95
Wichita, Kans.	300,797	96
Vallejo - Fairfield - Napa, Cal.	296,767	97
Portland, Me.	294,405	98
Baton Rouge, La.	291,783	99
Des Moines, Iowa	287,480	100
Total Top 100	**108,929,654**	
Manchester - Nashua, N.H.	286,416	101
Portsmouth - Dover - Rochester, N.H.	283,433	102
El Paso, Tex.	273,331	103
Lansing - East Lansing, Mich.	270,602	104
Columbia, S.C.	270,388	105
Little Rock - North Little Rock, Ark.	267,084	106
Flint, Mich.	265,622	107
Daytona Beach, Fla.	264,870	108
Mobile, Ala.	264,563	109
Stockton, Cal.	261,467	110
Lake County, Ill.	257,415	111
Youngstown - Warren, Ohio	257,265	112
Colorado Springs, Colo.	256,583	113
Davenport - Rock Island - Moline, Iowa-Ill.	255,641	114
Saginaw - Bay City - Midland, Mich.	254,621	115
Salinas - Seaside - Monterey, Cal.	250,314	116
Santa Rosa - Petaluma, Cal.	247,568	117
Lancaster, Pa.	246,410	118
Spokane, Wash.	245,650	119
Jersey City, N.J.	240,343	120
Sarasota, Fla.	235,177	121
Corpus Christi, Tex.	233,705	122
Melbourne - Titusville - Palm Bay, Fla.	232,618	123
Trenton, N.J.	231,775	124
Fort Wayne, Ind.	230,004	125
Chattanooga, Tenn.	229,918	126
Reading, Pa.	228,216	127
Canton, Ohio	213,371	128
New London - Norwich, Conn.	212,493	129
Fort Myers - Cape Coral, Fla.	204,679	130
York, Pa.	202,459	131
Ann Arbor, Mich.	202,025	132
Lakeland - Winter Haven, Fla.	201,573	133
Pensacola, Fla.	200,574	134
Savannah, Ga.	195,278	135
Boulder - Longmont, Colo.	193,385	136
Beaumont - Port Arthur, Tex.	192,673	137
Johnson City - Kingsport - Bristol, Tenn.	191,702	138
Evansville, Ind.	188,833	139
Peoria, Ill.	188,474	140
Aurora - Elgin, Ill.	185,312	141
Shreveport, La.	181,693	142
Appleton - Oshkosh - Neenah, Wisc.	180,205	143
Augusta, Ga.	179,994	144
Reno, Nev.	179,259	145
Modesto, Cal.	175,170	146
Eugene - Springfield, Ore.	175,118	147
Duluth, Minn.	174,323	148
Jackson, Miss.	171,375	149
Santa Cruz, Cal.	169,744	150
Total Top 150	**120,130,563**	
Rockford, Ill.	168,842	151
Huntington - Ashland, W.Va.-Ky.	168,670	152
Erie, Pa.	168,356	153
Lafayette, La.	164,028	154
Houma - Thibodaux, La.	158,649	155
Kalamazoo, Mich.	157,306	156
Springfield, Mo.	136,770	157
South Bend - Mishawaka, Ind.	155,614	158
Joliet, Ill.	154,474	159
Tallahassee, Fla.	154,183	160
Lincoln, Neb.	154,050	161
Utica - Rome, N.Y.	153,587	162
Roanoke, Va.	153,110	163
Macon - Warner Robins, Ga.	152,315	164
Fayetteville, N.C.	150,902	165
Bradenton, Fla.	147,823	166
Gainesville, Fla.	147,492	167
Salem, Ore.	147,434	168
Montgomery, Ala.	145,717	169
Boise, Ida.	144,557	170
Galveston - Texas City, Tex.	143,602	171
Charleston, W.Va.	139,762	172
Visalia - Tulare - Porterville, Cal.	139,670	173
Brownsville - Harlingen, Tex.	137,653	174
Binghamton, N.Y.	137,468	175
McAllen - Edinburg - Mission, Tex.	137,101	176
Lubbock, Tex.	136,313	177
Champaign - Urbana - Rantoul, Ill.	135,970	178
Biloxi - Gulfport, Miss.	135,020	179
Springfield, Ill.	133,850	180
Huntsville, Ala.	133,679	181
Green Bay, Wisc.	132,589	182
Hamilton - Middletown, Ohio	131,960	183
Burlington, Vt.	130,905	184
Odessa, Tex.	129,699	185
Poughkeepsie, N.Y.	129,369	186
Amarillo, Tex.	128,517	187
Asheville, N.C.	128,234	188
Naples, Fla.	126,595	189
Vancouver, Wash.	123,890	190
Fort Collins - Loveland, Colo.	122,076	191
Hickory, N.C.	120,477	192
Columbus, Ga.	119,594	193
Orange County, N.Y.	118,613	194
Fort Walton Beach, Fla.	117,712	195
Panama City, Fla.	116,615	196
Topeka, Kans.	115,792	197
Killeen - Temple, Tex.	115,168	198
Chico, Cal.	114,390	199
Fargo - Moorhead, N.D.-Minn.	114,296	200
Total Top 200	**127,081,021**	
Pittsfield, Mass.	108,522	201
Fort Pierce, Fla.	108,512	202
Lorain - Elyria, Ohio	107,401	203
Longview - Marshall, Tex.	104,535	204
Bryan - College Station, Tex.	104,435	205
Niagara Falls, N.Y.	102,990	206
Wilmington, N.C.	102,510	207
Bremerton, Wash.	101,635	208
Yakima, Wash.	101,371	209
Waco, Tex.	101,126	210
Santa Fe, N.M.	98,970	211
Cedar Rapids, Iowa	98,354	212
Racine, Wisc.	97,541	213
Billings, Mont.	96,365	214
Bangor, Me.	95,459	215
Wichita Falls, Tex.	94,906	216
Kenosha, Wisc.	94,462	217
Olympia, Wash.	94,397	218
Athens, Ga.	94,129	219
St. Cloud, Minn.	94,088	220
Midland, Tex.	94,067	221
Lima, Ohio	92,442	222
Merced, Cal.	92,384	223
Janesville - Beloit, Wisc.	91,630	224
Terre Haute, Ind.	91,245	225
Eau Claire, Wisc.	90,585	226
Abilene, Tex.	90,228	227
Sioux Falls, S.D.	88,940	228
Muncie, Ind.	88,435	229
Lynchburg, Va.	88,261	230
Ocala, Fla.	87,954	231
Parkersburg - Marietta, W.Va.-Ohio	87,906	232
Bellingham, Wash.	87,865	233
Waterloo - Cedar Falls, Iowa	86,330	234
Charlottesville, Va.	84,541	235
Benton Harbor, Mich.	83,736	236
Wheeling, W.Va.	83,658	237
Elkhart - Goshen, Ind.	83,652	238
Bloomington - Normal, Ill.	81,954	239
Muskegon, Mich.	81,740	240
Burlington, N.C.	81,177	241
Provo - Orem, Utah	80,677	242
Richland - Kennewick - Pasco, Wash.	79,566	243
Lafayette - West Lafayette, Ind.	79,153	244
Owensboro, Ky.	78,433	245
Redding, Cal.	78,219	246
Johnstown, Pa.	78,141	247
Joplin, Mo.	78,007	248
Lake Charles, La.	77,923	249
Medford, Ore.	77,063	250
Total Top 250	**131,628,641**	
Fort Smith, Ark.	76,670	251
Jamestown - Dunkirk, N.Y.	76,209	252
Rochester, Minn.	74,791	253
Pueblo, Colo.	74,197	254
Battle Creek, Mich.	73,386	255
Clarksville - Hopkinsville, Tenn. - Ky.	73,189	256
State College, Pa.	72,866	257
Tuscaloosa, Ala.	72,167	258
Kokomo, Ind.	72,052	259
Albany, Ga.	71,910	260
Dothan, Ala.	71,503	261
Sioux City, Iowa	71,244	262
San Angelo, Tex.	71,143	263
Laredo, Tex.	70,696	264
Glens Falls, N.Y.	70,660	265
Brazoria, Tex.	68,325	266
Decatur, Ill.	68,040	267
Monroe, La.	67,095	268
Steubenville - Weirton, Ohio - W.Va.	67,023	269
La Crosse, Wisc.	66,114	270
Rapid City, S.D.	65,449	271
Anderson, Ind.	63,835	272
Beaver County, Pa.	63,258	273
Yuba City, Cal.	62,975	274
Tyler, Tex.	62,664	275
Cheyenne, Wyo.	62,326	276
Bismarck, N.D.	62,265	277
Bloomington, Ind.	62,031	278
Jackson, Mich.	60,853	279
Anderson, S.C.	60,612	280
Fayetteville - Springdale, Ark.	60,122	281
Columbia, Mo.	60,042	282
Lewiston - Auburn, Me.	59,871	283
Altoona, Pa.	59,563	284
Jacksonville, N.C.	59,274	285
Mansfield, Ohio	59,143	286
Florence, Ala.	58,878	287
Greeley, Colo.	58,368	288
Texarkana, Tex.-Ark.	58,004	289
Lawton, Okla.	57,666	290
St. Joseph, Mo.	57,102	291
Las Cruces, N.M.	57,004	292
Iowa City, Iowa	56,862	293
Sharon, Pa.	56,860	294
Cumberland, Md.	55,729	295
Williamsport, Pa.	55,405	296
Great Falls, Mont.	55,226	297
Lawrence, Kans.	54,890	298
Florence, S.C.	54,780	299
Danville, Va.	54,301	300
Dubuque, Iowa	53,863	301
Kankakee, Ill.	53,247	302
Sheboygan, Wisc.	52,892	303
Elmira, N.Y.	52,679	304
Alexandria, La.	52,045	305
Vineland - Millville - Bridgeton, N.J.	51,678	306
Pascagoula, Miss.	51,346	307
Sherman - Denison, Tex.	47,295	308
Wausau, Wisc.	44,767	309
Casper, Wyo.	44,695	310
Hagerstown, Md.	43,595	311
Victoria, Tex.	42,879	312
Jackson, Tenn.	42,706	313
Gadsden, Ala.	42,561	314
Decatur, Ala.	41,833	315
Grand Forks, N.D.	36,760	316
Enid, Okla.	35,278	317
Anniston, Ala.	34,484	318
Pine Bluff, Ark.	28,809	319
Total Above Areas	**135,686,693**	
Percent of U.S.	**84.9695**	
U.S. Total	**159,688,617**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

GENERAL MERCHANDISE STORE SALES

Area	$000	Rank
Los Angeles - Long Beach, Cal.	5,986,334	1
New York, N.Y.	5,566,938	2
Chicago, Ill.	4,987,995	3
Philadelphia, Pa.	4,023,558	4
Detroit, Mich.	3,562,211	5
Washington, D.C.	3,539,120	6
Minneapolis - St. Paul, Minn.	3,125,944	7
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	3,101,728	8
Atlanta, Ga.	2,741,863	9
Houston, Tex.	2,736,521	10
St. Louis, Mo.	2,447,967	11
Nassau - Suffolk, N.Y.	2,320,482	12
Dallas, Tex.	2,315,986	13
Anaheim - Santa Ana, Cal.	1,904,945	14
Cleveland, Ohio	1,833,413	15
San Diego, Cal.	1,702,102	16
Tampa - St. Petersburg - Clearwater, Fla.	1,701,663	17
Baltimore, Md.	1,686,656	18
Miami - Hialeah, Fla.	1,663,530	19
Phoenix, Ariz.	1,657,763	20
Pittsburgh, Pa.	1,657,025	21
Portland, Ore.	1,654,748	22
Kansas City, Mo.-Kans.	1,644,675	23
San Francisco, Cal.	1,623,845	24
Oakland, Cal.	1,619,923	25
Denver, Colo.	1,584,989	26
Cincinnati, Ohio	1,562,337	27
Riverside - San Bernardino, Cal.	1,460,510	28
San Jose, Cal.	1,456,210	29
Seattle, Wash.	1,436,866	30
Bergen - Passaic, N.J.	1,368,710	31
Milwaukee, Wisc.	1,307,347	32
Columbus, Ohio	1,305,406	33
Fort Worth - Arlington, Tex.	1,129,554	34
Norfolk - Virginia Beach - Newport News, Va.	1,113,041	35
Newark, N.J.	1,068,089	36
Sacramento, Cal.	1,043,911	37
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	1,039,742	38
Indianapolis, Ind.	1,027,204	39
New Orleans, La.	1,000,371	40
Hartford - New Britain - Middletown - Bristol, Conn.	993,297	41
Bridgeport - Stamford - Norwalk - Danbury, Conn.	963,282	42
Memphis, Tenn.	940,460	43
Middlesex - Somerset - Hunterdon, N.J.	936,148	44
Louisville, Ky.	930,014	45
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	915,762	46
Richmond - Petersburg, Va.	879,600	47
Orlando, Fla.	858,883	48
Nashville, Tenn.	830,830	49
Greensboro - Winston-Salem - High Point, N.C.	824,619	50
Total Top 50	**94,734,117**	
Salt Lake City - Ogden, Utah	817,075	51
Oklahoma City, Okla.	809,459	52
Toledo, Ohio	806,165	53
San Antonio, Tex.	794,086	54
Dayton - Springfield, Ohio	791,464	55
West Palm Beach - Boca Raton - Delray Beach, Fla.	766,816	56
New Haven - Waterbury - Meriden, Conn.	728,037	57
Honolulu, Haw.	722,410	58
Providence - Pawtucket - Woonsocket, R.I.	712,039	59
Monmouth - Ocean, N.J.	711,278	60
Grand Rapids, Mich.	660,865	61
Raleigh - Durham, N.C.	636,085	62
Rochester, N.Y.	630,462	63
Buffalo, N.Y.	617,262	64
Birmingham, Ala.	611,920	65
Flint, Mich.	611,756	66
Jacksonville, Fla.	607,272	67
Scranton - Wilkes-Barre, Pa.	590,430	68
Austin, Tex.	567,754	69
Tucson, Ariz.	558,232	70
Albany - Schenectady - Troy, N.Y.	555,988	71
Wilmington, Del.	554,716	72
Little Rock - North Little Rock, Ark.	554,646	73
Manchester - Nashua, N.H.	554,411	74
Omaha, Neb.	539,899	75
Harrisburg - Lebanon - Carlisle, Pa.	538,858	76
Las Vegas, Nev.	536,076	77
Knoxville, Tenn.	532,711	78
Tulsa, Okla.	526,002	79
Allentown - Bethlehem, Pa.	513,328	80
Saginaw - Bay City - Midland, Mich.	507,312	81
Albuquerque, N.M.	494,820	82
Springfield, Mass.	494,050	83
Greenville - Spartanburg, S.C.	486,725	84
Baton Rouge, La.	476,173	85
Oxnard - Ventura, Cal.	467,070	86
Worcester - Fitchburg - Leominster, Mass.	460,178	87
Wichita, Kans.	447,174	88
Gary - Hammond, Ind.	446,305	89
Akron, Ohio	440,445	90
Lansing - East Lansing, Mich.	438,737	91
Youngstown - Warren, Ohio	425,747	92
El Paso, Tex.	411,641	93
Des Moines, Iowa	409,949	94
Columbia, S.C.	399,340	95
Fresno, Cal.	388,145	96
Syracuse, N.Y.	384,519	97
Madison, Wisc.	384,481	98
Huntington - Ashland, W.Va.-Ky.	382,115	99
Anchorage, Alas.	381,258	100
Total Top 100	**122,617,803**	
Lexington-Fayette, Ky.	377,803	101
Chattanooga, Tenn.	377,319	102
Mobile, Ala.	377,084	103
Jackson, Miss.	361,903	104
Davenport - Rock Island - Moline, Iowa-Ill.	357,484	105
Tacoma, Wash.	354,359	106
Johnson City - Kingsport - Bristol, Tenn.	351,599	107
Melbourne - Titusville - Palm Bay, Fla.	350,711	108
Charleston, S.C.	338,134	109
Colorado Springs, Colo.	332,176	110
Pensacola, Fla.	330,856	111
Trenton, N.J.	330,264	112
Appleton - Oshkosh - Neenah, Wisc.	320,143	113
Reno, Nev.	313,689	114
New Bedford - Fall River - Attleboro, Mass.	313,271	115
Augusta, Ga.	308,404	116
Fort Wayne, Ind.	301,663	117
Beaumont - Port Arthur, Tex.	300,883	118
Ann Arbor, Mich.	300,467	119
Green Bay, Wisc.	299,004	120
Reading, Pa.	292,504	121
Kalamazoo, Mich.	291,525	122
Lake County, Ill.	288,936	123
Peoria, Ill.	284,061	124
Lakeland - Winter Haven, Fla.	283,792	125
Corpus Christi, Tex.	278,029	126
Lancaster, Pa.	277,952	127
Springfield, Mo.	277,881	128
Canton, Ohio	276,945	129
Spokane, Wash.	276,515	130
Shreveport, La.	273,723	131
Evansville, Ind.	272,537	132
Fayetteville, N.C.	265,717	133
Daytona Beach, Fla.	262,525	134
Stockton, Cal.	261,869	135
Sarasota, Fla.	261,701	136
Roanoke, Va.	261,152	137
Portland, Me.	261,114	138
York, Pa.	256,885	139
Tallahassee, Fla.	254,815	140
Rockford, Ill.	254,422	141
Macon - Warner Robins, Ga.	252,510	142
McAllen - Edinburg - Mission, Tex.	251,273	143
Atlantic City, N.J.	250,196	144
Fort Myers - Cape Coral, Fla.	248,257	145
Bakersfield, Cal.	246,982	146
Duluth, Minn.	246,877	147
Aurora - Elgin, Ill.	246,839	148
Santa Barbara - Santa Maria - Lompoc, Cal.	245,784	149
Modesto, Cal.	245,589	150
Total Top 150	**137,263,978**	
Montgomery, Ala.	245,114	151
Santa Rosa - Petaluma, Cal.	236,545	152
Portsmouth - Dover - Rochester, N.H.	231,712	153
Salem, Ore.	230,568	154
South Bend - Mishawaka, Ind.	228,896	155
Lafayette, La.	228,432	156
Charleston, W.Va.	227,910	157
Eugene - Springfield, Ore.	222,863	158
Cedar Rapids, Iowa	220,444	159
Salinas - Seaside - Monterey, Cal.	216,559	160
Savannah, Ga.	215,457	161
Orange County, N.Y.	215,312	162
Visalia - Tulare - Porterville, Cal.	206,235	163
Biloxi - Gulfport, Miss.	203,656	164
Springfield, Ill.	203,593	165
Vallejo - Fairfield - Napa, Cal.	203,230	166
Midland, Tex.	197,604	167
Killeen - Temple, Tex.	196,681	168
Lubbock, Tex.	194,637	169
Wheeling, W.Va.	194,162	170
Laredo, Tex.	194,137	171
Erie, Pa.	192,659	172
Asheville, N.C.	186,879	173
Huntsville, Ala.	183,405	174
Brownsville - Harlingen, Tex.	183,301	175
Poughkeepsie, N.Y.	182,346	176
Lorain - Elyria, Ohio	181,199	177
Champaign - Urbana - Rantoul, Ill.	179,286	178
Lynchburg, Va.	178,509	179
Longview - Marshall, Tex.	173,865	180
Lincoln, Neb.	173,730	181
Waco, Tex.	173,318	182
Vancouver, Wash.	172,674	183
Odessa, Tex.	169,836	184
Tyler, Tex.	169,212	185
Boulder - Longmont, Colo.	169,155	186
Joliet, Ill.	168,969	187
Columbus, Ga.	168,741	188
Janesville - Beloit, Wisc.	167,974	189
Utica - Rome, N.Y.	166,991	190
Wilmington, N.C.	166,037	191
Topeka, Kans.	163,934	192
Lima, Ohio	164,529	193
Jackson, Mich.	164,355	194
Ocala, Fla.	164,155	195
Beaver County, Pa.	163,858	196
Gainesville, Fla.	163,617	197
Abilene, Tex.	163,523	198
Binghamton, N.Y.	163,493	199
Jersey City, N.J.	163,379	200
Total Top 200	**146,762,654**	
Mansfield, Ohio	161,024	201
Bradenton, Fla.	160,849	202
Fort Walton Beach, Fla.	160,627	203
Charlottesville, Va.	159,389	204
Muskegon, Mich.	157,390	205
Fayetteville - Springdale, Ark.	156,289	206
Fargo - Moorhead, N.D.-Minn.	155,997	207
New London - Norwich, Conn.	154,884	208
Sioux Falls, S.D.	154,468	209
Rochester, Minn.	153,717	210
Fort Pierce, Fla.	152,410	211
Hamilton - Middletown, Ohio	151,896	212
Wichita Falls, Tex.	151,538	213
Parkersburg - Marietta, W.Va.-Ohio	150,999	214
Amarillo, Tex.	150,562	215
Athens, Ga.	150,262	216
St. Cloud, Minn.	150,215	217
Fort Smith, Ark.	146,815	218
Racine, Wisc.	146,274	219
Hickory, N.C.	144,981	220
Medford, Ore.	144,233	221
Provo - Orem, Utah	142,877	222
Benton Harbor, Mich.	140,477	223
Bryan - College Station, Tex.	138,632	224
Battle Creek, Mich.	137,888	225
Jackson, Tenn.	137,839	226
Joplin, Mo.	137,778	227
Boise, Ida.	136,920	228
Houma - Thibodaux, La.	134,853	229
Decatur, Ill.	131,913	230
Terre Haute, Ind.	131,402	231
Niagara Falls, N.Y.	131,336	232
Bloomington - Normal, Ill.	130,250	233
Waterloo - Cedar Falls, Iowa	129,202	234
Albany, Ga.	128,780	235
Johnstown, Pa.	127,435	236
Eau Claire, Wisc.	127,425	237
La Crosse, Wisc.	124,127	238
Olympia, Wash.	123,517	239
Richland - Kennewick - Pasco, Wash.	123,448	240
Florence, Ala.	123,432	241
Altoona, Pa.	122,278	242
Clarksville - Hopkinsville, Tenn.-Ky.	121,978	243
Galveston - Texas City, Tex.	121,877	244
Panama City, Fla.	121,764	245
Elmira, N.Y.	120,919	246
Sioux City, Iowa	120,043	247
Lake Charles, La.	119,986	248
Fort Collins - Loveland, Colo.	119,626	249
Billings, Mont.	119,495	250
Total Top 250	**153,704,974**	
Rapid City, S.D.	119,491	251
Dothan, Ala.	119,271	252
Texarkana, Tex.-Ark.	118,876	253
Grand Forks, N.D.	118,661	254
Wausau, Wisc.	117,848	255
Pascagoula, Miss.	117,168	256
Bangor, Me.	117,080	257
Yakima, Wash.	114,372	258
Bismarck, N.D.	114,120	259
San Angelo, Tex.	113,899	260
Florence, S.C.	113,633	261
Tuscaloosa, Ala.	113,031	262
Merced, Cal.	112,218	263
Brazoria, Tex.	109,794	264
Alexandria, La.	108,670	265
Pueblo, Colo.	108,304	266
Owensboro, Ky.	106,816	267
Cumberland, Md.	106,805	268
Lafayette - West Lafayette, Ind.	106,804	269
Kenosha, Wisc.	105,605	270
Lawton, Okla.	105,215	271
Chico, Cal.	104,131	272
Dubuque, Iowa	102,002	273
St. Joseph, Mo.	101,823	274
Burlington, Vt.	101,568	275
Pittsfield, Mass.	101,521	276
Yuba City, Cal.	97,776	277
Anderson, S.C.	97,511	278
Anderson, Ind.	96,955	279
Muncie, Ind.	96,935	280
Naples, Fla.	96,732	281
Sheboygan, Wisc.	95,671	282
Santa Cruz, Cal.	95,340	283
Burlington, N.C.	95,199	284
Jacksonville, N.C.	94,488	285
Monroe, La.	94,055	286
Columbia, Mo.	92,561	287
Kokomo, Ind.	92,337	288
Williamsport, Pa.	91,859	289
Steubenville - Weirton, Ohio-W.Va.	91,642	290
Sharon, Pa.	90,004	291
Sherman - Denison, Tex.	87,289	292
Elkhart - Goshen, Ind.	86,180	293
Bremerton, Wash.	85,901	294
Vineland - Millville - Bridgeton, N.J.	85,067	295
Redding, Cal.	83,792	296
Greeley, Colo.	83,481	297
Victoria, Tex.	82,450	298
Bloomington, Ind.	79,798	299
Santa Fe, N.M.	79,506	300
Bellingham, Wash.	79,268	301
Great Falls, Mont.	78,873	302
Decatur, Ala.	78,317	303
Las Cruces, N.M.	77,950	304
Hagerstown, Md.	76,950	305
Pine Bluff, Ark.	75,860	306
Glens Falls, N.Y.	73,417	307
Lewiston - Auburn, Me.	72,860	308
Anniston, Ala.	71,428	309
Cheyenne, Wyo.	70,164	310
Jamestown - Dunkirk, N.Y.	67,918	311
Iowa City, Iowa	67,917	312
State College, Pa.	65,637	313
Gadsden, Ala.	65,053	314
Kankakee, Ill.	64,188	315
Casper, Wyo.	57,862	316
Danville, Va.	51,984	317
Enid, Okla.	34,235	318
Lawrence, Kans.	30,957	319
Total Above Areas	**160,017,067**	
Percent of U.S.	**85.6787**	
U.S. Total	**186,764,143**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

DEPARTMENT STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	5,502,237	1
New York, N.Y.	4,651,299	2
Chicago, Ill.	4,470,514	3
Philadelphia, Pa.	3,611,419	4
Detroit, Mich.	3,304,496	5
Washington, D.C.	3,109,719	6
Minneapolis - St. Paul, Minn.	2,844,473	7
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	2,647,774	8
Houston, Tex.	2,481,584	9
Atlanta, Ga.	2,474,651	10
St. Louis, Mo.	2,236,995	11
Dallas, Tex.	2,049,637	12
Nassau - Suffolk, N.Y.	2,030,698	13
Anaheim - Santa Ana, Cal.	1,730,543	14
Cleveland, Ohio	1,621,189	15
San Diego, Cal.	1,546,392	16
Pittsburgh, Pa.	1,535,893	17
Tampa - St. Petersburg - Clearwater, Fla.	1,501,030	18
Oakland, Cal.	1,462,846	19
Baltimore, Md.	1,459,170	20
Phoenix, Ariz.	1,458,861	21
Denver, Colo.	1,427,015	22
Portland, Ore.	1,425,954	23
San Francisco, Cal.	1,410,163	24
Kansas City, Mo.-Kans.	1,404,443	25
Miami - Hialeah, Fla.	1,404,405	26
Cincinnati, Ohio	1,400,581	27
San Jose, Cal.	1,294,071	28
Seattle, Wash.	1,260,287	29
Riverside - San Bernardino, Cal.	1,245,083	30
Columbus, Ohio	1,214,212	31
Milwaukee, Wisc.	1,206,381	32
Bergen - Passaic, N.J.	1,180,680	33
Fort Worth - Arlington, Tex.	998,916	34
Indianapolis, Ind.	961,306	35
Newark, N.J.	934,820	36
Norfolk - Virginia Beach - Newport News, Va.	924,833	37
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	912,668	38
Hartford - New Britain - Middletown - Bristol, Conn.	910,246	39
Sacramento, Cal.	904,184	40
Middlesex - Somerset - Hunterdon, N.J.	856,454	41
Bridgeport - Stamford - Norwalk - Danbury, Conn.	842,263	42
New Orleans, La.	836,934	43
Louisville, Ky.	831,380	44
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	768,476	45
Richmond - Petersburg, Va.	751,728	46
Memphis, Tenn.	738,917	47
Salt Lake City - Ogden, Utah	716,240	48
Nashville, Tenn.	712,127	49
Dayton - Springfield, Ohio	711,693	50
Total Top 50	**83,915,882**	
Orlando, Fla.	700,560	51
West Palm Beach - Boca Raton - Delray Beach, Fla.	685,815	52
New Haven - Waterbury - Meriden, Conn.	678,531	53
Toledo, Ohio	663,182	54
San Antonio, Tex.	649,463	55
Greensboro - Winston-Salem - High Point, N.C.	644,935	56
Monmouth - Ocean, N.J.	635,517	57
Providence - Pawtucket - Woonsocket, R.I.	632,138	58
Grand Rapids, Mich.	623,692	59
Oklahoma City, Okla.	610,526	60
Rochester, N.Y.	567,576	61
Flint, Mich.	551,202	62
Honolulu, Haw.	550,139	63
Little Rock - North Little Rock, Ark.	522,045	64
Buffalo, N.Y.	519,635	65
Jacksonville, Fla.	515,644	66
Wilmington, Del.	503,430	67
Omaha, Neb.	501,887	68
Tucson, Ariz.	501,402	69
Scranton - Wilkes-Barre, Pa.	491,114	70
Austin, Tex.	488,924	71
Birmingham, Ala.	485,302	72
Las Vegas, Nev.	482,541	73
Raleigh - Durham, N.C.	471,350	74
Albany - Schenectady - Troy, N.Y.	466,620	75
Harrisburg - Lebanon - Carlisle, Pa.	466,189	76
Knoxville, Tenn.	463,494	77
Saginaw - Bay City - Midland, Mich.	460,252	78
Allentown - Bethlehem, Pa.	450,560	79
Tulsa, Okla.	439,249	80
Manchester - Nashua, N.H.	437,832	81
Oxnard - Ventura, Cal.	432,622	82
Albuquerque, N.M.	430,530	83
Springfield, Mass.	415,384	84
Lansing - East Lansing, Mich.	412,516	85
Greenville - Spartanburg, S.C.	404,009	86
Baton Rouge, La.	400,453	87
Worcester - Fitchburg - Leominster, Mass.	398,108	88
Akron, Ohio	395,700	89
Youngstown - Warren, Ohio	389,447	90
Gary - Hammond, Ind.	375,117	91
Wichita, Kans.	373,611	92
Madison, Wisc.	367,537	93
Columbia, S.C.	356,608	94
Des Moines, Iowa	349,337	95
El Paso, Tex.	347,514	96
Syracuse, N.Y.	335,599	97
Huntington - Ashland, W.Va.-Ky.	333,889	98
Fresno, Cal.	330,665	99
Davenport - Rock Island - Moline, Iowa-Ill.	330,429	100
Total Top 100	**107,955,723**	
Tacoma, Wash.	329,149	101
Lexington-Fayette, Ky.	329,027	102
Melbourne - Titusville - Palm Bay, Fla.	312,053	103
Chattanooga, Tenn.	310,687	104
Colorado Springs, Colo.	302,576	105
New Bedford - Fall River - Attleboro, Mass.	295,027	106
Reno, Nev.	292,938	107
Mobile, Ala.	290,255	108
Johnson City - Kingsport - Bristol, Tenn.	285,581	109
Anchorage, Alas.	283,909	110
Ann Arbor, Mich.	283,564	111
Jackson, Miss.	282,436	112
Trenton, N.J.	281,865	113
Kalamazoo, Mich.	280,066	114
Pensacola, Fla.	278,189	115
Charleston, S.C.	271,574	116
Fort Wayne, Ind.	269,447	117
Springfield, Mo.	267,731	118
Appleton - Oshkosh - Neenah, Wisc.	267,708	119
Green Bay, Wisc.	255,598	120
Reading, Pa.	255,090	121
Lake County, Ill.	254,676	122
Canton, Ohio	253,332	123
Beaumont - Port Arthur, Tex.	247,061	124
Peoria, Ill.	241,556	125
Spokane, Wash.	240,277	126
Evansville, Ind.	234,236	127
Augusta, Ga.	229,446	128
Stockton, Cal.	229,299	129
Rockford, Ill.	228,600	130
York, Pa.	227,243	131
Sarasota, Fla.	224,307	132
Corpus Christi, Tex.	224,102	133
Portland, Me.	223,636	134
Aurora - Elgin, Ill.	222,517	135
Modesto, Cal.	221,970	136
Shreveport, La.	220,262	137
Roanoke, Va.	219,773	138
Duluth, Minn.	219,125	139
Daytona Beach, Fla.	218,589	140
Santa Barbara - Santa Maria - Lompoc, Cal.	214,369	141
Cedar Rapids, Iowa	214,341	142
Fort Myers - Cape Coral, Fla.	212,159	143
Tallahassee, Fla.	211,616	144
Atlantic City, N.J.	211,440	145
Lakeland - Winter Haven, Fla.	210,566	146
Charleston, W.Va.	208,606	147
Macon - Warner Robins, Ga.	208,236	148
Lancaster, Pa.	207,044	149
Santa Rosa - Petaluma, Cal.	206,285	150
Total Top 150	**120,464,666**	
Portsmouth - Dover - Rochester, N.H.	205,376	151
South Bend - Mishawaka, Ind.	205,124	152
Lafayette, La.	202,945	153
McAllen - Edinburg - Mission, Tex.	198,586	154
Fayetteville, N.C.	197,013	155
Bakersfield, Cal.	196,690	156
Salinas - Seaside - Monterey, Cal.	193,035	157
Montgomery, Ala.	188,726	158
Salem, Ore.	185,832	159
Springfield, Ill.	183,230	160
Visalia - Tulare - Porterville, Cal.	182,818	161
Vallejo - Fairfield - Napa, Cal.	179,039	162
Midland, Tex.	176,802	163
Savannah, Ga.	174,146	164
Orange County, N.Y.	167,034	165
Huntsville, Ala.	166,004	166
Lorain - Elyria, Ohio	165,878	167
Wheeling, W.Va.	165,808	168
Laredo, Tex.	163,693	169
Eugene - Springfield, Ore.	163,058	170
Poughkeepsie, N.Y.	162,285	171
Vancouver, Wash.	160,770	172
Lubbock, Tex.	158,329	173
Brownsville - Harlingen, Tex.	157,677	174
Champaign - Urbana - Rantoul, Ill.	156,711	175
Jackson, Mich.	154,014	176
Muskegon, Mich.	153,798	177
Tyler, Tex.	152,036	178
Biloxi - Gulfport, Miss.	149,857	179
Columbus, Ga.	149,708	180
Killeen - Temple, Tex.	149,683	181
Lynchburg, Va.	149,663	182
Fayetteville - Springdale, Ark.	147,303	183
Erie, Pa.	147,053	184
Beaver County, Pa.	145,945	185
Sioux Falls, S.D.	145,336	186
Odessa, Tex.	145,197	187
Topeka, Kans.	144,123	188
Waco, Tex.	143,282	189
Fargo - Moorhead, N.D.-Minn.	142,450	190
Parkersburg - Marietta, W.Va.-Ohio	142,318	191
Hamilton - Middletown, Ohio	142,290	192
Utica - Rome, N.Y.	139,238	193
Rochester, Minn.	139,050	194
Bradenton, Fla.	138,555	195
Lincoln, Neb.	137,616	196
Janesville - Beloit, Wisc.	137,226	197
Ocala, Fla.	136,576	198
Lima, Ohio	136,448	199
Fort Smith, Ark.	135,825	200
Total Top 200	**128,515,865**	
Boulder - Longmont, Colo.	135,701	201
Wichita Falls, Tex.	135,443	202
Joliet, Ill.	135,059	203
Gainesville, Fla.	133,991	204
Racine, Wisc.	133,471	205
Battle Creek, Mich.	132,862	206
Mansfield, Ohio	132,603	207
Asheville, N.C.	132,431	208
Benton Harbor, Mich.	132,375	209
Longview - Marshall, Tex.	132,139	210
Athens, Ga.	130,439	211
Joplin, Mo.	128,194	212
Binghamton, N.Y.	127,778	213
Fort Walton Beach, Fla.	127,138	214
Provo - Orem, Utah	126,675	215
Amarillo, Tex.	125,355	216
Decatur, Ill.	123,033	217
New London - Norwich, Conn.	122,746	218
Fort Pierce, Fla.	122,103	219
La Crosse, Wisc.	120,576	220
Bloomington - Normal, Ill.	120,284	221
Abilene, Tex.	116,902	222
Wilmington, N.C.	116,367	223
Johnstown, Pa.	115,348	224
St. Cloud, Minn.	114,825	225
Charlottesville, Va.	114,824	226
Jackson, Tenn.	114,621	227
Waterloo - Cedar Falls, Iowa	113,840	228
Boise, Ida.	113,080	229
Elmira, N.Y.	113,002	230
Niagara Falls, N.Y.	111,967	231
Jersey City, N.J.	110,643	232
Terre Haute, Ind.	110,117	233
Albany, Ga.	107,275	234
Olympia, Wash.	107,087	235
Sioux City, Iowa	106,293	236
Texarkana, Tex.-Ark.	105,631	237
Lafayette - West Lafayette, Ind.	105,300	238
Bismarck, N.D.	105,234	239
Rapid City, S.D.	105,162	240
Hickory, N.C.	105,061	241
Panama City, Fla.	104,688	242
Galveston - Texas City, Tex.	103,650	243
Florence, Ala.	103,605	244
Clarksville - Hopkinsville, Tenn.-Ky.	102,792	245
Altoona, Pa.	102,785	246
Bryan - College Station, Tex.	101,825	247
Fort Collins - Loveland, Colo.	101,713	248
Houma - Thibodaux, La.	101,045	249
Grand Forks, N.D.	100,528	250
Total Top 250	**134,371,441**	
Medford, Ore.	99,691	251
Bangor, Me.	99,427	252
Owensboro, Ky.	97,301	253
Cumberland, Md.	95,256	254
Tuscaloosa, Ala.	93,841	255
Wausau, Wisc.	93,432	256
Muncie, Ind.	93,324	257
Eau Claire, Wisc.	93,210	258
Yuba City, Cal.	93,102	259
Anderson, Ind.	92,987	260
Kenosha, Wisc.	92,559	261
Merced, Cal.	91,936	262
Lake Charles, La.	91,512	263
Lawton, Okla.	90,871	264
Dothan, Ala.	90,675	265
Alexandria, La.	89,637	266
Pascagoula, Miss.	89,495	267
Pueblo, Colo.	89,282	268
Burlington, Vt.	88,883	269
Columbia, Mo.	88,780	270
Dubuque, Iowa	88,601	271
Kokomo, Ind.	86,065	272
Florence, S.C.	85,806	273
Steubenville - Weirton, Ohio-W.Va.	85,769	274
Pittsfield, Mass.	85,425	275
Billings, Mont.	84,863	276
Yakima, Wash.	84,714	277
Sharon, Pa.	83,694	278
Richland - Kennewick - Pasco, Wash.	83,326	279
Sherman - Denison, Tex.	82,857	280
Naples, Fla.	81,643	281
Santa Cruz, Cal.	81,200	282
Anderson, S.C.	81,151	283
Williamsport, Pa.	81,064	284
Vineland - Millville - Bridgeton, N.J.	80,689	285
Chico, Cal.	80,115	286
Bremerton, Wash.	79,955	287
St. Joseph, Mo.	78,295	288
San Angelo, Tex.	77,782	289
Brazoria, Tex.	76,393	290
Sheboygan, Wisc.	75,257	291
Bloomington, Ind.	74,304	292
Monroe, La.	73,878	293
Victoria, Tex.	73,764	294
Decatur, Ala.	69,733	295
Hagerstown, Md.	68,972	296
Greeley, Colo.	68,908	297
Santa Fe, N.M.	67,932	298
Burlington, N.C.	66,544	299
Las Cruces, N.M.	66,438	300
Elkhart - Goshen, Ind.	66,386	301
Jacksonville, N.C.	66,292	302
Redding, Cal.	65,996	303
Bellingham, Wash.	65,566	304
Anniston, Ala.	62,908	305
Great Falls, Mont.	62,650	306
Pine Bluff, Ark.	62,298	307
Lewiston - Auburn, Me.	62,035	308
Glens Falls, N.Y.	61,911	309
Iowa City, Iowa	61,718	310
State College, Pa.	61,422	311
Gadsden, Ala.	59,925	312
Cheyenne, Wyo.	59,422	313
Kankakee, Ill.	58,072	314
Jamestown - Dunkirk, N.Y.	54,334	315
Casper, Wyo.	53,359	316
Danville, Va.	38,946	317
Enid, Okla.	28,088	318
Lawrence, Kans.	24,188	319
Total Above Areas	**139,657,295**	
Percent of U.S.	**89.1392**	
U.S. Total	**156,673,268**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

APPAREL & ACCESSORIES STORE SALES

Area	($000)	Rank
New York, N.Y.	4,642,312	1
Los Angeles - Long Beach, Cal.	3,585,100	2
Chicago, Ill.	2,940,586	3
Philadelphia, Pa.	2,135,791	4
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,845,217	5
Detroit, Mich.	1,718,434	6
Washington, D.C.	1,715,775	7
Nassau - Suffolk, N.Y.	1,444,341	8
Houston, Tex.	1,350,439	9
Anaheim - Santa Ana, Cal.	1,235,820	10
San Francisco, Cal.	1,197,958	11
Miami - Hialeah, Fla.	1,133,943	12
Seattle, Wash.	1,082,848	13
Dallas, Tex.	1,059,549	14
Atlanta, Ga.	959,355	15
San Diego, Cal.	937,133	16
Bergen - Passaic, N.J.	915,812	17
Minneapolis - St. Paul, Minn.	838,386	18
Newark, N.J.	829,883	19
Baltimore, Md.	829,188	20
St. Louis, Mo.	807,620	21
Oakland, Cal.	800,988	22
Cleveland, Ohio	728,214	23
San Jose, Cal.	711,345	24
Pittsburgh, Pa.	672,644	25
Phoenix, Ariz.	618,220	26
Middlesex - Somerset - Hunterdon, N.J.	572,024	27
Bridgeport - Stamford - Norwalk - Danbury, Conn.	558,937	28
Riverside - San Bernardino, Cal.	558,835	29
Hartford - New Britain - Middletown - Bristol, Conn.	550,856	30
New Orleans, La.	531,621	31
Denver, Colo.	524,323	32
Kansas City, Mo.-Kans.	519,161	33
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	505,557	34
Norfolk - Virginia Beach - Newport News, Va.	474,335	35
Portland, Ore.	465,217	36
Honolulu, Haw.	448,317	37
Tampa - St. Petersburg - Clearwater, Fla.	437,978	38
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	437,442	39
Fort Worth - Arlington, Tex.	435,311	40
Milwaukee, Wisc.	420,486	41
San Antonio, Tex.	420,318	42
West Palm Beach - Boca Raton - Delray Beach, Fla.	419,373	43
Memphis, Tenn.	415,131	44
Oklahoma City, Okla.	414,295	45
Indianapolis, Ind.	406,617	46
Cincinnati, Ohio	395,840	47
Sacramento, Cal.	383,217	48
Monmouth - Ocean, N.J.	366,777	49
Birmingham, Ala.	360,829	50
Total Top 50	**47,759,698**	
Columbus, Ohio	356,744	51
Greensboro - Winston-Salem - High Point, N.C.	354,672	52
Buffalo, N.Y.	354,418	53
New Haven - Waterbury - Meriden, Conn.	346,699	54
Albany - Schenectady - Troy, N.Y.	335,226	55
Salt Lake City - Ogden, Utah	323,983	56
Providence - Pawtucket - Woonsocket, R.I.	323,137	57
Louisville, Ky.	307,451	58
Reading, Pa.	289,626	59
Orlando, Fla.	284,525	60
Tulsa, Okla.	281,322	61
Jersey City, N.J.	280,618	62
Rochester, N.Y.	276,454	63
Raleigh - Durham, N.C.	268,233	64
Nashville, Tenn.	267,710	65
Richmond - Petersburg, Va.	266,783	66
Dayton - Springfield, Ohio	253,264	67
Springfield, Mass.	247,000	68
Knoxville, Tenn.	246,817	69
Syracuse, N.Y.	245,104	70
Las Vegas, Nev.	240,149	71
Grand Rapids, Mich.	236,895	72
Jacksonville, Fla.	235,269	73
Austin, Tex.	233,391	74
Scranton - Wilkes-Barre, Pa.	231,424	75
Worcester - Fitchburg - Leominster, Mass.	226,239	76
Lake County, Ill.	211,387	77
New Bedford - Fall River - Attleboro, Mass.	210,616	78
Greenville - Spartanburg, S.C.	209,148	79
Little Rock - North Little Rock, Ark.	203,703	80
Allentown - Bethlehem, Pa.	198,900	81
Omaha, Neb.	197,212	82
Gary - Hammond, Ind.	186,736	83
Tucson, Ariz.	184,419	84
McAllen - Edinburg - Mission, Tex.	182,629	85
Oxnard - Ventura, Cal.	181,564	86
El Paso, Tex.	172,955	87
Harrisburg - Lebanon - Carlisle, Pa.	170,864	88
Trenton, N.J.	168,985	89
Wilmington, Del.	167,696	90
Manchester - Nashua, N.H.	164,902	91
Fresno, Cal.	164,067	92
Charleston, S.C.	161,790	93
Santa Barbara - Santa Maria - Lompoc, Cal.	160,340	94
Albuquerque, N.M.	159,337	95
Toledo, Ohio	155,057	96
Baton Rouge, La.	149,874	97
Akron, Ohio	145,738	98
Tacoma, Wash.	145,342	99
Beaumont - Port Arthur, Tex.	144,368	100
Total Top 100	**59,270,480**	
Evansville, Ind.	142,430	101
Anchorage, Alas.	139,980	102
Saginaw - Bay City - Midland, Mich.	139,845	103
Madison, Wisc.	139,245	104
Des Moines, Iowa	136,469	105
Atlantic City, N.J.	136,304	106
Salinas - Seaside - Monterey, Cal.	133,290	107
Flint, Mich.	132,690	108
Columbia, S.C.	132,411	109
Wichita, Kans.	131,724	110
Lexington-Fayette, Ky.	129,642	111
Utica - Rome, N.Y.	127,345	112
Bakersfield, Cal.	126,897	113
Chattanooga, Tenn.	126,701	114
Lancaster, Pa.	125,645	115
Lansing - East Lansing, Mich.	124,197	116
Portsmouth - Dover - Rochester, N.H.	122,182	117
Augusta, Ga.	119,402	118
Laredo, Tex.	119,136	119
Spokane, Wash.	116,808	120
Corpus Christi, Tex.	116,532	121
Youngstown - Warren, Ohio	115,233	122
Stockton, Cal.	114,193	123
Colorado Springs, Colo.	111,631	124
Canton, Ohio	111,268	125
Portland, Me.	111,141	126
Modesto, Cal.	109,866	127
Orange County, N.Y.	109,144	128
Fort Wayne, Ind.	108,719	129
Johnson City - Kingsport - Bristol, Tenn.	108,064	130
Shreveport, La.	105,820	131
Santa Rosa - Petaluma, Cal.	103,811	132
Davenport - Rock Island - Moline, Iowa-Ill.	103,363	133
Lafayette, La.	102,805	134
Savannah, Ga.	102,049	135
Brownsville - Harlingen, Tex.	98,356	136
Montgomery, Ala.	96,859	137
Huntington - Ashland, W.Va.-Ky.	95,336	138
Poughkeepsie, N.Y.	96,201	139
Vallejo - Fairfield - Napa, Cal.	95,957	140
Peoria, Ill.	95,606	141
Jackson, Miss.	95,079	142
Mobile, Ala.	91,424	143
Sarasota, Fla.	90,902	144
Appleton - Oshkosh - Neenah, Wisc.	88,107	145
Galveston - Texas City, Tex.	86,952	146
York, Pa.	86,134	147
Lubbock, Tex.	86,086	148
Aurora - Elgin, Ill.	85,371	149
Ann Arbor, Mich.	84,015	150
Total Top 150	**64,879,847**	
Kalamazoo, Mich.	83,671	151
Joliet, Ill.	81,761	152
Erie, Pa.	81,219	153
Roanoke, Va.	81,133	154
Daytona Beach, Fla.	80,254	155
Burlington, Vt.	80,241	156
New London - Norwich, Conn.	80,186	157
Reno, Nev.	80,096	158
Binghamton, N.Y.	79,842	159
Amarillo, Tex.	79,515	160
Hickory, N.C.	79,121	161
Asheville, N.C.	77,704	162
Visalia - Tulare - Porterville, Cal.	76,032	163
Macon - Warner Robins, Ga.	74,678	164
Lakeland - Winter Haven, Fla.	74,143	165
Charleston, W.Va.	73,734	166
Burlington, N.C.	73,384	167
Fort Myers - Cape Coral, Fla.	73,292	168
Huntsville, Ala.	71,445	169
Boulder - Longmont, Colo.	69,644	170
South Bend - Mishawaka, Ind.	69,015	171
Rockford, Ill.	68,945	172
Charlottesville, Va.	68,461	173
Springfield, Ill.	67,473	174
Springfield, Mo.	67,187	175
Longview - Marshall, Tex.	67,149	176
Santa Cruz, Cal.	66,889	177
Lincoln, Neb.	65,819	178
Pensacola, Fla.	64,566	179
Naples, Fla.	64,265	180
Salem, Ore.	64,064	181
Duluth, Minn.	63,896	182
Niagara Falls, N.Y.	62,802	183
Monroe, La.	61,941	184
Odessa, Tex.	61,853	185
Eugene - Springfield, Ore.	61,383	186
Yakima, Wash.	61,349	187
Green Bay, Wisc.	61,167	188
Pittsfield, Mass.	60,993	189
Alexandria, La.	60,823	190
Terre Haute, Ind.	60,009	191
Champaign - Urbana - Rantoul, Ill.	59,436	192
Fort Pierce, Fla.	55,131	193
Columbus, Ga.	55,108	194
Abilene, Tex.	53,482	195
Waco, Tex.	53,188	196
Midland, Tex.	52,703	197
Cedar Rapids, Iowa	51,997	198
Gainesville, Fla.	51,980	199
Tallahassee, Fla.	51,916	200
Total Top 200	**68,265,932**	
Sioux Falls, S.D.	51,788	201
Decatur, Ill.	51,534	202
Tyler, Tex.	51,445	203
Racine, Wisc.	50,223	204
Bradenton, Fla.	49,772	205
Williamsport, Pa.	49,607	206
Eau Claire, Wisc.	47,992	207
Altoona, Pa.	47,852	208
Lake Charles, La.	47,422	209
Melbourne - Titusville - Palm Bay, Fla.	47,312	210
Boise, Ida.	46,945	211
Houma - Thibodaux, La.	46,621	212
Bloomington - Normal, Ill.	46,235	213
Bryan - College Station, Tex.	46,014	214
Bangor, Me.	45,731	215
Provo - Orem, Utah	45,227	216
Rochester, Minn.	44,497	217
Ocala, Fla.	44,456	218
Tuscaloosa, Ala.	44,303	219
Lorain - Elyria, Ohio	44,210	220
Killeen - Temple, Tex.	43,437	221
Waterloo - Cedar Falls, Iowa	43,399	222
Texarkana, Tex.-Ark.	43,229	223
Santa Fe, N.M.	43,019	224
Fargo - Moorhead, N.D.-Minn.	41,740	225
Olympia, Wash.	40,468	226
Danville, Va.	40,415	227
Biloxi - Gulfport, Miss.	40,210	228
Fort Collins - Loveland, Colo.	40,203	229
Brazoria, Tex.	40,183	230
Topeka, Kans.	40,151	231
Johnstown, Pa.	39,981	232
Janesville - Beloit, Wisc.	39,754	233
Vineland - Millville - Bridgeton, N.J.	39,719	234
Dothan, Ala.	39,454	235
Anderson, Ind.	39,375	236
Wilmington, N.C.	39,339	237
St. Cloud, Minn.	39,289	238
Lynchburg, Va.	39,146	239
Benton Harbor, Mich.	38,929	240
Albany, Ga.	38,768	241
Fayetteville, N.C.	38,747	242
Kokomo, Ind.	38,730	243
Glens Falls, N.Y.	38,717	244
Jackson, Tenn.	38,491	245
Athens, Ga.	38,455	246
Lima, Ohio	37,773	247
Fort Smith, Ark.	37,677	248
Parkersburg - Marietta, W.Va.-Ohio	37,596	249
Wheeling, W.Va.	37,520	250
Total Top 250	**70,409,032**	
Sioux City, Iowa	37,510	251
San Angelo, Tex.	37,332	252
Bloomington, Ind.	37,129	253
Florence, S.C.	37,096	254
Florence, Ala.	36,929	255
Redding, Cal.	36,852	256
Billings, Mont.	36,796	257
Elkhart - Goshen, Ind.	35,566	258
Panama City, Fla.	35,528	259
Richland - Kennewick - Pasco, Wash.	35,437	260
La Crosse, Wisc.	35,228	261
Joplin, Mo.	34,964	262
Columbia, Mo.	34,912	263
Chico, Cal.	34,773	264
Mansfield, Ohio	34,427	265
Anderson, S.C.	34,309	266
Vancouver, Wash.	34,268	267
Wichita Falls, Tex.	34,075	268
Beaver County, Pa.	33,289	269
Bellingham, Wash.	33,273	270
Sharon, Pa.	32,624	271
Victoria, Tex.	31,844	272
Kenosha, Wisc.	31,649	273
Elmira, N.Y.	31,277	274
Lafayette - West Lafayette, Ind.	31,133	275
Owensboro, Ky.	30,823	276
Muncie, Ind.	30,794	277
Lawton, Okla.	30,752	278
Pine Bluff, Ark.	30,278	279
Fort Walton Beach, Fla.	30,200	280
State College, Pa.	30,064	281
Battle Creek, Mich.	29,717	282
Medford, Ore.	29,636	283
Bremerton, Wash.	29,533	284
Hagerstown, Md.	29,417	285
Wausau, Wisc.	29,328	286
Jackson, Mich.	29,268	287
Pascagoula, Miss.	28,670	288
Rapid City, S.D.	28,556	289
Anniston, Ala.	28,215	290
Gadsden, Ala.	28,060	291
Muskegon, Mich.	27,980	292
Enid, Okla.	27,947	293
Cumberland, Md.	27,527	294
Dubuque, Iowa	26,771	295
Fayetteville - Springdale, Ark.	26,520	296
Lewiston - Auburn, Me.	25,683	297
Yuba City, Cal.	24,947	298
Bismarck, N.D.	24,934	299
Hamilton - Middletown, Ohio	24,918	300
Decatur, Ala.	24,792	301
Clarksville - Hopkinsville, Tenn.-Ky.	24,735	302
St. Joseph, Mo.	24,507	303
Sherman - Denison, Tex.	24,416	304
Grand Forks, N.D.	24,313	305
Kankakee, Ill.	23,930	306
Steubenville - Weirton, Ohio-W.Va.	23,651	307
Cheyenne, Wyo.	23,097	308
Las Cruces, N.M.	22,687	309
Pueblo, Colo.	22,664	310
Jamestown - Dunkirk, N.Y.	21,205	311
Lawrence, Kans.	21,024	312
Iowa City, Iowa	20,732	313
Great Falls, Mont.	18,626	314
Merced, Cal.	18,557	315
Casper, Wyo.	17,716	316
Greeley, Colo.	16,180	317
Sheboygan, Wisc.	12,761	318
Jacksonville, N.C.	10,169	319
Total Above Areas	**72,383,552**	
Percent of U.S.	**86.7787**	
U.S. Total	**83,411,653**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

FURNITURE / HOME FURNISHINGS / APPLIANCE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	4,957,395	1
New York, N.Y.	4,457,969	2
Chicago, Ill.	2,798,436	3
Washington, D.C.	2,162,941	4
Nassau - Suffolk, N.Y.	1,988,274	5
Detroit, Mich.	1,804,245	6
Boston - Lawrence - Salem - Lowell - Brockton, Mass	1,742,487	7
Philadelphia, Pa.	1,674,431	8
Atlanta, Ga.	1,195,034	9
Houston, Tex.	1,152,880	10
San Diego, Cal.	1,093,031	11
San Francisco, Cal.	1,061,841	12
Newark, N.J.	1,055,331	13
Bergen - Passaic, N.J.	980,931	14
Oakland, Cal.	948,864	15
Tampa - St. Petersburg - Clearwater, Fla.	947,775	16
San Jose, Cal.	947,352	17
Dallas, Tex.	890,523	18
Phoenix, Ariz.	884,176	19
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	875,665	20
Baltimore, Md.	855,987	21
Miami - Hialeah, Fla.	838,339	22
St. Louis, Mo.	795,207	23
Anaheim - Santa Ana, Cal.	758,020	24
Minneapolis - St. Paul, Minn.	741,181	25
Pittsburgh, Pa.	701,583	26
Riverside - San Bernardino, Cal.	700,102	27
Middlesex - Somerset - Hunterdon, N.J.	695,585	28
Seattle, Wash.	684,700	29
Sacramento, Cal.	680,888	30
Cleveland, Ohio	662,272	31
Denver, Colo.	659,756	32
Norfolk - Virginia Beach - Newport News, Va.	653,961	33
West Palm Beach - Boca Raton - Delray Beach, Fla.	597,795	34
Milwaukee, Wisc.	552,185	35
Oklahoma City, Okla.	511,876	36
New Orleans, La.	496,827	37
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	492,459	38
Hartford - New Britain - Middletown - Bristol, Conn.	490,975	39
Portland, Ore.	488,319	40
Greensboro - Winston-Salem - High Point, N.C.	481,264	41
Indianapolis, Ind.	473,501	42
Bridgeport - Stamford - Norwalk - Danbury, Conn.	463,143	43
Kansas City, Mo.-Kans.	459,044	44
Columbus, Ohio	457,073	45
Cincinnati, Ohio	454,415	46
Memphis, Tenn.	441,778	47
Fort Worth - Arlington, Tex.	431,838	48
Louisville, Ky.	417,194	49
Rochester, N.Y.	415,414	50
Total Top 50	**51,172,262**	
Monmouth - Ocean, N.J.	384,080	51
Madison, Wisc.	383,904	52
Albany - Schenectady - Troy, N.Y.	381,241	53
Salt Lake City - Ogden, Utah	371,878	54
San Antonio, Tex.	355,760	55
Orlando, Fla.	351,879	56
Nashville, Tenn.	347,735	57
Buffalo, N.Y.	338,666	58
Raleigh - Durham, N.C.	337,985	59
Grand Rapids, Mich.	336,826	60
Omaha, Neb.	336,557	61
New Haven - Waterbury - Meriden, Conn.	329,703	62
Toledo, Ohio	316,793	63
Tulsa, Okla.	304,300	64
Providence - Pawtucket - Woonsocket, R.I.	299,587	65
Greenville - Spartanburg, S.C.	293,166	66
Richmond - Petersburg, Va.	291,979	67
Dayton - Springfield, Ohio	289,389	68
Jacksonville, Fla.	264,700	69
Syracuse, N.Y.	260,671	70
Knoxville, Tenn.	257,360	71
Austin, Tex.	256,804	72
Birmingham, Ala.	245,046	73
Wilmington, Del.	238,291	74
Tucson, Ariz.	223,172	75
Springfield, Mass.	221,805	76
Lake County, Ill.	217,010	77
Sarasota, Fla.	215,329	78
Las Vegas, Nev.	209,967	79
Akron, Ohio	209,548	80
Allentown - Bethlehem, Pa.	206,803	81
Charleston, S.C.	204,493	82
Fresno, Cal.	203,831	83
Jersey City, N.J.	201,422	84
Gary - Hammond, Ind.	200,809	85
Oxnard - Ventura, Cal.	199,309	86
Fort Myers - Cape Coral, Fla.	196,796	87
Albuquerque, N.M.	196,253	88
Worcester - Fitchburg - Leominster, Mass.	195,415	89
Baton Rouge, La.	193,647	90
Harrisburg - Lebanon - Carlisle, Pa.	189,591	91
New Bedford - Fall River - Attleboro, Mass.	188,490	92
Scranton - Wilkes-Barre, Pa.	185,803	93
Mobile, Ala.	185,701	94
Lansing - East Lansing, Mich.	184,033	95
Tacoma, Wash.	182,778	96
Manchester - Nashua, N.H.	181,870	97
Santa Barbara - Santa Maria - Lompoc, Cal.	178,649	98
Saginaw - Bay City - Midland, Mich.	177,631	99
Chattanooga, Tenn.	176,033	100
Total Top 100	**63,872,750**	
Des Moines, Iowa	172,769	101
Little Rock - North Little Rock - Ark.	167,101	102
Honolulu, Haw.	166,801	103
Lancaster, Pa.	165,331	104
Trenton, N.J.	164,631	105
Youngstown - Warren, Ohio	164,504	106
Columbia, S.C.	162,892	107
Lexington-Fayette, Ky.	161,629	108
Stockton, Cal.	161,156	109
Fayetteville, N.C.	157,106	110
Fort Wayne, Ind.	156,452	111
El Paso, Tex.	155,749	112
Daytona Beach, Fla.	155,614	113
Spokane, Wash.	151,856	114
Bakersfield, Cal.	147,915	115
Colorado Springs, Colo.	147,644	116
South Bend - Mishawaka, Ind.	147,264	117
Santa Rosa - Petaluma, Cal.	146,969	118
Ann Arbor, Mich.	140,996	119
Flint, Mich.	140,247	120
Modesto, Cal.	139,455	121
Atlantic City, N.J.	137,281	122
Augusta, Ga.	136,966	123
Canton, Ohio	136,781	124
Wichita, Kans.	135,872	125
Reading, Pa.	135,146	126
Kalamazoo, Mich.	134,783	127
Naples, Fla.	134,138	128
Salinas - Seaside - Monterey, Cal.	132,037	129
Vallejo - Fairfield - Napa, Cal.	128,805	130
Peoria, Ill.	128,714	131
Rockford, Ill.	123,410	132
Laredo, Tex.	120,912	133
Evansville, Ind.	120,534	134
Johnson City - Kingsport - Bristol, Tenn.	118,576	135
Corpus Christi, Tex.	118,302	136
Shreveport, La.	117,863	137
Appleton - Oshkosh - Neenah, Wisc.	117,066	138
Fort Pierce, Fla.	116,451	139
Huntsville, Ala.	115,655	140
Orange County, N.Y.	115,529	141
Roanoke, Va.	114,228	142
Davenport - Rock Island - Moline, Iowa-Ill.	111,688	143
Jackson, Miss.	110,733	144
Beaumont - Port Arthur, Tex.	110,002	145
York, Pa.	107,934	146
Tallahassee, Fla.	106,854	147
Huntington - Ashland, W.Va.-Ky.	106,701	148
Macon - Warner Robins, Ga.	105,830	149
New London - Norwich, Conn.	104,559	150
Total Top 150	**70,650,181**	
McAllen - Edinburg - Mission, Tex.	104,413	151
Utica - Rome, N.Y.	103,848	152
Columbus, Ga.	103,517	153
Savannah, Ga.	103,030	154
Pensacola, Fla.	99,241	155
Melbourne - Titusville - Palm Bay, Fla.	99,145	156
Portsmouth - Dover - Rochester, N.H.	98,766	157
Eugene - Springfield, Ore.	91,248	158
Aurora - Elgin, Ill.	91,128	159
Binghamton, N.Y.	90,207	160
Lakeland - Winter Haven, Fla.	88,712	161
Springfield, Ill.	88,515	162
Reno, Nev.	88,382	163
Charleston, W.Va.	87,760	164
Poughkeepsie, N.Y.	86,176	165
Erie, Pa.	85,298	166
Lubbock, Tex.	84,772	167
Visalia - Tulare - Porterville, Cal.	84,256	168
Ocala, Fla.	83,461	169
Green Bay, Wisc.	82,780	170
Charlottesville, Va.	82,216	171
Odessa, Tex.	81,403	172
Hickory, N.C.	81,277	173
Bradenton, Fla.	80,985	174
Santa Cruz, Cal.	80,396	175
Boulder - Longmont, Colo.	79,603	176
Lafayette, La.	78,835	177
Brownsville - Harlingen, Tex.	75,099	178
Asheville, N.C.	75,023	179
Fort Walton Beach, Fla.	72,176	180
Amarillo, Tex.	71,792	181
Salem, Ore.	70,593	182
Lorain - Elyria, Ohio	70,552	183
Springfield, Mo.	70,093	184
Anchorage, Alas.	69,771	185
Longview - Marshall, Tex.	69,024	186
Burlington, Vt.	67,425	187
Hamilton - Middletown, Ohio	67,305	188
Wheeling, W.Va.	66,258	189
Portland, Me.	66,092	190
Champaign - Urbana - Rantaul, Ill.	65,238	191
Boise, Ida.	65,056	192
Duluth, Minn.	64,499	193
La Crosse, Wisc.	64,371	194
Gainesville, Fla.	63,979	195
Fort Collins - Loveland, Colo.	61,990	196
Midland, Tex.	61,823	197
Burlington, N.C.	60,906	198
Lincoln, Neb.	55,856	199
Muncie, Ind.	59,800	200
Total Top 200	**74,597,659**	
Montgomery, Ala.	59,369	201
Joliet, Ill.	57,998	202
Lynchburg, Va.	54,979	203
Killeen - Temple, Tex.	54,352	204
Lima, Ohio	53,813	205
Eau Claire, Wisc.	53,738	206
Cedar Rapids, Iowa	53,460	207
Chico, Cal.	53,435	208
Parkersburg - Marietta, W.Va.-Ohio	53,103	209
Wichita Falls, Tex.	53,036	210
Abilene, Tex.	52,433	211
Johnstown, Pa.	52,214	212
Lake Charles, La.	52,148	213
Anderson, S.C.	52,037	214
Jacksonville, N.C.	50,872	215
Bloomington - Normal, Ill.	50,792	216
Racine, Wisc.	50,645	217
Altoona, Pa.	50,480	218
Decatur, Ill.	50,461	219
Olympia, Wash.	50,094	220
Sioux Falls, S.D.	49,384	221
St. Cloud, Minn.	49,099	222
San Angelo, Tex.	48,757	223
Albany, Ga.	48,722	224
Fargo - Moorhead, N.D.-Minn.	47,632	225
Billings, Mont.	47,367	226
Provo - Orem, Utah	47,260	227
Houma - Thibodaux, La.	46,056	228
Monroe, La.	46,004	229
Dothan, Ala.	45,639	230
Waterloo - Cedar Falls, Iowa	45,328	231
Bellingham, Wash.	45,241	232
Niagara Falls, N.Y.	45,123	233
Biloxi - Gulfport, Miss.	45,102	234
Beaver County, Pa.	44,400	235
Waco, Tex.	43,244	236
Panama City, Fla.	43,208	237
Muskegon, Mich.	42,773	238
Terre Haute, Ind.	42,599	239
Rochester, Minn.	42,497	240
Vancouver, Wash.	42,316	241
Wilmington, N.C.	42,059	242
Athens, Ga.	42,007	243
Pittsfield, Mass.	41,623	244
Topeka, Kans.	41,438	245
Tyler, Tex.	41,400	246
Bremerton, Wash.	40,516	247
Fort Smith, Ark.	40,417	248
Hagerstown, Md.	40,367	249
Yakima, Wash.	40,271	250
Total Top 250	**76,984,967**	
Medford, Ore.	39,467	251
Jackson, Mich.	39,389	252
Mansfield, Ohio	39,117	253
Sioux City, Iowa	38,774	254
Florence, S.C.	38,733	255
Bangor, Me.	38,650	256
Pueblo, Colo.	38,020	257
Janesville - Beloit, Wisc.	37,993	258
Steubenville - Weirton, Ohio - W.Va.	37,709	259
Anderson, Ind.	37,525	260
Williamsport, Pa.	37,289	261
Yuba City, Cal.	37,190	262
Texarkana, Tex.-Ark.	36,616	263
Owensboro, Ky.	36,273	264
Vineland - Millville - Bridgeton, N.J.	36,217	265
Alexandria, La.	35,679	266
Florence, Ala.	35,085	267
Redding, Cal.	34,979	268
Galveston - Texas City, Tex.	34,970	269
Dubuque, Iowa	34,673	270
Brazoria, Tex.	34,584	271
Richland - Kennewick - Pasco, Wash.	34,508	272
Clarksville - Hopkinsville, Tenn.-Ky.	34,350	273
State College, Pa.	34,020	274
Lafayette - West Lafayette, Ind.	33,742	275
Santa Fe, N.M.	33,002	276
Rapid City, S.D.	32,525	277
Kenosha, Wisc.	31,738	278
Decatur, Ala.	31,376	279
Kankakee, Ill.	30,990	280
Cumberland, Md.	30,945	281
Jamestown - Dunkirk, N.Y.	30,927	282
Bloomington, Ind.	30,835	283
Battle Creek, Mich.	30,123	284
Wausau, Wisc.	30,098	285
Grand Forks, N.D.	29,587	286
Sharon, Pa.	28,971	287
Kokomo, Ind.	28,579	288
Jackson, Tenn.	28,455	289
Gadsden, Ala.	28,203	290
Great Falls, Mont.	28,165	291
Tuscaloosa, Ala.	27,971	292
Bismarck, N.D.	27,942	293
Iowa City, Iowa	27,784	294
Joplin, Mo.	27,716	295
Bryan - College Station, Tex.	27,528	296
Elmira, N.Y.	27,347	297
Lawton, Okla.	26,725	298
Anniston, Ala.	26,512	299
Elkhart - Goshen, Ind.	26,438	300
Victoria, Tex.	25,550	301
Benton Harbor, Mich.	25,448	302
Danville, Va.	24,965	303
Glens Falls, N.Y.	24,483	304
Casper, Wyo.	24,368	305
Sherman - Denison, Tex.	24,174	306
Sheboygan, Wisc.	23,625	307
Cheyenne, Wyo.	23,390	308
Merced, Cal.	23,380	309
Fayetteville - Springdale, Ark.	22,897	310
Enid, Okla.	22,805	311
Greeley, Colo.	22,340	312
St. Joseph, Mo.	21,573	313
Las Cruces, N.M.	21,412	314
Columbia, Mo.	21,101	315
Pascagoula, Miss.	19,228	316
Lewiston - Auburn, Me.	18,909	317
Lawrence, Kans.	18,499	318
Pine Bluff, Ark.	18,270	319
Total Above Areas	**79,057,418**	
Percent of U.S.	**87.1257**	
U.S. Total	**90,739,502**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

FURNITURE & HOME FURNISHINGS STORE SALES

Area	($000)	Rank
New York, N.Y.	2,296,629	1
Los Angeles - Long Beach, Cal.	2,107,170	2
Chicago, Ill.	1,418,471	3
Nassau - Suffolk, N.Y.	1,131,454	4
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,016,471	5
Washington, D.C.	1,010,214	6
Philadelphia, Pa.	859,520	7
Detroit, Mich.	843,967	8
Houston, Tex.	628,186	9
Atlanta, Ga.	619,877	10
Newark, N.J.	559,204	11
Bergen - Passaic, N.J.	535,088	12
San Diego, Cal.	515,181	13
San Francisco, Cal.	485,659	14
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	460,649	15
Tampa - St. Petersburg - Clearwater, Fla.	457,222	16
Miami - Hialeah, Fla.	445,369	17
Phoenix, Ariz.	443,203	18
Baltimore, Md.	441,956	19
Dallas, Tex.	436,453	20
Oakland, Cal.	428,089	21
Norfolk - Virginia Beach - Newport News, Va.	410,022	22
West Palm Beach - Boca Raton - Delray Beach, Fla.	386,652	23
Pittsburgh, Pa.	375,559	24
St. Louis, Mo.	368,544	25
San Jose, Cal.	356,632	26
Cleveland, Ohio	354,853	27
Anaheim - Santa Ana, Cal.	351,802	28
Minneapolis - St. Paul, Minn.	342,575	29
Riverside - San Bernardino, Cal.	340,614	30
Seattle, Wash.	332,505	31
Middlesex - Somerset - Hunterdon, N.J.	330,853	32
Denver, Colo.	316,029	33
Sacramento, Cal.	290,679	34
Greensboro - Winston-Salem - High Point, N.C.	290,474	35
Oklahoma City, Okla.	261,650	36
New Orleans, La.	259,466	37
Milwaukee, Wisc.	258,462	38
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	255,403	39
Hartford - New Britain - Middletown - Bristol, Conn.	245,942	40
Omaha, Neb.	240,760	41
Cincinnati, Ohio	238,681	42
Memphis, Tenn.	233,949	43
Bridgeport - Stamford - Norwalk - Danbury, Conn.	225,877	44
Monmouth - Ocean, N.J.	223,288	45
Indianapolis, Ind.	219,513	46
Kansas City, Mo.-Kans.	216,281	47
Salt Lake City - Ogden, Utah	210,803	48
Fort Worth - Arlington, Tex.	210,737	49
Louisville, Ky.	209,714	50
Total Top 50	**25,498,351**	
Rochester, N.Y.	198,987	51
Columbus, Ohio	197,733	52
Portland, Ore.	196,930	53
Orlando, Fla.	191,256	54
Albany - Schenectady - Troy, N.Y.	184,283	55
New Haven - Waterbury - Meriden, Conn.	173,546	56
Buffalo, N.Y.	172,747	57
Nashville, Tenn.	168,182	58
Grand Rapids, Mich.	161,570	59
San Antonio, Tex.	159,187	60
Greenville - Spartanburg, S.C.	158,782	61
Tulsa, Okla.	158,712	62
Raleigh - Durham, N.C.	154,613	63
Jacksonville, Fla.	152,506	64
Providence - Pawtucket - Woonsocket, R.I.	149,689	65
Richmond - Petersburg, Va.	146,354	66
Knoxville, Tenn.	143,684	67
Sarasota, Fla.	143,396	68
Dayton - Springfield, Ohio	140,027	69
Syracuse, N.Y.	136,648	70
Fort Myers - Cape Coral, Fla.	127,562	71
New Bedford - Fall River - Attleboro, Mass.	125,687	72
Birmingham, Ala.	125,349	73
Wilmington, Del.	122,651	74
Austin, Tex.	121,781	75
Toledo, Ohio	121,429	76
Jersey City, N.J.	116,945	77
Gary - Hammond, Ind.	112,157	78
Charleston, S.C.	111,826	79
Worcester - Fitchburg - Leominster, Mass.	107,923	80
Mobile, Ala.	106,159	81
Albuquerque, N.M.	103,891	82
Manchester - Nashua, N.H.	102,300	83
Allentown - Bethlehem, Pa.	101,388	84
Tucson, Ariz.	100,936	85
Springfield, Mass.	98,621	86
Scranton - Wilkes-Barre, Pa.	98,573	87
Fresno, Cal.	98,253	88
Naples, Fla.	95,506	89
Oxnard - Ventura, Cal.	95,421	90
Akron, Ohio	95,403	91
Little Rock - North Little Rock, Ark.	93,256	92
Youngstown - Warren, Ohio	93,161	93
Lake County, Ill.	92,745	94
Santa Barbara - Santa Maria - Lompoc, Cal.	91,586	95
Des Moines, Iowa	89,601	96
Chattanooga, Tenn.	89,440	97
Las Vegas, Nev.	88,045	98
Saginaw - Bay City - Midland, Mich.	87,359	99
El Paso, Tex.	87,010	100
Total Top 100	**31,889,147**	
Lexington-Fayette, Ky.	86,368	101
Harrisburg - Lebanon - Carlisle, Pa.	85,925	102
Tacoma, Wash.	84,554	103
Trenton, N.J.	81,932	104
Bakersfield, Cal.	81,736	105
Spokane, Wash.	81,448	106
Lancaster, Pa.	80,597	107
Stockton, Cal.	80,503	108
Baton Rouge, La.	80,379	109
Columbia, S.C.	77,499	110
Augusta, Ga.	77,448	111
Fayetteville, N.C.	74,573	112
Colorado Springs, Colo.	74,323	113
Modesto, Cal.	72,066	114
Fort Wayne, Ind.	71,846	115
Reading, Pa.	71,658	116
Santa Rosa - Petaluma, Cal.	71,597	117
Honolulu, Haw.	71,535	118
Lansing - East Lansing, Mich.	71,318	119
Johnson City - Kingsport - Bristol, Tenn.	69,635	120
Madison, Wisc.	69,573	121
Daytona Beach, Fla.	68,487	122
Peoria, Ill.	68,120	123
Rockford, Ill.	67,495	124
Flint, Mich.	66,152	125
Savannah, Ga.	65,240	126
Roanoke, Va.	65,238	127
Shreveport, La.	64,206	128
Evansville, Ind.	63,371	129
York, Pa.	63,108	130
Canton, Ohio	63,080	131
Macon - Warner Robins, Ga.	62,614	132
Huntsville, Ala.	61,898	133
South Bend - Mishawaka, Ind.	61,690	134
Utica - Rome, N.Y.	60,704	135
Wichita, Kans.	60,188	136
Salinas - Seaside - Monterey, Cal.	60,156	137
Fort Pierce, Fla.	58,213	138
Jackson, Miss.	58,164	139
Atlantic City, N.J.	56,445	140
Kalamazoo, Mich.	55,347	141
Vallejo - Fairfield - Napa, Cal.	54,929	142
Davenport - Rock Island - Moline, Iowa-Ill.	54,557	143
Binghamton, N.Y.	54,161	144
Ann Arbor, Mich.	54,098	145
McAllen - Edinburg - Mission, Tex.	53,958	146
Corpus Christi, Tex.	53,738	147
Pensacola, Fla.	52,383	148
Charlottesville, Va.	52,114	149
Columbus, Ga.	51,781	150
Total Top 150	**35,237,295**	
Eugene - Springfield, Ore.	50,966	151
Visalia - Tulare - Portesville, Cal.	49,375	152
Portsmouth - Dover - Rochester, N.H.	49,153	153
Hickory, N.C.	47,694	154
Orange County, N.Y.	47,605	155
Appleton - Oshkosh - Neenah, Wisc.	47,478	156
Longview - Marshall, Tex.	46,338	157
Beaumont - Port Arthur, Tex.	46,159	158
Melbourne - Titusville - Palm Bay, Fla.	45,998	159
Lubbock, Tex.	45,585	160
Hamilton - Middletown, Ohio	45,125	161
Charleston, W.Va.	45,052	162
Lakeland - Winter Haven, Fla.	44,632	163
Aurora - Elgin, Ill.	44,627	164
Odessa, Tex.	43,500	165
Poughkeepsie, N.Y.	43,391	166
Reno, Nev.	43,232	167
Huntington - Ashland, W.Va.-Ky.	42,755	168
New London - Norwich, Conn.	42,508	169
Burlington, N.C.	41,987	170
Asheville, N.C.	40,506	171
Tallahassee, Fla.	39,658	172
Lafayette, La.	39,283	173
Wheeling, W.Va.	38,233	174
Ocala, Fla.	36,880	175
Green Bay, Wisc.	36,605	176
Midland, Tex.	36,556	177
Lorain - Elyria, Ohio	36,240	178
Montgomery, Ala.	35,920	179
Lynchburg, Va.	35,780	180
Santa Cruz, Cal.	35,634	181
Fort Walton Beach, Fla.	35,402	182
Boulder - Longmont, Colo.	35,278	183
Parkersburg - Marietta, W.Va.-Ohio	35,067	184
Portland, Me.	34,846	185
Amarillo, Tex.	34,726	186
Springfield, Ill.	34,471	187
Joliet, Ill.	34,153	188
Boise, Ida.	33,668	189
Brownsville - Harlingen, Tex.	33,058	190
Anchorage, Alas.	32,858	191
Springfield, Mo.	32,514	192
Jacksonville, N.C.	31,973	193
Dothan, Ala.	31,440	194
Muncie, Ind.	30,971	195
Bradenton, Fla.	30,958	196
Erie, Pa.	30,893	197
Wichita Falls, Tex.	30,756	198
Burlington, Vt.	30,709	199
Lincoln, Neb.	29,263	200
Total Top 200	**37,184,754**	
Cedar Rapids, Iowa	29,210	201
Albany, Ga.	28,937	202
Johnstown, Pa.	28,510	203
Abilene, Tex.	27,924	204
Duluth, Minn.	27,818	205
Bloomington - Normal, Ill.	27,612	206
Anderson, S.C.	27,300	207
Racine, Wisc.	27,235	208
Champaign - Urbana - Rantoul, Ill.	27,055	209
Wilmington, N.C.	27,017	210
Fort Collins - Loveland, Colo.	26,699	211
Yuba City, Cal.	26,054	212
Olympia, Wash.	25,728	213
Sioux Falls, S.D.	25,702	214
Altoona, Pa.	25,184	215
Salem, Ore.	25,140	216
Bellingham, Wash.	24,646	217
La Crosse, Wisc.	24,497	218
Killeen - Temple, Tex.	24,298	219
Hagerstown, Md.	23,960	220
Waterloo - Cedar Falls, Iowa	23,926	221
Billings, Mont.	23,578	222
Waco, Tex.	23,507	223
Gainesville, Fla.	23,486	224
Alexandria, La.	23,367	225
Lima, Ohio	23,143	226
Tyler, Tex.	23,117	227
Biloxi - Gulfport, Miss.	23,075	228
Yakima, Wash.	22,974	229
St. Cloud, Minn.	22,819	230
Eau Claire, Wisc.	22,589	231
Niagara Falls, N.Y.	22,573	232
Chico, Cal.	22,292	233
Fort Smith, Ark.	22,171	234
Decatur, Ill.	21,861	235
Topeka, Kans.	21,849	236
Mansfield, Ohio	21,748	237
Panama City, Fla.	21,556	238
Florence, S.C.	21,541	239
Monroe, La.	21,509	240
Fargo - Moorhead, N.D.-Minn.	21,398	241
Muskegon, Mich.	21,346	242
Houma - Thibodaux, La.	20,948	243
Jackson, Mich.	20,917	244
Pueblo, Colo.	20,799	245
Owensboro, Ky.	20,531	246
Beaver County, Pa.	20,474	247
Bremerton, Wash.	20,294	248
Brazoria, Tex.	19,734	249
Pittsfield, Mass.	19,704	250
Total Top 250	**38,374,106**	
Steubenville - Weirton, Ohio - W.Va.	19,702	251
Lake Charles, La.	19,692	252
Santa Fe, N.M.	19,416	253
Vancouver, Wash.	18,485	254
Kokomo, Ind.	18,292	255
Provo - Orem, Utah	18,073	256
Athens, Ga.	18,020	257
Texarkana, Tex.-Ark.	18,006	258
Terre Haute, Ind.	17,830	259
San Angelo, Tex.	17,807	260
Florence, Ala.	17,674	261
Medford, Ore.	17,629	262
Lawton, Okla.	17,379	263
Gadsden, Ala.	16,924	264
Decatur, Ala.	16,514	265
Janesville - Beloit, Wisc.	16,299	266
Richland - Kennewick - Pasco, Wash.	16,296	267
Sioux City, Iowa	16,159	268
Rapid City, S.D.	16,132	269
Anderson, Ind.	16,041	270
Joplin, Mo.	15,990	271
Galveston - Texas City, Tex.	15,968	272
Redding, Cal.	15,817	273
Anniston, Ala.	15,793	274
Danville, Va.	15,771	275
Williamsport, Pa.	15,731	276
Dubuque, Iowa	15,724	277
Wausau, Wisc.	15,503	278
Benton Harbor, Mich.	15,468	279
Sharon, Pa.	15,372	280
Vineland - Millville - Bridgeton, N.J.	15,340	281
State College, Pa.	15,048	282
Cumberland, Md.	14,975	283
Victoria, Tex.	14,845	284
Clarksville - Hopkinsville, Tenn.-Ky.	14,818	285
Grand Forks, N.D.	14,786	286
Bangor, Me.	14,708	287
Sherman - Denison, Tex.	14,638	288
Battle Creek, Mich.	14,555	289
Tuscaloosa, Ala.	14,554	290
Rochester, Minn.	14,550	291
Bloomington, Ind.	14,178	292
Bismarck, N.D.	14,146	293
Kenosha, Wisc.	13,649	294
Lafayette - West Lafayette, Ind.	13,544	295
Jackson, Tenn.	13,323	296
Laredo, Tex.	13,109	297
Kankakee, Ill.	12,997	298
Jamestown - Dunkirk, N.Y.	12,848	299
Fayetteville - Springdale, Ark.	12,507	300
Bryan - College Station, Tex.	12,039	301
Glens Falls, N.Y.	11,874	302
Sheboygan, Wisc.	11,754	303
Casper, Wyo.	11,565	304
Elmira, N.Y.	11,439	305
Merced, Cal.	11,386	306
Elkhart - Goshen, Ind.	11,179	307
Las Cruces, N.M.	11,154	308
Pine Bluff, Ark.	10,525	309
Iowa City, Iowa	10,467	310
Enid, Okla.	10,138	311
Cheyenne, Wyo.	9,749	312
Pascagoula, Miss.	9,294	313
Lewiston - Auburn, Me.	8,636	314
Columbia, Mo.	8,572	315
St. Joseph, Mo.	8,239	316
Great Falls, Mont.	8,213	317
Greeley, Colo.	7,884	318
Lawrence, Kans.	6,532	319
Total Above Areas	**39,357,370**	
Percent of U.S.	**85.3845**	
U.S. Total	**46,094,268**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

AUTOMOTIVE DEALER SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	12,643,489	1
Philadelphia, Pa.	8,532,686	2
Chicago, Ill.	8,224,093	3
Detroit, Mich.	7,596,254	4
Washington, D.C.	7,370,231	5
New York, N.Y.	7,231,904	6
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	7,166,193	7
Houston, Tex.	5,762,120	8
Atlanta, Ga.	5,530,856	9
Nassau - Suffolk, N.Y.	5,121,143	10
Dallas, Tex.	4,446,419	11
Minneapolis - St. Paul, Minn.	4,417,215	12
Miami - Hialeah, Fla.	4,311,625	13
Anaheim - Santa Ana, Cal.	4,152,216	14
St. Louis, Mo.	4,058,804	15
Phoenix, Ariz.	3,862,074	16
San Diego, Cal.	3,599,715	17
Tampa - St. Petersburg - Clearwater, Fla.	3,566,346	18
Baltimore, Md.	3,524,799	19
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	3,255,885	20
Pittsburgh, Pa.	3,062,010	21
Newark, N.J.	3,020,725	22
Oakland, Cal.	2,845,929	23
Seattle, Wash.	2,826,260	24
Kansas City, Mo.-Kans.	2,805,226	25
Cleveland, Ohio	2,699,350	26
Bergen - Passaic, N.J.	2,575,635	27
Riverside - San Bernardino, Cal.	2,558,793	28
San Francisco, Cal.	2,511,605	29
Indianapolis, Ind.	2,476,403	30
Denver, Colo.	2,440,615	31
Orlando, Fla.	2,337,809	32
Columbus, Ohio	2,265,586	33
Milwaukee, Wisc.	2,247,941	34
San Jose, Cal.	2,205,947	35
Hartford - New Britain - Middletown - Bristol, Conn.	2,152,924	36
Monmouth - Ocean, N.J.	2,141,595	37
Cincinnati, Ohio	2,130,020	38
Fort Worth - Arlington, Tex.	2,128,864	39
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	2,090,031	40
Norfolk - Virginia Beach - Newport News, Va.	2,067,701	41
Sacramento, Cal.	1,923,470	42
Oklahoma City, Okla.	1,912,408	43
Memphis, Tenn.	1,901,288	44
Portland, Ore.	1,899,341	45
West Palm Beach - Boca Raton - Delray Beach, Fla.	1,836,828	46
Bridgeport - Stamford - Norwalk - Danbury, Conn.	1,829,622	47
Rochester, N.Y.	1,696,357	48
Nashville, Tenn.	1,683,628	49
Louisville, Ky.	1,619,824	50
Total Top 50	**182,267,802**	
Jacksonville, Fla.	1,614,030	51
San Antonio, Tex.	1,590,738	52
New Orleans, La.	1,578,408	53
Middlesex - Somerset - Hunterdon, N.J.	1,563,518	54
Greensboro - Winston-Salem - High Point, N.C.	1,521,337	55
Salt Lake City - Ogden, Utah	1,505,851	56
Albany - Schenectady - Troy, N.Y.	1,489,776	57
Richmond - Petersburg, Va.	1,441,538	58
Birmingham, Ala.	1,427,829	59
Dayton - Springfield, Ohio	1,424,946	60
Buffalo, N.Y.	1,346,170	61
Lake County, Ill.	1,316,814	62
New Haven - Waterbury - Meriden, Conn.	1,281,993	63
Providence - Pawtucket - Woonsocket, R.I.	1,278,861	64
Grand Rapids, Mich.	1,187,666	65
Harrisburg - Lebanon - Carlisle, Pa.	1,183,969	66
Austin, Tex.	1,178,394	67
Allentown - Bethlehem, Pa.	1,153,067	68
Knoxville, Tenn.	1,110,233	69
Raleigh - Durham, N.C.	1,105,889	70
Las Vegas, Nev.	1,061,162	71
Syracuse, N.Y.	1,052,575	72
Toledo, Ohio	1,023,318	73
Scranton - Wilkes-Barre, Pa.	1,020,462	74
Tulsa, Okla.	999,858	75
Wilmington, Del.	977,280	76
Worcester - Fitchburg - Leominster, Mass.	975,863	77
Omaha, Neb.	972,206	78
Tucson, Ariz.	936,030	79
Springfield, Mass.	923,896	80
Albuquerque, N.M.	922,604	81
New Bedford - Fall River - Attleboro, Mass.	918,158	82
Oxnard - Ventura, Cal.	914,264	83
Akron, Ohio	895,818	84
Gary - Hammond, Ind.	863,762	85
Greenville - Spartanburg, S.C.	854,322	86
Honolulu, Haw.	843,853	87
Manchester - Nashua, N.H.	803,811	88
Flint, Mich.	793,022	89
Portsmouth - Dover - Rochester, N.H.	772,511	90
Charleston, S.C.	772,290	91
Tacoma, Wash.	767,824	92
Little Rock - North Little Rock, Ark.	766,425	93
Mobile, Ala.	764,359	94
Johnson City - Kingsport - Bristol, Tenn.	756,249	95
Madison, Wisc.	749,340	96
Lansing - East Lansing, Mich.	745,209	97
Fresno, Cal.	743,539	98
Chattanooga, Tenn.	718,629	99
Melbourne - Titusville - Palm Bay, Fla.	702,425	100
Total Top 100	**235,579,893**	
Jackson, Miss.	700,222	101
Lancaster, Pa.	695,433	102
Wichita, Kans.	683,733	103
Saginaw - Bay City - Midland, Mich.	683,698	104
Beaumont - Port Arthur, Tex.	663,590	105
Reading, Pa.	663,537	106
Lakeland - Winter Haven, Fla.	662,234	107
Columbia, S.C.	660,902	108
Baton Rouge, La.	654,878	109
Bakersfield, Cal.	646,385	110
Des Moines, Iowa	624,287	111
Lexington-Fayette, Ky.	615,675	112
Youngstown - Warren, Ohio	604,569	113
Colorado Springs, Colo.	599,651	114
Peoria, Ill.	592,105	115
Davenport - Rock Island - Moline, Iowa-Ill.	591,670	116
Sarasota, Fla.	591,281	117
El Paso, Tex.	578,197	118
Portland, Me.	575,934	119
Pensacola, Fla.	570,244	120
Macon - Warner Robins, Ga.	569,447	121
York, Pa.	567,218	122
Stockton, Cal.	548,664	123
Daytona Beach, Fla.	548,077	124
Fort Wayne, Ind.	543,369	125
Atlantic City, N.J.	542,058	126
Corpus Christi, Tex.	539,782	127
Augusta, Ga.	539,660	128
Fort Myers - Cape Coral, Fla.	539,548	129
Montgomery, Ala.	538,827	130
New London - Norwich, Conn.	535,280	131
Canton, Ohio	528,180	132
Spokane, Wash.	527,700	133
Jersey City, N.J.	527,386	134
Reno, Nev.	499,923	135
Lubbock, Tex.	497,097	136
Santa Barbara - Santa Maria - Lompoc, Cal.	491,487	137
Ann Arbor, Mich.	483,797	138
Shreveport, La.	477,596	139
Vallejo - Fairfield - Napa, Cal.	471,858	140
Evansville, Ind.	470,163	141
Trenton, N.J.	462,898	142
Charleston, W.Va.	462,517	143
Joliet, Ill.	462,065	144
Fort Pierce, Fla.	456,214	145
Elkhart - Goshen, Ind.	451,231	146
Appleton - Oshkosh - Neenah, Wisc.	440,700	147
Rockford, Ill.	439,513	148
Orange County, N.Y.	431,965	149
South Bend - Mishawaka, Ind.	428,935	150
Total Top 150	**263,261,273**	
Huntsville, Ala.	428,664	151
Columbus, Ga.	428,258	152
Bradenton, Fla.	428,188	153
Amarillo, Tex.	424,706	154
Springfield, Mo.	417,379	155
Savannah, Ga.	414,269	156
Utica - Rome, N.Y.	413,235	157
Erie, Pa.	396,084	158
Aurora - Elgin, Ill.	395,118	159
Fayetteville, N.C.	395,004	160
Huntington - Ashland, W.Va.-Ky.	393,266	161
Salinas - Seaside - Monterey, Cal.	392,873	162
Odessa, Tex.	390,157	163
Santa Rosa - Petaluma, Cal.	388,139	164
Boulder - Longmont, Colo.	385,571	165
Binghamton, N.Y.	382,152	166
Visalia - Tulare - Porterville, Cal.	379,766	167
Eugene - Springfield, Ore.	372,582	168
Kalamazoo, Mich.	370,661	169
Longview - Marshall, Tex.	369,443	170
Poughkeepsie, N.Y.	368,183	171
Lorain - Elyria, Ohio	357,153	172
McAllen - Edinburg - Mission, Tex.	348,364	173
Lafayette, La.	347,880	174
Anchorage, Alas.	347,414	175
Hamilton - Middletown, Ohio	341,227	176
Gainesville, Fla.	332,607	177
Modesto, Cal.	329,673	178
Green Bay, Wisc.	320,708	179
Galveston - Texas City, Tex.	320,232	180
Burlington, Vt.	312,351	181
Hickory, N.C.	311,730	182
Bangor, Me.	309,144	183
Asheville, N.C.	307,509	184
Ocala, Fla.	304,398	185
Biloxi - Gulfport, Miss.	302,088	186
Killeen - Temple, Tex.	301,114	187
Roanoke, Va.	299,441	188
Boise, Ida.	298,133	189
Abilene, Tex.	296,445	190
Fargo - Moorhead, N.D.-Minn.	291,410	191
Salem, Ore.	288,865	192
Naples, Fla.	288,175	193
Eau Claire, Wisc.	287,250	194
Brownsville - Harlingen, Tex.	282,720	195
Springfield, Ill.	282,462	196
Fort Walton Beach, Fla.	279,625	197
Dothan, Ala.	274,717	198
Brazoria, Tex.	270,735	199
Tallahassee, Fla.	270,383	200
Total Top 200	**280,498,924**	
Johnstown, Pa.	268,704	201
Panama City, Fla.	266,169	202
Tyler, Tex.	265,295	203
Clarksville - Hopkinsville, Tenn.-Ky.	263,631	204
Duluth, Minn.	262,569	205
Wilmington, N.C.	260,416	206
Lincoln, Neb.	260,036	207
Waco, Tex.	253,776	208
Fort Collins - Loveland, Colo.	251,623	209
Sioux Falls, S.D.	251,436	210
Pittsfield, Mass.	249,876	211
Santa Cruz, Cal.	249,558	212
Burlington, N.C.	246,131	213
St. Cloud, Minn.	245,532	214
Champaign - Urbana - Rantoul, Ill.	242,326	215
Niagara Falls, N.Y.	241,957	216
Terre Haute, Ind.	240,758	217
Wichita Falls, Tex.	239,705	218
Topeka, Kans.	237,098	219
Parkersburg - Marietta, W.Va.-Ohio	236,262	220
Altoona, Pa.	235,185	221
Houma - Thibodaux, La.	233,506	222
Rochester, Minn.	231,915	223
Racine, Wisc.	231,158	224
Joplin, Mo.	226,396	225
Midland, Tex.	221,588	226
Billings, Mont.	221,250	227
Lima, Ohio	220,599	228
Wheeling, W.Va.	218,214	229
Yakima, Wash.	217,719	230
Cedar Rapids, Iowa	217,354	231
Florence, Ala.	216,223	232
Vineland - Millville - Bridgeton, N.J.	216,007	233
Lafayette - West Lafayette, Ind.	215,663	234
Anderson, Ind.	215,547	235
Waterloo - Cedar Falls, Iowa	212,893	236
Kokomo, Ind.	210,519	237
Albany, Ga.	205,536	238
Mansfield, Ohio	203,516	239
Jacksonville, N.C.	200,609	240
Fort Smith, Ark.	200,290	241
Tuscaloosa, Ala.	198,538	242
Janesville - Beloit, Wisc.	197,756	243
Benton Harbor, Mich.	196,516	244
Bloomington - Normal, Ill.	195,779	245
San Angelo, Tex.	194,888	246
Lewiston - Auburn, Me.	194,553	247
Provo - Orem, Utah	194,537	248
Athens, Ga.	193,392	249
Merced, Cal.	191,600	250
Total Top 250	**291,861,028**	
Muncie, Ind.	190,890	251
Lynchburg, Va.	190,320	252
Lake Charles, La.	188,385	253
Battle Creek, Mich.	187,522	254
Florence, S.C.	187,077	255
Williamsport, Pa.	185,155	256
Decatur, Ill.	183,732	257
Glens Falls, N.Y.	180,791	258
Jamestown - Dunkirk, N.Y.	180,777	259
Chico, Cal.	177,320	260
Sharon, Pa.	172,981	261
Texarkana, Tex.-Ark.	172,790	262
Bremerton, Wash.	172,758	263
Vancouver, Wash.	172,240	264
Anderson, S.C.	171,957	265
Richland - Kennewick - Pasco, Wash.	171,524	266
Charlottesville, Va.	171,389	267
Muskegon, Mich.	171,003	268
Medford, Ore.	168,926	269
Olympia, Wash.	168,888	270
Monroe, La.	167,941	271
Sioux City, Iowa	166,255	272
La Crosse, Wisc.	166,034	273
Bismarck, N.D.	165,432	274
Rapid City, S.D.	165,383	275
Decatur, Ala.	163,306	276
Pueblo, Colo.	158,345	277
Alexandria, La.	157,368	278
Owensboro, Ky.	156,434	279
St. Joseph, Mo.	156,000	280
Redding, Cal.	155,728	281
Beaver County, Pa.	155,499	282
Wausau, Wisc.	153,668	283
State College, Pa.	149,627	284
Bryan - College Station, Tex.	148,552	285
Kankakee, Ill.	146,545	286
Fayetteville - Springdale, Ark.	144,656	287
Danville, Va.	143,942	288
Greeley, Colo.	143,856	289
Sherman - Denison, Tex.	143,797	290
Jackson, Mich.	142,738	291
Elmira, N.Y.	142,389	292
Jackson, Tenn.	142,184	293
Cheyenne, Wyo.	142,050	294
Steubenville - Weirton, Ohio-W.Va.	141,819	295
Grand Forks, N.D.	139,743	296
Hagerstown, Md.	139,351	297
Bloomington, Ind.	137,244	298
Lawton, Okla.	135,981	299
Santa Fe, N.M.	134,987	300
Columbia, Mo.	134,926	301
Sheboygan, Wisc.	133,477	302
Bellingham, Wash.	130,553	303
Great Falls, Mont.	129,160	304
Anniston, Ala.	129,101	305
Pascagoula, Miss.	126,580	306
Casper, Wyo.	124,463	307
Laredo, Tex.	122,789	308
Yuba City, Cal.	120,395	309
Victoria, Tex.	119,148	310
Kenosha, Wisc.	116,440	311
Las Cruces, N.M.	114,990	312
Gadsden, Ala.	106,617	313
Dubuque, Iowa	104,957	314
Cumberland, Md.	104,344	315
Pine Bluff, Ark.	102,067	316
Enid, Okla.	97,367	317
Lawrence, Kans.	87,846	318
Iowa City, Iowa	81,399	319
Total Above Areas	**302,121,426**	
Percent of U.S.	**81.9552**	
U.S. Total	**368,642,339**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

GASOLINE SERVICE STATION SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	3,565,594	1
Chicago, Ill.	2,465,638	2
Detroit, Mich.	2,218,151	3
Washington, D.C.	1,994,624	4
Philadelphia, Pa.	1,852,132	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,653,106	6
Minneapolis - St. Paul, Minn.	1,329,401	7
Atlanta, Ga.	1,527,004	8
New York, N.Y.	1,501,611	9
St. Louis, Mo.	1,361,821	10
Houston, Tex.	1,269,952	11
Dallas, Tex.	1,163,084	12
Anaheim - Santa Ana, Cal.	1,042,545	13
Nassau - Suffolk, N.Y.	1,027,829	14
San Diego, Cal.	983,811	15
Cleveland, Ohio	980,525	16
Miami - Hialeah, Fla.	940,582	17
Baltimore, Md.	929,775	18
Phoenix, Ariz.	918,557	19
Riverside - San Bernardino, Cal.	876,079	20
Tampa - St. Petersburg - Clearwater, Fla.	850,468	21
Indianapolis, Ind.	833,063	22
Kansas City, Mo.-Kans.	830,275	23
Seattle, Wash.	813,364	24
Denver, Colo.	799,276	25
Oakland, Cal.	797,177	26
Pittsburgh, Pa.	790,197	27
Cincinnati, Ohio	760,058	28
Columbus, Ohio	737,889	29
Newark, N.J.	716,607	30
San Francisco, Cal.	703,686	31
Milwaukee, Wisc.	648,690	32
Bergen - Passaic, N.J.	633,329	33
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	598,912	34
Louisville, Ky.	580,143	35
Sacramento, Cal.	568,983	36
Memphis, Tenn.	556,294	37
Hartford - New Britain - Middletown - Bristol, Conn.	549,429	38
San Jose, Cal.	541,820	39
Middlesex - Somerset - Hunterdon, N.J.	533,600	40
Norfolk - Virginia Beach - Newport News, Va.	514,587	41
Nashville, Tenn.	514,227	42
Portland, Ore.	512,762	43
Dayton - Springfield, Ohio	501,045	44
Richmond - Petersburg, Va.	495,925	45
Fort Worth - Arlington, Tex.	495,184	46
New Orleans, La.	493,126	47
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	480,244	48
Orlando, Fla.	477,430	49
Greensboro - Winston-Salem - High Point, N.C.	458,552	50
Total Top 50	**48,588,223**	
Jacksonville, Fla.	456,624	51
Salt Lake City - Ogden, Utah	440,582	52
Monmouth - Ocean, N.J.	438,865	53
Bridgeport - Stamford - Norwalk - Danbury, Conn.	438,930	54
Providence - Pawtucket - Woonsocket, R.I.	417,006	55
Gary - Hammond, Ind.	406,709	56
Toledo, Ohio	401,333	57
San Antonio, Tex.	397,024	58
West Palm Beach - Boca Raton - Delray Beach, Fla.	395,557	59
Rochester, N.Y.	373,511	60
Harrisburg - Lebanon - Carlisle, Pa.	371,935	61
Omaha, Neb.	369,476	62
Knoxville, Tenn.	365,167	63
Oklahoma City, Okla.	361,691	64
Birmingham, Ala.	352,660	65
Albany - Schenectady - Troy, N.Y.	345,327	66
Grand Rapids, Mich.	339,979	67
New Haven - Waterbury - Meriden, Conn.	338,192	68
Akron, Ohio	333,797	69
Wilmington, Del.	317,523	70
Buffalo, N.Y.	301,864	71
Greenville - Spartanburg, S.C.	298,121	72
Tucson, Ariz.	294,594	73
Allentown - Bethlehem, Pa.	288,269	74
Honolulu, Haw.	282,167	75
Tulsa, Okla.	281,679	76
Youngstown - Warren, Ohio	280,149	77
Las Vegas, Nev.	279,847	78
Worcester - Fitchburg - Leominster, Mass.	275,089	79
Scranton - Wilkes-Barre, Pa.	273,663	80
Flint, Mich.	272,890	81
Bakersfield, Cal.	261,977	82
Raleigh - Durham, N.C.	255,681	83
Joliet, Ill.	254,643	84
Springfield, Mass.	254,432	85
Lake County, Ill.	250,364	86
Lansing - East Lansing, Mich.	238,330	87
Chattanooga, Tenn.	237,049	88
Lexington-Fayette, Ky.	233,515	89
Little Rock - North Little Rock, Ark.	230,071	90
Columbia, S.C.	229,597	91
Madison, Wisc.	226,509	92
Oxnard - Ventura, Cal.	217,750	93
Des Moines, Iowa	210,856	94
Mobile, Ala.	207,972	95
Fresno, Cal.	207,835	96
Albuquerque, N.M.	207,509	97
Saginaw - Bay City - Midland, Mich.	206,514	98
Tacoma, Wash.	205,729	99
Santa Barbara - Santa Maria - Lompoc, Cal.	203,425	100
Total Top 100	**63,698,101**	
Austin, Tex.	200,070	101
Davenport - Rock Island - Moline, Iowa-Ill.	198,672	102
Canton, Ohio	198,355	103
Fort Wayne, Ind.	196,903	104
Jackson, Miss.	192,238	105
Syracuse, N.Y.	192,059	106
New Bedford - Fall River - Attleboro, Mass.	191,925	107
Baton Rouge, La.	186,610	108
Jersey City, N.J.	186,150	109
Manchester - Nashua, N.H.	185,739	110
Colorado Springs, Colo.	180,870	111
Wichita, Kans.	179,891	112
Rockford, Ill.	175,179	113
Charleston, S.C.	173,017	114
Santa Rosa - Petaluma, Cal.	170,838	115
Vallejo - Fairfield - Napa, Cal.	168,866	116
Portsmouth - Dover - Rochester, N.H.	168,824	117
Aurora - Elgin, Ill.	166,973	118
Peoria, Ill.	164,390	119
Huntington - Ashland, W.Va.-Ky.	164,126	120
Lakeland - Winter Haven, Fla.	160,414	121
Stockton, Cal.	158,755	122
Melbourne - Titusville - Palm Bay, Fla.	158,287	123
Augusta, Ga.	157,656	124
Montgomery, Ala.	156,294	125
Shreveport, La.	154,302	126
Atlantic City, N.J.	149,305	127
Charleston, W.Va.	149,268	128
Appleton - Oshkosh - Neenah, Wisc.	146,585	129
Ann Arbor, Mich.	146,115	130
Corpus Christi, Tex.	145,698	131
Beaumont - Port Arthur, Tex.	145,608	132
Trenton, N.J.	145,403	133
Daytona Beach, Fla.	143,356	134
Erie, Pa.	142,902	135
Duluth, Minn.	142,449	136
Spokane, Wash.	139,995	137
Evansville, Ind.	136,144	138
El Paso, Tex.	134,112	139
York, Pa.	132,690	140
Salinas - Seaside - Monterey, Cal.	132,410	141
Reading, Pa.	132,160	142
Johnson City - Kingsport - Bristol, Tenn.	131,155	143
Lorain - Elyria, Ohio	129,735	144
Reno, Nev.	129,334	145
New London - Norwich, Conn.	129,298	146
Fort Myers - Cape Coral, Fla.	129,130	147
Orange County, N.Y.	127,980	148
Portland, Me.	127,266	149
Kalamazoo, Mich.	126,162	150
Total Top 150	**71,579,744**	
South Bend - Mishawaka, Ind.	124,758	151
Pensacola, Fla.	124,049	152
Roanoke, Va.	122,459	153
Lima, Ohio	121,696	154
Benton Harbor, Mich.	119,232	155
Ocala, Fla.	118,522	156
Sarasota, Fla.	114,226	157
Lancaster, Pa.	113,427	158
Boulder - Longmont, Colo.	111,903	159
Muncie, Ind.	111,589	160
Modesto, Cal.	110,982	161
Visalia - Tulare - Porterville, Cal.	110,526	162
Eugene - Springfield, Ore.	110,274	163
Green Bay, Wisc.	107,620	164
Macon - Warner Robins, Ga.	107,533	165
Savannah, Ga.	107,310	166
Provo - Orem, Utah	106,815	167
Boise, Ida.	103,948	168
Binghamton, N.Y.	102,217	169
Hamilton - Middletown, Ohio	99,327	170
Wheeling, W.Va.	97,711	171
Asheville, N.C.	97,405	172
Fargo - Moorhead, N.D.-Minn.	97,058	173
Fort Collins - Loveland, Colo.	96,463	174
Springfield, Ill.	95,369	175
Salem, Ore.	94,627	176
Columbus, Ga.	93,729	177
Terre Haute, Ind.	92,848	178
Redding, Cal.	92,807	179
Champaign - Urbana - Rantoul, Ill.	92,684	180
Janesville - Beloit, Wisc.	91,070	181
Gainesville, Fla.	90,994	182
Utica - Rome, N.Y.	90,931	183
Anchorage, Alas.	88,848	184
Battle Creek, Mich.	88,811	185
Fayetteville, N.C.	88,697	186
Tallahassee, Fla.	87,131	187
St. Cloud, Minn.	86,474	188
Springfield, Mo.	85,852	189
Burlington, N.C.	84,726	190
Parkersburg - Marietta, W.Va.-Ohio	84,414	191
Merced, Cal.	83,410	192
Mansfield, Ohio	83,110	193
Bloomington - Normal, Ill.	82,707	194
Bradenton, Fla.	82,054	195
Lafayette, La.	81,548	196
Fort Pierce, Fla.	81,435	197
Bangor, Me.	78,091	198
Poughkeepsie, N.Y.	77,745	199
Huntsville, Ala.	77,601	200
Total Top 200	**76,474,506**	
Kenosha, Wisc.	76,903	201
Galveston - Texas City, Tex.	76,226	202
Lincoln, Neb.	76,114	203
Biloxi - Gulfport, Miss.	75,396	204
Cedar Rapids, Iowa	74,721	205
Joplin, Mo.	74,025	206
Eau Claire, Wisc.	73,924	207
Racine, Wisc.	72,994	208
Kokomo, Ind.	72,800	209
Jackson, Mich.	72,615	210
Johnstown, Pa.	72,485	211
Santa Cruz, Cal.	72,423	212
Pittsfield, Mass.	72,130	213
Steubenville - Weirton, Ohio-W.Va.	72,004	214
Anderson, Ind.	71,376	215
Muskegon, Mich.	71,266	216
Florence, S.C.	70,812	217
Sioux Falls, S.D.	70,806	218
Fort Walton Beach, Fla.	70,189	219
Rochester, Minn.	68,931	220
Topeka, Kans.	68,641	221
Elkhart - Goshen, Ind.	68,511	222
Amarillo, Tex.	68,503	223
Midland, Tex.	68,113	224
Yakima, Wash.	68,055	225
Naples, Fla.	67,833	226
Richland - Kennewick - Pasco, Wash.	67,708	227
Tuscaloosa, Ala.	66,275	228
Decatur, Ill.	66,058	229
Lynchburg, Va.	63,087	230
Fort Smith, Ark.	63,061	231
Cheyenne, Wyo.	62,742	232
Texarkana, Tex.-Ark.	61,748	233
Waterloo - Cedar Falls, Iowa	61,322	234
Altoona, Pa.	60,269	235
Waco, Tex.	60,120	236
Anderson, S.C.	59,935	237
Beaver County, Pa.	59,231	238
Billings, Mont.	58,646	239
Longview - Marshall, Tex.	58,196	240
Dothan, Ala.	57,849	241
Lafayette - West Lafayette, Ind.	56,970	242
Hickory, N.C.	56,241	243
Abilene, Tex.	56,070	244
Charlottesville, Va.	55,686	245
Sioux City, Iowa	55,358	246
Lake Charles, La.	54,605	247
Tyler, Tex.	53,663	248
Panama City, Fla.	52,047	249
Florence, Ala.	51,199	250
Total Top 250	**79,760,388**	
Houma - Thibodaux, La.	51,076	251
Lewiston - Auburn, Me.	49,567	252
La Crosse, Wisc.	49,425	253
McAllen - Edinburg - Mission, Tex.	49,200	254
Bismarck, N.D.	49,110	255
Medford, Ore.	48,956	256
Vancouver, Wash.	48,694	257
Glens Falls, N.Y.	47,660	258
Wichita Falls, Tex.	47,596	259
Bellingham, Wash.	47,472	260
Rapid City, S.D.	47,026	261
Las Cruces, N.M.	46,746	262
Athens, Ga.	46,500	263
Chico, Cal.	46,330	264
Wausau, Wisc.	46,023	265
Brownsville - Harlingen, Tex.	45,188	266
Greeley, Colo.	45,036	267
Wilmington, N.C.	44,759	268
Pueblo, Colo.	44,135	269
Killeen - Temple, Tex.	44,099	270
Bremerton, Wash.	44,087	271
Clarksville - Hopkinsville, Tenn.-Ky.	43,193	272
Olympia, Wash.	42,940	273
Burlington, Vt.	42,906	274
Bloomington, Ind.	42,435	275
Lubbock, Tex.	42,280	276
Bryan - College Station, Tex.	41,932	277
Columbia, Mo.	41,916	278
Cumberland, Md.	41,877	279
Niagara Falls, N.Y.	41,790	280
Santa Fe, N.M.	41,400	281
Owensboro, Ky.	41,337	282
Sheboygan, Wisc.	41,146	283
Victoria, Tex.	41,059	284
Vineland - Millville - Bridgeton, N.J.	40,501	285
Hagerstown, Md.	40,125	286
Casper, Wyo.	39,148	287
Brazoria, Tex.	38,093	288
St. Joseph, Mo.	38,001	289
Pascagoula, Miss.	37,378	290
Odessa, Tex.	37,157	291
Sharon, Pa.	36,772	292
Elmira, N.Y.	36,616	293
Jackson, Tenn.	36,385	294
Alexandria, La.	36,276	295
Yuba City, Cal.	35,701	296
Jamestown - Dunkirk, N.Y.	35,018	297
Great Falls, Mont.	34,017	298
State College, Pa.	33,951	299
Fayetteville - Springdale, Ark.	33,246	300
Dubuque, Iowa	32,585	301
Lawrence, Kans.	31,830	302
Albany, Ga.	31,419	303
Sherman - Denison, Tex.	31,312	304
Decatur, Ala.	31,155	305
Iowa City, Iowa	30,863	306
Grand Forks, N.D.	30,738	307
Anniston, Ala.	30,207	308
Kankakee, Ill.	26,598	309
Danville, Va.	26,529	310
Williamsport, Pa.	26,347	311
Monroe, La.	25,375	312
Laredo, Tex.	25,115	313
Enid, Okla.	24,700	314
Jacksonville, N.C.	22,508	315
Gadsden, Ala.	20,351	316
Pine Bluff, Ark.	20,209	317
San Angelo, Tex.	17,177	318
Lawton, Okla.	17,090	319
Total Above Areas	**82,385,777**	
Percent of U.S.	**78.6981**	
U.S. Total	**104,685,896**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

BUILDING MATERIALS & HARDWARE STORE SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	2,499,301	1
Chicago, Ill.	1,929,215	2
New York, N.Y.	1,647,076	3
Detroit, Mich.	1,624,914	4
Philadelphia, Pa.	1,525,513	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,458,665	6
Houston, Tex.	1,278,580	7
Nassau - Suffolk, N.Y.	1,249,103	8
Washington, D.C.	1,245,580	9
Atlanta, Ga.	1,188,773	10
St. Louis, Mo.	1,015,678	11
Baltimore, Md.	874,863	12
Minneapolis - St. Paul, Minn.	868,040	13
Riverside - San Bernardino, Cal.	845,410	14
Dallas, Tex.	836,349	15
Oakland, Cal.	736,170	16
San Diego, Cal.	735,378	17
Phoenix, Ariz.	672,748	18
Sacramento, Cal.	625,172	19
Pittsburgh, Pa.	616,051	20
San Francisco, Cal.	610,904	21
San Jose, Cal.	591,007	22
Tampa - St. Petersburg - Clearwater, Fla.	589,922	23
Anaheim - Santa Ana, Cal.	589,913	24
Kansas City, Mo.-Kans.	585,002	25
Seattle, Wash.	581,808	26
Newark, N.J.	566,584	27
Oklahoma City, Okla.	548,327	28
Miami - Hialeah, Fla.	539,729	29
Bergen - Passaic, N.J.	510,009	30
Fort Worth - Arlington, Tex.	468,802	31
Denver, Colo.	467,936	32
Indianapolis, Ind.	462,398	33
Milwaukee, Wisc.	431,619	34
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	429,363	35
Cleveland, Ohio	428,925	36
San Antonio, Tex.	415,011	37
Norfolk - Virginia Beach - Newport News, Va.	410,845	38
New Orleans, La.	406,403	39
Austin, Tex.	401,449	40
Orlando, Fla.	397,592	41
Hartford - New Britain - Middletown - Bristol, Conn.	397,171	42
Cincinnati, Ohio	385,711	43
Bridgeport - Stamford - Norwalk - Danbury, Conn.	377,253	44
Monmouth - Ocean, N.J.	359,628	45
Middlesex - Somerset - Hunterdon, N.J.	347,936	46
Columbus, Ohio	336,541	47
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	320,124	48
Greensboro - Winston-Salem - High Point, N.C.	306,666	49
Rochester, N.Y.	306,182	50
Total Top 50	**37,043,339**	
Louisville, Ky.	303,741	51
Portland, Ore.	302,557	52
Akron, Ohio	301,782	53
Salt Lake City - Ogden, Utah	301,672	54
Providence - Pawtucket - Woonsocket, R.I.	300,349	55
Grand Rapids, Mich.	299,511	56
Richmond - Petersburg, Va.	298,182	57
Tacoma, Wash.	286,027	58
Albany - Schenectady - Troy, N.Y.	283,067	59
Las Vegas, Nev.	282,000	60
New Haven - Waterbury - Meriden, Conn.	281,857	61
Portsmouth - Dover - Rochester, N.H.	278,541	62
Omaha, Neb.	275,087	63
West Palm Beach - Boca Raton - Delray Beach, Fla.	272,502	64
Tulsa, Okla.	272,359	65
Baton Rouge, La.	267,765	66
Scranton - Wilkes-Barre, Pa.	249,763	67
Nashville, Tenn.	237,380	68
Greenville - Spartanburg, S.C.	236,931	69
Knoxville, Tenn.	236,830	70
Springfield, Mass.	234,956	71
Jacksonville, Fla.	226,156	72
Santa Rosa - Petaluma, Cal.	220,994	73
Tucson, Ariz.	220,049	74
Little Rock - North Little Rock, Ark.	218,933	75
Raleigh - Durham, N.C.	218,885	76
Memphis, Tenn.	218,808	77
Syracuse, N.Y.	217,501	78
Buffalo, N.Y.	217,170	79
Wichita, Kans.	211,946	80
Dayton - Springfield, Ohio	208,754	81
Manchester - Nashua, N.H.	204,152	82
Lancaster, Pa.	200,930	83
Allentown - Bethlehem, Pa.	198,801	84
Albuquerque, N.M.	197,119	85
Bakersfield, Cal.	194,995	86
Worcester - Fitchburg - Leominster, Mass.	192,321	87
Lake County, Ill.	190,279	88
Oxnard - Ventura, Cal.	188,531	89
Fresno, Cal.	188,148	90
Harrisburg - Lebanon - Carlisle, Pa.	188,091	91
Gary - Hammond, Ind.	186,131	92
Wilmington, Del.	174,292	93
Toledo, Ohio	173,683	94
Flint, Mich.	171,279	95
Birmingham, Ala.	170,314	96
Saginaw - Bay City - Midland, Mich.	167,313	97
Santa Barbara - Santa Maria - Lompoc, Cal.	163,997	98
Aurora - Elgin, Ill.	163,767	99
Lansing - East Lansing, Mich.	161,840	100
Total Top 100	**48,501,377**	
Canton, Ohio	160,173	101
Youngstown - Warren, Ohio	159,929	102
Lafayette, La.	158,291	103
York, Pa.	153,669	104
Atlantic City, N.J.	151,107	105
Columbia, S.C.	149,645	106
Beaumont - Port Arthur, Tex.	149,507	107
Stockton, Cal.	149,307	108
Lakeland - Winter Haven, Fla.	146,369	109
Sarasota, Fla.	145,794	110
McAllen - Edinburg - Mission, Tex.	145,339	111
Shreveport, La.	144,884	112
Vallejo - Fairfield - Napa, Cal.	143,003	113
Santa Cruz, Cal.	142,846	114
Fort Pierce, Fla.	141,436	115
Johnson City - Kingsport - Bristol, Tenn.	141,165	116
Odessa, Tex.	139,179	117
Mobile, Ala.	138,739	118
Fort Wayne, Ind.	136,737	119
New Bedford - Fall River - Attleboro, Mass.	136,405	120
Honolulu, Haw.	135,622	121
Fort Myers - Cape Coral, Fla.	134,271	122
Corpus Christi, Tex.	133,916	123
Charleston, S.C.	132,642	124
Madison, Wisc.	132,276	125
Duluth, Minn.	130,116	126
Modesto, Cal.	129,665	127
Ocala, Fla.	129,481	128
El Paso, Tex.	128,325	129
Colorado Springs, Colo.	127,463	130
Melbourne - Titusville - Palm Bay, Fla.	127,274	131
Salinas - Seaside - Monterey, Cal.	126,929	132
Amarillo, Tex.	126,230	133
Reno, Nev.	124,399	134
Evansville, Ind.	124,337	135
Des Moines, Iowa	122,610	136
Daytona Beach, Fla.	122,245	137
Ann Arbor, Mich.	122,090	138
Rockford, Ill.	121,630	139
Portland, Me.	121,105	140
New London - Norwich, Conn.	120,409	141
Orange County, N.Y.	119,936	142
Lake Charles, La.	119,330	143
Joliet, Ill.	118,956	144
Jersey City, N.J.	118,017	145
Midland, Tex.	116,495	146
Appleton - Oshkosh - Neenah, Wisc.	113,908	147
Augusta, Ga.	111,653	148
Abilene, Tex.	110,841	149
Chattanooga, Tenn.	108,823	150
Total Top 150	**55,145,895**	
Davenport - Rock Island - Moline, Iowa-Ill.	108,480	151
Peoria, Ill.	107,667	152
Visalia - Tulare - Porterville, Cal.	106,375	153
Galveston - Texas City, Tex.	105,733	154
Spokane, Wash.	104,882	155
St. Cloud, Minn.	102,827	156
Brownsville - Harlingen, Tex.	101,892	157
Springfield, Mo.	101,064	158
Lubbock, Tex.	100,249	159
Charleston, W.Va.	99,641	160
Asheville, N.C.	97,996	161
Huntington - Ashland, W.Va.-Ky.	97,911	162
Anchorage, Alas.	97,509	163
Springfield, Ill.	97,302	164
Lexington-Fayette, Ky.	97,226	165
Trenton, N.J.	94,759	166
Kalamazoo, Mich.	94,611	167
Hickory, N.C.	94,522	168
Tallahassee, Fla.	93,520	169
Reading, Pa.	91,779	170
Boulder - Longmont, Colo.	91,529	171
Burlington, Vt.	91,150	172
Utica - Rome, N.Y.	89,814	173
Poughkeepsie, N.Y.	89,208	174
Eau Claire, Wisc.	88,284	175
Chico, Cal.	88,191	176
Jackson, Miss.	86,135	177
Johnstown, Pa.	85,549	178
Fort Smith, Ark.	85,237	179
Redding, Cal.	84,628	180
Huntsville, Ala.	83,819	181
Pensacola, Fla.	81,741	182
Gainesville, Fla.	80,729	183
Longview - Marshall, Tex.	80,619	184
San Angelo, Tex.	79,918	185
Eugene - Springfield, Ore.	79,369	186
Wilmington, N.C.	79,344	187
Fort Collins - Loveland, Colo.	79,317	188
Green Bay, Wisc.	78,874	189
Erie, Pa.	78,779	190
Pittsfield, Mass.	77,526	191
Brazoria, Tex.	75,733	192
Houma - Thibodaux, La.	75,511	193
Bangor, Me.	75,462	194
Lincoln, Neb.	74,829	195
Roanoke, Va.	74,825	196
Naples, Fla.	74,240	197
Wichita Falls, Tex.	74,178	198
Macon - Warner Robins, Ga.	73,755	199
Salem, Ore.	73,233	200
Total Top 200	**59,573,366**	
Waco, Tex.	73,040	201
Champaign - Urbana - Rantoul, Ill.	73,002	202
Bremerton, Wash.	72,769	203
Bradenton, Fla.	71,740	204
Charlottesville, Va.	71,357	205
Binghamton, N.Y.	71,293	206
South Bend - Mishawaka, Ind.	70,013	207
Laredo, Tex.	69,361	208
Hagerstown, Md.	69,344	209
Savannah, Ga.	68,361	210
Bellingham, Wash.	68,169	211
Bryan - College Station, Tex.	66,676	212
Fort Walton Beach, Fla.	66,535	213
Terre Haute, Ind.	66,268	214
State College, Pa.	65,096	215
Lynchburg, Va.	64,186	216
Anderson, S.C.	64,102	217
Tyler, Tex.	63,169	218
Lorain - Elyria, Ohio	62,925	219
Cedar Rapids, Iowa	62,706	220
Topeka, Kans.	62,672	221
Fargo - Moorhead, N.D.-Minn.	62,612	222
Boise, Ida.	62,256	223
Killeen - Temple, Tex.	62,119	224
Parkersburg - Marietta, W.Va.-Ohio	61,719	225
Hamilton - Middletown, Ohio	61,620	226
Yakima, Wash.	61,390	227
Florence, S.C.	61,002	228
Montgomery, Ala.	59,341	229
Muncie, Ind.	59,066	230
Benton Harbor, Mich.	59,022	231
Fayetteville - Springdale, Ark.	58,821	232
Bloomington - Normal, Ill.	57,748	233
Olympia, Wash.	57,427	234
Rochester, Minn.	56,952	235
Elkhart - Goshen, Ind.	56,871	236
Fayetteville, N.C.	56,190	237
Racine, Wisc.	55,627	238
Provo - Orem, Utah	54,855	239
Lima, Ohio	54,798	240
Muskegon, Mich.	54,647	241
Jackson, Mich.	53,623	242
Mansfield, Ohio	53,401	243
Decatur, Ill.	53,224	244
Sioux Falls, S.D.	52,365	245
Texarkana, Tex.-Ark.	52,344	246
Wausau, Wisc.	51,958	247
Monroe, La.	51,930	248
Glens Falls, N.Y.	51,822	249
Sherman - Denison, Tex.	51,447	250
Total Top 250	**62,642,347**	
Lafayette - West Lafayette, Ind.	51,227	251
Yuba City, Cal.	50,657	252
Santa Fe, N.M.	50,566	253
Billings, Mont.	49,624	254
Athens, Ga.	48,741	255
Janesville - Beloit, Wisc.	48,096	256
Wheeling, W.Va.	48,039	257
Dothan, Ala.	47,885	258
Steubenville - Weirton, Ohio-W.Va.	47,679	259
Alexandria, La.	47,599	260
Sioux City, Iowa	47,198	261
Jamestown - Dunkirk, N.Y.	47,034	262
Altoona, Pa.	46,840	263
Kokomo, Ind.	46,840	263
Victoria, Tex.	46,401	265
Pine Bluff, Ark.	46,161	266
Jackson, Tenn.	46,129	267
Clarksville - Hopkinsville, Tenn.-Ky.	45,665	268
Biloxi - Gulfport, Miss.	44,607	269
Battle Creek, Mich.	44,432	270
Columbus, Ga.	44,394	271
Las Cruces, N.M.	44,138	272
Joplin, Mo.	44,086	273
Richland - Kennewick - Pasco, Wash.	43,892	274
La Crosse, Wisc.	42,861	275
Burlington, N.C.	41,541	276
Albany, Ga.	41,494	277
Waterloo - Cedar Falls, Iowa	40,596	278
Owensboro, Ky.	40,568	279
Columbia, Mo.	40,250	280
Panama City, Fla.	40,131	281
Florence, Ala.	39,892	282
Rapid City, S.D.	39,616	283
Beaver County, Pa.	39,466	284
Medford, Ore.	39,240	285
Sharon, Pa.	37,705	286
Merced, Cal.	37,057	287
Cumberland, Md.	36,417	288
Anderson, Ind.	36,401	289
Decatur, Ala.	36,110	290
Pueblo, Colo.	35,955	291
Sheboygan, Wisc.	35,410	292
Niagara Falls, N.Y.	34,881	293
Jacksonville, N.C.	34,853	294
Vineland - Millville - Bridgeton, N.J.	34,688	295
Tuscaloosa, Ala.	34,494	296
Danville, Va.	34,428	297
Kankakee, Ill.	33,640	298
Bloomington, Ind.	33,571	299
Bismarck, N.D.	33,283	300
Vancouver, Wash.	32,789	301
Kenosha, Wisc.	30,980	302
Lewiston - Auburn, Me.	30,679	303
Iowa City, Iowa	30,625	304
Williamsport, Pa.	29,920	305
Lawton, Okla.	29,900	306
Greeley, Colo.	29,451	307
Elmira, N.Y.	29,242	308
Anniston, Ala.	27,562	309
Grand Forks, N.D.	26,678	310
St. Joseph, Mo.	26,392	311
Great Falls, Mont.	26,171	312
Dubuque, Iowa	25,359	313
Gadsden, Ala.	24,350	314
Cheyenne, Wyo.	23,796	315
Enid, Okla.	23,243	316
Lawrence, Kans.	21,909	317
Casper, Wyo.	19,530	318
Pascagoula, Miss.	17,529	319
Total Above Areas	**65,250,930**	
Percent of U.S.	**75.836%**	
U.S. Total	**86,043,022**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

DRUGSTORE SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	2,433,310	1
Chicago, Ill.	2,028,626	2
New York, N.Y.	1,870,802	3
Detroit, Mich.	1,433,077	4
Philadelphia, Pa.	1,262,465	5
Washington, D.C.	1,260,519	6
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,056,789	7
Atlanta, Ga.	808,777	8
Miami - Hialeah, Fla.	774,337	9
Houston, Tex.	692,772	10
Oakland, Cal.	662,512	11
Nassau - Suffolk, N.Y.	660,091	12
Cleveland, Ohio	659,784	13
San Diego, Cal.	602,956	14
Anaheim - Santa Ana, Cal.	588,609	15
Baltimore, Md.	588,490	16
San Francisco, Cal.	586,516	17
Seattle, Wash.	578,992	18
Phoenix, Ariz.	549,117	19
San Jose, Cal.	513,139	20
Tampa - St. Petersburg - Clearwater, Fla.	511,932	21
Sacramento, Cal.	491,487	22
Riverside - San Bernardino, Cal.	489,738	23
Minneapolis - St. Paul, Minn.	482,267	24
Dallas, Tex.	479,560	25
Pittsburgh, Pa.	477,048	26
St. Louis, Mo.	450,357	27
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	437,038	28
Cincinnati, Ohio	418,184	29
Honolulu, Haw.	416,430	30
New Orleans, La.	415,502	31
Newark, N.J.	400,827	32
Bergen - Passaic, N.J.	357,074	33
Louisville, Ky.	353,957	34
Indianapolis, Ind.	352,656	35
Kansas City, Mo.-Kans.	321,671	36
Norfolk - Virginia Beach - Newport News, Va.	313,146	37
Memphis, Tenn.	302,661	38
Hartford - New Britain - Middletown - Bristol, Conn.	290,092	39
Richmond - Petersburg, Va.	289,602	40
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	288,886	41
Milwaukee, Wisc.	287,360	42
Columbus, Ohio	287,018	43
West Palm Beach - Boca Raton - Delray Beach, Fla.	285,942	44
Buffalo, N.Y.	282,775	45
Providence - Pawtucket - Woonsocket, R.I.	281,800	46
Rochester, N.Y.	264,901	47
Greensboro - Winston-Salem - High Point, N.C.	249,172	48
Jacksonville, Fla.	246,708	49
Birmingham, Ala.	243,520	50
Total Top 50	**30,380,991**	
Denver, Colo.	232,365	51
Fort Worth - Arlington, Tex.	222,873	52
Nashville, Tenn.	221,354	53
Raleigh - Durham, N.C.	220,785	54
Albany - Schenectady - Troy, N.Y.	219,720	55
Orlando, Fla.	214,395	56
Fresno, Cal.	212,423	57
Middlesex - Somerset - Hunterdon, N.J.	204,514	58
Scranton - Wilkes-Barre, Pa.	199,292	59
Toledo, Ohio	198,630	60
Monmouth - Ocean, N.J.	195,265	61
Gary - Hammond, Ind.	187,876	62
Dayton - Springfield, Ohio	185,245	63
Syracuse, N.Y.	184,207	64
Tucson, Ariz.	182,505	65
Bridgeport - Stamford - Norwalk - Danbury, Conn.	177,343	66
Worcester - Fitchburg - Leominster, Mass.	172,082	67
Oxnard - Ventura, Cal.	167,485	68
Oklahoma City, Okla.	165,814	69
Mobile, Ala.	165,087	70
Knoxville, Tenn.	161,712	71
New Haven - Waterbury - Meriden, Conn.	159,696	72
Greenville - Spartanburg, S.C.	158,387	73
Portland, Ore.	151,553	74
Springfield, Mass.	148,821	75
Santa Rosa - Petaluma, Cal.	147,202	76
Stockton, Cal.	146,582	77
Vallejo - Fairfield - Napa, Cal.	145,282	78
Santa Barbara - Santa Maria - Lompoc, Cal.	144,566	79
Las Vegas, Nev.	143,648	80
Melbourne - Titusville - Palm Bay, Fla.	142,318	81
Harrisburg - Lebanon - Carlisle, Pa.	141,271	82
San Antonio, Tex.	140,965	83
Allentown - Bethlehem, Pa.	140,578	84
Akron, Ohio	140,104	85
Lake County, Ill.	140,024	86
Modesto, Cal.	129,400	87
Omaha, Neb.	128,688	88
Wilmington, Del.	127,999	89
Flint, Mich.	123,955	90
Albuquerque, N.M.	120,294	91
Bakersfield, Cal.	119,118	92
Youngstown - Warren, Ohio	114,433	93
Baton Rouge, La.	114,047	94
Austin, Tex.	110,928	95
Jersey City, N.J.	110,751	96
Daytona Beach, Fla.	107,046	97
Johnson City - Kingsport - Bristol, Tenn.	105,779	98
Jackson, Miss.	105,740	99
Salt Lake City - Ogden, Utah	102,591	100
Total Top 100	**38,283,730**	
Columbia, S.C.	102,085	101
Grand Rapids, Mich.	101,596	102
Tacoma, Wash.	101,366	103
Augusta, Ga.	100,955	104
Lexington-Fayette, Ky.	99,300	105
Aurora - Elgin, Ill.	99,124	106
Utica - Rome, N.Y.	98,635	107
New Bedford - Fall River - Attleboro, Mass.	97,228	108
Joliet, Ill.	97,226	109
Tulsa, Okla.	96,957	110
Sarasota, Fla.	96,912	111
Salinas - Seaside - Monterey, Cal.	95,494	112
Davenport - Rock Island - Moline, Iowa-Ill.	94,836	113
Visalia - Tulare - Porterville, Cal.	91,362	114
Huntington - Ashland, W.Va.-Ky.	90,475	115
Charleston, S.C.	88,891	116
Fort Wayne, Ind.	88,253	117
Saginaw - Bay City - Midland, Mich.	88,182	118
Fort Myers - Cape Coral, Fla.	87,736	119
Lancaster, Pa.	86,643	120
Atlantic City, N.J.	86,236	121
Trenton, N.J.	86,114	122
Reno, Nev.	84,512	123
Montgomery, Ala.	81,308	124
Little Rock - North Little Rock, Ark.	79,936	125
Chattanooga, Tenn.	79,524	126
Charleston, W.Va.	79,148	127
Lakeland - Winter Haven, Fla.	78,496	128
Canton, Ohio	78,432	129
Spokane, Wash.	76,617	130
Roanoke, Va.	75,964	131
Portsmouth - Dover - Rochester, N.H.	75,139	132
Beaumont - Port Arthur, Tex.	75,129	133
Hickory, N.C.	74,519	134
Shreveport, La.	73,423	135
Manchester - Nashua, N.H.	73,144	136
Savannah, Ga.	73,027	137
Macon - Warner Robins, Ga.	72,422	138
Chico, Cal.	72,320	139
Binghamton, N.Y.	72,071	140
Springfield, Ill.	71,534	141
Wichita, Kans.	71,382	142
Portland, Me.	71,181	143
Asheville, N.C.	70,799	144
Des Moines, Iowa	70,619	145
Madison, Wisc.	70,031	146
Peoria, Ill.	69,745	147
South Bend - Mishawaka, Ind.	68,908	148
Santa Cruz, Cal.	67,236	149
Reading, Pa.	65,366	150
Total Top 150	**42,431,268**	
Pensacola, Fla.	64,981	151
Fort Pierce, Fla.	61,700	152
Anchorage, Alas.	61,501	153
Bradenton, Fla.	60,401	154
York, Pa.	59,954	155
Biloxi - Gulfport, Miss.	59,141	156
Lorain - Elyria, Ohio	58,841	157
Erie, Pa.	57,920	158
Orange County, N.Y.	57,868	159
Lansing - East Lansing, Mich.	57,549	160
Ann Arbor, Mich.	57,036	161
El Paso, Tex.	56,996	162
Evansville, Ind.	56,549	163
Bremerton, Wash.	56,187	164
Redding, Cal.	56,116	165
Merced, Cal.	54,950	166
Poughkeepsie, N.Y.	53,571	167
Ocala, Fla.	52,874	168
Columbus, Ga.	52,488	169
Rockford, Ill.	51,273	170
Lake Charles, La.	49,994	171
Richland - Kennewick - Pasco, Wash.	48,830	172
Colorado Springs, Colo.	47,740	173
Corpus Christi, Tex.	47,402	174
Parkersburg - Marietta, W.Va.-Ohio	47,342	175
Vancouver, Wash.	46,443	176
Huntsville, Ala.	46,142	177
Hamilton - Middletown, Ohio	45,749	178
Niagara Falls, N.Y.	45,670	179
Fayetteville, N.C.	45,668	180
Salem, Ore.	45,457	181
Sioux Falls, S.D.	45,401	182
Wheeling, W.Va.	45,048	183
Lincoln, Neb.	44,963	184
Duluth, Minn.	44,228	185
Lafayette, La.	43,828	186
Athens, Ga.	43,397	187
Lynchburg, Va.	43,258	188
Topeka, Kans.	42,975	189
New London - Norwich, Conn.	42,679	190
Kalamazoo, Mich.	42,307	191
Houma - Thibodaux, La.	42,078	192
Eugene - Springfield, Ore.	42,056	193
Muncie, Ind.	41,766	194
Champaign - Urbana - Rantoul, Ill.	41,203	195
Tallahassee, Fla.	41,200	196
Appleton - Oshkosh - Neenah, Wisc.	40,876	197
Naples, Fla.	40,834	198
Johnstown, Pa.	40,702	199
Galveston - Texas City, Tex.	39,941	200
Total Top 200	**44,904,341**	
Steubenville - Weirton, Ohio-W.Va.	39,262	201
Beaver County, Pa.	39,256	202
Pittsfield, Mass.	38,928	203
McAllen - Edinburg - Mission, Tex.	38,898	204
Danville, Va.	38,889	205
Anderson, S.C.	37,939	206
Charlottesville, Va.	37,851	207
Burlington, N.C.	37,732	208
Owensboro, Ky.	37,277	209
Boulder - Longmont, Colo.	36,851	210
Longview - Marshall, Tex.	36,447	211
Wilmington, N.C.	36,098	212
Olympia, Wash.	35,474	213
Cedar Rapids, Iowa	35,425	214
Gainesville, Fla.	35,404	215
Racine, Wisc.	35,249	216
Springfield, Mo.	35,238	217
Abilene, Tex.	35,191	218
Battle Creek, Mich.	34,816	219
Brownsville - Harlingen, Tex.	34,704	220
Hagerstown, Md.	34,182	221
Yakima, Wash.	33,872	222
Monroe, La.	33,848	223
Glens Falls, N.Y.	33,778	224
Tuscaloosa, Ala.	33,519	225
Altoona, Pa.	33,181	226
Panama City, Fla.	33,138	227
Anderson, Ind.	33,124	228
Burlington, Vt.	32,542	229
Bloomington - Normal, Ill.	32,502	230
Clarksville - Hopkinsville, Tenn.-Ky.	32,409	231
Boise, Ida.	32,189	232
Kokomo, Ind.	32,041	233
Fort Walton Beach, Fla.	31,961	234
Lima, Ohio	31,851	235
Jackson, Mich.	31,801	236
Janesville - Beloit, Wisc.	31,694	237
Provo - Orem, Utah	31,649	238
Cumberland, Md.	31,550	239
Decatur, Ill.	30,870	240
Vineland - Millville - Bridgeton, N.J.	30,866	241
Florence, S.C.	30,841	242
Waterloo - Cedar Falls, Iowa	30,714	243
Tyler, Tex.	30,336	244
Elkhart - Goshen, Ind.	30,143	245
Jamestown - Dunkirk, N.Y.	29,794	246
Dothan, Ala.	28,841	247
Alexandria, La.	28,643	248
Lafayette - West Lafayette, Ind.	28,434	249
Muskegon, Mich.	27,792	250
Total Top 250	**46,589,375**	
Kenosha, Wisc.	27,448	251
Benton Harbor, Mich.	27,355	252
Yuba City, Cal.	27,263	253
Bellingham, Wash.	27,026	254
Bangor, Me.	26,815	255
Elmira, N.Y.	26,767	256
Killeen - Temple, Tex.	26,619	257
Lubbock, Tex.	26,551	258
Amarillo, Tex.	26,501	259
Brazoria, Tex.	26,396	260
Terre Haute, Ind.	26,329	261
Santa Fe, N.M.	26,277	262
Rochester, Minn.	25,658	263
Anniston, Ala.	25,543	264
Texarkana, Tex.-Ark.	25,404	265
Pascagoula, Miss.	25,304	266
Fort Smith, Ark.	25,062	267
Fort Collins - Loveland, Colo.	24,804	268
St. Cloud, Minn.	24,383	269
Mansfield, Ohio	23,913	270
Kankakee, Ill.	23,714	271
Odessa, Tex.	23,631	272
Midland, Tex.	23,414	273
Waco, Tex.	23,187	274
Decatur, Ala.	22,880	275
Wichita Falls, Tex.	22,731	276
Williamsport, Pa.	22,505	277
Florence, Ala.	21,786	278
Fargo - Moorhead, N.D.-Minn.	21,759	279
State College, Pa.	21,690	280
Albany, Ga.	21,547	281
Rapid City, S.D.	21,461	282
Sherman - Denison, Tex.	21,088	283
Sioux City, Iowa	20,656	284
Jacksonville, N.C.	20,488	285
Jackson, Tenn.	20,343	286
Eau Claire, Wisc.	20,049	287
Green Bay, Wisc.	19,525	288
Medford, Ore.	19,428	289
Sharon, Pa.	19,305	290
Laredo, Tex.	19,058	291
Dubuque, Iowa	19,000	292
Pueblo, Colo.	18,763	293
San Angelo, Tex.	18,754	294
La Crosse, Wisc.	18,575	295
Bismarck, N.D.	18,049	296
Gadsden, Ala.	17,592	297
Billings, Mont.	17,504	298
Lewiston - Auburn, Me.	17,375	299
Bloomington, Ind.	16,808	300
Columbia, Mo.	16,725	301
Sheboygan, Wisc.	15,716	302
Joplin, Mo.	15,012	303
Las Cruces, N.M.	14,996	304
St. Joseph, Mo.	14,477	305
Fayetteville - Springdale, Ark.	14,118	306
Enid, Okla.	14,062	307
Great Falls, Mont.	14,060	308
Bryan - College Station, Tex.	13,920	309
Lawton, Okla.	13,385	310
Greeley, Colo.	13,093	311
Iowa City, Iowa	12,588	312
Pine Bluff, Ark.	11,478	313
Victoria, Tex.	9,567	314
Lawrence, Kans.	8,701	315
Wausau, Wisc.	8,091	316
Grand Forks, N.D.	6,832	317
Cheyenne, Wyo.	6,360	318
Casper, Wyo.	5,670	319
Total Above Areas	**47,952,309**	
Percent of U.S.	**81.2544**	
U.S. Total	**59,015,000**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

SECTION 10
Retail Sales By Store Group For Metropolitan Markets And All Counties

1988 Estimates
1982 Census Of Retail Trade

Total Retail Sales
Food Stores
Supermarkets
Eating And Drinking Places
General Merchandise Stores
Department Stores
Apparel And Accessories Stores
Furniture/Home Furnishings/Appliance Stores
Furniture And Home Furnishings Stores
Automotive Dealers
Gasoline Service Stations
Building Materials And Hardware Dealers
Drug Stores

EXPLANATION OF TERMS

An explanation of the terms used in the **Survey Of Buying Power Data Service** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10.

SYMBOLS USED IN TABLES

□ Metropolitan county of another state's metropolitan area. For area name, see page facing state map in Section 1.

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
ALABAMA														
ANNISTON	**1988**	**512,442**	**95,999**	**93,952**	**34,484**	**71,428**	**62,908**	**28,215**	**26,512**	**15,793**	**129,101**	**30,207**	**27,562**	**25,543**
	1982	430,112	102,894	100,499	33,515	54,280	46,825	28,621	17,476	11,885	85,704	33,206	23,486	16,315
Calhoun	1988	512,442	95,999	93,952	34,484	71,428	62,908	28,215	26,512	15,793	129,101	30,207	27,562	25,543
	1982	430,112	102,894	100,499	33,515	54,280	46,825	28,621	17,476	11,885	85,704	33,206	23,486	16,315
BIRMINGHAM	**1988**	**5,266,623**	**1,017,367**	**992,041**	**438,373**	**611,920**	**485,302**	**360,829**	**245,046**	**125,349**	**1,427,829**	**352,660**	**170,314**	**243,520**
	1982	3,656,346	890,994	866,990	295,735	384,150	295,709	291,729	168,438	99,362	757,183	311,040	150,021	132,132
Blount	1988	99,422	22,607	22,250	4,984	12,187	9,489	2,609	2,969	1,910	28,272	3,913	5,305	4,185
	1982	70,472	20,340	19,980	4,062	6,706	5,077	3,073	1,403	943	14,663	4,428	3,264	2,574
Jefferson	1988	4,529,866	837,450	815,773	391,843	552,077	461,507	336,886	216,260	106,889	1,219,422	318,418	115,905	208,627
	1982	3,091,874	720,317	700,278	260,302	343,285	280,303	264,364	152,031	87,944	627,863	273,891	111,762	109,672
St. Clair	1988	105,125	25,571	24,291	5,503	7,164		1,495	2,704	1,797	32,384	10,516	4,960	4,957
	1982	87,426	25,982	24,634	4,483	5,280		2,048	1,671	1,157	23,993	10,405	3,452	3,425
Shelby	1988	229,488	76,670	75,846	18,002	16,120	2,032	4,451	8,574	5,559	39,387	9,016	29,357	10,404
	1982	158,990	61,732	60,947	11,687	9,553	1,165	4,772	4,317	3,044	21,780	9,300	20,155	5,866
Walker	1988	302,722	55,069	53,881	18,041	24,372	12,274	15,388	14,539	9,194	108,364	10,797	14,787	15,347
	1982	247,584	62,623	61,151	15,201	19,326	9,164	17,472	9,016	6,274	68,884	13,016	11,388	10,595
DECATUR	**1988**	**573,349**	**101,710**	**99,818**	**41,833**	**78,317**	**69,733**	**24,792**	**31,376**	**16,514**	**163,306**	**31,155**	**36,110**	**22,880**
	1982	375,438	89,690	87,846	26,483	45,330	38,936	22,612	16,206	9,891	79,083	30,505	22,194	13,708
Morgan	1988	573,349	101,710	99,818	41,833	78,317	69,733	24,792	31,376	16,514	163,306	31,155	36,110	22,880
	1982	375,438	89,690	87,846	26,483	45,330	38,936	22,612	16,206	9,891	79,083	30,505	22,194	13,708
DOTHAN	**1988**	**909,827**	**141,437**	**136,408**	**71,503**	**119,271**	**90,675**	**39,454**	**45,639**	**31,440**	**274,717**	**57,849**	**47,885**	**28,841**
	1982	555,598	121,439	116,849	43,272	73,591	53,973	29,031	24,133	18,196	128,105	47,143	28,271	14,778
Dale	1988	171,626	39,991	38,879	15,936	17,583	4,456	4,181	3,428	2,677	36,533	25,295	5,241	7,141
	1982	113,168	30,828	29,911	9,527	10,366	2,120	3,141	2,233	1,887	17,418	21,091	5,080	3,809
Houston	1988	738,201	101,446	97,529	55,567	101,688	86,219	35,273	42,211	28,763	238,184	32,534	42,644	21,700
	1982	442,430	90,611	86,938	33,545	63,225	51,853	25,890	21,900	16,309	110,687	26,052	23,191	10,969
FLORENCE	**1988**	**776,820**	**130,728**	**125,534**	**58,878**	**123,432**	**103,605**	**36,929**	**35,085**	**17,674**	**216,223**	**51,199**	**39,892**	**21,786**
	1982	531,874	122,946	117,750	41,504	77,606	62,782	31,738	18,727	10,632	110,393	46,689	28,252	13,758
Colbert	1988	317,632	54,072	52,685	25,347	33,582	30,516	10,134	9,612	5,111	98,982	20,236	23,611	10,428
	1982	211,625	47,669	46,354	18,715	20,095	17,843	8,672	4,559	2,682	47,838	21,593	17,035	5,783
Lauderdale	1988	459,188	76,656	72,849	33,531	82,850	73,089	26,795	25,473	12,563	117,241	30,963	16,281	11,358
	1982	320,249	75,277	71,396	22,789	57,511	44,939	23,066	14,168	7,950	62,555	25,096	11,217	7,975
GADSDEN	**1988**	**479,856**	**102,355**	**99,024**	**42,561**	**65,053**	**59,925**	**28,060**	**28,203**	**16,924**	**106,617**	**20,351**	**24,350**	**17,592**
	1982	395,725	113,965	110,038	34,285	52,332	47,350	24,394	15,502	10,552	65,870	24,412	19,947	12,861
Etowah	1988	479,856	102,355	99,024	42,561	65,053	59,925	28,060	28,203	16,924	106,617	20,351	24,350	17,592
	1982	395,725	113,965	110,038	34,285	52,332	47,350	24,394	15,502	10,552	65,870	24,412	19,947	12,861
HUNTSVILLE	**1988**	**1,512,973**	**247,936**	**242,726**	**133,679**	**183,405**	**166,004**	**71,445**	**115,655**	**61,898**	**428,664**	**77,601**	**83,819**	**46,142**
	1982	893,534	185,838	181,570	88,536	125,652	111,467	55,278	41,935	25,564	190,474	60,723	46,848	23,431
Madison	1988	1,512,973	247,936	242,726	133,679	183,405	166,004	71,445	115,655	61,898	428,664	77,601	83,819	46,142
	1982	893,534	185,838	181,570	88,536	125,652	111,467	55,278	41,935	25,564	190,474	60,723	46,848	23,431
MOBILE	**1988**	**3,043,912**	**600,421**	**578,535**	**264,563**	**377,084**	**290,255**	**91,426**	**185,701**	**106,159**	**764,359**	**207,972**	**138,739**	**165,087**
	1982	1,948,966	506,422	487,246	164,709	245,323	181,299	78,417	80,936	51,549	374,713	178,205	98,978	77,925
Baldwin	1988	539,035	128,655	121,965	46,158	54,280	29,621	18,667	21,594	10,434	109,214	47,086	25,599	30,748
	1982	323,989	95,694	90,538	28,486	26,216	13,160	12,532	11,626	6,137	51,741	39,118	16,012	13,298
Mobile	1988	2,504,877	471,766	456,570	218,405	322,804	260,634	72,757	164,107	95,725	655,145	160,886	113,140	134,339
	1982	1,624,977	410,728	396,708	136,223	219,107	168,139	65,885	69,310	45,412	322,972	139,087	82,966	64,627
MONTGOMERY	**1988**	**1,826,860**	**314,664**	**306,119**	**145,717**	**245,114**	**188,726**	**96,859**	**59,369**	**35,920**	**538,827**	**156,294**	**59,341**	**81,308**
	1982	1,155,057	256,290	248,804	95,553	159,786	121,328	66,104	41,529	27,684	251,557	116,796	48,688	42,500
Autauga	1988	158,755	29,884	28,530	13,486	14,431	10,835	4,974	4,230	3,477	50,051	17,808	9,942	5,307
	1982	93,500	25,410	24,210	7,217	8,013	5,940	4,140	1,952	1,651	21,951	11,779	5,570	2,678
Elmore	1988	137,699	42,957	41,734	6,894	11,994		2,770	4,771	3,820	24,776	11,875	6,474	11,184
	1982	97,780	37,109	35,981	4,527	6,082		3,152	2,435	1,946	12,948	11,181	5,220	6,028
Montgomery	1988	1,530,406	241,823	235,855	125,337	218,689	177,891	89,115	50,368	28,623	464,000	126,611	42,925	64,817
	1982	963,777	193,771	188,613	83,809	145,691	115,388	58,812	37,142	24,087	216,658	93,836	37,898	33,794
TUSCALOOSA	**1988**	**841,501**	**184,408**	**175,714**	**72,167**	**113,031**	**93,841**	**44,303**	**27,971**	**14,554**	**198,538**	**66,275**	**34,494**	**33,519**
	1982	578,491	153,915	146,366	49,079	77,184	62,181	36,098	20,998	12,552	96,086	54,203	35,312	17,010
Tuscaloosa	1988	841,501	184,408	175,714	72,167	113,031	93,841	44,303	27,971	14,554	198,538	66,275	34,494	33,519
	1982	578,491	153,915	146,366	49,079	77,184	62,181	36,098	20,998	12,552	96,086	54,203	35,312	17,010

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
ALABAMA (continued)														
ALL COUNTIES														
Autauga	1988	158,755	29,884	28,530	13,486	14,431	10,835	4,974	4,230	3,477	50,051	17,808	9,942	5,307
	1982	93,500	25,410	24,210	7,217	8,013	5,940	4,140	1,952	1,651	21,951	11,779	5,570	2,678
Baldwin	1988	539,035	128,655	121,965	46,158	54,280	29,621	18,667	21,594	10,434	109,214	47,086	25,599	30,748
	1982	323,989	95,694	90,538	28,486	26,216	13,160	12,532	11,626	6,137	51,741	39,118	16,012	13,298
Barbour	1988	98,204	28,518	27,724	9,042	6,819	4,113	4,363	2,464	2,464	17,686	4,859	2,638	5,609
	1982	63,620	21,358	20,720	6,173	4,592	2,678	3,826	1,238	1,238	7,932	4,796	1,283	3,314
Bibb	1988	44,209	13,246	13,087	2,035	4,124	2,809	1,859	1,732	1,732	10,769	1,292	3,690	3,259
	1982	30,587	11,264	11,106	1,440	2,518	1,634	1,534	762	762	6,134	2,032	1,702	1,643
Blount	1988	99,422	22,607	22,250	4,984	12,187	9,489	2,609	2,969	1,910	28,272	3,913	5,305	4,185
	1982	70,472	20,340	19,980	4,062	6,706	5,077	3,073	1,403	943	14,663	4,428	3,264	2,574
Bullock	1988	31,320	7,961	7,868	1,788	798		2,470	1,373	826	1,682	3,376	2,604	1,874
	1982	22,557	6,822	6,730	957	778		1,830	886	576	1,070	3,005	1,558	1,073
Butler	1988	109,551	19,389	18,861	9,928	9,606		4,290	4,153	3,393	23,879	12,364	6,618	6,534
	1982	73,059	20,776	20,170	6,204	5,650		3,765	1,993	1,665	11,887	8,385	3,852	3,490
Calhoun	1988	512,442	95,999	93,952	34,484	71,428	62,908	28,215	26,512	15,793	129,101	30,207	27,562	25,543
	1982	430,112	102,894	100,499	33,515	54,280	46,825	28,621	17,476	11,885	85,704	33,206	23,486	16,315
Chambers	1988	189,812	40,120	39,328	12,377	8,158		3,482	15,581	14,039	61,245	17,249	6,410	7,997
	1982	105,251	33,552	32,826	6,465	4,427		2,441	5,151	4,683	22,196	14,202	3,160	4,624
Cherokee	1988	51,788	10,399	10,160	3,359	2,218		2,233	1,174	981	11,144	3,928	3,670	3,154
	1982	39,255	9,896	9,648	2,491	1,797		2,268	656	553	7,312	3,626	2,721	1,729
Chilton	1988	154,840	32,529	31,789	7,957	16,451	6,825	4,065	7,775	6,623	44,230	6,428	7,778	8,466
	1982	87,458	26,290	25,641	4,398	7,394	2,815	3,364	3,742	3,324	17,543	6,360	4,412	3,941
Choctaw	1988	50,590	17,780	17,196	5,620	2,204		1,410	1,842	1,299	7,026	2,154	2,539	2,522
	1982	33,263	13,131	12,675	4,240	1,351		1,046	875	691	3,190	1,878	1,412	1,271
Clarke	1988	150,208	44,831	43,301	9,059	14,341		4,497	5,964	5,217	27,281	11,743	11,561	10,610
	1982	100,502	32,532	31,360	6,067	9,217		4,147	2,901	2,625	14,972	10,243	8,065	5,790
Clay	1988	45,010	13,127	12,876	1,954	2,829		960	815	815	10,742	1,130	6,429	1,015
	1982	32,718	11,123	10,889	1,563	2,032		872	625	625	5,231	1,159	5,458	687
Cleburne	1988	24,932	5,694	5,375	2,048	1,673		284	631		7,146	2,369	594	959
	1982	19,485	4,910	4,625	1,465	1,544		373	497		4,204	2,592	608	756
Coffee	1988	213,628	32,501	30,829	12,114	23,005	13,206	9,120	20,368	14,953	68,383	9,658	11,849	7,249
	1982	150,323	33,384	31,605	8,718	14,790	7,676	7,987	9,499	7,374	38,557	8,687	8,960	4,788
Colbert	1988	317,632	54,072	52,685	25,347	33,582	30,516	10,134	9,612	5,111	98,982	20,236	23,611	10,428
	1982	211,625	47,669	46,354	18,715	20,095	17,843	8,672	4,559	2,682	47,838	21,593	17,035	5,783
Conecuh	1988	46,174	9,753	9,412	3,036	2,888		1,301	648	224	4,720	12,040	1,571	3,944
	1982	36,220	9,989	9,620	2,153	2,589		1,128	436	199	2,299	10,444	1,160	2,177
Coosa	1988	8,551	2,433	2,248	393	59		71	975	975	1,734	946	165	381
	1982	6,352	1,847	1,703	306	52		89	451	451	765	1,395	111	281
Covington	1988	179,808	35,733	35,104	10,030	17,175		6,646	13,517	10,153	44,091	8,585	15,882	9,821
	1982	132,242	39,223	38,456	6,799	11,051		6,671	6,740	5,448	26,339	7,551	9,462	6,209
Crenshaw	1988	41,173	11,528	11,348	1,469	2,203		819	1,063	380	11,187	4,201	614	1,902
	1982	26,739	9,908	9,735	957	1,225		545	729	283	5,307	2,975	632	1,118
Cullman	1988	310,366	71,002	68,365	19,250	27,811	17,834	12,157	16,614	3,809	84,174	22,553	28,481	12,174
	1982	215,068	59,712	57,379	13,369	17,645	10,526	12,148	8,476	2,406	41,050	22,525	19,249	7,657
Dale	1988	171,626	39,991	38,879	15,936	17,583	4,456	4,181	3,428	2,677	36,533	25,295	5,241	7,141
	1982	113,168	30,828	29,911	9,527	10,366	2,120	3,141	2,233	1,887	17,418	21,091	5,080	3,809
Dallas	1988	248,213	45,165	43,940	19,228	39,701	26,705	9,772	9,291	4,717	53,472	20,641	11,990	13,445
	1982	174,596	45,623	44,296	12,214	22,598	14,767	9,404	5,169	2,837	29,565	17,273	8,109	7,468
De Kalb	1988	170,482	36,511	35,157	12,070	16,022	11,091	5,855	9,407	5,242	44,357	5,100	15,581	10,424
	1982	135,823	37,222	35,769	9,621	10,024	6,305	6,739	6,800	4,043	26,738	7,219	11,778	6,942
Elmore	1988	137,699	42,957	41,734	6,894	11,994		2,770	4,771	3,820	24,776	11,875	6,474	11,184
	1982	97,780	37,109	35,981	4,527	6,082		3,152	2,435	1,946	12,948	11,181	5,220	6,028
Escambia	1988	179,560	30,695	29,750	11,705	15,122	8,218	9,706	10,368	9,170	39,195	19,123	16,536	10,953
	1982	137,495	31,688	30,651	8,446	12,655	6,463	9,166	5,252	4,730	21,898	18,472	10,944	6,228
Etowah	1988	479,856	102,355	99,024	42,561	65,053	59,925	28,060	28,203	16,924	106,617	20,351	24,350	17,592
	1982	395,725	113,965	110,038	34,285	52,332	47,350	24,394	15,502	10,552	65,870	24,412	19,947	12,861
Fayette	1988	65,539	15,591	15,021	3,621	7,351		2,137	3,483	2,499	18,714	1,314	5,429	3,974
	1982	53,093	17,245	16,581	2,701	4,428		2,656	2,010	1,565	11,171	2,653	4,342	2,572
Franklin	1988	145,552	24,136	23,302	6,218	15,040	8,833	2,683	8,910	6,165	52,566	8,891	9,934	5,988
	1982	96,648	22,888	22,053	4,662	8,851	4,572	3,153	4,307	3,243	27,115	7,985	6,737	3,927
Geneva	1988	61,554	18,119	17,958	1,106	7,362		2,022	1,884	1,665	12,385	4,973	4,541	4,019
	1982	50,792	20,670	20,446	985	4,659		1,921	1,085	990	7,278	5,173	3,020	2,655
Greene	1988	44,796	14,129	13,718	2,799	3,044		1,069	1,821	761	9,106	10,052	102	1,564
	1982	27,985	10,123	9,808	1,442	1,846		589	1,014	455	4,127	6,952	80	1,112

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
ALABAMA (continued)														
ALL COUNTIES (continued)														
Hale	1988	33,725	10,717	10,567	889	1,259		586	1,292	1,292	11,502	721	445	2,777
	1982	29,713	12,078	11,884	899	1,104		849	704	704	7,850	1,344	551	1,792
Henry	1988	58,619	17,588	16,665	2,888	2,891		1,747	2,479	1,075	5,957	1,756	18,528	1,036
	1982	39,749	13,852	13,099	1,677	1,905		1,519	1,463	796	2,840	1,867	10,714	988
Houston	1988	738,201	101,446	97,529	55,567	101,688	86,219	35,273	42,211	28,763	238,184	32,554	42,644	21,700
	1982	442,430	90,611	86,938	33,545	63,225	51,853	25,890	21,900	16,309	110,687	26,052	23,191	10,969
Jackson	1988	189,285	34,350	33,158	10,026	18,337	9,150	6,062	10,049	6,916	69,861	8,620	7,666	8,318
	1982	145,742	38,974	37,547	7,874	13,893	6,232	5,925	5,452	3,985	40,271	9,954	5,913	5,377
Jefferson	1988	4,529,866	837,450	815,773	391,843	552,077	461,507	336,886	216,260	106,899	1,219,422	318,418	115,905	208,627
	1982	3,091,874	720,317	700,278	260,302	343,285	280,303	264,364	152,031	87,944	627,863	273,891	111,762	109,672
Lamar	1988	57,551	14,305	13,890	1,708	1,825		5,206	2,315	2,315	8,950	2,243	5,386	2,794
	1982	38,625	13,788	13,361	1,284	1,284		3,508	1,255	1,255	4,642	2,019	2,875	1,703
Lauderdale	1988	459,188	76,656	72,849	33,531	89,850	73,089	26,795	25,473	12,563	117,241	30,963	16,281	11,358
	1982	320,249	75,277	71,396	22,789	57,511	44,939	23,066	14,168	7,950	62,555	25,096	11,217	7,975
Lawrence	1988	91,493	20,908	19,965	5,361	10,561	8,414	2,411	3,687	3,687	10,158	19,894	5,950	4,155
	1982	52,586	16,030	15,276	3,437	4,917	3,668	2,158	1,480	1,480	4,371	11,093	2,817	2,073
Lee	1988	454,097	93,802	91,512	39,007	72,230	61,990	12,772	15,724	6,212	113,595	28,782	33,313	12,006
	1982	299,231	75,254	73,271	28,451	43,280	35,535	10,686	7,258	3,230	55,633	25,971	19,728	8,581
Limestone	1988	220,406	44,998	44,416	19,776	22,973	5,884	10,041	10,133	8,414	55,235	12,747	17,299	10,865
	1982	131,641	38,301	37,731	10,807	11,028	2,961	7,631	4,237	3,604	23,974	11,543	8,948	5,252
Lowndes	1988	28,810	8,487	8,376	802	338		102	840	840	7,840	2,939	1,386	203
	1982	20,157	6,422	6,325	494	420		143	676	676	4,189	3,092	878	246
Macon	1988	67,661	18,101	17,498	3,113	830		3,828	1,136	919	12,478	10,487	2,975	4,937
	1982	44,889	5,444	14,900	2,323	490		2,577	798	696	4,796	7,343	2,559	2,680
Madison	1988	1,512,973	247,936	242,726	133,679	183,405	166,004	71,445	115,655	61,898	428,664	77,601	83,819	46,142
	1982	893,534	185,838	181,570	88,536	125,652	111,467	55,278	41,935	25,564	190,474	60,723	46,848	23,431
Marengo	1988	105,596	22,038	21,592	5,819	12,633	7,639	3,593	5,467	3,972	28,128	3,860	7,849	4,046
	1982	78,015	23,709	23,183	3,782	7,609	4,404	3,461	2,978	2,261	15,846	5,230	4,790	2,347
Marion	1988	111,666	30,191	29,826	4,622	20,451	12,115	5,904	5,745	5,745	27,359	2,578	6,405	4,159
	1982	73,331	25,055	24,703	3,653	9,582	4,998	5,674	2,661	2,661	13,054	2,507	4,492	3,213
Marshall	1988	472,764	77,462	75,514	29,155	62,088	30,819	30,778	18,027	7,915	155,491	13,806	35,582	16,019
	1982	283,077	68,647	66,788	18,137	35,306	15,921	18,341	8,316	4,129	74,156	12,263	20,761	8,629
Mobile	1988	2,504,877	471,766	456,570	218,405	322,804	260,634	72,757	164,107	95,725	655,145	160,886	113,140	134,339
	1982	1,624,977	410,728	396,708	136,223	219,107	168,139	65,885	69,310	45,412	322,972	139,087	82,966	64,627
Monroe	1988	73,329	19,470	19,281	4,695	5,624		2,173	2,272	2,272	17,363	2,218	7,324	4,439
	1982	62,780	20,938	20,694	3,721	5,901		2,251	1,410	1,410	10,689	3,392	6,429	2,612
Montgomery	1988	1,530,406	241,823	235,855	125,337	218,689	177,891	89,115	50,368	28,623	464,000	126,611	42,925	64,817
	1982	963,777	193,771	188,613	83,809	145,691	115,388	56,812	37,142	24,087	216,658	93,836	37,898	33,794
Morgan	1988	373,349	101,710	99,818	41,833	78,317	69,733	24,792	31,376	16,514	163,306	31,155	36,110	22,880
	1982	375,438	89,690	87,846	26,483	45,330	38,936	22,612	16,206	9,891	79,083	30,505	22,194	13,708
Perry	1988	25,857	6,148	4,932	888	1,736		1,130	925	925	3,765	2,278	2,320	3,082
	1982	20,852	6,764	5,416	714	1,268		1,309	514	514	2,429	1,953	1,440	1,893
Pickens	1988	46,492	12,372	12,163	1,391	1,738		709	2,847	1,554	12,330	2,083	2,688	2,606
	1982	38,897	13,278	13,028	1,198	1,613		842	1,821	1,188	7,727	2,434	2,116	1,613
Pike	1988	142,279	25,049	24,245	15,353	12,821	9,755	6,684	3,972	2,350	37,264	5,264	11,088	6,735
	1982	92,705	23,485	22,685	9,513	8,322	5,938	5,633	1,945	1,334	19,229	3,985	5,676	3,731
Randolph	1988	73,835	21,129	20,564	2,818	6,418		3,401	2,712	1,584	13,663	2,709	4,640	4,057
	1982	47,600	17,650	17,144	2,004	3,571		2,806	1,224	737	6,142	2,747	2,648	2,412
Russell	1988	172,314	58,768	57,926	14,614	19,489	13,160	5,856	2,546	1,181	26,199	13,023	7,996	10,743
	1982	111,600	43,288	42,583	9,333	12,757	8,158	3,670	1,268	730	10,836	11,950	4,540	4,719
St. Clair	1988	105,125	25,571	24,291	5,503	7,164		1,495	2,704	1,797	32,384	10,516	4,960	4,957
	1982	87,426	25,982	24,634	4,483	5,280		2,048	1,671	1,157	23,993	10,405	3,452	3,425
Shelby	1988	229,488	76,670	75,846	18,002	16,120	2,032	4,451	8,574	5,559	39,387	9,016	29,357	10,404
	1982	158,990	61,732	60,947	11,687	9,553	1,165	4,772	4,317	3,044	21,780	9,300	20,155	5,866
Sumter	1988	48,527	16,075	15,997	3,686	8,797	3,753	353	1,251	1,251	5,185	4,750	820	2,918
	1982	35,035	13,782	13,687	2,495	4,926	2,045	478	700	700	2,844	4,336	845	1,536
Talladega	1988	413,266	102,788	101,840	28,001	46,265	28,080	20,533	17,537	10,554	109,259	19,541	21,087	20,091
	1982	231,514	75,210	74,368	15,313	24,535	13,314	14,439	7,387	4,741	44,151	14,793	9,767	9,802
Tallapoosa	1988	151,091	29,176	28,867	10,702	14,695	5,907	9,399	13,911	9,277	33,376	4,287	12,148	9,743
	1982	106,867	30,493	30,110	7,038	8,887	3,250	7,937	6,442	4,711	18,123	5,717	6,639	6,020
Tuscaloosa	1988	841,501	184,408	175,714	72,167	113,031	93,841	44,303	27,971	14,554	198,538	66,275	34,494	33,519
	1982	578,491	153,915	146,366	49,079	77,184	62,181	36,098	20,998	12,552	96,086	54,203	35,312	17,010
Walker	1988	302,722	55,069	53,881	18,041	24,372	12,274	15,388	14,539	9,194	108,364	10,797	14,787	15,347
	1982	247,584	62,623	61,151	15,201	19,326	9,164	17,472	9,016	6,274	68,884	13,016	11,388	10,595

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S&MM ESTIMATES: 1988
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METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
ALABAMA (continued)														
ALL COUNTIES (continued)														
Washington	1988	47,773	7,871	7,653	1,374	2,377		643	3,562	3,562	8,838	4,157	4,604	1,147
	1982	29,511	6,971	6,764	782	1,356		507	2,020	2,020	4,483	3,989	2,186	958
Wilcox	1988	45,291	14,759	14,521	1,905	3,206		578	1,171	76	6,967	2,873	3,091	1,244
	1982	29,494	11,030	10,831	1,255	1,879		696	700	60	3,153	2,808	1,652	933
Winston	1988	83,161	23,055	22,644	5,279	11,393	7,096	2,200	6,351	6,351	15,510	4,414	4,179	2,954
	1982	63,669	21,799	21,367	3,908	7,839	4,315	2,023	3,435	3,435	9,836	4,404	3,574	1,764
TOTAL METRO COUNTIES	1988	**15,916,477**	**2,995,793**	**2,907,797**	**1,318,372**	**2,007,544**	**1,624,134**	**828,166**	**803,103**	**443,406**	**4,274,380**	**1,064,586**	**670,502**	**696,961**
	1982	10,632,741	2,587,681	2,506,541	881,804	1,307,991	1,030,008	667,692	447,148	278,597	2,150,004	914,872	506,537	369,137
TOTAL STATE	1988	**21,624,911**	**4,247,522**	**4,127,200**	**1,685,836**	**2,595,234**	**1,914,370**	**1,052,270**	**1,078,361**	**630,566**	**5,711,368**	**1,422,562**	**1,064,481**	**965,129**
	1982	14,479,552	3,707,811	3,595,195	1,126,399	1,662,619	1,189,725	856,747	583,318	375,690	2,874,312	1,237,238	753,350	526,744
ALASKA														
ANCHORAGE	1988	**2,111,721**	**422,334**	**403,624**	**304,853**	**381,258**	**283,909**	**139,980**	**69,771**	**32,858**	**347,414**	**88,848**	**97,509**	**61,501**
	1982	1,794,843	301,624	287,690	219,263	232,412	171,177	83,539	86,341	47,648	270,598	121,378	207,710	84,189
Anchorage	1988	2,111,721	422,334	403,624	304,853	381,258	283,909	139,980	69,771	32,858	347,414	88,848	97,509	61,501
	1982	1,794,843	301,624	287,690	219,263	232,412	171,177	83,539	86,341	47,648	270,598	121,378	207,710	84,189
ALL COUNTIES														
Aleutian Islands	1988	23,447	8,418	8,090	7,201	6,259			142	88	429		329	
	1982	9,527	5,359	5,140	1,214	779					57	93	535	
Aleutians East	1988	5,461	3,156	3,033	1,373	789								
	1982	2,557	1,438	1,379	326	209					15	25	143	
Anchorage	1988	2,111,721	422,334	403,624	304,853	381,258	283,909	139,980	69,771	32,858	347,414	88,848	97,509	61,501
	1982	1,794,843	301,624	287,690	219,263	232,412	171,177	83,539	86,341	47,648	270,598	121,378	207,710	84,189
Bethel	1988	44,488	17,474	16,575	707	14,544			106		2,021	1,550		
	1982	27,057	6,175	5,847	854	10,800		78	148		1,995	2,537	585	
Bristol Bay	1988	8,198	3,679	3,496	1,676						685	355	1,549	
	1982	7,298	3,136	2,975	2,157				60		555	102	419	
Dillingham	1988	14,942	1,116	1,103	1,092	7,518						2,068	1,560	
	1982	10,087	5,778	5,703	1,500	506			78		711	745	437	
Fairbanks North Star	1988	528,869	143,843	142,209	52,797	49,233	43,159	27,841	18,173	10,629	103,403	19,141	31,753	20,303
	1982	465,739	93,470	92,224	52,807	52,003	44,399	13,004	20,115	12,950	84,568	27,677	42,575	21,469
Haines	1988	11,318	4,403	4,190	1,299	261		307			1,534	179	1,627	387
	1982	11,268	2,980	2,831	1,066	962		133	59		598	1,135	1,683	
Juneau	1988	198,602	45,565	43,566	21,735	29,478		10,624	8,627	4,110	22,207	9,825	9,170	11,349
	1982	172,785	56,518	53,931	19,812	389		10,069	9,238	5,151	14,408	9,188	15,964	6,303
Kenai Peninsula	1988	245,041	88,101	86,294	26,957	3,064		12,977	5,327	2,078	29,546	13,870	28,289	14,101
	1982	188,669	57,073	55,791	18,879	1,891		6,972	5,061	2,412	19,072	15,764	22,196	13,635
Ketchikan Gateway	1988	109,739	30,389	30,202	9,629	6,774		4,824	3,150	1,109	7,213	6,026	8,224	7,624
	1982	82,099	13,625	13,514	12,720	7,260		3,872	3,204	1,389	6,653	4,634	8,754	2,860
Kodiak Island	1988	82,432	30,436	30,043	7,120			422	2,611	1,085	10,181	4,279	7,170	4,708
	1982	70,275	17,456	17,195	10,715			844	2,075	1,068	8,942	3,937	11,459	2,780
Matanuska - Susitna	1988	199,617	78,263	76,723	14,915	3,151		9,150	3,912	1,548	37,112	16,269	13,360	6,978
	1982	100,315	39,329	38,479	8,935	3,093		2,824	2,841	1,393	4,898	8,653	16,275	1,050
Nome	1988	42,442	20,989	20,922	4,046	2,892		231	255	255	617	475	2,654	316
	1982	31,358	15,305	15,247	3,534	4,809		259	742	742	116	1,338	1,233	762
North Slope	1988	35,485	14,742	14,210	5,722	14,357						261		403
	1982	33,817	3,975	3,823	28,745	1,042								
Northwest Arctic	1988	23,940	9,336	8,992	2,593	8,005					1,247	646		
	1982	21,966	7,977	7,670	3,249	5,748					45		2,901	
Prince of Wales - Outer Ketchikan	1988	21,343	12,766	12,157	1,139	2,615		238	275			328	306	
	1982	11,649	6,641	6,312	2,693	175		67	127		218	317	317	
Sitka	1988	56,650	17,989	17,682	7,450	789		5,283	784	409	2,966	906	5,166	3,702
	1982	41,952	16,846	16,526	4,633	1,379		3,740	1,966	1,207	424	3,030	2,496	1,475
Skagway - Yakutat - Angoon	1988	19,718	8,026	7,624	4,224	1,766						254	661	
	1982	11,504	4,219	4,000	2,217	1,529		50	94		162	162	431	
Southeast Fairbanks	1988	14,267	4,587	4,381	2,854	376		164			870	2,794	416	
	1982	12,973	5,524	5,265	1,803	807			81		575	508	592	
Valdez - Cordova	1988	49,628	16,231	16,116	7,577	326		1,710	297		2,904	9,063	2,413	2,117
	1982	50,591	17,287	17,131	8,256	699		2,128	181		2,573	6,581	4,447	1,154

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U.S. CENSUS: 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
ALASKA (continued)														
ALL COUNTIES (continued)														
Wade Hampton	1988	15,490	7,460	7,122	543	6,224						1,087		
	1982	12,074	4,033	3,843	300	5,457			59		100	1,881		
Wrangell - Petersburg	1988	41,874	23,935	23,497	5,037	1,843		2,161	364	364	306	512	4,052	1,486
	1982	32,334	16,501	16,166	3,325	632		2,036	115	115	1,172	580	2,478	1,074
Yukon - Koyukuk	1988	18,212	4,376	4,124	1,092	3,796		132				3,052	454	
	1982	24,590	6,643	6,248	2,214	2,705		114	216		372	4,273	143	
TOTAL METRO COUNTIES	**1988**	**2,111,721**	**422,234**	**403,624**	**304,853**	**381,258**	**283,909**	**139,980**	**69,771**	**32,858**	**347,414**	**88,848**	**97,509**	**61,501**
	1982	1,794,843	301,624	287,690	219,263	232,412	171,177	83,539	86,341	47,648	270,598	121,378	207,710	84,189
TOTAL STATE	**1988**	**3,922,924**	**1,017,614**	**985,975**	**493,631**	**545,318**	**327,068**	**216,044**	**113,794**	**54,533**	**570,655**	**181,788**	**216,662**	**134,975**
	1982	3,227,327	708,912	684,930	411,217	335,286	215,576	129,729	132,801	74,075	418,827	214,538	343,773	136,751
ARIZONA														
PHOENIX	**1988**	**15,473,301**	**3,397,241**	**3,268,556**	**1,575,042**	**1,657,763**	**1,458,861**	**618,220**	**884,176**	**443,203**	**3,862,074**	**918,557**	**672,748**	**549,117**
	1982	8,534,480	2,009,213	1,929,262	879,410	901,702	784,000	350,007	463,363	266,114	1,713,681	723,118	409,877	325,633
Maricopa	1988	15,473,301	3,397,241	3,268,556	1,575,042	1,657,763	1,458,861	618,220	884,176	443,203	3,862,074	918,557	672,748	549,117
	1982	8,534,480	2,009,213	1,929,262	879,410	901,702	784,000	350,007	463,363	266,114	1,713,681	723,118	409,877	325,633
TUCSON	**1988**	**4,272,629**	**915,697**	**867,708**	**426,631**	**558,232**	**501,402**	**184,419**	**223,172**	**100,936**	**936,030**	**294,594**	**220,049**	**182,505**
	1982	2,593,915	616,831	583,343	270,869	334,443	296,484	109,777	129,885	70,216	505,460	218,188	112,068	100,281
Pima	1988	4,272,629	915,697	867,708	426,631	558,232	501,402	184,419	223,172	100,936	936,030	294,594	220,049	182,505
	1982	2,593,915	616,831	583,343	270,869	334,443	296,484	109,777	129,885	70,216	505,460	218,188	112,068	100,281
ALL COUNTIES														
Apache	1988	146,414	44,489	44,359	7,196	26,263		1,658	1,488		7,533	33,100	3,764	5,906
	1982	83,338	28,907	28,765	5,014	11,209		3,052	347		4,058	21,522	2,627	2,660
Cochise	1988	426,782	102,944	100,984	31,441	45,246	24,807	21,357	14,355	6,001	99,999	48,822	18,263	16,802
	1982	281,162	82,035	80,313	25,839	29,923	15,328	13,299	8,713	4,338	56,158	25,732	10,551	9,985
Coconino	1988	631,594	149,720	144,496	85,891	79,889	33,176	16,904	21,107	10,296	90,467	76,210	39,780	21,330
	1982	428,482	93,824	90,371	62,437	43,820	17,067	12,623	10,337	5,791	49,729	76,843	26,176	12,307
Gila	1988	181,285	60,346	59,847	17,892	9,640		3,838	3,270	2,267	28,686	17,715	17,532	11,875
	1982	142,882	55,097	54,533	13,863	10,127		4,599	1,590	1,173	21,809	14,006	7,690	5,356
Graham	1988	100,824	31,522	31,405	7,750	5,304		4,114	2,875	1,989	24,159	7,756	6,859	6,229
	1982	91,882	26,917	26,798	5,547	9,791		3,020	2,164	1,647	15,364	12,093	6,096	4,390
Greenlee	1988	18,165	8,410	8,381	1,596	1,563		453	248	248	1,302	2,222		1,015
	1982	20,804	10,539	10,509	1,175	1,184		344	563	563	1,650	3,052	236	969
La Paz	1988	69,002	15,412	15,091	7,670	2,865		813	667	435	2,470	26,472	6,065	2,685
	1982	25,978	8,220	8,032	2,358	587		389	589	428	2,313	7,429	1,997	757
Maricopa	1988	15,473,301	3,397,241	3,268,556	1,575,042	1,657,763	1,458,861	618,220	884,176	443,203	3,862,074	918,557	672,748	549,117
	1982	8,534,480	2,009,213	1,929,262	879,410	901,702	784,000	350,007	463,363	266,114	1,713,681	723,118	409,877	325,633
Mohave	1988	542,992	149,884	145,289	45,672	30,343	11,331	10,446	15,342	10,633	105,191	92,151	35,316	24,890
	1982	315,662	87,668	84,812	27,656	19,382	6,184	5,761	6,169	4,650	54,828	64,111	18,716	8,270
Navajo	1988	316,812	98,949	98,148	26,096	22,781		4,117	8,362	5,025	60,707	42,040	19,604	11,794
	1982	250,971	81,354	80,534	22,744	19,946		4,769	3,204	2,085	28,484	48,664	16,605	6,136
Pima	1988	4,272,629	915,697	867,708	426,631	558,232	501,402	184,419	223,172	100,936	936,030	294,594	220,049	182,505
	1982	2,593,915	616,831	583,343	270,869	334,443	296,484	109,777	129,885	70,216	505,460	218,188	112,068	100,281
Pinal	1988	492,386	166,758	163,345	40,904	34,156	19,060	10,216	9,076	3,946	84,387	63,143	32,863	30,434
	1982	278,527	93,735	91,634	24,556	15,808	8,162	7,075	4,721	2,478	36,000	42,186	21,477	14,784
Santa Cruz	1988	198,926	44,731	43,719	11,998	54,274	45,021	27,427	6,018	2,378	18,989	11,196	12,176	6,170
	1982	132,308	35,690	35,008	11,031	18,560	14,967	20,332	3,915	1,748	13,422	10,379	6,559	6,738
Yavapai	1988	593,591	168,812	165,402	58,305	43,355	22,423	13,110	17,916	10,570	104,936	62,678	55,043	20,228
	1982	312,191	93,798	91,722	32,419	31,481	14,677	6,241	8,442	5,318	39,705	31,117	30,788	11,054
Yuma	1988	651,976	139,615	135,723	54,010	80,570	55,689	20,994	22,788	14,964	186,769	54,622	41,327	27,769
	1982	401,680	98,971	96,713	43,418	43,165	28,757	16,544	13,207	9,601	77,502	43,724	23,268	17,863
TOTAL METRO COUNTIES	**1988**	**19,745,930**	**4,312,938**	**4,136,264**	**2,001,673**	**2,215,995**	**1,960,263**	**802,639**	**1,107,348**	**544,139**	**4,798,104**	**1,213,151**	**892,797**	**731,622**
	1982	11,128,395	2,626,044	2,512,605	1,150,279	1,236,145	1,080,484	459,784	593,248	336,330	2,219,141	941,306	521,945	425,914
TOTAL STATE	**1988**	**24,116,679**	**5,493,530**	**5,292,453**	**2,398,094**	**2,652,244**	**2,171,770**	**938,086**	**1,230,860**	**612,891**	**5,613,699**	**1,751,278**	**1,181,389**	**918,749**
	1982	13,894,262	3,422,999	3,292,349	1,428,336	1,491,128	1,185,626	557,832	657,209	376,150	2,620,163	1,342,164	694,731	527,183

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS: 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
ARKANSAS														
FAYETTEVILLE - SPRINGDALE	**1988**	**726,962**	**148,362**	**144,558**	**60,122**	**156,289**	**147,303**	**26,520**	**22,897**	**12,507**	**144,656**	**33,246**	**58,821**	**14,118**
	1982	498,362	106,579	103,641	43,134	92,656	86,774	20,916	18,668	11,063	98,654	32,306	27,405	10,041
Washington	1988	726,962	148,362	144,558	60,122	156,289	147,303	26,520	22,897	12,507	144,656	33,246	58,821	14,118
	1982	498,362	106,579	103,641	43,134	92,656	86,774	20,916	18,668	11,063	98,654	32,306	27,405	10,041
FORT SMITH	**1988**	**948,172**	**188,792**	**180,215**	**76,670**	**146,815**	**135,825**	**37,677**	**40,417**	**22,171**	**200,290**	**63,061**	**85,237**	**25,062**
	1982	744,543	152,468	145,462	61,959	104,753	95,897	39,409	31,224	18,978	154,836	74,394	47,674	17,265
Crawford	1988	114,206	28,453	27,843	11,093	22,207	20,901	1,137	5,184	4,421	18,658	8,462	7,175	3,551
	1982	91,081	22,201	21,682	9,013	13,124	12,326	1,195	3,800	3,407	15,831	13,638	4,201	2,348
Sebastian	1988	752,150	132,529	125,071	61,978	117,010	107,941	35,282	31,688	15,639	167,262	42,732	70,845	20,011
	1982	568,670	101,552	95,646	48,348	83,034	75,820	36,313	24,678	13,853	123,027	47,657	38,662	13,831
Sequoyah, Okla.	*1988*	*81,816*	*27,810*	*27,301*	*3,599*	*7,598*	*6,983*	*1,258*	*3,545*	*2,111*	*14,370*	*11,867*	*7,217*	*1,500*
	1982	*84,792*	*28,715*	*28,134*	*4,598*	*8,595*	*7,751*	*1,901*	*2,746*	*1,718*	*15,978*	*13,099*	*4,811*	*1,086*
LITTLE ROCK - NORTH LITTLE ROCK	**1988**	**3,477,962**	**716,696**	**694,366**	**267,084**	**554,646**	**522,045**	**203,703**	**167,101**	**93,256**	**766,425**	**230,071**	**218,933**	**79,936**
	1982	2,336,498	485,992	469,961	186,307	312,833	292,234	154,641	100,665	63,245	530,926	212,457	113,751	52,824
Faulkner	1988	259,537	53,845	52,342	24,479	33,017	25,231	15,535	12,528	5,800	46,830	18,486	34,852	5,602
	1982	178,472	38,759	37,601	16,309	18,237	13,704	12,733	7,967	4,161	29,201	20,432	19,836	4,058
Lonoke	1988	140,964	47,045	46,619	3,367	14,595	11,954	2,763	1,802	860	38,320	6,247	9,025	7,130
	1982	105,629	32,312	31,955	2,812	9,153	7,286	2,837	1,401	736	28,890	9,356	4,862	4,287
Pulaski	1988	2,894,144	559,977	541,075	232,307	480,931	462,028	180,656	148,041	83,192	636,732	196,894	159,450	60,635
	1982	1,901,718	373,132	359,820	159,626	268,812	256,766	133,807	86,374	54,552	432,226	171,676	79,372	39,693
Saline	1988	183,317	55,829	54,330	6,931	26,103	22,832	4,749	4,730	3,404	44,543	8,444	15,606	6,569
	1982	150,679	41,789	40,585	7,560	16,631	14,478	5,264	4,923	3,796	40,609	10,993	9,681	4,786
PINE BLUFF	**1988**	**490,412**	**115,975**	**113,575**	**28,809**	**75,860**	**62,298**	**30,278**	**18,270**	**10,525**	**102,067**	**20,209**	**46,161**	**11,478**
	1982	370,467	89,205	87,186	23,437	50,568	41,047	24,962	13,970	9,105	78,599	27,476	21,501	10,622
Jefferson	1988	490,412	115,975	113,575	28,809	75,860	62,298	30,278	18,270	10,525	102,067	20,209	46,161	11,478
	1982	370,467	89,205	87,186	23,437	50,568	41,047	24,962	13,970	9,105	78,599	27,476	21,501	10,622
TEXARKANA	**1988**	**820,501**	**175,430**	**170,126**	**58,004**	**118,876**	**105,631**	**43,229**	**36,616**	**18,006**	**172,790**	**61,748**	**52,344**	**25,404**
	1982	585,884	137,914	133,399	45,426	74,071	64,382	34,727	23,726	13,657	112,084	57,100	29,366	16,290
Miller	1988	198,550	74,330	73,201	16,801	12,408	9,144	7,998	8,008	4,483	10,128	22,129	8,801	8,694
	1982	155,315	55,393	54,443	13,645	8,869	6,226	8,429	5,112	3,205	6,444	21,820	4,414	6,019
Bowie, Tex.	*1988*	*621,951*	*101,100*	*96,925*	*41,203*	*106,468*	*96,487*	*35,231*	*28,608*	*13,523*	*162,662*	*39,619*	*43,543*	*16,710*
	1982	*430,569*	*82,521*	*78,956*	*31,781*	*65,202*	*58,156*	*26,298*	*18,614*	*10,452*	*105,640*	*35,280*	*24,952*	*10,271*
ALL COUNTIES														
Arkansas	1988	110,133	31,419	30,968	5,362	15,101	10,165	5,287	4,134	2,565	15,709	6,054	8,474	2,710
	1982	95,999	27,405	26,958	4,815	10,671	6,891	5,501	3,371	2,226	14,550	8,126	5,655	2,655
Ashley	1988	86,396	23,882	23,294	4,033	14,063	8,017	4,058	3,060	1,838	17,814	1,828	5,626	3,935
	1982	76,260	21,583	21,008	3,621	9,815	5,502	4,200	2,556	1,724	18,512	2,902	2,970	3,178
Baxter	1988	149,665	34,085	32,966	8,351	27,879	21,888	6,028	10,185	6,655	24,354	4,146	10,647	8,501
	1982	110,635	28,775	27,775	7,684	15,032	11,622	5,173	6,353	4,291	18,867	4,741	6,805	5,008
Benton	1988	447,663	118,281	115,106	22,879	71,882	63,135	12,740	20,658	13,512	96,112	26,868	45,970	8,743
	1982	300,272	79,990	77,687	19,765	38,044	33,034	11,251	14,822	10,250	63,848	27,665	21,725	6,031
Boone	1988	174,320	43,060	41,976	10,531	33,634	27,484	8,554	6,697	5,489	38,571	3,066	15,667	6,455
	1982	127,565	32,006	31,138	9,044	17,908	14,358	8,218	5,072	4,419	29,777	3,967	9,523	4,223
Bradley	1988	49,354	15,782	15,523	2,595	4,404		2,818	1,199	1,199	7,727	1,724	5,091	2,440
	1982	38,405	12,138	11,916	1,683	3,016		2,716	837	837	6,420	2,940	2,381	1,719
Calhoun	1988	14,016	6,207	6,025	315	117		74	286	286	2,267	275	1,519	318
	1982	10,351	4,123	3,995	315	125		95	276	276	1,409	578	1,054	379
Carroll	1988	92,411	31,553	30,538	6,216	8,895	7,977	1,056	2,687	1,974	13,985	3,144	9,255	1,993
	1982	59,775	19,275	18,620	5,350	5,377	4,759	1,034	1,627	1,301	7,401	3,954	4,648	1,357
Chicot	1988	55,168	18,573	18,154	2,667	2,550		1,066	757	757	11,831	4,014	5,735	2,248
	1982	43,224	13,735	13,398	2,136	2,229		858	436	436	9,369	4,578	2,928	1,801
Clark	1988	138,462	28,668	28,438	9,461	23,781	17,343	3,747	2,537	956	39,722	12,581	5,943	4,300
	1982	102,428	20,234	20,033	7,957	13,204	9,531	4,033	1,860	774	28,116	15,008	3,115	2,764
Clay	1988	51,933	16,645	16,359	2,852	7,650	5,886	876	903	372	9,498	1,875	2,363	3,540
	1982	45,904	15,074	14,786	2,606	6,077	4,451	1,005	868	409	8,499	3,081	1,718	2,551
Cleburne	1988	66,426	11,798	11,338	2,592	12,926	6,955	717	1,626	1,203	17,878	3,027	7,302	1,634
	1982	55,177	11,082	10,630	2,796	8,883	4,696	958	1,621	1,324	14,098	4,100	4,889	1,411
Cleveland	1988	6,381	1,938	1,825	224			59	91		245	204	578	256
	1982	6,176	1,619	1,522	345			98	111		308	546	598	360
Columbia	1988	116,286	28,292	27,457	6,994	23,826	20,413	9,185	7,752	5,197	15,855	3,907	6,957	4,150
	1982	96,063	23,680	22,934	6,594	15,136	12,897	9,718	5,978	4,545	14,645	5,557	3,806	3,099

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988 U.S. CENSUS: 1982			Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
METRO AREA County	Year	Total Retail Sales ($000)	Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
ARKANSAS (continued)														
ALL COUNTIES (continued)														
Conway	1988	157,458	41,151	40,383	5,677	25,530	18,599	4,790	4,636	4,636	44,870	5,817	3,693	2,585
	1982	86,291	19,222	18,825	3,289	10,753	7,723	2,903	2,363	2,363	25,448	6,300	1,737	1,768
Craighead	1988	476,865	90,388	87,224	43,304	90,212	80,490	32,410	17,659	7,875	84,771	12,703	42,486	17,849
	1982	312,778	65,413	62,998	28,997	48,248	42,735	23,939	12,921	6,573	57,666	14,789	19,034	9,826
Crawford	1988	114,206	28,453	27,843	11,093	22,207	20,901	1,137	5,184	4,421	18,658	8,462	7,175	3,551
	1982	91,081	22,201	21,682	9,013	13,124	12,326	1,195	3,800	3,407	15,831	13,638	4,201	2,348
☐ Crittenden	1988	430,904	84,982	83,226	23,052	38,001	25,851	10,779	11,226	7,712	77,854	121,097	29,155	12,732
	1982	267,790	47,015	45,953	12,912	17,423	11,432	6,404	5,929	4,148	51,871	94,160	11,484	7,159
Cross	1988	87,613	29,631	29,025	3,524	14,083	11,645	1,947	1,755	1,530	12,633	3,593	6,985	1,741
	1982	65,772	22,100	21,605	3,492	8,459	6,950	1,631	1,346	1,229	11,109	3,927	3,648	1,246
Dallas	1988	44,302	12,291	11,952	1,757	8,001	6,978	1,463	1,539	1,539	9,148	1,482	2,914	1,346
	1982	36,394	9,437	9,160	1,675	5,182	4,485	1,390	1,293	1,293	8,131	2,325	1,820	1,032
Desha	1988	167,046	36,167	35,377	4,254	26,373	21,194	2,415	3,925	2,591	65,855	3,554	3,938	2,837
	1982	93,262	21,264	20,758	2,893	12,376	9,839	1,820	1,920	1,359	34,339	4,093	1,840	1,742
Drew	1988	64,843	15,012	14,545	3,801	10,385	8,835	1,807	2,308	1,885	14,221	2,740	6,256	2,226
	1982	55,044	13,559	13,110	3,612	6,923	5,756	1,899	1,620	1,418	12,025	4,875	3,870	1,455
Faulkner	1988	259,537	53,845	52,342	24,479	33,017	25,231	15,535	12,528	5,800	46,830	18,486	34,852	5,602
	1982	178,472	38,759	37,601	16,309	18,237	13,704	12,733	7,967	4,161	29,201	20,432	19,836	4,058
Franklin	1988	43,380	15,707	15,364	2,837	3,559	3,188	265	576	462	8,173	1,506	3,040	1,980
	1982	38,513	11,268	11,001	3,281	4,032	3,600	476	787	677	7,917	2,473	1,616	1,508
Fulton	1988	22,953	7,857	7,482	2,181	2,053		415	973		2,544	1,726	613	1,770
	1982	20,587	6,630	6,303	1,480	1,624		462	1,010		1,995	3,482	480	1,441
Garland	1988	480,826	108,664	105,570	48,487	94,547	91,621	15,759	14,777	9,756	97,481	23,826	23,937	13,488
	1982	368,754	78,931	76,531	40,405	56,504	54,407	16,882	11,402	8,311	74,253	26,620	15,825	10,602
Grant	1988	37,511	12,178	11,949	2,725	4,988	4,278	357	535	292	4,526	2,530	3,963	1,461
	1982	28,512	7,871	7,708	1,733	4,523	3,806	454	369	243	3,953	3,226	2,187	1,453
Greene	1988	145,520	32,692	31,793	10,367	27,169	22,848	7,384	5,283	3,401	24,359	3,028	12,820	5,059
	1982	104,119	22,481	21,819	8,348	15,511	12,919	7,042	4,321	3,174	18,946	3,990	7,566	3,307
Hempstead	1988	86,403	28,886	28,231	5,165	10,827		3,893	2,933	991	13,205	5,934	8,585	2,671
	1982	69,541	22,181	21,635	4,570	7,563		4,126	1,993	810	11,696	6,707	4,109	2,123
Hot Spring	1988	98,022	23,541	22,107	5,758	12,813	11,753	3,152	2,758	1,252	24,577	14,587	3,311	2,059
	1982	84,719	19,008	17,815	4,991	9,616	8,793	3,872	2,162	1,085	20,534	15,373	2,217	1,889
Howard	1988	74,682	18,349	17,785	2,793	12,663	7,564	2,269	2,347	2,347	21,749	2,855	2,583	2,558
	1982	54,453	13,212	12,781	2,236	7,881	4,636	2,330	1,690	1,690	14,631	4,722	1,540	1,892
Independence	1988	129,724	32,548	31,616	6,678	20,036	16,405	4,757	5,018	2,897	26,134	2,295	20,785	3,692
	1982	109,149	28,938	28,054	6,403	14,615	11,816	5,327	4,224	2,608	23,343	3,931	11,256	3,140
Izard	1988	38,305	16,164	15,747	682	1,016		333	258	258	10,640	886	4,256	1,735
	1982	28,386	10,039	9,760	605	1,213		529	314	314	8,195	2,050	2,180	1,260
Jackson	1988	111,837	31,189	30,150	9,098	12,901	10,353	5,950	3,474	3,474	21,707	4,683	7,176	3,746
	1982	76,553	20,213	19,501	6,152	7,642	6,069	5,538	2,262	2,262	14,189	4,684	3,477	2,803
Jefferson	1988	490,412	115,975	113,575	28,809	75,860	62,298	30,278	18,270	10,525	102,067	20,209	46,161	11,478
	1982	370,467	89,205	87,186	23,437	50,568	41,047	24,962	13,970	9,105	78,599	27,476	21,501	10,622
Johnson	1988	65,960	20,031	19,260	2,424	8,087	7,789	1,473	2,565	2,565	19,349	3,788	1,940	2,115
	1982	52,345	14,745	14,149	2,435	5,528	5,320	1,455	1,857	1,857	15,462	4,800	975	1,519
Lafayette	1988	29,118	12,709	12,390	836	1,427		1,824	1,067	725	3,263	1,576	1,052	1,571
	1982	19,760	7,443	7,241	647	1,105		1,941	586	416	2,257	1,773	724	908
Lawrence	1988	84,089	17,915	17,453	4,353	7,412	6,981	1,724	2,643	2,003	24,838	5,691	7,361	3,390
	1982	56,773	13,633	13,254	2,739	4,735	4,453	1,226	1,736	1,346	16,451	6,042	2,949	1,858
Lee	1988	39,311	14,361	14,160	2,088	1,933		1,184	610	273	7,611	1,192	1,114	2,582
	1982	24,614	8,202	8,071	1,630	1,490		888	485	272	4,587	1,481	670	1,332
Lincoln	1988	29,302	10,578	10,468	274	775		178	198	198	8,152	465	2,650	688
	1982	20,367	7,247	7,157	242	507		220	192	192	6,244	875	999	675
Little River	1988	43,489	13,474	13,366	1,549	5,653	5,433	595	569	242	14,711	1,437	2,511	1,334
	1982	36,274	11,618	11,501	1,287	3,881	3,727	842	637	279	11,507	2,603	1,363	1,090
Logan	1988	73,063	16,608	16,177	4,378	9,969	9,489	2,225	1,642	1,198	26,508	402	5,419	2,963
	1982	59,294	14,031	13,641	3,762	8,211	7,803	2,276	1,591	1,196	20,786	877	2,991	1,916
Lonoke	1988	140,764	47,045	46,619	3,367	14,595	11,954	2,763	1,802	860	38,320	6,247	9,025	7,130
	1982	105,629	32,312	31,955	2,812	9,153	7,286	2,837	1,401	736	28,890	9,356	4,862	4,287
Madison	1988	33,849	11,548	11,055	2,125	3,320	2,694	557	1,715	555	2,729	1,441	3,787	1,095
	1982	23,165	7,075	6,760	1,297	2,940	2,370	692	1,162	409	2,277	1,634	1,816	774
Marion	1988	12,703	8,440	8,302	720	101		66	94		846	465	479	423
	1982	13,791	8,042	7,894	828	179		148	172		1,115	971	537	505
Miller	1988	198,550	74,330	73,201	16,801	12,408	9,144	7,998	8,008	4,483	10,128	22,129	8,801	8,694
	1982	155,315	55,393	54,443	13,645	8,869	6,226	8,429	5,112	3,205	6,444	21,820	4,414	6,019

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 / U.S. CENSUS 1982			Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
METRO AREA / County	Year	Total Retail Sales ($000)	Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
ARKANSAS (continued)														
ALL COUNTIES (continued)														
Mississippi	1988	268,112	62,441	60,872	17,300	49,896	37,876	10,767	8,400	5,042	65,172	12,010	12,303	8,331
	1982	191,829	43,187	42,019	11,918	29,859	22,350	10,595	6,171	4,062	48,871	13,833	6,136	5,864
Monroe	1988	61,290	15,890	15,640	4,857	9,536	8,386	1,341	1,531	598	10,673	6,151	6,623	1,306
	1982	51,238	13,706	13,462	4,628	6,764	5,897	1,641	1,301	562	7,609	6,776	3,946	1,264
Montgomery	1988	20,448	6,191	5,852	1,455	1,283		130	364	364	2,670	628	1,102	250
	1982	12,496	3,870	3,651	1,007	845		162	311	311	1,661	566	611	263
Nevada	1988	33,098	12,236	12,078	1,176	2,366		807	1,667	1,667	8,146	1,145	2,992	1,204
	1982	26,012	8,109	7,989	1,005	2,402		1,196	1,530	1,530	6,085	1,649	1,972	945
Newton	1988	6,026	3,344	3,162	589			34	90		143	192	709	149
	1982	6,139	2,914	2,751	687			63	120		207	494	649	184
Ouachita	1988	214,221	57,837	56,809	11,336	25,381	18,239	10,417	8,256	4,535	47,570	5,152	17,707	8,705
	1982	127,300	33,905	33,236	7,597	13,430	9,396	7,513	5,358	3,411	28,903	5,384	7,965	4,129
Perry	1988	10,899	6,602	6,457	487				86		560	916	702	293
	1982	6,910	3,064	2,990	332				78		545	1,399	434	257
Phillips	1988	157,140	44,652	43,640	5,630	17,845	12,589	6,524	5,234	3,867	43,608	5,879	8,049	6,239
	1982	115,150	33,117	32,302	5,056	11,491	7,951	6,654	3,299	2,635	30,448	6,653	4,653	3,959
Pike	1988	32,511	11,898	11,557	824	2,544		89	457	457	5,655	2,640	4,956	1,441
	1982	30,239	10,745	10,417	1,005	1,878		173	590	590	5,930	4,310	2,687	1,226
Poinsett	1988	86,726	21,706	21,173	5,394	10,052	4,921	708	2,570	1,497	13,292	5,279	6,058	6,336
	1982	70,782	17,364	16,904	4,308	6,904	3,314	834	2,193	1,372	11,166	5,908	3,641	4,871
Polk	1988	78,700	24,257	23,777	4,230	10,630	8,770	1,307	2,651	1,827	18,783	2,050	4,869	2,930
	1982	56,411	15,856	15,511	2,871	8,146	6,590	1,746	1,845	1,431	13,588	3,228	2,931	1,764
Pope	1988	332,501	73,316	71,823	21,074	49,566	40,073	14,465	12,647	9,226	91,759	12,560	31,508	8,442
	1982	194,052	41,774	40,843	14,279	23,077	18,369	10,409	7,466	6,001	53,764	12,482	12,735	5,327
Prairie	1988	31,177	6,648	6,445	1,200	331		878	384	384	9,095	1,273	1,569	1,943
	1982	25,920	5,516	5,338	1,210	407		780	463	463	7,545	2,309	1,017	1,246
Pulaski	1988	2,894,144	559,977	541,075	232,307	480,931	462,028	180,656	148,041	83,192	636,732	196,894	159,450	60,635
	1982	1,901,718	373,132	359,820	159,626	268,812	256,766	133,807	86,374	54,552	432,226	171,676	79,372	39,693
Randolph	1988	44,388	16,461	16,044	2,521	4,213	3,975	1,092	1,847	1,446	7,683	1,402	1,451	1,223
	1982	38,464	13,048	12,692	2,220	3,124	2,919	1,432	1,540	1,231	7,845	1,869	838	1,155
St. Francis	1988	134,045	28,909	28,179	7,703	16,111	11,376	4,509	4,914	4,674	16,875	17,223	20,179	4,351
	1982	118,178	28,029	27,267	7,848	10,548	7,346	4,273	4,126	3,991	15,670	21,030	11,173	3,320
Saline	1988	183,317	55,829	54,330	6,931	26,103	22,832	4,749	4,730	3,404	44,543	8,444	15,606	6,569
	1982	150,679	41,789	40,585	7,560	16,631	14,478	5,264	4,923	3,796	40,609	10,993	9,681	4,786
Scott	1988	24,531	4,934	4,635	2,145	5,020	4,794	415	573	573	6,439	949	946	1,911
	1982	19,885	3,754	3,519	1,499	4,873	4,572	486	645	645	4,596	1,119	810	1,118
Searcy	1988	16,642	4,755	4,621	890	1,325		192	375	375	2,336	770	2,128	796
	1982	16,938	5,002	4,851	836	1,151		336	461	461	2,366	1,537	1,585	1,183
Sebastian	1988	752,150	132,529	125,071	61,978	117,010	107,941	35,282	31,688	15,639	167,262	42,732	70,845	20,011
	1982	568,670	101,552	95,646	48,348	83,034	75,820	36,313	24,678	13,853	123,027	47,657	38,662	13,831
Sevier	1988	40,683	4,383	4,131	2,546	9,700	6,976	781	602	602	7,029	5,638	4,016	2,837
	1982	39,838	4,841	4,554	2,875	7,800	5,532	1,083	529	529	7,516	7,515	2,401	2,755
Sharp	1988	28,908	8,393	7,980	2,621	3,232	3,146	289	2,705	1,199	3,453	1,558	229	894
	1982	29,317	7,524	7,139	2,536	3,830	3,726	385	2,253	1,167	3,866	2,094	223	719
Stone	1988	31,133	7,852	7,589	1,631	4,284		242	478		11,483	671	2,241	415
	1982	25,820	6,376	6,152	1,621	3,100		390	541		8,197	1,534	1,508	447
Union	1988	277,680	69,614	68,437	16,535	21,740	18,457	17,229	13,039	5,748	69,901	12,527	18,110	11,393
	1982	213,015	52,259	51,273	13,332	15,059	12,583	16,931	9,767	4,942	51,531	14,534	10,502	8,063
Van Buren	1988	45,867	17,334	16,676	2,368	1,216		681	1,234	968	12,230	1,299	4,483	1,649
	1982	35,337	11,641	11,178	1,939	892		723	1,043	888	10,606	1,630	2,549	1,376
Washington	1988	726,962	148,362	144,558	60,122	156,289	147,303	26,520	22,897	12,507	144,656	33,246	58,821	14,118
	1982	498,362	106,579	103,641	43,134	92,656	86,774	20,916	18,668	11,063	98,654	32,306	27,405	10,041
White	1988	257,301	60,801	58,815	16,613	20,470	14,112	9,052	7,921	6,023	91,509	9,826	12,908	8,763
	1982	205,520	47,595	45,948	12,967	18,671	12,580	8,774	6,184	4,962	67,348	13,285	7,973	6,019
Woodruff	1988	30,025	8,197	7,980	856	1,214		472	882	285	7,427	1,055	2,175	2,086
	1982	24,416	7,330	7,122	806	717		710	679	239	5,764	1,411	1,602	1,300
Yell	1988	50,132	9,308	8,793	2,728	7,635	6,392	795	700	700	9,749	3,328	7,440	3,039
	1982	36,669	6,588	6,213	2,272	4,168	3,469	1,065	789	789	7,000	3,988	4,735	2,114
TOTAL METRO COUNTIES	1988	6,191,146	1,301,327	1,261,840	468,939	976,421	895,483	315,697	264,374	148,543	1,287,050	477,946	439,891	150,520
	1982	4,288,183	907,937	878,512	336,796	578,507	525,859	252,860	172,822	108,026	905,352	449,514	221,418	102,844
TOTAL STATE	1988	12,742,118	2,977,548	2,893,903	866,555	1,914,552	1,632,965	554,376	488,410	295,548	2,756,458	772,982	930,125	373,633
	1982	9,113,502	2,129,573	2,065,265	657,210	1,154,401	967,401	476,380	338,307	224,426	1,978,854	808,417	485,935	259,312

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
CALIFORNIA														
ANAHEIM - SANTA ANA	**1988**	**17,860,987**	**3,467,139**	**3,216,993**	**2,397,016**	**1,904,945**	**1,730,543**	**1,235,820**	**758,020**	**351,802**	**4,152,216**	**1,042,545**	**589,913**	**588,609**
	1982	11,684,897	2,448,197	2,267,050	1,387,757	1,410,110	1,271,265	630,856	585,706	314,412	2,182,844	976,471	521,812	392,893
Orange	1988	17,860,987	3,467,139	3,216,993	2,397,016	1,904,945	1,730,543	1,235,820	758,020	351,802	4,152,216	1,042,545	589,913	588,609
	1982	11,684,897	2,448,197	2,267,050	1,387,757	1,410,110	1,271,265	630,856	585,706	314,412	2,182,844	976,471	521,812	392,893
BAKERSFIELD	**1988**	**3,052,181**	**773,017**	**735,221**	**316,108**	**246,982**	**196,690**	**126,897**	**147,915**	**81,736**	**646,385**	**261,877**	**194,995**	**119,118**
	1982	2,082,023	529,182	502,308	213,451	194,015	150,122	83,673	90,368	55,887	368,636	256,299	103,250	83,183
Kern	1988	3,052,181	773,017	735,221	316,108	246,982	196,690	126,897	147,915	81,736	646,385	261,877	194,995	119,118
	1982	2,082,023	529,182	502,308	213,451	194,015	150,122	83,673	90,368	55,887	368,636	256,299	103,250	83,183
CHICO	**1988**	**1,078,578**	**294,455**	**278,742**	**114,390**	**104,131**	**80,115**	**34,773**	**53,435**	**22,292**	**177,320**	**46,330**	**88,191**	**72,320**
	1982	692,494	205,163	193,829	68,196	64,467	47,996	27,647	27,661	13,161	101,103	42,486	47,407	43,301
Butte	1988	1,078,578	294,455	278,742	114,390	104,131	80,115	34,773	53,435	22,292	177,320	46,330	88,191	72,320
	1982	692,494	205,163	193,829	68,196	64,467	47,996	27,647	27,661	13,161	101,103	42,486	47,407	43,301
FRESNO	**1988**	**3,524,233**	**766,073**	**727,929**	**314,880**	**388,145**	**330,665**	**164,067**	**203,831**	**98,253**	**743,539**	**207,835**	**188,148**	**212,423**
	1982	2,563,905	617,085	585,195	229,916	285,909	239,281	118,629	120,670	68,357	481,735	227,111	114,676	143,581
Fresno	1988	3,524,233	766,073	727,929	314,880	388,145	330,665	164,067	203,831	98,253	743,539	207,835	188,148	212,423
	1982	2,563,905	617,085	585,195	229,916	285,909	239,281	118,629	120,670	68,357	481,735	227,111	114,676	143,581
LOS ANGELES - LONG BEACH	**1988**	**59,291,182**	**10,610,928**	**9,792,888**	**6,758,662**	**5,986,334**	**5,502,237**	**3,585,100**	**4,957,395**	**2,107,170**	**12,643,489**	**3,565,594**	**2,499,301**	**2,433,310**
	1982	38,399,189	8,604,529	7,925,381	4,265,497	4,271,257	3,881,231	2,154,770	2,069,371	1,024,270	6,980,205	3,218,351	1,339,133	1,484,705
Los Angeles	1988	59,291,182	10,610,928	9,792,888	6,758,662	5,986,334	5,502,237	3,585,100	4,957,395	2,107,170	12,643,489	3,565,594	2,499,301	2,433,310
	1982	38,399,189	8,604,529	7,925,381	4,265,497	4,271,257	3,881,231	2,154,770	2,069,371	1,024,270	6,980,205	3,218,351	1,339,133	1,484,705
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***1988***	***93,823,639***	***17,987,451***	***16,713,483***	***10,811,200***	***9,818,859***	***8,910,485***	***5,561,319***	***6,614,826***	***2,895,007***	***20,268,762***	***5,701,968***	***4,123,155***	***3,679,142***
	1982	*60,194,904*	*13,561,010*	*12,564,436*	*6,651,477*	*6,915,063*	*6,206,982*	*3,200,855*	*3,060,527*	*1,564,430*	*11,015,670*	*5,194,914*	*2,404,381*	*2,258,093*
MERCED	**1988**	**881,697**	**194,990**	**188,358**	**92,384**	**112,218**	**91,936**	**18,557**	**23,380**	**11,386**	**191,600**	**83,410**	**37,057**	**54,950**
	1982	534,240	123,479	119,042	49,665	54,969	43,695	15,692	14,627	8,521	101,613	76,127	25,948	29,477
Merced	1988	881,697	194,990	188,358	92,384	112,218	91,936	18,557	23,380	11,386	191,600	83,410	37,057	54,950
	1982	534,240	123,479	119,042	49,665	54,969	43,695	15,692	14,627	8,521	101,613	76,127	25,948	29,477
MODESTO	**1988**	**2,020,713**	**472,294**	**439,664**	**175,170**	**245,589**	**221,970**	**109,866**	**139,455**	**72,066**	**329,673**	**110,982**	**129,665**	**129,400**
	1982	1,303,641	329,112	305,765	110,305	159,340	141,412	64,297	75,100	43,976	191,756	114,318	74,289	75,960
Stanislaus	1988	2,020,713	472,294	439,664	175,170	245,589	221,970	109,866	139,455	72,066	329,673	110,982	129,665	129,400
	1982	1,303,641	329,112	305,765	110,305	159,340	141,412	64,297	75,100	43,976	191,756	114,318	74,289	75,960
OAKLAND	**1988**	**14,699,893**	**2,924,179**	**2,713,999**	**1,537,018**	**1,619,923**	**1,462,846**	**800,988**	**948,864**	**428,089**	**2,845,929**	**797,177**	**736,170**	**662,512**
	1982	9,127,207	2,092,162	1,938,612	889,237	1,135,916	1,014,564	418,373	439,094	230,995	1,625,246	759,924	369,542	428,743
Alameda	1988	9,163,584	1,749,108	1,596,520	1,051,008	921,756	829,414	440,026	542,576	223,280	1,874,091	482,261	408,210	386,272
	1982	5,615,563	1,238,647	1,128,342	596,250	649,732	577,098	234,724	263,954	128,821	1,040,957	449,706	203,171	254,980
Contra Costa	1988	5,536,309	1,175,071	1,117,479	486,010	698,167	633,432	360,962	406,288	204,809	971,838	314,916	327,960	276,240
	1982	3,511,644	853,515	810,070	292,987	486,184	437,466	183,649	175,140	102,174	584,289	310,218	166,371	173,763
OXNARD - VENTURA	**1988**	**3,864,453**	**886,053**	**843,952**	**328,096**	**467,070**	**432,622**	**181,564**	**199,309**	**95,421**	**914,264**	**217,750**	**188,531**	**167,485**
	1982	2,589,477	630,833	599,664	224,435	329,448	302,181	105,845	98,507	54,391	540,393	224,365	112,583	105,479
Ventura	1988	3,864,453	886,053	843,952	328,096	467,070	432,622	181,564	199,309	95,421	914,264	217,750	188,531	167,485
	1982	2,589,477	630,833	599,664	224,435	329,448	302,181	105,845	98,507	54,391	540,393	224,365	112,583	105,479
REDDING	**1988**	**906,430**	**206,111**	**189,007**	**78,219**	**83,792**	**65,996**	**36,852**	**34,979**	**15,817**	**155,728**	**92,807**	**84,628**	**56,116**
	1982	602,970	155,695	142,491	48,178	54,317	42,032	23,169	17,907	9,408	86,995	85,316	44,673	43,119
Shasta	1988	906,430	206,111	189,007	78,219	83,792	65,996	36,852	34,979	15,817	155,728	92,807	84,628	56,116
	1982	602,970	155,695	142,491	48,178	54,317	42,032	23,169	17,907	9,408	86,995	85,316	44,673	43,119
RIVERSIDE - SAN BERNARDINO	**1988**	**12,807,017**	**3,023,331**	**2,859,650**	**1,327,426**	**1,460,510**	**1,245,083**	**558,835**	**700,102**	**340,614**	**2,358,793**	**876,079**	**845,410**	**489,734**
	1982	7,521,341	1,877,451	1,772,341	773,788	904,248	752,305	309,384	306,943	171,357	1,312,228	775,727	430,853	275,016
Riverside	1988	5,834,448	1,435,963	1,367,925	587,768	613,866	538,997	254,224	294,278	164,397	1,290,078	345,195	375,919	227,089
	1982	3,461,405	896,611	852,431	353,852	376,144	322,282	151,322	127,543	80,083	662,212	320,917	207,065	126,386
San Bernardino	1988	6,972,569	1,587,368	1,491,725	739,658	846,644	706,086	304,611	405,824	176,217	1,268,715	530,884	469,491	262,649
	1982	4,059,936	980,840	919,910	419,936	528,104	430,023	158,062	179,400	91,274	650,016	454,810	223,788	148,630
SACRAMENTO	**1988**	**9,525,096**	**1,925,750**	**1,838,612**	**1,023,288**	**1,043,911**	**904,184**	**383,217**	**680,888**	**290,679**	**1,923,470**	**568,983**	**625,172**	**491,487**
	1982	5,972,565	1,409,946	1,343,941	641,252	661,553	567,682	235,500	288,812	144,696	1,084,934	556,738	303,281	290,567
El Dorado	1988	599,023	158,387	154,158	74,932	20,728	16,376	24,275	25,401	8,115	74,768	52,359	51,517	52,055
	1982	429,823	126,086	122,475	54,520	12,550	9,633	16,167	12,622	4,775	43,278	56,405	27,414	34,670
Placer	1988	1,189,774	275,010	261,547	147,815	14,733	8,568	41,186	31,960	16,459	322,318	70,998	128,881	72,768
	1982	676,634	180,841	171,646	80,907	8,407	4,642	23,567	13,957	8,106	162,964	67,229	52,055	38,470
Sacramento	1988	7,052,255	1,314,357	1,250,927	704,513	997,647	879,238	288,994	593,539	256,295	1,393,688	394,228	392,945	311,118
	1982	4,375,580	956,283	908,323	442,940	633,807	553,407	178,537	247,920	126,265	790,142	375,202	197,820	183,998

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

SaMM ESTIMATES: 1988 U.S. CENSUS: 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
CALIFORNIA (continued)														
SACRAMENTO (continued)														
Yolo	1988	684,044	177,996	171,980	96,028	10,803		28,762	29,988	9,810	132,696	51,398	51,829	55,546
	1982	490,528	146,738	141,497	62,885	6,789		17,229	14,313	5,550	88,550	57,902	25,992	33,429
SALINAS - SEASIDE - MONTEREY	**1988**	**2,061,705**	**364,058**	**332,386**	**250,314**	**216,559**	**193,035**	**133,290**	**132,037**	**60,156**	**392,873**	**132,410**	**126,929**	**95,494**
	1982	1,425,924	289,700	263,971	166,514	136,877	120,181	91,674	66,080	34,470	263,979	139,603	67,546	64,858
Monterey	1988	2,061,705	364,058	332,386	250,314	216,559	193,035	133,290	132,037	60,156	392,873	132,410	126,929	95,494
	1982	1,425,924	289,700	263,971	166,514	136,877	120,181	91,674	66,080	34,470	263,979	139,603	67,546	64,858
SAN DIEGO	**1988**	**16,135,201**	**3,150,221**	**2,920,144**	**1,940,387**	**1,702,102**	**1,546,392**	**937,133**	**1,093,031**	**515,181**	**3,599,715**	**983,811**	**735,378**	**602,956**
	1982	9,478,827	2,004,384	1,854,300	1,062,444	1,240,570	1,111,045	457,183	501,316	274,114	1,793,100	844,241	375,911	334,849
San Diego	1988	16,135,201	3,150,221	2,920,144	1,940,387	1,702,102	1,546,392	937,133	1,093,031	515,181	3,599,715	983,811	735,378	602,956
	1982	9,478,827	2,004,384	1,854,300	1,062,444	1,240,570	1,111,045	457,183	501,316	274,114	1,793,100	844,241	375,911	334,849
SAN FRANCISCO	**1988**	**15,811,806**	**2,784,722**	**2,362,829**	**2,308,184**	**1,623,845**	**1,410,163**	**1,197,958**	**1,061,841**	**485,659**	**2,511,605**	**703,686**	**610,904**	**586,516**
	1982	9,113,128	1,920,388	1,634,354	1,358,888	1,002,591	863,320	618,232	470,954	251,670	1,325,387	617,925	300,469	347,756
Marin	1988	2,258,897	446,880	401,384	262,016	170,919	151,170	93,450	171,132	99,669	413,023	124,380	162,571	92,949
	1982	1,368,657	330,450	296,217	158,660	108,053	94,327	59,666	73,096	48,413	230,677	109,018	77,837	57,691
San Francisco	1988	7,721,951	1,274,269	965,445	1,475,935	778,967	636,084	778,056	437,131	173,806	844,967	313,851	199,520	240,725
	1982	4,250,353	828,322	626,327	806,854	424,495	337,271	380,160	211,132	99,858	474,186	238,249	107,326	135,569
San Mateo	1988	5,830,958	1,063,573	996,000	570,233	673,959	622,909	326,452	453,578	212,184	1,253,615	265,455	248,813	252,842
	1982	3,494,118	761,616	711,810	393,374	470,043	431,722	178,406	186,726	103,399	620,524	270,658	115,306	154,496
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***1988***	***48,039,608***	***9,082,220***	***8,227,811***	***5,826,735***	***5,235,093***	***4,633,604***	***2,976,948***	***3,314,227***	***1,432,540***	***8,673,036***	***2,454,810***	***2,444,924***	***2,121,887***
	1982	*29,795,279*	*6,639,135*	*6,020,173*	*3,477,114*	*3,503,023*	*3,067,768*	*1,570,592*	*1,509,620*	*768,736*	*4,966,265*	*2,407,955*	*1,235,628*	*1,308,973*
SAN JOSE	**1988**	**11,385,889**	**2,004,361**	**1,878,138**	**1,267,454**	**1,456,210**	**1,294,071**	**711,345**	**947,352**	**356,632**	**2,205,947**	**541,820**	**591,007**	**513,139**
	1982	7,487,855	1,568,002	1,466,338	784,098	991,399	870,213	381,806	427,572	195,093	1,366,676	635,516	298,646	311,832
Santa Clara	1988	11,385,889	2,004,361	1,878,138	1,267,454	1,456,210	1,294,071	711,345	947,352	356,632	2,205,947	541,820	591,007	513,139
	1982	7,487,855	1,568,002	1,466,338	784,098	991,399	870,213	381,806	427,572	195,093	1,366,676	635,516	298,646	311,832
SANTA BARBARA - SANTA MARIA - LOMPOC	**1988**	**3,098,483**	**627,830**	**574,573**	**345,556**	**245,784**	**214,369**	**160,340**	**178,649**	**91,586**	**491,487**	**203,425**	**163,997**	**144,566**
	1982	1,846,926	392,938	358,893	217,840	164,110	140,939	93,392	98,112	57,106	265,996	179,432	86,499	76,778
Santa Barbara	1988	3,098,483	627,830	574,573	345,556	245,784	214,369	160,340	178,649	91,586	491,487	203,425	163,997	144,566
	1982	1,846,926	392,938	358,893	217,840	164,110	140,939	93,392	98,112	57,106	265,996	179,432	86,499	76,778
SANTA CRUZ	**1988**	**1,394,451**	**314,901**	**284,793**	**169,744**	**95,340**	**81,200**	**66,889**	**80,396**	**35,634**	**249,558**	**72,423**	**142,846**	**67,236**
	1982	990,619	256,609	231,613	115,496	76,282	63,653	41,383	40,580	21,252	161,681	81,125	78,045	46,917
Santa Cruz	1988	1,394,451	314,901	284,793	169,744	95,340	81,200	66,889	80,396	35,634	249,558	72,423	142,846	67,236
	1982	990,619	256,609	231,613	115,496	76,282	63,653	41,383	40,580	21,252	161,681	81,125	78,045	46,917
SANTA ROSA - PETALUMA	**1988**	**2,381,218**	**516,722**	**479,348**	**247,568**	**236,545**	**206,285**	**103,811**	**146,969**	**71,597**	**388,139**	**170,838**	**220,994**	**147,202**
	1982	1,613,867	413,658	382,976	157,336	164,355	141,244	61,106	72,302	40,561	240,216	161,565	117,021	91,616
Sonoma	1988	2,381,218	516,722	479,348	247,568	236,545	206,285	103,811	146,969	71,597	388,139	170,838	220,994	147,202
	1982	1,613,867	413,658	382,976	157,336	164,355	141,244	61,106	72,302	40,561	240,216	161,565	117,021	91,616
STOCKTON	**1988**	**2,537,682**	**550,022**	**512,722**	**261,467**	**261,869**	**229,299**	**114,193**	**161,156**	**80,503**	**548,664**	**158,755**	**149,307**	**146,582**
	1982	1,596,769	389,911	362,747	159,048	178,596	153,985	71,441	73,554	41,844	284,763	159,412	76,747	85,117
San Joaquin	1988	2,537,682	550,022	512,722	261,467	261,869	229,299	114,193	161,156	80,503	548,664	158,755	149,307	146,582
	1982	1,596,769	389,911	362,747	159,048	178,596	153,985	71,441	73,554	41,844	284,763	159,412	76,747	85,117
VALLEJO - FAIRFIELD - NAPA	**1988**	**2,366,351**	**537,335**	**508,704**	**296,767**	**203,230**	**179,039**	**95,957**	**128,805**	**54,929**	**471,858**	**168,866**	**143,003**	**145,282**
	1982	1,462,603	388,316	366,480	172,059	132,480	114,774	49,692	59,118	29,165	247,059	151,900	71,905	82,109
Napa	1988	587,034	154,037	143,117	82,466	41,463	35,829	24,646	35,505	15,042	78,353	34,680	45,719	32,779
	1982	427,120	128,168	118,846	54,275	32,502	26,887	16,257	17,330	8,087	52,698	37,812	29,973	19,865
Solano	1988	1,779,317	383,298	365,587	214,301	161,767	143,210	71,311	93,300	39,887	393,505	134,186	97,284	112,503
	1982	1,035,483	260,148	247,634	117,784	99,978	87,887	33,435	41,788	21,078	194,361	114,088	41,932	62,244
VISALIA - TULARE - PORTERVILLE	**1988**	**1,748,584**	**425,497**	**405,540**	**139,670**	**206,235**	**182,818**	**76,032**	**84,256**	**49,375**	**379,766**	**110,526**	**106,375**	**91,362**
	1982	1,077,044	288,801	274,708	85,925	123,830	108,233	47,739	45,411	29,161	200,492	96,610	59,472	52,908
Tulare	1988	1,748,584	425,497	405,540	139,670	206,235	182,818	76,032	84,256	49,375	379,766	110,526	106,375	91,362
	1982	1,077,044	288,801	274,708	85,925	123,830	108,233	47,739	45,411	29,161	200,492	96,610	59,472	52,908
YUBA CITY	**1988**	**649,547**	**149,980**	**140,422**	**62,975**	**97,776**	**93,102**	**24,947**	**37,190**	**26,054**	**120,395**	**35,701**	**50,657**	**27,263**
	1982	422,899	114,563	107,315	40,279	63,115	59,466	17,426	16,156	10,515	63,850	31,310	30,177	18,859
Sutter	1988	372,241	75,795	73,768	38,530	54,464	51,888	13,859	25,152	25,152	71,815	21,822	32,811	10,504
	1982	236,494	61,467	59,704	22,102	34,276	32,312	8,773	9,916	9,916	37,503	18,146	20,546	7,896
Yuba	1988	277,306	74,185	66,654	24,445	43,312	41,214	11,078	12,038	902	48,580	13,879	17,846	16,759
	1982	186,405	53,096	47,611	18,177	28,839	27,154	8,653	6,240	599	26,347	13,164	9,631	10,963

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

SaMM ESTIMATES: 1988 U.S. CENSUS: 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
CALIFORNIA (continued)														
ALL COUNTIES														
Alameda	1988	9,163,584	1,749,108	1,596,520	1,051,008	921,756	829,414	440,026	542,576	223,280	1,874,091	482,261	408,210	386,272
	1982	5,615,563	1,238,647	1,128,342	596,250	649,732	577,098	234,724	263,954	128,821	1,040,957	449,706	203,171	254,980
Alpine	1988	4,716	307	300	2,967	648						414		
	1982	3,084	299	292	1,463	450						559		
Amador	1988	192,250	54,475	52,104	12,801	2,559		4,186	5,738	3,822	60,078	11,238	16,786	7,614
	1982	108,758	34,842	33,261	8,337	2,066		2,567	2,635	1,807	29,115	8,302	8,234	3,808
Butte	1988	1,078,578	294,455	278,742	114,390	104,131	80,115	34,773	53,435	22,292	177,320	46,330	88,191	72,320
	1982	692,494	205,163	193,829	68,196	64,467	47,996	27,647	27,661	13,161	101,103	42,486	47,407	43,301
Calaveras	1988	126,179	41,079	40,307	8,995	5,423		1,729	6,265	4,697	11,266	12,922	21,685	4,353
	1982	73,733	27,123	26,560	6,083	3,265		964	2,705	2,072	5,865	10,368	8,155	2,303
Colusa	1988	67,539	22,643	22,569	8,271	537		1,655	1,133	1,013	13,396	6,607	6,930	2,588
	1982	42,429	13,847	13,775	5,054	300		1,388	804	740	6,623	6,209	3,068	2,365
Contra Costa	1988	5,536,309	1,175,071	1,117,479	486,010	698,167	633,432	360,962	406,288	204,809	971,838	314,916	327,960	276,240
	1982	3,511,644	853,515	810,070	292,987	486,184	437,466	183,649	175,140	102,174	584,289	310,218	166,371	173,763
Del Norte	1988	101,548	32,908	32,199	13,052	2,789		1,838	3,899	2,699	13,074	7,742	10,634	6,680
	1982	72,878	24,343	23,772	9,654	2,903		1,808	2,861	2,019	7,216	7,286	5,673	4,333
El Dorado	1988	599,023	158,387	154,158	74,932	20,728	16,378	24,275	25,401	8,115	74,768	52,359	51,517	52,055
	1982	429,823	126,086	122,475	54,520	12,550	9,633	16,167	12,622	4,775	43,278	56,405	27,414	34,670
Fresno	1988	3,524,233	766,073	727,929	314,880	388,145	330,665	164,067	203,831	98,253	743,539	207,835	188,148	212,423
	1982	2,563,905	617,085	585,195	229,916	285,909	239,281	118,629	120,670	68,357	481,735	227,111	114,676	143,581
Glenn	1988	114,452	30,358	28,604	14,409	3,106		6,288	3,758	2,607	17,319	16,108	11,222	2,320
	1982	77,993	23,093	21,715	8,319	2,221		3,974	1,801	1,273	10,453	13,562	6,844	2,070
Humboldt	1988	845,043	227,019	221,000	73,813	43,156	31,553	45,679	34,307	14,965	132,332	51,817	81,784	62,070
	1982	525,863	158,107	153,609	50,061	26,198	17,991	28,025	15,841	8,332	75,145	43,976	39,021	36,781
Imperial	1988	616,979	183,233	181,943	39,963	68,763	57,454	39,909	26,115	18,712	105,065	36,442	37,744	33,826
	1982	423,866	136,764	135,531	30,355	49,277	39,827	26,846	11,465	8,861	61,709	33,549	19,501	23,615
Inyo	1988	194,365	47,259	40,233	18,387	5,178		8,908	7,044	4,423	29,866	28,790	17,981	5,707
	1982	129,670	31,367	26,649	15,134	2,581		5,253	2,592	1,666	16,323	29,299	7,852	3,370
Kern	1988	3,052,181	773,017	735,221	316,108	246,982	196,690	126,897	147,915	81,736	646,385	261,877	194,995	119,118
	1982	2,082,023	529,182	502,308	213,451	194,015	150,122	83,673	90,368	55,887	368,636	256,299	103,250	83,183
Kings	1988	352,871	76,147	73,871	45,747	32,019	26,141	13,646	18,582	10,401	72,883	20,928	15,589	28,053
	1982	263,484	67,347	65,203	26,839	21,002	16,425	10,901	10,058	6,335	49,940	28,396	8,668	18,055
Lake	1988	233,649	91,433	89,548	14,311	14,832		1,803	5,088	3,201	33,429	8,331	21,645	23,526
	1982	161,802	66,287	64,793	12,481	8,255		1,613	2,631	1,695	21,087	9,093	11,586	14,391
Lassen	1988	128,752	40,590	39,796	14,657	5,969		6,430	4,578	3,170	18,895	9,265	10,604	5,806
	1982	88,976	34,414	33,674	9,427	3,003		3,108	1,877	1,326	10,479	8,777	6,377	3,822
Los Angeles	1988	59,291,182	10,610,928	9,792,888	6,758,662	5,986,334	5,502,237	3,585,100	4,957,395	2,107,170	12,643,489	3,565,594	2,499,301	2,433,310
	1982	38,399,189	8,604,529	7,925,381	4,265,497	4,271,257	3,881,231	2,154,770	2,069,371	1,024,270	6,980,205	3,218,351	1,339,133	1,484,705
Madera	1988	335,422	100,476	95,156	29,646	9,264	6,632	13,786	11,263	4,906	58,591	30,527	23,593	23,883
	1982	226,848	77,658	73,399	21,976	5,861	3,959	8,978	5,706	2,899	31,178	27,567	12,616	14,945
Marin	1988	2,258,897	446,880	401,384	262,016	170,919	151,170	93,450	171,132	99,669	413,023	124,380	162,571	92,949
	1982	1,368,657	330,450	296,217	158,660	108,053	94,327	59,666	73,096	48,413	230,677	109,018	77,837	57,691
Mariposa	1988	60,592	20,336	19,668	5,866			2,245	363	363	661	9,594	6,550	742
	1982	38,732	13,587	13,115	3,484			1,756	246	246	367	7,935	3,130	527
Mendocino	1988	510,029	161,595	150,387	52,558	24,189	14,806	16,253	21,667	9,851	72,493	26,031	50,400	37,757
	1982	331,178	107,361	99,717	36,141	15,485	8,968	11,415	9,892	5,053	45,598	26,770	27,152	21,866
Merced	1988	881,697	194,990	188,358	92,384	112,218	91,936	18,557	23,380	11,386	191,600	83,410	37,057	54,950
	1982	534,240	123,479	119,042	49,665	54,969	43,695	15,692	14,627	8,521	101,613	76,127	25,948	29,477
Modoc	1988	40,670	12,093	11,619	4,425	697		340	282	282	4,735	2,664	8,740	1,265
	1982	28,147	8,618	8,263	3,423	542		287	167	167	3,536	3,247	4,117	1,013
Mono	1988	91,573	24,668	23,764	26,110	802		3,657	3,923	2,717	1,703	7,223	8,120	440
	1982	68,627	20,685	19,889	16,956	836		2,863	1,902	1,342	925	10,355	4,216	500
Monterey	1988	2,061,705	364,058	332,386	250,314	216,559	193,035	133,290	132,037	60,156	392,873	132,410	126,929	95,494
	1982	1,425,924	289,700	263,971	166,514	136,877	120,181	91,674	66,080	34,470	263,979	139,603	67,546	64,858
Napa	1988	587,034	154,037	143,117	82,466	41,463	35,829	24,646	35,505	15,042	78,353	34,680	45,719	32,779
	1982	427,120	128,168	118,846	54,275	32,502	26,887	16,257	17,330	8,087	52,698	37,812	29,973	19,865
Nevada	1988	441,207	109,023	103,767	39,535	17,672	8,792	20,197	21,875	13,207	61,723	32,203	56,188	34,359
	1982	261,498	78,745	74,801	24,993	9,026	4,101	9,831	8,872	5,945	29,776	26,764	27,624	17,981
Orange	1988	17,860,987	3,467,139	3,216,993	2,397,016	1,904,945	1,730,543	1,235,820	758,020	351,802	4,152,216	1,042,545	589,913	588,609
	1982	11,684,897	2,448,197	2,267,050	1,387,757	1,410,110	1,271,265	630,856	585,706	314,412	2,182,844	976,471	521,812	392,893
Placer	1988	1,189,774	275,010	261,547	147,815	14,733	8,568	41,186	31,960	16,459	322,318	70,998	128,881	72,768
	1982	676,634	180,841	171,646	80,907	8,407	4,642	23,567	13,957	8,106	162,964	67,229	52,055	38,470
Plumas	1988	101,562	25,795	24,707	8,347	8,185	4,898	3,955	1,756	929	17,405	7,142	12,280	5,335
	1982	81,398	23,437	22,403	7,300	7,519	4,433	2,226	924	505	12,547	8,604	6,757	3,714

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
CALIFORNIA (continued)														
ALL COUNTIES (continued)														
Riverside	1988	5,834,448	1,435,963	1,367,925	587,768	613,866	538,997	254,224	294,278	164,397	1,290,078	345,195	375,919	227,089
	1982	3,461,405	896,611	852,431	353,852	376,144	322,282	151,322	127,543	80,083	662,212	320,917	207,065	126,386
Sacramento	1988	7,052,255	1,314,357	1,250,927	704,513	997,647	879,238	288,994	593,539	256,295	1,393,688	394,228	392,945	311,118
	1982	4,375,580	956,283	908,323	442,940	633,807	553,407	178,537	247,920	126,265	790,142	375,202	197,820	183,998
San Benito	1988	137,438	50,978	50,268	10,217	2,510		5,938	4,081	2,128	26,118	7,614	9,165	3,841
	1982	83,985	30,417	29,934	7,035	1,216		3,976	1,876	1,011	14,157	8,943	4,115	2,933
San Bernardino	1988	6,972,569	1,587,368	1,491,725	739,658	846,644	706,086	304,611	405,824	176,217	1,268,715	530,884	469,491	262,649
	1982	4,059,936	980,840	919,910	419,936	528,104	430,023	158,062	179,400	91,274	650,016	454,810	223,788	148,630
San Diego	1988	16,135,201	3,150,221	2,920,144	1,940,387	1,702,102	1,546,392	937,133	1,093,031	515,181	3,599,715	983,811	735,378	602,956
	1982	9,478,827	2,004,384	1,854,300	1,062,444	1,240,570	1,111,045	457,183	501,316	274,114	1,793,100	844,241	375,911	334,849
San Francisco	1988	7,721,951	1,274,269	965,445	1,475,935	778,967	636,084	778,056	437,131	173,806	844,967	313,851	199,520	240,725
	1982	4,250,353	828,322	626,327	806,854	424,495	337,271	380,160	211,132	99,858	474,186	238,249	107,326	135,569
San Joaquin	1988	2,537,682	550,022	512,722	261,467	261,869	229,299	114,193	161,156	80,503	548,664	158,755	149,307	146,582
	1982	1,596,769	389,911	362,747	159,048	178,596	153,985	71,441	73,554	41,344	284,763	159,412	76,747	85,117
San Luis Obispo	1988	1,165,148	289,615	274,782	174,729	55,468	40,968	48,483	52,929	20,839	187,272	89,579	101,560	62,008
	1982	755,115	200,003	189,383	106,129	36,306	25,283	31,513	28,569	12,898	107,213	88,825	51,779	37,493
San Mateo	1988	5,830,958	1,063,573	996,000	570,233	673,959	622,909	326,452	453,578	212,184	1,253,615	265,455	248,813	252,842
	1982	3,494,118	761,616	711,810	393,374	470,043	431,722	178,406	186,726	103,399	620,524	270,658	115,306	154,496
Santa Barbara	1988	3,098,483	627,830	574,573	345,556	245,784	214,369	160,340	178,649	91,586	491,487	203,425	163,997	144,566
	1982	1,846,926	392,938	358,893	217,840	164,110	140,939	93,392	98,112	57,106	265,996	179,432	86,499	76,778
Santa Clara	1988	11,385,889	2,004,361	1,878,138	1,267,454	1,456,210	1,294,071	711,345	947,352	356,632	2,205,947	541,820	591,007	513,139
	1982	7,487,855	1,568,002	1,466,338	784,098	991,399	870,213	381,806	427,572	195,093	1,366,676	635,516	298,646	311,832
Santa Cruz	1988	1,394,451	314,901	284,793	169,744	95,340	81,200	66,889	80,396	35,634	249,558	72,423	142,846	67,236
	1982	990,619	256,609	231,613	115,496	76,282	63,653	41,383	40,580	21,252	161,681	81,125	78,045	46,917
Shasta	1988	906,430	206,111	189,007	78,219	83,792	65,996	36,852	34,979	15,817	155,728	92,807	84,628	56,116
	1982	602,970	155,695	142,491	48,178	54,317	42,032	23,169	17,907	9,408	86,995	85,316	44,673	43,119
Sierra	1988	10,321	3,588	3,406	2,441				193	193	967	1,009	1,332	536
	1982	6,303	2,154	2,041	1,234				105	105	599	821	816	379
Siskiyou	1988	233,687	74,391	69,929	22,920	5,490		9,297	10,272	7,295	24,494	21,309	19,245	23,941
	1982	155,232	52,413	49,170	17,033	3,089		5,744	4,055	3,058	13,388	21,596	10,682	14,122
Solano	1988	1,779,317	383,298	365,587	214,301	161,767	143,210	71,311	93,300	39,887	393,505	134,186	97,284	112,503
	1982	1,035,483	260,148	247,634	117,784	99,978	87,887	33,435	41,788	21,078	194,361	114,088	41,932	62,244
Sonoma	1988	2,381,218	516,722	479,348	247,568	236,545	206,285	103,811	146,969	71,597	388,139	170,838	220,994	147,202
	1982	1,613,867	413,658	382,976	157,336	164,355	141,244	61,106	72,302	40,561	240,216	161,565	117,021	91,616
Stanislaus	1988	2,020,713	472,294	439,664	175,170	245,589	221,970	109,866	139,455	72,066	329,673	110,982	129,665	129,400
	1982	1,303,641	329,112	305,765	110,305	159,340	141,412	64,297	75,100	43,976	191,756	114,318	74,289	75,960
Sutter	1988	372,241	75,795	73,768	38,530	54,464	51,888	13,869	25,152	25,152	71,815	21,822	32,811	10,504
	1982	236,494	61,467	59,704	22,102	34,276	32,312	8,773	9,916	9,916	37,503	18,146	20,546	7,896
Tehama	1988	311,901	81,910	79,773	23,871	17,505	9,339	10,600	8,920	5,878	50,847	58,950	27,646	12,442
	1982	172,116	47,972	46,628	13,807	9,237	4,840	5,177	3,360	2,248	22,569	40,934	11,254	7,398
Trinity	1988	53,781	19,041	18,184	6,191	2,877		222	1,473	1,317	1,619	4,605	11,047	2,199
	1982	30,243	11,650	11,104	3,700	1,493		184	881	811	641	3,472	3,678	1,852
Tulare	1988	1,748,584	425,497	405,540	139,670	206,235	182,818	76,032	84,256	49,375	379,766	110,526	106,375	91,362
	1982	1,077,044	288,801	274,708	85,925	123,830	108,233	47,739	45,411	29,161	200,492	96,610	59,472	52,908
Tuolumne	1988	203,125	67,067	63,680	23,748	814		8,363	5,054	3,443	24,164	14,171	20,323	16,857
	1982	143,546	50,309	47,673	16,247	546		5,918	3,286	2,287	14,139	14,353	11,421	12,259
Ventura	1988	3,864,453	886,053	843,952	328,096	467,070	432,622	181,564	199,309	95,421	914,264	217,750	188,531	167,485
	1982	2,589,477	630,833	599,664	224,435	329,448	302,181	105,845	98,507	54,391	540,393	224,365	112,583	105,479
Yolo	1988	684,044	177,996	171,980	96,028	10,803		28,762	29,988	9,810	132,696	51,398	51,829	55,546
	1982	490,528	146,738	141,497	62,885	6,789		17,229	14,313	5,550	88,550	57,902	25,992	33,429
Yuba	1988	277,306	74,185	66,654	24,445	43,312	41,214	11,078	12,038	902	48,580	13,879	17,846	16,759
	1982	186,405	53,096	47,611	18,177	28,839	27,154	8,653	6,240	599	26,347	13,164	9,631	10,963
TOTAL METRO COUNTIES	**1988**	**189,083,377**	**36,969,969**	**34,224,614**	**21,752,743**	**20,009,045**	**17,894,660**	**10,858,431**	**12,899,255**	**5,742,631**	**38,642,413**	**11,153,630**	**9,248,578**	**8,045,066**
	1982	119,590,410	27,050,106	24,999,114	13,221,604	13,799,754	12,200,819	6,118,909	6,005,921	3,124,382	21,270,887	10,411,872	5,049,885	4,909,623
TOTAL STATE	**1988**	**195,758,176**	**38,857,996**	**36,036,178**	**22,450,720**	**20,339,497**	**18,095,243**	**11,133,838**	**13,159,813**	**5,885,689**	**39,682,808**	**11,676,855**	**9,857,371**	**8,453,214**
	1982	123,945,914	28,392,948	26,285,468	13,684,269	14,012,431	12,326,646	6,297,224	6,131,032	3,199,083	21,861,475	10,901,436	5,354,221	5,161,518
COLORADO														
BOULDER - LONGMONT	**1988**	**1,729,250**	**372,211**	**356,160**	**193,383**	**169,155**	**135,701**	**69,644**	**79,603**	**35,278**	**385,571**	**111,903**	**91,529**	**36,851**
	1982	1,132,186	271,524	259,299	128,475	87,176	68,086	53,066	64,430	32,764	224,931	89,240	65,666	23,795

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988 U.S. CENSUS: 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores Total ($000)	Food Stores Supermarkets ($000)	Eating & Drinking Places Total ($000)	General Merchandise Stores Total ($000)	General Merchandise Stores Department Stores ($000)	Apparel & Accessories Stores Total ($000)	Furniture/Home Furnishings/Appliance Stores Total ($000)	Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000)	Automotive Dealers Total ($000)	Gasoline Service Stations Total ($000)	Bldg. Mtls. & Hardware Dealers Total ($000)	Drug-stores Total ($000)
COLORADO (continued)														
BOULDER - LONGMONT (continued)														
Boulder	1988	1,729,250	372,211	356,160	193,383	169,155	135,701	69,644	79,603	35,278	385,571	111,903	91,529	36,851
	1982	1,132,186	271,524	259,299	128,475	87,176	68,086	53,066	64,430	32,764	224,931	89,240	65,666	23,795
COLORADO SPRINGS	**1988**	**2,573,497**	**446,129**	**430,235**	**256,583**	**332,176**	**302,576**	**111,631**	**147,644**	**74,323**	**599,651**	**180,870**	**127,463**	**47,740**
	1982	1,653,177	322,222	310,124	169,892	204,532	184,181	74,514	76,418	43,675	361,523	129,895	88,666	24,001
El Paso	1988	2,573,497	446,129	430,235	256,583	332,176	302,576	111,631	147,644	74,323	599,651	180,870	127,463	47,740
	1982	1,653,177	322,222	310,124	169,892	204,532	184,181	74,514	76,418	43,675	361,523	129,895	88,666	24,001
DENVER	**1988**	**11,641,766**	**2,393,247**	**2,294,269**	**1,297,261**	**1,584,989**	**1,427,015**	**524,323**	**659,756**	**316,029**	**2,440,615**	**799,276**	**467,936**	**232,365**
	1982	8,892,254	1,942,771	1,862,314	1,012,831	997,150	890,942	433,155	476,842	259,795	1,727,755	761,383	431,532	184,470
Adams	1988	1,851,219	375,925	368,532	149,867	320,074	291,181	55,672	98,877	59,036	456,968	134,232	78,012	31,984
	1982	1,363,202	358,780	351,025	112,899	174,131	156,478	48,466	64,280	42,528	231,870	161,636	80,973	30,344
Arapahoe	1988	3,471,010	571,911	546,084	273,074	568,406	539,536	161,926	136,102	51,785	954,004	237,473	152,665	57,682
	1982	2,358,839	407,473	388,299	218,018	345,825	325,991	135,308	103,397	46,246	615,473	178,896	111,290	35,987
Denver	1988	3,310,636	745,595	699,890	558,630	344,840	282,762	183,439	242,934	124,130	362,022	208,038	128,255	74,222
	1982	2,825,883	584,150	547,251	452,975	223,411	179,075	160,131	197,631	115,290	350,652	210,458	141,755	62,684
Douglas	1988	173,930	60,706	55,726	15,399	8,155		821	15,110	12,093	17,021	18,990	17,157	5,197
	1982	69,983	25,888	23,717	6,829	118		919	1,867	1,557	8,782	10,221	10,636	1,496
Jefferson	1988	2,834,971	639,110	624,037	300,291	343,514	313,536	122,465	166,733	68,985	650,600	200,543	91,847	63,280
	1982	2,274,347	566,480	552,022	222,110	253,665	227,398	88,331	109,667	54,174	520,978	200,172	86,878	53,959
DENVER - BOULDER CONSOLIDATED AREA	***1988***	***13,371,016***	***2,765,458***	***2,650,429***	***1,490,644***	***1,754,144***	***1,562,716***	***593,967***	***739,359***	***351,307***	***2,826,186***	***911,179***	***559,465***	***269,216***
	1982	*10,024,440*	*2,214,295*	*2,121,613*	*1,141,306*	*1,084,326*	*959,028*	*486,221*	*541,272*	*292,559*	*1,952,686*	*850,623*	*497,198*	*208,265*
FORT COLLINS - LOVELAND	**1988**	**1,197,147**	**260,111**	**249,974**	**122,076**	**119,626**	**101,713**	**40,203**	**61,990**	**26,699**	**251,623**	**96,463**	**79,317**	**24,804**
	1982	773,096	175,057	167,901	79,990	79,726	66,638	35,898	36,035	17,888	150,994	61,992	61,365	13,502
Larimer	1988	1,197,147	260,111	249,974	122,076	119,626	101,713	40,203	61,990	26,699	251,623	96,463	79,317	24,804
	1982	773,096	175,057	167,901	79,990	79,726	66,638	35,898	36,035	17,888	150,994	61,992	61,365	13,502
GREELEY	**1988**	**599,845**	**151,565**	**147,525**	**58,368**	**83,481**	**68,908**	**16,180**	**22,340**	**7,884**	**143,856**	**45,036**	**29,451**	**13,093**
	1982	457,126	116,904	113,562	44,583	48,735	39,663	18,314	17,778	7,690	98,219	40,147	25,079	10,604
Weld	1988	599,845	151,565	147,525	58,368	83,481	68,908	16,180	22,340	7,884	143,856	45,036	29,451	13,093
	1982	457,126	116,904	113,562	44,583	48,735	39,663	18,314	17,778	7,690	98,219	40,147	25,079	10,604
PUEBLO	**1988**	**715,012**	**170,102**	**161,031**	**74,197**	**108,304**	**89,282**	**22,664**	**38,020**	**20,799**	**158,345**	**44,135**	**35,955**	**18,763**
	1982	541,146	145,041	137,034	55,008	75,877	60,584	27,101	26,416	16,130	88,061	44,952	28,027	13,618
Pueblo	1988	715,012	170,102	161,031	74,197	108,304	89,282	22,664	38,020	20,799	158,345	44,135	35,955	18,763
	1982	541,146	145,041	137,034	55,008	75,877	60,584	27,101	26,416	16,130	88,061	44,952	28,027	13,618
ALL COUNTIES														
Adams	1988	1,851,219	375,925	368,532	149,867	320,074	291,181	55,672	98,877	59,036	456,968	134,232	78,012	31,984
	1982	1,363,202	358,780	351,025	112,899	174,131	156,478	48,466	64,280	42,528	231,870	161,636	80,973	30,344
Alamosa	1988	86,397	13,813	13,559	8,973	25,182	21,765	3,597	2,468	1,839	13,936	3,058	7,887	1,493
	1982	71,299	20,635	20,215	6,563	5,014	4,156	4,849	2,830	2,276	12,046	4,261	5,706	2,523
Arapahoe	1988	3,471,010	571,911	546,084	273,074	568,406	539,536	161,926	136,102	51,785	954,004	237,473	152,665	57,682
	1982	2,358,839	407,473	388,299	218,018	345,825	325,991	135,308	103,397	46,246	615,473	178,896	111,290	35,987
Archuleta	1988	33,771	12,652	12,486	2,813			1,403	687	687	1,467	1,768	9,637	958
	1982	23,057	6,237	6,142	1,902			1,208	220	220	2,430	1,767	6,677	534
Baca	1988	21,682	3,109	3,030	862	438		516			9,015	3,572	804	741
	1982	22,054	2,505	2,437	1,095	489		209	79		4,243	9,037	2,879	393
Bent	1988	13,076	4,545	4,512	540	693		241			2,170	763	710	1,084
	1982	14,859	5,538	5,485	385	713		256	57		3,914	1,133	592	905
Boulder	1988	1,729,250	372,211	356,160	193,383	169,155	135,701	69,644	79,603	35,278	385,571	111,903	91,529	36,851
	1982	1,132,186	271,524	259,299	128,475	87,176	68,086	53,066	64,430	32,764	224,931	89,240	65,666	23,795
Chaffee	1988	67,901	15,778	15,243	5,783	10,228		1,723	625	597	13,403	8,291	4,402	1,308
	1982	72,589	22,439	21,635	5,977	4,039		1,097	1,114	1,071	11,968	5,803	5,376	1,403
Cheyenne	1988	4,431	392	378	838						1,461	338	993	228
	1982	6,656	2,576	2,480	989			58	208		1,132	527	476	127
Clear Creek	1988	23,419	6,355	6,105	6,719	825		440			1,635	4,466	470	682
	1982	28,637	7,580	7,267	7,959	427		274	148		1,785	6,814	1,009	683
Conejos	1988	12,417	5,829	5,752	452	216						3,074	1,510	1,165
	1982	12,758	5,459	5,376	284	1,258		251	96		165	2,714	621	1,295
Costilla	1988	1,326	155	144	349	214						226	221	
	1982	3,186	952	878	306	243		45	85		146	795	255	
Crowley	1988	3,712	1,713	1,266	368			217			1,108		99	207
	1982	3,355	265	195	282			133	81		957	344	423	363

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988 U.S. CENSUS: 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
COLORADO (continued)														
ALL COUNTIES (continued)														
Custer	1988	3,982	925	896	274	238						1,184	485	89
	1982	3,721	1,171	1,132	333			318			70	614	724	71
Delta	1988	67,392	23,303	22,702	4,408	6,441	4,324	1,679	1,725	797	11,439	6,386	3,946	3,257
	1982	79,332	24,710	24,024	4,754	3,560	2,340	3,515	2,490	1,385	16,136	7,723	6,810	2,309
Denver	1988	3,310,636	745,595	699,890	558,630	344,840	282,762	183,439	242,934	124,130	362,022	208,038	128,255	74,222
	1982	2,825,883	584,150	547,251	452,975	223,411	179,075	160,131	197,631	115,290	350,652	210,458	141,755	62,684
Dolores	1988	3,717	1,119	1,103	228						1,345	494		
	1982	4,012	1,693	1,665	405						1,384	191		
Douglas	1988	173,930	60,706	55,726	15,399	8,155		821	15,110	12,093	17,021	18,990	17,157	5,197
	1982	69,983	25,888	23,717	6,829	118		919	1,867	1,557	8,782	10,221	10,636	1,496
Eagle	1988	213,515	42,342	41,722	51,516	855		25,093	6,380	5,407	1,362	10,610	20,469	4,787
	1982	169,430	39,217	38,567	35,542	138		8,570	3,791	3,370	6,128	13,440	18,239	4,080
Elbert	1988	11,955	3,767	3,686	588						277	3,596	813	1,276
	1982	5,610	2,949	2,880	525				71		121	842	191	125
El Paso	1988	2,573,497	446,129	430,235	256,583	332,176	302,576	111,631	147,644	74,323	599,651	180,870	127,463	47,740
	1982	1,653,177	322,222	310,124	169,892	204,532	184,181	74,514	76,418	43,675	361,523	129,895	88,666	24,001
Fremont	1988	99,985	31,335	30,524	12,503	7,418	3,639	3,049	1,788	1,042	17,487	7,248	9,000	4,376
	1982	93,262	28,930	28,125	10,153	8,743	3,715	3,746	2,469	1,623	14,966	5,485	6,514	4,457
Garfield	1988	221,391	51,546	50,020	21,352	12,098	4,336	4,861	6,661	2,779	66,386	21,652	11,167	9,218
	1982	200,840	51,474	49,850	21,615	9,335	3,158	6,381	4,915	2,490	45,008	21,352	15,778	7,139
Gilpin	1988	3,876			988			188					186	282
	1982	3,921	400	358	1,615			96	47		82	82		105
Grand	1988	54,344	16,029	15,463	9,485	761		1,720	338	338	4,539	4,262	3,374	2,239
	1982	48,758	12,368	11,908	8,586	559		888	560	560	4,840	6,578	3,620	2,040
Gunnison	1988	58,277	12,893	12,591	9,566	3,807		2,117	629	401	8,746	5,882	4,216	1,812
	1982	62,745	16,922	16,492	10,540	212		3,282	1,366	984	9,224	7,700	3,962	1,679
Hinsdale	1988	2,154	370	357	579							148	498	
	1982	2,530	614	592	316							1,218	174	
Huerfano	1988	18,645	7,905	7,827	1,637			249	77	55	1,953	3,367	1,196	45
	1982	23,172	8,740	8,636	2,057	140		426	471	363	1,862	6,088	1,463	545
Jackson	1988	5,061	2,334	2,280	647			157			1,755	168		
	1982	6,857	2,465	2,404	731			339	68		1,290	722	590	104
Jefferson	1988	2,834,971	639,110	624,037	300,291	343,514	313,536	122,465	166,733	68,985	650,600	200,543	91,847	63,280
	1982	2,274,347	566,480	552,022	222,110	253,665	229,398	88,331	109,667	54,174	520,978	200,172	86,878	53,959
Kiowa	1988	2,340	1,321	1,289	61						277	117	284	157
	1982	4,495	1,945	1,894	699							496	644	513
Kit Carson	1988	43,302	11,476	11,065	1,367	2,539		1,234	317	317	14,035	4,370	4,246	2,307
	1982	37,699	10,504	10,108	1,947	1,563		1,198	470	470	9,535	4,749	3,960	1,891
Lake	1988	21,329	7,941	7,896	3,046	536		146	408	408	1,020	3,389	2,035	620
	1982	30,013	9,429	9,358	2,527	256		956	337	337	2,919	6,388	1,647	2,614
La Plata	1988	215,712	59,463	57,625	27,069	12,073	7,617	7,188	9,094	3,538	41,401	12,235	16,974	7,456
	1982	175,750	45,709	44,208	22,742	10,166	5,908	9,829	7,784	3,665	23,890	17,123	14,595	2,144
Larimer	1988	1,197,147	260,111	249,974	122,076	119,626	101,713	40,203	61,990	26,699	251,623	96,463	79,317	24,804
	1982	773,096	175,057	167,901	79,990	79,726	66,638	35,898	36,035	17,888	150,994	61,992	61,365	13,502
Las Animas	1988	52,554	17,526	16,604	3,035	6,644		632	1,667	843	10,157	5,636	2,701	1,575
	1982	40,465	14,517	13,727	3,226	2,548		1,141	1,098	619	8,019	1,950	2,514	1,473
Lincoln	1988	35,743	5,234	5,158	7,475			481	351		5,685	14,444	680	964
	1982	39,248	5,157	5,072	4,814	905		290	234		6,643	18,156	616	1,084
Logan	1988	105,038	14,792	13,894	8,754	16,995	11,130	5,162	3,140	2,237	34,983	6,522	5,073	2,703
	1982	102,967	20,278	19,009	7,876	7,986	5,027	7,099	3,404	2,667	28,655	7,501	7,734	1,808
Mesa	1988	526,722	89,461	85,347	77,664	70,054	64,162	18,082	24,862	13,076	108,459	43,838	28,074	12,949
	1982	592,620	128,646	122,487	46,766	61,223	55,648	24,522	27,683	16,558	122,047	57,746	55,769	12,658
Mineral	1988	2,792	632	613	47							199	1,373	
	1982	3,161	1,044	1,011	263						55	313	1,124	
Moffat	1988	56,609	18,369	17,951	4,808	5,414	4,688	2,531	879	692	16,426	2,779	1,565	473
	1982	89,512	26,405	25,768	7,580	4,601	3,890	4,708	1,959	1,618	20,472	5,359	8,255	1,042
Montezuma	1988	106,765	20,241	19,684	10,767	16,216	11,225	2,532	2,597	2,204	20,441	7,349	5,991	1,132
	1982	102,376	26,430	25,651	9,651	5,506	3,659	4,425	2,439	2,131	19,135	14,110	6,401	1,992
Montrose	1988	137,173	40,847	39,973	13,095	10,567	8,450	4,418	4,422	3,224	27,904	12,081	10,427	3,364
	1982	119,660	31,118	30,391	9,399	9,009	7,149	5,117	3,901	2,969	23,567	11,484	13,490	2,673
Morgan	1988	89,871	26,379	26,116	8,568	10,786	8,569	3,591	2,037	1,676	13,440	14,543	3,301	2,342
	1982	115,674	30,388	30,025	10,070	10,817	8,059	5,349	2,644	2,297	22,530	15,941	5,945	1,817
Otero	1988	76,969	22,082	21,548	6,831	9,077	7,439	2,564	2,600	1,816	9,616	7,115	5,913	7,926
	1982	76,806	22,051	21,475	6,917	10,975	8,403	3,267	3,907	2,921	8,349	9,850	4,542	1,886

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
COLORADO (continued)														
ALL COUNTIES (continued)														
Ouray	1988	9,330	1,182	1,076	2,842	306		2,069				598	1,045	108
	1982	5,603	734	666	1,918	120			45		77	713	907	84
Park	1988	10,035	1,091	1,052	1,844	411		124	108		964	2,714	1,283	
	1982	9,810	2,063	1,987	2,134	908		199	88		747	1,695	807	181
Phillips	1988	21,263	5,243	5,218	792	820					10,620	1,120	1,246	1,123
	1982	18,367	5,220	5,184	914	533		261			7,906	65	1,922	615
Pitkin	1988	203,630	25,543	23,850	61,826	798		27,322	8,813	6,233	1,123	5,415	14,096	7,772
	1982	135,342	17,239	16,065	37,162	47		15,920	6,517	4,758	1,219	8,495	11,218	7,839
Prowers	1988	76,822	20,038	19,337	5,578	7,518	4,767	3,177	3,036	1,055	15,921	11,356	3,297	2,835
	1982	70,926	17,142	16,508	7,009	3,441	2,099	3,660	2,368	1,003	11,332	12,443	4,883	1,973
Pueblo	1988	715,012	170,102	161,031	74,197	108,304	89,282	22,664	38,020	20,799	158,345	44,135	35,955	18,763
	1982	541,146	145,041	137,034	55,008	75,877	60,584	27,101	26,416	16,130	88,061	44,952	28,027	13,618
Rio Blanco	1988	17,192	9,222	8,750	1,886			453			656	2,022	1,876	873
	1982	22,922	9,474	8,971	2,429	84		959	505	346	2,089	3,322	2,530	429
Rio Grande	1988	46,487	16,555	16,037	3,161	1,385		1,412	1,359	415	8,044	4,478	3,497	2,412
	1982	43,728	14,792	14,301	2,182	1,315		1,786	2,034	829	5,862	6,186	2,955	2,314
Routt	1988	120,923	27,190	26,675	21,667	2,009		11,667	2,362	1,602	9,282	6,758	7,175	2,299
	1982	88,168	20,516	20,088	13,497	425		7,307	3,464	2,532	7,045	10,959	9,362	2,086
Saguache	1988	12,230	5,406	5,273	477	152		198			2,273	1,171	1,745	217
	1982	7,267	1,792	1,745	484			113	53		2,305	579	1,405	
San Juan	1988	3,059	710	660	1,049			190				735		
	1982	3,939	323	300	880			115				1,095	160	487
San Miguel	1988	23,775	6,200	5,065	6,366			1,224	553	402		987	3,699	252
	1982	12,367	3,872	3,158	2,865	549		135	201	149	76	1,301	1,855	162
Sedgwick	1988	18,272	3,583	3,313	1,611	322		541	205	131	6,551	2,588	1,193	1,081
	1982	17,148	3,961	3,654	908	109		146	556	413	6,198	1,860	890	1,161
Summit	1988	162,664	29,071	27,593	36,795	6,587		10,309	6,286	5,238	16,371	12,022	6,821	5,930
	1982	114,560	25,019	23,700	26,026	174		6,319	3,128	2,711	4,858	12,003	9,856	2,218
Teller	1988	44,010	17,999	16,868	6,804	4,657		597			688	4,567	1,324	1,885
	1982	30,480	11,073	10,356	3,959	1,181		260	606		1,049	3,251	515	283
Washington	1988	9,824	1,888	1,630	1,232	683		130			1,917	1,792	1,082	259
	1982	14,666	4,218	3,634	1,322	1,119		384	124		2,061	2,165	721	667
Weld	1988	599,845	151,565	147,525	58,368	83,481	68,908	16,180	22,340	7,884	143,856	45,036	29,451	13,093
	1982	457,126	116,904	113,562	44,583	48,735	39,663	18,314	17,778	7,690	98,219	40,147	25,079	10,604
Yuma	1988	40,840	12,312	11,603	2,290	1,481		1,347	626	111	11,192	2,719	5,426	905
	1982	43,720	13,374	12,578	2,250	2,077		1,554	1,056	268	9,710	2,740	6,355	780
TOTAL METRO COUNTIES	**1988**	**18,456,517**	**3,793,365**	**3,639,194**	**2,001,868**	**2,397,731**	**2,125,195**	**784,645**	**1,009,353**	**481,012**	**3,979,661**	**1,277,683**	**831,651**	**373,616**
	1982	13,448,985	2,973,519	2,850,234	1,490,779	1,493,196	1,310,094	642,048	697,919	377,942	2,651,483	1,127,609	700,335	269,990
TOTAL STATE	**1988**	**21,782,218**	**4,570,571**	**4,389,613**	**2,472,143**	**2,655,675**	**2,287,306**	**941,216**	**1,106,453**	**540,172**	**4,528,621**	**1,563,895**	**1,057,176**	**480,782**
	1982	16,581,084	3,763,791	3,612,056	1,854,109	1,665,703	1,423,305	785,008	795,690	441,545	3,149,730	1,472,877	965,991	355,744
CONNECTICUT														
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**1988**	**8,315,406**	**1,441,925**	**1,322,093**	**775,195**	**963,282**	**842,263**	**558,937**	**463,143**	**225,877**	**1,829,622**	**418,930**	**377,253**	**177,343**
	1982	4,627,165	961,895	880,204	392,823	476,778	405,215	302,977	211,207	113,570	759,670	407,889	205,118	113,116
Fairfield	1988	8,315,406	1,441,925	1,322,093	775,195	963,282	842,263	558,937	463,143	225,877	1,829,622	418,930	377,253	177,343
	1982	4,627,165	961,895	880,204	392,823	476,778	405,215	302,977	211,207	113,570	759,670	407,889	205,118	113,116
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**1988**	**9,342,838**	**1,706,471**	**1,603,063**	**1,004,824**	**993,297**	**910,246**	**550,856**	**490,975**	**245,942**	**2,152,924**	**549,429**	**397,171**	**290,092**
	1982	5,356,458	1,157,349	1,085,011	522,597	532,726	483,494	318,596	220,420	124,328	913,786	541,780	209,634	187,750
Hartford	1988	7,586,097	1,325,701	1,237,405	826,725	815,937	760,751	468,457	418,957	210,369	1,745,053	431,095	337,908	234,699
	1982	4,341,493	904,772	842,832	429,482	432,799	400,595	275,767	190,127	107,734	740,489	425,280	177,923	152,239
Middlesex	1988	1,093,581	193,334	187,637	112,724	111,053	89,173	39,474	58,207	29,666	279,963	69,969	39,954	37,766
	1982	624,553	133,492	129,301	61,694	65,339	51,669	21,018	23,556	13,168	116,799	69,714	21,817	22,744
Tolland	1988	663,160	187,436	178,021	65,375	66,307	60,322	42,925	13,811	5,907	127,908	48,365	19,309	17,627
	1982	390,412	119,085	112,878	31,421	34,588	31,230	21,811	6,737	3,426	56,498	46,786	9,894	12,767
NEW HAVEN - WATERBURY - MERIDEN	**1988**	**6,160,142**	**1,178,078**	**1,088,474**	**660,798**	**728,037**	**678,551**	**346,699**	**329,703**	**173,546**	**1,281,993**	**338,192**	**281,857**	**159,696**
	1982	3,685,843	861,393	794,293	350,067	419,456	386,536	229,009	154,016	90,678	578,743	324,764	146,634	104,987
New Haven	1988	6,160,142	1,178,078	1,088,474	660,798	728,037	678,551	346,699	329,703	173,546	1,281,993	338,192	281,857	159,696
	1982	3,685,843	861,393	794,293	350,067	419,456	386,536	229,009	154,016	90,678	578,743	324,764	146,634	104,987

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 / U.S. CENSUS 1982 — METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
CONNECTICUT (continued)														
NEW LONDON - NORWICH	**1988**	**1,975,707**	**354,926**	**332,950**	**212,493**	**154,884**	**122,746**	**80,186**	**104,559**	**42,508**	**535,280**	**129,298**	**120,409**	**42,679**
	1982	1,156,903	249,193	233,299	109,742	83,209	64,547	46,981	48,707	22,904	246,220	126,140	57,646	31,359
New London	1988	1,975,707	354,926	332,950	212,493	154,884	122,746	80,186	104,559	42,508	535,280	129,298	120,409	42,679
	1982	1,156,903	249,193	233,299	109,742	83,209	64,547	46,981	48,707	22,904	246,220	126,140	57,646	31,359
ALL COUNTIES														
Fairfield	1988	8,315,406	1,441,925	1,322,093	775,195	963,282	842,263	558,937	463,143	225,877	1,829,622	418,930	377,253	177,343
	1982	4,627,165	961,895	880,204	392,823	476,778	405,215	302,977	211,207	113,570	759,670	407,889	205,118	113,116
Hartford	1988	7,586,097	1,325,701	1,237,405	826,725	815,937	760,751	468,457	418,957	210,369	1,745,053	431,095	337,908	234,699
	1982	4,341,493	904,772	842,832	429,482	432,799	400,595	275,767	190,127	107,734	740,489	425,280	177,923	152,239
Litchfield	1988	1,093,557	265,298	253,038	98,049	58,522	51,059	39,459	39,423	27,045	319,808	51,093	61,575	26,650
	1982	655,134	178,518	169,930	51,707	34,273	29,601	29,173	20,496	14,930	141,804	50,224	36,158	19,726
Middlesex	1988	1,093,581	193,334	187,637	112,724	111,053	89,173	39,474	58,207	29,666	279,963	69,969	39,954	37,766
	1982	624,553	133,492	129,301	61,694	65,339	51,669	21,018	23,556	13,168	116,799	69,714	21,817	22,744
New Haven	1988	6,160,142	1,178,078	1,088,474	660,798	728,037	678,551	346,699	329,703	173,546	1,281,993	338,192	281,857	159,696
	1982	3,685,843	861,393	794,293	350,067	419,456	386,536	229,009	154,016	90,678	578,743	324,764	146,634	104,987
New London	1988	1,975,707	354,926	332,950	212,493	154,884	122,746	80,186	104,559	42,508	535,280	129,298	120,409	42,679
	1982	1,156,903	249,193	233,299	109,742	83,209	64,547	46,981	48,707	22,904	246,220	126,140	57,646	31,359
Tolland	1988	663,160	187,436	178,021	65,375	66,307	60,322	42,925	13,811	5,907	127,908	48,365	19,309	17,627
	1982	390,412	119,085	112,878	31,421	34,588	31,230	21,811	6,737	3,426	56,498	46,786	9,894	12,767
Windham	1988	575,335	128,516	123,661	59,854	25,428	16,676	17,639	23,497	5,765	151,791	36,733	34,703	20,600
	1982	347,085	91,897	88,249	30,562	14,967	9,612	10,879	10,672	3,069	66,118	38,266	19,424	12,285
TOTAL METRO COUNTIES	**1988**	**25,794,093**	**4,681,400**	**4,346,580**	**2,653,310**	**2,839,500**	**2,553,806**	**1,536,678**	**1,388,380**	**687,873**	**5,799,819**	**1,435,849**	**1,176,690**	**669,810**
	1982	14,826,369	3,229,830	2,992,807	1,375,229	1,512,169	1,339,792	897,563	634,350	351,480	2,498,419	1,400,573	619,032	437,212
TOTAL STATE	**1988**	**27,462,985**	**5,075,214**	**4,723,279**	**2,811,213**	**2,923,450**	**2,621,541**	**1,593,776**	**1,451,300**	**720,683**	**6,271,418**	**1,523,675**	**1,272,968**	**717,060**
	1982	15,828,588	3,500,245	3,250,986	1,457,498	1,561,409	1,379,005	937,615	665,518	369,479	2,706,341	1,489,063	674,614	469,223
DELAWARE														
WILMINGTON	**1988**	**4,121,303**	**749,815**	**680,879**	**319,820**	**554,716**	**503,430**	**167,696**	**238,291**	**122,651**	**977,280**	**317,523**	**174,292**	**127,999**
	1982	2,555,429	545,292	495,092	209,878	332,308	296,297	128,014	114,226	67,678	444,682	280,804	96,125	87,478
New Castle	1988	3,499,428	634,586	569,954	267,038	522,387	477,706	150,538	211,516	108,120	816,389	240,768	134,088	106,977
	1982	2,103,090	448,110	401,671	170,780	311,669	280,693	113,968	100,776	59,176	358,968	195,636	74,868	75,254
Cecil, Md.	*1988*	*354,764*	*64,813*	*61,993*	*30,538*	*18,452*	*15,282*	*7,290*	*9,460*	*4,750*	*83,153*	*46,983*	*27,641*	*10,118*
	1982	*252,751*	*50,589*	*48,291*	*21,627*	*10,318*	*8,311*	*6,343*	*4,874*	*2,901*	*45,818*	*50,878*	*12,885*	*5,593*
Salem, N. J.	*1988*	*267,111*	*50,416*	*48,932*	*22,244*	*13,877*	*10,442*	*9,868*	*17,315*	*9,781*	*77,738*	*29,772*	*12,563*	*10,904*
	1982	*199,588*	*46,593*	*45,130*	*17,471*	*10,321*	*7,293*	*7,703*	*8,576*	*5,601*	*39,896*	*34,290*	*8,372*	*6,631*
ALL COUNTIES														
Kent	1988	765,437	139,489	130,264	53,538	110,322	95,190	24,280	20,851	10,528	187,852	27,162	66,491	18,748
	1982	544,873	113,254	105,553	41,733	76,000	64,593	21,458	14,566	8,384	111,862	32,410	40,363	14,807
New Castle	1988	3,499,428	634,586	569,954	267,038	522,387	477,706	150,538	211,516	108,120	816,389	240,768	134,088	106,977
	1982	2,103,090	448,110	401,671	170,780	311,669	280,693	113,968	100,776	59,176	358,968	195,636	74,868	75,254
Sussex	1988	811,405	153,912	146,808	91,225	58,357	31,360	47,844	48,740	32,678	129,450	56,461	88,661	27,888
	1982	482,595	118,071	112,398	53,512	30,625	14,569	33,082	20,204	14,945	54,258	46,159	42,529	17,342
TOTAL METRO COUNTIES	**1988**	**3,499,428**	**634,586**	**569,954**	**267,038**	**522,387**	**477,706**	**150,538**	**211,516**	**108,120**	**816,389**	**240,768**	**134,088**	**106,977**
	1982	2,103,090	448,110	401,671	170,780	311,669	280,693	113,968	100,776	59,176	358,968	195,636	74,868	75,254
TOTAL STATE	**1988**	**5,076,270**	**927,987**	**847,026**	**411,801**	**691,066**	**604,256**	**222,662**	**281,107**	**151,326**	**1,133,691**	**324,391**	**289,240**	**153,613**
	1982	3,130,558	679,435	619,622	266,025	418,294	359,855	168,508	135,546	82,505	525,088	274,205	157,760	107,403
DISTRICT OF COLUMBIA														
WASHINGTON	**1988**	**31,471,548**	**5,660,260**	**5,264,961**	**3,258,324**	**3,539,120**	**3,109,719**	**1,715,775**	**2,162,941**	**1,010,214**	**7,370,231**	**1,994,624**	**1,245,580**	**1,260,519**
	1982	17,824,496	3,761,931	3,490,696	1,883,046	2,154,372	1,870,554	1,090,377	931,018	510,304	3,233,945	1,678,479	554,975	683,035
District of Columbia	1988	3,659,997	635,243	578,318	804,134	296,094	256,245	309,255	181,104	94,468	170,220	164,718	51,090	221,858
	1982	2,654,366	495,297	450,015	563,355	224,827	189,234	241,178	131,983	79,450	127,017	184,675	40,113	127,959
Calvert, Md.	*1988*	*125,516*	*38,003*	*34,335*	*17,624*	*7,941*	*3,415*	*811*	*2,157*	*618*	*18,138*	*13,327*	*4,749*	*5,570*
	1982	*88,174*	*30,751*	*27,727*	*11,066*	*4,688*	*1,957*	*1,005*	*1,496*	*540*	*9,707*	*12,700*	*2,755*	*3,481*
Charles, Md.	*1988*	*360,352*	*98,573*	*90,376*	*27,721*	*10,902*	*6,998*	*6,075*	*13,379*	*4,184*	*70,220*	*33,676*	*38,144*	*48,776*
	1982	*247,806*	*72,499*	*66,339*	*21,638*	*9,126*	*5,779*	*5,114*	*7,406*	*2,680*	*40,168*	*34,371*	*16,747*	*29,878*

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
DISTRICT OF COLUMBIA (continued)														
WASHINGTON (continued)														
Frederick, Md.	*1988*	*881,729*	*196,698*	*174,528*	*79,262*	*85,037*	*79,123*	*33,310*	*36,898*	*21,443*	*203,610*	*69,376*	*72,773*	*22,225*
	1982	*550,978*	*129,180*	*114,392*	*47,169*	*71,026*	*64,991*	*19,180*	*20,220*	*13,308*	*96,294*	*68,439*	*34,193*	*12,957*
Montgomery, Md.	*1988*	*6,883,441*	*1,220,841*	*1,138,495*	*574,850*	*789,207*	*694,653*	*330,027*	*615,676*	*244,687*	*1,776,760*	*428,962*	*223,870*	*234,112*
	1982	*3,711,219*	*757,063*	*704,596*	*293,598*	*494,461*	*431,227*	*252,957*	*230,890*	*109,934*	*743,305*	*337,984*	*116,825*	*123,769*
Prince George's, Md.	*1988*	*5,856,907*	*1,062,332*	*1,000,347*	*556,096*	*638,195*	*584,951*	*320,970*	*328,088*	*154,043*	*1,485,698*	*420,585*	*202,497*	*209,777*
	1982	*3,743,799*	*851,160*	*799,905*	*306,883*	*488,083*	*439,745*	*193,678*	*168,254*	*91,583*	*729,438*	*393,904*	*92,756*	*129,285*
Alexandria city, Va.	*1988*	*1,329,285*	*168,526*	*161,982*	*151,201*	*253,534*	*236,499*	*42,055*	*69,571*	*37,441*	*417,419*	*52,525*	*29,206*	*46,651*
	1982	*790,334*	*127,470*	*122,276*	*89,658*	*130,907*	*120,850*	*31,321*	*38,185*	*24,090*	*211,607*	*54,729*	*17,963*	*23,793*
Arlington, Va.	*1988*	*1,544,838*	*262,881*	*246,850*	*190,732*	*133,959*	*114,869*	*34,748*	*96,083*	*42,737*	*508,236*	*95,863*	*27,132*	*86,854*
	1982	*832,535*	*166,505*	*156,041*	*114,169*	*64,097*	*54,109*	*19,739*	*42,154*	*22,422*	*240,458*	*69,098*	*13,758*	*45,309*
Fairfax, Va.	*1988*	*6,995,250*	*1,271,149*	*1,197,306*	*552,184*	*932,578*	*841,069*	*479,734*	*582,460*	*292,011*	*1,614,979*	*466,143*	*293,794*	*235,502*
	1982	*3,329,480*	*713,964*	*671,151*	*287,014*	*460,473*	*411,248*	*249,927*	*203,625*	*118,591*	*595,311*	*327,501*	*106,091*	*122,245*
Fairfax city, Va.	*1988*	*1,032,134*	*101,157*	*86,365*	*84,201*	*166,246*	*92,259*	*40,400*	*93,673*	*56,836*	*346,359*	*50,738*	*35,917*	*42,568*
	1982	*467,619*	*66,449*	*56,620*	*38,113*	*84,330*	*45,697*	*17,829*	*31,322*	*21,268*	*125,213*	*34,000*	*20,016*	*16,395*
Falls Church city, Va.	*1988*	*353,972*	*37,167*	*31,203*	*21,406*	*53,081*	*40,645*	*39,264*	*16,754*	*3,707*	*147,309*	*10,755*	*3,133*	*14,558*
	1982	*190,410*	*23,289*	*19,513*	*12,298*	*37,258*	*28,269*	*18,643*	*7,896*	*2,073*	*64,306*	*10,708*	*2,504*	*6,183*
Loudoun, Va.	*1988*	*476,190*	*153,997*	*139,359*	*27,537*	*22,792*	*19,103*	*18,023*	*26,996*	*11,870*	*82,993*	*26,392*	*55,476*	*30,216*
	1982	*260,928*	*95,349*	*86,115*	*17,120*	*10,011*	*8,281*	*10,206*	*10,909*	*5,526*	*36,628*	*23,864*	*21,953*	*13,886*
Manassas city, Va.	*1988*	*362,274*	*69,239*	*56,472*	*22,945*	*19,503*	*16,123*	*4,747*	*11,337*	*6,473*	*154,249*	*18,506*	*18,933*	*6,632*
	1982	*189,337*	*44,956*	*36,594*	*12,830*	*11,516*	*9,123*	*2,500*	*5,094*	*3,253*	*63,316*	*16,209*	*9,673*	*3,909*
Manassas Park city, Va.	*1988*	*20,884*	*11,465*	*11,162*	*1,921*				*996*		*2,966*	*1,371*		*1,842*
	1982	*11,731*	*6,326*	*6,146*	*843*				*481*		*1,575*	*1,427*		*860*
Prince William, Va.	*1988*	*1,338,096*	*248,899*	*238,746*	*118,194*	*118,420*	*112,556*	*55,966*	*85,889*	*38,365*	*329,003*	*115,893*	*144,710*	*51,406*
	1982	*656,944*	*146,202*	*139,960*	*56,445*	*57,992*	*54,675*	*26,906*	*30,525*	*15,128*	*137,480*	*90,391*	*49,294*	*22,524*
Stafford, Va.	*1988*	*250,683*	*84,090*	*79,117*	*28,316*	*11,631*	*11,211*	*390*	*1,880*	*1,330*	*42,072*	*26,794*	*44,156*	*1,972*
	1982	*98,836*	*35,471*	*33,306*	*10,847*	*5,577*	*5,369*	*194*	*578*	*458*	*12,122*	*18,479*	*10,334*	*602*
TOTAL METRO COUNTIES	**1988**	**3,659,997**	**635,243**	**578,318**	**804,134**	**296,094**	**256,245**	**309,255**	**181,104**	**94,468**	**170,220**	**164,718**	**51,090**	**221,858**
	1982	2,654,366	495,297	450,015	563,355	224,827	189,234	241,178	131,983	79,450	127,017	184,675	40,113	127,959
TOTAL STATE	**1988**	**3,659,997**	**635,243**	**578,318**	**804,134**	**296,094**	**256,245**	**309,255**	**181,104**	**94,468**	**170,220**	**164,718**	**51,090**	**221,858**
	1982	2,654,366	495,297	450,015	563,355	224,827	189,234	241,178	131,983	79,450	127,017	184,675	40,113	127,959
FLORIDA														
BRADENTON	**1988**	**1,541,405**	**330,918**	**316,842**	**147,823**	**160,849**	**138,555**	**49,772**	**80,985**	**30,958**	**428,188**	**82,054**	**71,740**	**60,401**
	1982	885,889	216,191	206,584	91,993	91,710	77,434	32,969	41,267	17,598	202,214	71,345	46,649	32,986
Manatee	1988	1,541,405	330,918	316,842	147,823	160,849	138,555	49,772	80,985	30,958	428,188	82,054	71,740	60,401
	1982	885,889	216,191	206,584	91,993	91,710	77,434	32,969	41,267	17,598	202,214	71,345	46,649	32,986
DAYTONA BEACH	**1988**	**2,453,047**	**570,258**	**539,488**	**264,870**	**262,525**	**218,589**	**80,254**	**155,614**	**68,487**	**548,077**	**143,336**	**122,245**	**107,046**
	1982	1,502,321	365,405	345,001	178,320	161,501	129,128	58,807	67,107	33,077	267,783	131,528	83,843	68,519
Volusia	1988	2,453,047	570,258	539,488	264,870	262,525	218,589	80,254	155,614	68,487	548,077	143,336	122,245	107,046
	1982	1,502,321	365,405	345,001	178,320	161,501	129,128	58,807	67,107	33,077	267,783	131,528	83,843	68,519
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**1988**	**11,186,879**	**1,905,696**	**1,688,296**	**1,210,241**	**1,039,742**	**912,668**	**505,557**	**875,665**	**460,649**	**3,255,885**	**598,912**	**320,124**	**437,038**
	1982	6,717,263	1,388,949	1,228,053	787,250	684,798	594,598	366,071	382,588	226,127	1,548,195	536,158	220,420	240,424
Broward	1988	11,186,879	1,905,696	1,688,296	1,210,241	1,039,742	912,668	505,557	875,665	460,649	3,255,885	598,912	320,124	437,038
	1982	6,717,263	1,388,949	1,228,053	787,250	684,798	594,598	366,071	382,588	226,127	1,548,195	536,158	220,420	240,424
FORT MYERS - CAPE CORAL	**1988**	**2,330,074**	**511,542**	**491,149**	**204,679**	**248,257**	**212,159**	**73,292**	**196,796**	**127,562**	**539,548**	**129,130**	**134,271**	**87,736**
	1982	1,400,295	340,947	326,703	127,763	160,782	134,042	50,846	93,897	66,334	263,985	100,463	90,271	56,944
Lee	1988	2,330,074	511,542	491,149	204,679	248,257	212,159	73,292	196,796	127,562	539,548	129,130	134,271	87,736
	1982	1,400,295	340,947	326,703	127,763	160,782	134,042	50,846	93,897	66,334	263,985	100,463	90,271	56,944
FORT PIERCE	**1988**	**1,670,494**	**374,556**	**357,386**	**108,512**	**152,410**	**122,103**	**55,131**	**116,451**	**58,213**	**456,214**	**81,435**	**141,436**	**61,700**
	1982	938,322	236,502	225,491	71,930	76,180	58,832	38,212	50,811	28,227	199,821	84,746	80,618	32,014
Martin	1988	673,235	144,441	139,287	44,469	64,892	45,688	27,421	50,471	25,534	170,998	39,160	55,445	22,088
	1982	434,026	108,100	104,035	33,422	31,767	21,018	20,275	26,303	14,905	83,788	39,774	41,585	14,935
St. Lucie	1988	997,259	230,115	218,099	64,043	87,518	76,415	27,710	65,980	32,679	285,216	42,275	85,991	39,612
	1982	504,296	128,402	121,456	38,508	44,413	37,814	17,937	24,508	13,322	116,033	44,972	39,033	17,079
FORT WALTON BEACH	**1988**	**1,130,070**	**204,499**	**197,185**	**117,712**	**160,627**	**127,138**	**30,200**	**72,176**	**35,402**	**279,625**	**70,189**	**66,535**	**31,961**
	1982	563,528	114,518	110,202	62,363	75,709	57,462	20,781	31,962	17,990	110,853	46,783	36,541	14,087
Okaloosa	1988	1,130,070	204,499	197,185	117,712	160,627	127,138	30,200	72,176	35,402	279,625	70,189	66,535	31,961
	1982	563,528	114,518	110,202	62,363	75,709	57,462	20,781	31,962	17,990	110,853	46,783	36,541	14,087

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
FLORIDA (continued)														
GAINESVILLE	**1988**	**1,441,752**	**342,117**	**324,252**	**147,492**	**163,617**	**133,991**	**51,980**	**63,979**	**23,486**	**332,607**	**90,994**	**80,729**	**35,404**
	1982	907,780	230,700	218,174	96,471	105,691	85,279	42,185	36,709	15,421	170,096	79,366	51,140	22,460
Alachua	1988	1,327,628	302,869	285,546	139,497	155,871	133,991	50,419	56,221	18,365	313,033	79,785	72,178	30,876
	1982	839,558	205,277	193,151	91,065	101,171	85,279	41,052	33,466	13,304	161,215	70,711	46,427	19,686
Bradford	1988	114,124	39,248	38,706	7,995	7,746		1,561	7,758	5,121	19,574	11,209	8,551	4,528
	1982	68,222	25,423	25,023	5,406	4,520		1,133	3,243	2,117	8,881	8,655	4,713	2,774
JACKSONVILLE	**1988**	**5,981,874**	**1,094,970**	**1,018,162**	**571,491**	**607,272**	**515,644**	**235,269**	**264,700**	**152,506**	**1,614,030**	**456,624**	**226,156**	**246,708**
	1982	3,737,181	785,673	729,082	360,291	370,588	313,362	170,685	149,159	95,704	824,046	387,666	165,119	142,557
Clay	1988	497,780	83,846	78,023	44,445	103,397	100,198	28,247	24,158	12,070	112,186	30,757	21,065	9,707
	1982	320,534	60,413	56,104	28,492	69,751	66,908	22,120	13,378	7,670	51,795	29,153	13,970	6,977
Duval	1988	4,819,743	861,554	801,681	443,160	450,313	387,215	194,177	219,173	129,623	1,359,288	342,539	176,339	212,826
	1982	3,033,832	632,293	587,184	284,206	277,514	234,214	139,441	126,963	83,138	704,635	289,564	133,819	124,023
Nassau	1988	232,366	55,214	52,534	23,865	19,373	418	5,020	5,801	5,647	35,692	42,206	11,477	5,836
	1982	127,005	32,010	30,396	12,066	8,058	157	3,306	2,594	2,533	14,670	29,316	6,427	3,092
St. Johns	1988	431,985	94,356	85,924	60,021	34,189	27,813	7,825	15,568	5,166	106,864	41,122	17,275	18,339
	1982	255,810	60,957	55,398	35,527	15,265	12,083	5,818	6,224	2,363	52,946	39,633	10,903	8,465
LAKELAND - WINTER HAVEN	**1988**	**2,446,337**	**602,464**	**571,193**	**201,573**	**283,792**	**210,566**	**74,143**	**88,712**	**44,632**	**662,234**	**160,414**	**146,369**	**78,496**
	1982	1,629,320	430,069	406,937	137,672	184,690	131,217	65,060	52,818	29,886	355,134	140,963	108,407	52,919
Polk	1988	2,446,337	602,464	571,193	201,573	283,792	210,566	74,143	88,712	44,632	662,234	160,414	146,369	78,496
	1982	1,629,320	430,069	406,937	137,672	184,690	131,217	65,060	52,818	29,886	355,134	140,963	108,407	52,919
MELBOURNE - TITUSVILLE - PALM BAY	**1988**	**2,551,869**	**500,210**	**477,251**	**232,618**	**350,711**	**312,053**	**47,312**	**99,145**	**45,998**	**702,425**	**158,287**	**127,274**	**142,318**
	1982	1,488,706	320,806	305,474	145,617	201,136	175,027	43,040	59,165	31,506	314,133	133,697	79,388	79,005
Brevard	1988	2,551,869	500,210	477,251	232,618	350,711	312,053	47,312	99,145	45,998	702,425	158,287	127,274	142,318
	1982	1,488,706	320,806	305,474	145,617	201,136	175,027	43,040	59,165	31,506	314,133	133,697	79,388	79,005
MIAMI - HIALEAH	**1988**	**16,170,088**	**2,694,033**	**2,448,980**	**1,387,797**	**1,663,530**	**1,404,405**	**1,133,943**	**838,339**	**445,369**	**4,311,625**	**940,582**	**539,729**	**774,337**
	1982	9,408,819	1,834,757	1,664,551	911,432	1,055,350	874,832	764,231	483,416	287,501	1,946,007	778,985	302,785	389,949
Dade	1988	16,170,088	2,694,033	2,448,980	1,387,797	1,663,530	1,404,405	1,133,943	838,339	445,369	4,311,625	940,582	539,729	774,337
	1982	9,408,819	1,834,757	1,664,551	911,432	1,055,350	874,832	764,231	483,416	287,501	1,946,007	778,985	302,785	389,949
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***1988***	***27,356,967***	***4,599,729***	***4,137,276***	***2,598,038***	***2,703,272***	***2,317,073***	***1,639,500***	***1,714,004***	***906,018***	***7,567,510***	***1,539,494***	***859,853***	***1,211,375***
	1982	*16,126,082*	*3,223,706*	*2,892,604*	*1,698,682*	*1,740,148*	*1,469,430*	*1,130,302*	*866,004*	*513,628*	*3,494,202*	*1,315,143*	*523,205*	*630,373*
NAPLES	**1988**	**1,317,285**	**299,394**	**282,141**	**126,595**	**96,732**	**81,643**	**64,265**	**134,138**	**95,506**	**288,175**	**67,833**	**74,240**	**40,834**
	1982	676,257	158,536	149,102	65,952	53,304	43,840	39,252	53,312	39,825	125,426	52,528	43,167	23,366
Collier	1988	1,317,285	299,394	282,141	126,595	96,732	81,643	64,265	134,138	95,506	288,175	67,833	74,240	40,834
	1982	676,257	158,536	149,102	65,952	53,304	43,840	39,252	53,312	39,825	125,426	52,528	43,167	23,366
OCALA	**1988**	**1,409,515**	**306,972**	**288,145**	**87,954**	**164,155**	**136,576**	**44,456**	**83,461**	**36,880**	**304,398**	**118,522**	**129,481**	**52,874**
	1982	733,753	173,247	162,299	54,074	78,722	63,699	25,974	33,016	16,990	122,487	97,988	67,187	23,221
Marion	1988	1,409,515	306,972	288,145	87,954	164,155	136,576	44,456	83,461	36,880	304,398	118,522	129,481	52,874
	1982	733,753	173,247	162,299	54,074	78,722	63,699	25,974	33,016	16,990	122,487	97,988	67,187	23,221
ORLANDO	**1988**	**8,130,784**	**1,575,947**	**1,491,764**	**875,131**	**858,883**	**700,560**	**284,525**	**351,879**	**191,256**	**2,337,809**	**477,430**	**397,592**	**214,395**
	1982	4,338,595	943,562	891,889	469,581	479,934	379,425	181,940	186,868	114,286	964,385	396,176	227,560	111,121
Orange	1988	5,526,356	1,055,230	995,772	607,866	526,745	418,636	180,104	204,519	109,422	1,704,864	301,789	249,896	147,902
	1982	2,935,531	616,356	580,472	323,912	304,162	233,203	116,943	123,090	74,703	695,498	260,983	150,748	74,563
Osceola	1988	795,403	176,029	166,011	115,274	60,687	47,437	21,732	27,889	14,965	222,242	71,991	37,698	23,757
	1982	337,462	84,790	79,805	46,503	22,511	16,762	9,900	10,809	6,171	74,757	46,626	16,093	9,994
Seminole	1988	1,809,025	344,688	329,981	151,991	271,451	234,487	82,689	119,471	66,869	410,703	103,650	109,998	42,736
	1982	1,065,602	242,416	231,612	99,166	153,261	129,460	55,097	52,969	33,412	194,130	88,567	60,719	26,564
PANAMA CITY	**1988**	**940,567**	**144,009**	**137,076**	**116,615**	**121,764**	**104,688**	**35,528**	**43,208**	**21,556**	**266,169**	**52,047**	**40,131**	**33,138**
	1982	579,996	104,860	99,613	78,338	68,750	57,840	26,685	26,403	14,998	136,773	47,824	26,735	16,845
Bay	1988	940,567	144,009	137,076	116,615	121,764	104,688	35,528	43,208	21,556	266,169	52,047	40,131	33,138
	1982	579,996	104,860	99,613	78,338	68,750	57,840	26,685	26,403	14,998	136,773	47,824	26,735	16,845
PENSACOLA	**1988**	**2,119,217**	**420,070**	**409,309**	**200,574**	**330,856**	**278,189**	**64,566**	**99,241**	**52,383**	**570,244**	**124,049**	**81,741**	**64,981**
	1982	1,351,882	322,839	313,896	131,885	200,801	164,592	46,962	57,808	34,349	278,248	113,774	69,192	34,774
Escambia	1988	1,819,953	335,569	326,303	175,922	297,132	260,415	58,590	86,337	45,848	504,867	89,007	69,428	51,515
	1982	1,178,543	262,601	254,842	118,727	186,043	157,972	42,180	52,327	31,326	249,305	87,903	61,391	28,567
Santa Rosa	1988	299,264	84,501	83,006	24,652	33,724	17,774	5,976	12,904	6,535	65,377	35,042	12,313	13,466
	1982	173,339	60,238	59,054	13,158	14,758	6,620	4,782	5,481	3,023	28,943	25,871	7,801	6,207

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S&MM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
FLORIDA (continued)														
SARASOTA	**1988**	**2,418,696**	**471,585**	**435,587**	**235,177**	**261,701**	**224,307**	**90,902**	**215,329**	**143,396**	**591,281**	**114,226**	**145,794**	**96,912**
	1982	1,432,228	308,862	284,718	146,784	154,765	130,875	66,504	107,193	75,774	270,346	107,256	94,832	59,047
Sarasota	1988	2,418,696	471,585	435,587	235,177	261,701	224,307	90,902	215,329	143,396	591,281	114,226	145,794	96,912
	1982	1,432,228	308,862	284,718	146,784	154,765	130,875	66,504	107,193	75,774	270,346	107,256	94,832	59,047
TALLAHASSEE	**1988**	**1,506,791**	**299,682**	**291,534**	**154,183**	**254,815**	**211,616**	**51,916**	**106,854**	**39,658**	**270,383**	**87,131**	**93,520**	**41,200**
	1982	921,065	218,960	212,633	95,617	131,600	102,335	41,426	48,583	21,773	132,034	82,623	61,546	24,537
Gadsden	1988	127,666	36,884	36,113	6,239	10,927		3,414	5,739	3,069	26,507	5,459	6,203	5,031
	1982	96,921	33,650	32,882	4,653	7,865		4,280	3,144	1,887	15,916	6,516	4,505	3,356
Leon	1988	1,379,125	262,798	255,421	147,944	243,888	211,616	48,502	101,115	36,589	243,876	81,672	87,317	36,169
	1982	824,144	185,310	179,751	90,964	123,735	102,335	37,146	45,439	19,886	116,118	76,107	57,041	21,181
TAMPA - ST. PETERSBURG - CLEARWATER	**1988**	**14,783,567**	**3,288,446**	**3,114,759**	**1,454,804**	**1,701,663**	**1,501,030**	**437,978**	**947,775**	**457,222**	**3,566,346**	**850,468**	**589,922**	**511,932**
	1982	8,710,006	2,165,212	2,045,771	903,871	1,001,670	871,763	324,936	435,208	237,602	1,705,916	764,868	391,255	289,372
Hernando	1988	357,795	121,062	117,381	21,797	26,997	21,803	5,549	20,137	7,708	73,157	22,140	20,617	20,602
	1982	185,117	65,934	63,803	12,074	13,344	10,558	3,446	6,918	2,823	30,482	18,580	12,991	8,726
Hillsborough	1988	6,296,872	1,386,439	1,317,421	587,108	717,132	625,554	194,926	396,004	205,248	1,551,706	376,106	224,427	201,506
	1982	3,621,009	879,025	833,606	367,463	416,662	357,887	139,340	169,561	99,234	744,038	334,911	145,554	108,594
Pasco	1988	1,495,839	386,343	370,601	110,876	172,245	136,811	48,783	73,800	42,819	317,004	97,440	96,844	65,054
	1982	836,086	244,584	234,152	64,218	84,424	64,220	30,519	38,812	24,320	133,026	83,212	58,466	35,573
Pinellas	1988	6,633,061	1,394,602	1,309,356	735,023	785,289	716,862	188,720	457,834	201,447	1,624,479	354,782	248,034	224,770
	1982	4,067,794	975,669	914,210	460,116	487,240	439,093	151,631	219,917	111,225	798,370	328,165	174,244	136,479
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**1988**	**7,380,468**	**1,450,306**	**1,353,143**	**723,884**	**766,816**	**685,815**	**419,373**	**597,795**	**386,652**	**1,836,828**	**395,557**	**272,502**	**285,942**
	1982	3,845,955	868,824	809,006	386,984	411,367	362,993	241,022	231,157	161,958	786,010	302,265	157,792	141,124
Palm Beach	1988	7,380,468	1,450,306	1,353,143	723,884	766,816	685,815	419,373	597,795	386,652	1,836,828	395,557	272,502	285,942
	1982	3,845,955	868,824	809,006	386,984	411,367	362,993	241,022	231,157	161,958	786,010	302,265	157,792	141,124
ALL COUNTIES														
Alachua	1988	1,327,628	302,869	285,546	139,497	155,871	133,991	50,419	56,221	18,365	313,033	79,785	72,178	30,876
	1982	839,558	205,277	193,151	91,065	101,171	85,279	41,052	33,466	13,304	161,215	70,711	46,427	19,686
Baker	1988	37,416	14,212	13,532	2,640	1,836		677	1,404	74	5,255	5,058	749	1,444
	1982	32,797	12,183	11,576	2,172	1,575		726	970	79	3,343	7,069	688	1,303
Bay	1988	940,567	144,009	137,076	116,615	121,764	104,688	35,528	43,208	21,556	266,169	52,047	40,131	33,138
	1982	579,996	104,860	99,613	78,338	68,750	57,840	26,685	26,403	14,998	136,773	47,824	26,735	16,845
Bradford	1988	114,124	39,248	38,706	7,995	7,746		1,561	7,758	5,121	19,574	11,209	8,551	4,528
	1982	68,222	25,423	25,023	5,406	4,520		1,133	3,243	2,117	8,881	8,655	4,713	2,774
Brevard	1988	2,551,869	500,210	477,251	232,618	350,711	312,053	47,312	99,145	45,998	702,425	158,287	127,274	142,318
	1982	1,488,706	320,806	305,474	145,617	201,136	175,027	43,040	59,165	31,506	314,133	133,697	79,388	79,005
Broward	1988	11,186,879	1,905,696	1,688,296	1,210,241	1,039,742	912,668	505,557	875,665	460,649	3,255,885	598,912	320,124	437,038
	1982	6,717,263	1,388,949	1,228,053	787,250	684,798	594,598	366,071	382,588	226,127	1,548,195	536,158	220,420	240,424
Calhoun	1988	40,958	12,188	12,038	1,014	1,809		525	986	421	14,009	2,126	3,523	2,052
	1982	29,521	9,806	9,665	813	1,596		655	515	238	6,950	3,265	2,570	1,554
Charlotte	1988	580,061	146,703	141,556	43,903	29,240	17,776	18,084	46,681	27,308	147,902	42,599	43,393	24,296
	1982	314,853	82,518	79,465	24,682	15,234	8,716	12,782	17,842	11,165	67,863	31,132	26,265	17,279
Citrus	1988	439,307	121,781	116,248	22,909	31,642	15,827	7,527	16,651	9,235	97,829	39,680	47,680	19,367
	1982	243,823	75,554	71,860	15,872	13,014	5,885	5,691	8,208	4,721	38,454	31,575	27,018	9,942
Clay	1988	497,780	83,846	78,023	44,445	103,397	100,198	28,247	24,158	12,070	112,186	30,757	21,065	9,707
	1982	320,534	60,413	56,104	28,492	69,751	66,908	22,120	13,378	7,670	51,795	29,153	13,970	6,977
Collier	1988	1,317,285	299,394	282,141	126,595	96,732	81,643	64,265	134,138	95,506	288,175	67,833	74,240	40,834
	1982	676,257	158,536	149,102	65,952	53,304	43,840	39,252	53,312	39,825	125,426	52,528	43,167	23,366
Columbia	1988	289,704	68,467	67,282	25,993	23,480	11,579	11,813	11,346	9,222	66,761	36,939	16,529	10,616
	1982	189,096	47,889	46,967	18,919	13,136	5,881	8,950	5,125	4,272	32,097	32,806	11,376	6,338
Dade	1988	16,170,088	2,694,033	2,448,980	1,387,797	1,663,530	1,404,405	1,133,943	838,339	445,369	4,311,625	940,582	539,729	774,337
	1982	9,408,819	1,834,757	1,664,551	911,432	1,055,350	874,832	764,231	483,416	287,501	1,946,007	778,985	302,785	389,949
De Soto	1988	139,361	38,201	37,706	9,091	25,100		2,463	3,531	3,160	20,790	8,703	9,824	7,207
	1982	80,957	26,501	26,107	5,261	12,033		1,843	1,503	1,395	8,977	7,101	5,715	3,894
Dixie	1988	42,350	14,397	14,310	2,750	3,768		449	588	139	6,749	4,995	5,599	938
	1982	26,559	8,759	8,689	1,403	2,742		508	289	81	2,992	4,703	3,293	804
Duval	1988	4,819,743	861,554	801,681	443,160	450,313	387,215	194,177	219,173	129,623	1,359,288	342,539	176,339	212,826
	1982	3,033,832	632,293	587,184	284,206	277,514	234,214	139,441	126,963	83,138	704,635	289,564	133,819	124,023
Escambia	1988	1,819,953	335,569	326,303	175,922	297,132	260,415	58,590	86,337	45,848	504,867	89,007	69,428	51,515
	1982	1,178,543	262,601	254,842	118,727	186,043	157,972	42,180	52,327	31,326	249,305	87,903	61,391	28,567
Flagler	1988	57,345	20,460	19,431	4,508	388		404	1,935	425	16,369	4,476	4,794	531
	1982	40,017	14,695	13,927	3,411	322		434	1,347	309	8,815	5,039	2,916	310

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores Total ($000)	Food Stores Supermarkets ($000)	Eating & Drinking Places Total ($000)	General Merchandise Stores Total ($000)	General Merchandise Stores Department Stores ($000)	Apparel & Accessories Stores Total ($000)	Furniture/Home Furnishings/Appliance Stores Total ($000)	Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000)	Automotive Dealers Total ($000)	Gasoline Service Stations Total ($000)	Bldg. Mtls. & Hardware Dealers Total ($000)	Drug-stores Total ($000)
FLORIDA (continued)														
ALL COUNTIES (continued)														
Franklin	1988	31,304	10,957	10,817	3,645	1,220		61	377		3,230	3,715	3,300	1,074
	1982	21,203	8,375	8,251	2,432	836		77	227		1,493	3,179	2,328	610
Gadsden	1988	127,666	36,884	36,113	6,239	10,927		3,414	5,739	3,069	26,507	5,459	6,203	5,031
	1982	96,921	33,650	32,882	4,653	7,865		4,280	3,144	1,887	15,916	6,515	4,505	3,356
Gilchrist	1988	16,670	7,003	6,926	1,839	926		146	93		283	676	1,992	478
	1982	9,565	4,168	4,114	1,128	490		138	63		108	888	938	315
Glades	1988	10,436	6,010	5,927	1,177	956		362	242		264	417		120
	1982	7,120	4,081	4,017	761	607		294	121		114	509		94
Gulf	1988	36,049	13,962	13,654	1,860	2,651		520	2,118	2,118	4,673	2,383	3,125	2,005
	1982	24,910	11,521	11,246	1,318	1,661		548	1,081	1,081	2,390	1,852	1,867	1,364
Hamilton	1988	42,138	13,127	12,802	1,909	680		282	1,103	367	4,215	11,772	4,679	953
	1982	29,284	8,573	8,345	1,685	629		327	538	237	1,994	10,089	2,827	766
Hardee	1988	113,729	41,612	41,328	3,071	6,560		2,137	2,822	1,832	15,729	6,565	13,815	8,562
	1982	59,647	24,450	24,236	1,835	2,717		1,508	1,280	922	6,062	5,590	6,361	3,533
Hendry	1988	152,571	52,121	50,972	10,729	8,771		1,213	2,636	2,123	42,147	9,510	12,105	3,796
	1982	94,957	39,309	38,366	6,436	4,479		973	1,301	1,111	18,359	8,035	7,918	2,422
Hernando	1988	357,795	121,062	117,381	21,797	26,997	21,803	5,549	20,137	7,708	73,157	22,140	20,617	20,602
	1982	185,117	65,934	63,803	12,074	13,344	10,558	3,446	6,918	2,823	30,482	18,580	12,991	8,726
Highlands	1988	350,348	99,015	96,005	26,305	21,443	13,711	7,228	23,400	15,944	87,415	16,565	20,799	21,290
	1982	214,958	66,969	64,804	17,095	13,197	8,104	6,281	10,408	7,524	43,004	15,683	14,846	11,985
Hillsborough	1988	6,296,872	1,386,439	1,317,421	587,108	717,132	625,554	194,926	396,004	205,248	1,551,706	376,106	224,427	201,506
	1982	3,621,009	879,025	833,606	367,463	416,662	357,887	139,340	169,561	99,234	744,036	334,911	145,554	108,594
Holmes	1988	40,724	12,312	12,103	6,185	1,474		333	1,216	380	9,126	1,219	1,079	1,789
	1982	33,489	11,791	11,568	4,483	1,246		567	1,105	377	5,865	1,927	984	1,117
Indian River	1988	601,755	143,514	138,461	56,161	53,934	37,250	25,664	42,240	24,609	116,631	37,153	34,207	33,689
	1982	367,620	95,625	92,075	34,725	25,729	16,369	17,716	20,977	13,611	63,883	31,809	24,190	19,111
Jackson	1988	189,206	41,782	40,821	7,509	13,574		5,139	5,473	3,958	63,283	21,383	6,138	8,326
	1982	136,455	35,535	34,647	7,014	11,550		4,055	3,457	2,672	34,197	20,698	5,311	4,898
Jefferson	1988	45,061	20,798	20,118	1,104	4,514		341	1,364	1,364	3,362	4,694	2,915	1,649
	1982	30,258	12,044	11,627	578	3,320		304	927	927	1,448	6,545	1,761	1,090
Lafayette	1988	8,618	3,761	3,592	433				372	372	793	273	2,473	164
	1982	6,933	3,313	3,159	533				322	322	502	515	1,370	160
Lake	1988	949,015	217,792	206,971	62,544	92,527	75,492	23,163	51,190	24,936	276,599	47,488	64,614	37,312
	1982	531,851	138,019	130,901	36,938	46,442	36,390	17,062	22,703	12,218	125,087	43,189	42,779	21,005
Lee	1988	2,330,074	511,542	491,149	204,679	248,257	212,159	73,292	196,796	127,562	539,548	129,130	134,271	87,736
	1982	1,400,295	340,947	326,703	127,763	160,782	134,042	50,846	93,897	66,334	263,985	100,463	90,271	56,944
Leon	1988	1,379,125	262,798	255,421	147,944	243,888	211,616	48,502	101,115	36,589	243,876	81,672	87,317	36,169
	1982	824,144	185,310	179,751	90,964	123,735	102,335	37,146	45,439	19,886	116,118	76,107	57,041	21,181
Levy	1988	86,808	33,940	33,322	6,628	3,666		1,158	3,354	3,035	13,957	10,475	1,973	4,317
	1982	65,537	24,937	24,436	5,358	3,082		1,206	2,262	2,120	8,203	11,936	1,470	2,939
Liberty	1988	9,579	6,237	6,083	537			46	454	454	237	1,181	73	194
	1982	5,949	2,983	2,903	466			47	281	281	152	1,451	59	136
Madison	1988	73,979	21,050	20,910	3,725	7,021		667	2,746	2,746	10,411	12,267	4,458	7,843
	1982	40,200	12,959	12,848	1,949	3,537		623	1,501	1,501	4,057	7,894	2,143	3,961
Manatee	1988	1,541,405	330,918	316,842	147,823	160,849	138,555	49,772	80,985	30,958	428,188	82,054	71,740	60,401
	1982	885,889	216,191	206,584	91,993	91,710	77,434	32,969	41,267	17,598	202,214	71,345	46,649	32,986
Marion	1988	1,409,515	306,972	288,145	87,954	164,155	136,576	44,456	83,461	36,880	304,398	118,522	129,481	52,874
	1982	733,753	173,247	162,299	54,074	78,722	63,699	25,974	33,016	16,990	122,487	97,988	67,187	23,221
Martin	1988	673,235	144,441	139,287	44,469	64,892	45,688	27,421	50,471	25,534	170,996	39,160	55,445	22,088
	1982	434,026	108,100	104,035	33,422	31,767	21,018	20,275	26,303	14,905	83,788	39,774	41,585	14,935
Monroe	1988	596,696	139,514	133,555	93,936	62,344	53,055	20,658	30,017	11,801	80,588	33,091	30,334	28,860
	1982	383,746	99,624	95,180	62,446	38,755	32,279	13,503	12,795	5,475	43,648	31,243	20,962	15,791
Nassau	1988	232,366	55,214	52,534	23,865	19,373	416	5,020	5,801	5,647	35,692	42,206	11,477	3,836
	1982	127,005	32,010	30,396	12,066	8,058	157	3,306	2,594	2,533	14,670	29,316	6,427	3,092
Okaloosa	1988	1,130,070	204,499	197,185	117,712	160,627	127,138	30,200	72,176	35,402	279,625	70,189	66,535	31,961
	1982	563,528	114,518	110,202	62,363	75,709	57,462	20,781	31,962	17,990	110,853	46,783	36,541	14,087
Okeechobee	1988	191,851	66,221	64,794	21,211	17,704	9,526	4,246	8,320	3,767	25,884	18,036	6,628	10,187
	1982	99,205	36,460	35,604	10,562	6,614	3,389	2,788	2,880	1,466	9,441	15,488	3,448	4,291
Orange	1988	5,526,356	1,055,230	995,772	607,866	526,745	418,636	180,104	204,519	109,422	1,704,864	301,789	249,896	147,902
	1982	2,935,531	616,356	580,472	323,912	304,162	233,203	116,943	123,090	74,703	695,498	260,983	150,748	74,563
Osceola	1988	795,403	176,029	166,011	115,274	60,687	47,437	21,732	27,889	14,965	222,242	71,991	37,698	23,737
	1982	337,462	84,790	79,805	46,503	22,511	16,762	9,900	10,809	6,171	74,757	46,626	16,093	9,994
Palm Beach	1988	7,380,468	1,450,306	1,353,143	723,884	766,816	685,815	419,373	597,795	386,652	1,836,828	395,557	272,502	285,942
	1982	3,845,955	868,824	809,006	386,984	411,367	352,993	241,022	231,157	161,958	786,010	302,265	157,792	141,124

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
FLORIDA (continued)														
ALL COUNTIES (continued)														
Pasco	1988	1,495,839	386,313	370,601	110,876	172,245	136,811	48,783	73,800	42,819	317,004	97,440	96,844	65,054
	1982	836,086	244,584	234,152	64,218	84,424	64,225	30,519	38,812	24,320	133,026	83,212	58,466	35,573
Pinellas	1988	6,633,061	1,394,602	1,309,356	735,023	785,289	716,862	188,720	457,834	201,447	1,624,479	354,782	248,034	224,770
	1982	4,067,794	975,669	914,210	460,116	487,240	439,093	151,631	219,917	111,225	798,370	328,165	174,244	136,479
Polk	1988	2,446,337	602,464	571,193	201,573	283,792	210,566	74,143	88,712	44,632	662,234	160,414	146,369	78,496
	1982	1,629,320	430,069	406,937	137,672	184,690	131,217	65,060	52,818	29,886	355,134	140,963	108,407	52,919
Putnam	1988	307,804	84,371	81,588	18,993	32,727	11,660	11,600	15,773	9,663	70,491	17,476	19,847	12,468
	1982	195,243	55,804	53,855	13,046	19,293	6,619	9,533	7,983	5,404	36,831	16,895	13,569	7,083
St. Johns	1988	431,985	94,356	85,924	60,021	34,189	27,813	7,825	15,568	5,166	106,864	41,122	17,275	18,339
	1982	255,810	60,957	55,398	35,527	15,265	12,083	5,818	6,224	2,363	52,946	39,633	10,903	8,465
St. Lucie	1988	997,259	230,115	218,099	64,043	87,518	76,415	27,710	65,980	32,679	285,216	42,275	85,991	39,612
	1982	504,296	128,402	121,456	38,508	44,413	37,814	17,937	24,508	13,322	116,033	44,972	39,033	17,079
Santa Rosa	1988	299,264	84,501	83,006	24,652	33,724	17,774	5,976	12,904	6,535	65,377	35,042	12,313	13,466
	1982	173,339	60,238	59,054	13,158	14,758	6,620	4,782	5,481	3,023	28,943	25,871	7,801	6,207
Sarasota	1988	2,418,696	471,585	435,587	235,177	261,701	224,307	90,902	215,329	143,396	591,281	114,226	145,794	96,912
	1982	1,432,228	308,862	284,718	146,784	154,765	130,875	66,504	107,193	75,774	270,346	107,256	94,832	59,047
Seminole	1988	1,809,025	344,688	329,981	151,991	271,451	234,487	82,689	119,471	66,869	410,703	103,650	109,998	42,736
	1982	1,065,602	242,416	231,612	99,166	153,261	129,460	55,097	52,969	33,412	194,130	88,567	60,719	26,564
Sumter	1988	172,203	43,040	41,378	15,538	9,910		1,209	3,534	983	12,203	60,566	7,521	4,759
	1982	94,762	25,130	24,111	8,112	3,305		773	1,159	413	4,336	40,952	3,041	2,555
Suwannee	1988	141,881	44,382	43,590	6,869	7,995	4,602	3,650	6,920	2,383	39,397	4,067	3,761	12,696
	1982	87,468	30,758	30,150	4,610	5,754	2,889	3,621	3,171	1,196	18,828	3,950	2,627	7,012
Taylor	1988	86,470	22,911	22,236	6,701	6,102	4,002	2,799	3,875	1,024	23,592	4,749	4,275	3,796
	1982	67,000	18,947	18,353	6,340	4,980	2,947	2,577	2,275	645	13,284	5,867	3,685	2,285
Union	1988	21,377	6,891	6,807	1,060				87		3,707	3,421	4,890	819
	1982	13,198	4,127	4,068	550				64		1,539	3,085	2,798	600
Volusia	1988	2,453,047	570,258	539,488	264,870	262,525	218,589	80,254	155,614	68,487	545,077	143,336	122,245	107,046
	1982	1,502,321	365,405	345,001	178,320	161,501	129,128	58,807	67,107	33,077	267,783	131,528	83,843	68,519
Wakulla	1988	23,128	11,071	9,727	3,924	1,472		37	1,070	575	2,424	207	1,429	184
	1982	17,075	8,284	7,264	2,973	1,135		58	913	521	1,403	304	1,030	222
Walton	1988	102,519	34,980	34,721	6,104	8,292		2,267	4,577	3,559	16,430	10,854	6,789	3,220
	1982	64,460	22,794	22,581	3,747	4,530		1,360	1,987	1,650	7,889	11,019	4,140	1,814
Washington	1988	55,114	22,726	22,043	5,835	5,423		668	1,493	953	1,543	2,035	6,146	3,958
	1982	40,068	17,080	16,534	4,686	3,912		624	801	588	957	3,106	3,857	2,101
TOTAL METRO COUNTIES	1988	88,910,779	17,387,674	16,233,642	8,569,725	9,650,717	8,232,295	3,830,362	5,432,242	2,917,771	23,162,091	5,199,220	3,801,531	3,405,353
	1982	51,769,161	11,529,419	10,735,179	5,304,188	5,749,048	4,808,575	2,647,588	2,628,447	1,566,926	10,723,892	4,457,002	2,404,447	1,855,271
TOTAL STATE	1988	94,994,314	19,045,383	17,836,996	9,058,065	10,139,866	8,486,775	3,987,898	5,732,230	3,086,701	24,466,369	5,686,034	4,202,987	3,686,312
	1982	55,468,945	12,630,984	11,798,678	5,618,527	6,016,502	4,938,043	2,765,740	2,766,828	1,651,451	11,348,457	4,883,390	2,660,597	2,015,960
GEORGIA														
ALBANY	1988	834,466	150,216	144,999	71,910	128,780	107,275	38,768	48,722	28,937	205,536	31,419	41,494	21,547
	1982	524,095	115,683	111,439	45,912	73,849	59,559	29,803	25,497	17,179	101,581	30,834	26,033	13,409
Dougherty	1988	823,826	144,743	139,666	71,350	128,780	107,275	38,719	48,147	28,362	205,045	31,106	41,251	20,406
	1982	516,783	111,889	107,750	45,366	73,849	59,559	29,741	25,110	16,792	101,380	30,358	25,784	12,755
Lee	1988	10,640	5,473	5,333	560			49	575	575	491	313	243	1,141
	1982	7,312	3,794	3,689	546			62	387	387	201	476	249	654
ATHENS	1988	954,387	205,549	198,158	94,129	130,262	130,439	38,455	42,007	18,020	193,392	46,500	48,741	43,397
	1982	561,715	135,163	129,934	57,187	75,358	63,599	26,798	20,488	10,322	96,951	40,057	31,023	21,190
Clarke	1988	767,958	131,606	126,823	84,341	142,741	124,875	32,902	35,732	13,632	154,864	32,646	39,620	34,048
	1982	452,036	93,681	90,096	50,057	71,287	60,902	22,383	17,236	8,090	79,060	27,607	25,628	16,662
Jackson	1988	129,472	38,544	37,204	6,383	7,381	5,564	3,472	4,580	4,152	34,013	12,616	4,686	8,304
	1982	76,924	23,489	22,627	4,615	3,920	2,697	2,532	2,262	2,066	15,190	11,160	3,145	3,743
Madison	1988	19,559	11,080	10,308	1,479	140		170	356		3,278	841	332	484
	1982	14,417	7,734	7,181	1,039	151		221	281		1,953	818	354	422
Oconee	1988	37,398	24,319	23,823	1,926			1,911	1,339	236	1,237	397	4,103	561
	1982	18,338	10,259	10,030	1,476			1,662	709	166	748	472	1,896	363
ATLANTA	1988	22,255,492	3,871,687	3,686,564	2,358,039	2,741,863	2,474,651	939,355	1,195,034	619,877	5,530,856	1,527,064	1,188,773	808,777
	1982	11,707,125	2,360,337	2,243,403	1,247,235	1,468,243	1,310,659	584,157	482,641	285,613	2,259,725	1,196,005	638,336	350,786
Barrow	1988	151,920	35,171	34,112	7,925	5,388		4,998	1,831	1,052	49,161	7,203	14,724	6,934
	1982	90,510	23,120	22,379	5,241	3,238		3,885	1,144	718	24,402	7,082	8,855	3,750

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
GEORGIA (continued)														
ATLANTA (continued)														
Butts	1988	34,206	13,597	13,449	1,329	1,501		1,771	1,283	1,283	2,523	2,162	3,340	1,618
	1982	28,832	11,571	11,423	1,351	960		1,730	981	981	1,998	2,621	2,459	1,148
Cherokee	1988	253,850	76,785	75,866	19,246	9,034	4,888	3,248	7,709	6,918	52,087	16,486	21,494	15,704
	1982	131,132	45,473	44,840	10,264	4,275	2,098	2,377	3,250	3,028	20,580	9,844	13,533	6,386
Clayton	1988	1,753,581	294,974	284,131	118,279	329,210	303,552	41,085	81,692	27,559	479,525	118,842	43,054	66,578
	1982	880,306	178,308	171,412	65,279	164,414	150,552	31,816	24,942	10,610	176,110	94,309	24,088	28,015
Cobb	1988	3,593,333	600,058	580,268	275,820	599,656	542,459	159,896	204,831	106,015	909,343	226,222	247,458	114,099
	1982	1,949,512	381,551	368,245	162,939	313,253	281,448	101,858	71,574	43,152	420,143	184,962	122,804	54,104
Coweta	1988	231,585	52,340	51,456	11,387	17,767	13,754	8,496	9,927	7,330	77,056	17,851	9,877	11,271
	1982	148,221	40,567	39,803	9,314	11,680	8,565	6,934	5,871	4,552	33,902	16,621	6,511	5,991
De Kalb	1988	5,803,326	848,806	783,333	529,147	741,886	689,910	244,303	273,923	149,554	1,793,228	411,908	289,098	172,376
	1982	3,049,680	559,656	515,461	289,442	409,971	378,605	148,937	134,140	82,439	676,803	321,681	151,664	78,462
Douglas	1988	381,406	102,309	100,653	31,499	18,410	17,863	10,124	22,696	22,000	113,481	31,461	19,748	17,579
	1982	209,553	66,262	65,060	16,278	9,457	9,132	7,385	8,627	8,435	45,320	28,767	11,375	8,370
Fayette	1988	173,039	59,181	53,568	13,449	280		5,717	3,491	1,085	21,026	7,038	11,818	14,854
	1982	82,374	31,294	28,269	5,745	221		3,201	2,303	761	7,933	4,887	5,745	5,228
Forsyth	1988	134,742	28,841	28,529	14,707	6,405		3,899	9,225	2,692	33,484	9,687	11,411	6,153
	1982	81,308	20,526	20,264	9,170	2,887		2,875	4,547	1,382	16,107	8,684	7,734	2,804
Fulton	1988	6,914,321	1,090,092	1,024,699	1,117,707	793,542	739,393	405,988	370,932	180,668	1,304,179	462,983	344,057	250,465
	1982	3,588,522	591,956	555,339	557,614	445,626	409,040	226,389	149,056	84,037	550,709	350,925	190,335	101,009
Gwinnett	1988	1,603,327	349,852	341,476	139,895	138,040	104,652	25,771	151,193	76,333	340,779	142,865	106,867	70,572
	1982	751,203	198,546	193,407	64,928	55,795	40,140	15,171	52,390	28,851	127,534	100,565	52,601	26,844
Henry	1988	140,628	31,353	31,041	10,529	2,443		1,313	2,119	2,119	38,163	28,523	10,049	7,672
	1982	88,523	23,596	23,314	6,772	1,372		649	1,022	1,022	17,244	22,272	5,705	3,194
Newton	1988	169,574	57,545	57,041	10,449	10,225	9,164	10,306	6,719	6,114	36,382	7,745	5,711	9,161
	1982	106,291	36,172	35,785	7,102	5,992	5,267	7,650	3,116	2,931	17,574	8,565	3,798	5,321
Paulding	1988	89,255	17,334	15,292	4,234	2,566		503	1,087	1,087	46,907	3,064	2,173	5,050
	1982	57,100	16,116	14,190	2,933	1,756		494	559	559	22,227	3,749	1,665	3,172
Rockdale	1988	330,889	64,145	63,682	20,634	26,534	21,832	7,502	20,021	9,451	120,101	21,021	20,517	14,945
	1982	177,897	47,148	46,714	12,160	14,393	11,174	4,532	6,722	3,177	46,628	19,042	12,078	5,590
Spalding	1988	373,022	103,034	102,067	24,040	33,339	27,184	20,633	20,724	17,696	86,639	8,950	17,946	13,881
	1982	211,019	59,555	58,878	15,244	19,269	14,638	14,842	9,751	8,501	39,870	8,813	11,644	6,753
Walton	1988	123,488	46,270	45,881	7,763	5,637		3,802	5,631	921	26,792	3,053	9,431	9,865
	1982	75,142	28,920	28,620	5,459	3,684		3,432	2,646	477	14,641	2,616	5,742	4,645
AUGUSTA	1988	2,292,124	464,048	454,585	179,994	308,404	229,446	119,402	136,966	77,448	539,660	157,656	111,653	100,955
	1982	1,452,316	333,235	325,742	125,010	182,019	130,600	84,959	64,427	40,460	280,140	139,161	80,857	50,187
Columbia	1988	146,276	43,126	41,836	8,464	21,937	5,968	3,025	14,866	7,820	16,185	8,830	15,767	7,048
	1982	97,863	32,495	31,460	5,512	12,940	3,001	2,536	5,987	3,492	7,566	9,121	13,708	3,638
McDuffie	1988	127,912	33,850	33,692	8,635	7,553	3,817	5,244	5,237	4,654	24,325	13,107	15,127	7,485
	1982	81,793	23,105	22,952	5,485	4,755	2,168	3,724	2,612	2,409	11,083	10,878	11,772	3,400
Richmond	1988	1,402,121	237,416	231,726	121,171	201,415	168,614	75,269	98,833	53,114	370,626	89,036	39,869	51,904
	1982	916,450	172,172	167,711	90,089	127,840	102,982	57,295	47,812	28,995	200,292	80,805	35,564	27,004
Aiken, S. C.	*1988*	*615,815*	*149,656*	*147,331*	*41,724*	*77,499*	*51,047*	*35,864*	*18,030*	*11,860*	*128,524*	*46,683*	*40,890*	*34,518*
	1982	*356,210*	*105,463*	*103,619*	*23,924*	*36,484*	*22,449*	*21,404*	*8,016*	*5,564*	*61,199*	*38,357*	*19,813*	*16,145*
COLUMBUS	1988	1,429,648	243,621	237,153	119,594	168,741	149,708	55,108	103,517	51,781	428,258	93,729	44,394	52,488
	1982	945,403	190,585	185,118	83,216	128,166	112,220	48,765	51,406	29,854	211,507	90,789	29,817	27,052
Chattahoochee	1988	3,662	1,441	1,331	1,535			194				272		
	1982	3,153	1,044	962	1,409			230				358		
Muscogee	1988	1,253,672	183,412	177,896	103,445	149,252	136,548	49,058	100,971	50,600	402,059	80,434	36,398	41,745
	1982	830,650	146,253	141,573	72,474	115,409	104,062	44,865	50,138	29,124	200,671	78,481	25,277	22,333
Russell, Ala.	*1988*	*172,314*	*58,768*	*57,926*	*14,614*	*19,489*	*13,160*	*5,856*	*2,546*	*1,181*	*26,199*	*13,023*	*7,996*	*10,743*
	1982	*111,600*	*43,288*	*42,583*	*9,333*	*12,757*	*8,158*	*3,670*	*1,268*	*730*	*10,836*	*11,950*	*4,540*	*4,719*
MACON - WARNER ROBINS	1988	1,951,010	386,752	378,210	152,315	252,510	208,236	74,678	105,830	62,614	569,447	107,533	73,755	72,422
	1982	1,233,439	283,762	276,772	103,345	161,152	128,819	60,969	52,505	34,652	266,479	110,986	56,307	38,542
Bibb	1988	1,255,485	215,323	209,178	107,172	191,639	157,067	58,834	83,399	48,861	333,766	68,523	33,021	47,286
	1982	823,074	167,015	161,926	72,922	122,589	97,339	47,742	40,502	26,619	169,385	74,373	29,300	25,280
Houston	1988	581,411	138,164	136,596	37,359	57,436	51,169	12,925	20,301	12,390	205,750	25,749	32,431	18,240
	1982	334,102	91,467	90,249	26,081	35,732	31,480	10,230	10,275	6,903	84,318	24,299	21,809	8,813
Jones	1988	18,043	9,124	8,980	528			340	1,084	317	828	406	1,353	2,694
	1982	14,001	6,643	6,525	314			457	883	285	573	743	940	2,266
Peach	1988	96,071	24,141	23,456	7,256	3,435		2,579	1,046	1,046	29,103	12,855	6,950	4,202
	1982	62,262	18,637	18,072	4,028	2,831		2,540	845	845	12,203	11,571	4,258	2,183

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
GEORGIA (continued)														
SAVANNAH	**1988**	**1,748,783**	**325,128**	**313,730**	**195,278**	**215,457**	**174,146**	**102,049**	**103,030**	**65,240**	**414,269**	**107,310**	**68,361**	**73,027**
	1982	1,072,141	234,816	226,090	123,416	130,309	102,694	69,669	52,720	36,633	195,936	95,665	48,327	32,069
Chatham	1988	1,711,154	310,893	300,616	194,343	212,645	174,146	101,589	100,893	63,103	405,281	104,999	66,422	72,207
	1982	1,043,638	223,606	215,784	122,727	128,649	102,694	69,333	51,633	35,546	189,864	93,305	47,037	31,248
Effingham	1988	37,629	14,235	13,114	935	2,812		460	2,137	2,137	8,988	2,311	1,939	820
	1982	28,503	11,210	10,306	689	1,660		336	1,087	1,087	6,072	2,360	1,290	821
ALL COUNTIES														
Appling	1988	79,832	22,960	22,271	5,880	4,188		4,632	3,520	2,274	19,202	4,707	4,370	3,525
	1982	46,440	15,687	15,186	3,892	2,773		2,927	1,500	1,042	8,447	3,742	2,489	1,434
Atkinson	1988	15,015	6,255	6,144	600	500		42	358	358	3,002	887	466	442
	1982	10,975	4,300	4,215	536	406		52	246	246	1,287	1,376	438	308
Bacon	1988	41,192	12,387	11,826	2,273	1,288		1,265	809	809	12,834	2,327	1,434	4,427
	1982	27,460	8,258	7,868	1,562	778		1,555	753	753	6,701	2,565	1,189	2,189
Baker	1988	4,331	3,093	3,072				71				298		148
	1982	3,915	2,500	2,478				74				365		110
Baldwin	1988	226,032	52,091	50,629	17,497	37,620	29,954	8,973	10,639	3,472	44,788	14,788	10,646	11,093
	1982	140,265	38,927	37,759	11,993	19,378	14,694	6,615	4,522	1,852	21,832	12,938	6,883	5,162
Banks	1988	17,335	3,231	3,135	5,263	342		361	545	545	333	4,691	1,490	
	1982	8,871	1,260	1,220	1,577	179		263	240	240	79	3,743	888	
Barrow	1988	151,920	35,171	34,112	7,925	5,388		4,998	1,831	1,052	49,161	7,203	14,724	6,934
	1982	90,510	23,120	22,379	5,241	3,238		3,885	1,144	718	24,402	7,082	8,855	3,750
Bartow	1988	287,805	67,652	66,201	24,052	12,243	8,235	14,139	16,869	8,884	60,367	52,335	10,440	9,801
	1982	170,744	41,955	40,974	13,450	6,431	3,881	8,750	7,232	4,149	27,265	40,522	7,390	4,767
Ben Hill	1988	86,625	25,727	24,965	5,744	6,079		4,894	5,878	2,263	15,635	6,616	3,455	4,506
	1982	56,313	17,702	17,143	3,580	3,602		3,535	3,121	1,378	8,558	6,324	2,748	2,326
Berrien	1988	54,670	11,128	11,024	1,972	4,511		1,567	2,806	1,145	21,988	2,302	2,734	1,864
	1982	43,316	11,715	11,583	1,348	3,077		1,556	1,495	723	14,395	2,575	2,438	1,434
Bibb	1988	1,255,485	215,323	209,178	107,172	191,639	157,067	58,834	83,399	48,861	333,766	68,523	33,021	47,286
	1982	823,074	167,015	161,926	72,922	122,589	97,339	47,742	40,502	26,619	169,385	74,373	29,300	25,280
Bleckley	1988	37,943	13,864	13,468	1,869	2,971		1,951	2,911	2,911	5,412	1,505	743	3,547
	1982	28,917	11,266	10,924	1,471	2,323		1,826	1,541	1,541	4,067	1,965	526	2,152
Brantley	1988	10,298	4,631	4,536	1,019				1,312	1,312	721	534	981	271
	1982	6,996	3,378	3,301	514				792	792	317	699	630	213
Brooks	1988	55,777	15,869	14,620	1,069	986		1,626	2,968	1,867	24,602	1,360	1,232	1,898
	1982	35,234	10,897	10,020	988	1,041		1,456	1,773	1,188	12,148	1,501	1,478	1,224
Bryan	1988	32,613	8,770	8,205	3,443	97		108	375		3,880	6,587	5,623	984
	1982	21,027	6,090	5,686	2,063	80		137	259		1,945	5,297	3,140	407
Bulloch	1988	252,702	60,636	59,185	18,167	39,622	32,674	11,091	11,522	5,755	61,969	13,876	10,777	8,153
	1982	164,206	44,679	43,522	13,277	21,371	16,673	8,761	6,651	3,805	32,955	12,860	7,341	5,011
Burke	1988	79,597	32,530	31,654	5,699	2,511		2,121	8,794	8,794	12,694	1,801	988	4,797
	1982	56,636	25,136	24,409	4,168	2,462		2,766	5,198	5,198	6,004	2,753	794	2,536
Butts	1988	34,206	13,597	13,449	1,329	1,501		1,771	1,283	1,283	2,523	2,162	3,340	1,618
	1982	28,832	11,571	11,423	1,351	960		1,730	981	981	1,998	2,621	2,459	1,148
Calhoun	1988	12,110	4,727	4,684	65	264		189	464	337	4,034	392	576	515
	1982	10,750	4,262	4,216	100	322		298	414	296	2,652	786	690	486
Camden	1988	114,414	35,103	34,235	7,476	5,173		834	3,933	1,3[illegible]	29,738	14,234	10,032	3,235
	1982	45,867	16,076	15,648	3,173	2,233		483	1,456	542	8,199	7,654	3,396	1,222
Candler	1988	44,406	13,331	12,570	784	965		2,039	805	483	14,141	3,271	1,791	806
	1982	27,613	8,437	7,939	711	758		1,420	585	411	7,168	2,855	1,089	635
Carroll	1988	358,566	87,181	84,540	26,850	48,099	38,028	10,548	11,134	8,263	77,299	13,780	32,190	18,233
	1982	210,918	60,538	58,588	17,015	22,913	16,850	7,975	5,744	4,554	36,787	13,297	17,073	8,953
☐ Catoosa	1986	276,124	100,552	100,274	23,270	37,053	31,947	6,540	16,362	10,392	45,895	21,984	9,966	7,602
	1982	132,233	52,596	52,414	10,700	16,854	14,169	3,351	5,846	4,220	16,461	15,266	4,583	3,060
Charlton	1988	26,866	6,197	6,171	1,896	880		447	845	585	12,998	449	531	982
	1982	19,797	5,444	5,410	1,668	1,098		451	741	570	6,959	878	750	584
Chatham	1988	1,711,154	310,893	300,616	194,343	212,645	174,146	101,589	100,893	63,103	405,281	104,999	66,422	72,207
	1982	1,043,638	223,606	215,784	122,727	128,649	102,694	69,333	51,633	35,546	189,864	93,305	47,037	31,248
Chattahoochee	1988	3,662	1,441	1,331	1,535			194				272		
	1982	3,153	1,044	962	1,409			230				358		
Chattooga	1988	120,416	37,683	36,310	7,213	7,845		5,221	2,462	2,462	24,367	6,279	4,263	5,281
	1982	62,290	21,332	20,514	3,602	3,489		2,716	1,076	1,076	8,973	7,417	2,455	2,079
Cherokee	1988	253,850	76,785	75,866	19,246	9,034	4,888	3,248	7,709	6,918	52,087	16,486	21,494	15,704
	1982	131,132	45,473	44,840	10,264	4,275	2,098	2,377	3,250	3,028	20,580	9,844	13,533	6,386

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 / U.S. CENSUS 1982 — METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
GEORGIA (continued)														
ALL COUNTIES (continued)														
Clarke	1988	767,958	131,606	126,823	84,341	142,741	124,875	32,902	35,732	13,632	154,864	32,646	39,620	24,048
	1982	452,036	93,681	90,096	50,057	71,287	60,902	22,383	17,236	8,090	79,060	27,607	25,628	16,662
Clay	1988	7,172	4,877	4,837	544	96						204	426	538
	1982	4,177	2,401	2,377	438	74						264	368	369
Clayton	1988	1,753,581	294,974	284,131	118,279	329,210	303,552	41,085	81,692	27,559	479,525	118,842	43,054	66,578
	1982	880,306	178,308	171,412	65,279	164,414	150,552	31,816	24,942	10,610	176,110	94,309	24,088	28,015
Clinch	1988	14,413	5,906	5,756	735	357		52	471	471	3,157	166	216	1,825
	1982	11,445	5,191	5,048	688	425		83	410	410	1,820	214	293	1,003
Cobb	1988	3,593,333	600,058	580,288	275,820	599,656	542,459	159,896	204,831	106,015	909,343	226,222	247,458	114,099
	1982	1,949,512	381,551	368,245	162,939	313,253	281,448	101,858	71,574	43,152	420,143	184,962	122,804	54,104
Coffee	1988	165,241	34,246	31,136	11,501	18,227	4,561	8,437	7,942	4,498	37,174	6,848	22,396	7,281
	1982	99,743	26,703	24,230	7,430	7,926	1,647	6,667	3,299	2,212	15,189	6,216	14,805	3,411
Colquitt	1988	182,240	46,115	44,716	13,219	20,461	11,992	7,628	5,493	3,435	39,189	10,805	13,222	8,419
	1982	119,827	33,749	32,660	8,231	10,004	5,086	7,456	3,386	2,323	19,007	9,651	9,925	5,160
Columbia	1988	146,276	43,126	41,836	8,464	21,937	5,968	3,025	14,866	7,820	16,185	8,830	15,767	7,048
	1982	97,863	32,495	31,460	5,512	12,940	3,001	2,536	5,987	3,492	7,566	9,121	13,708	3,638
Cook	1988	49,291	13,898	12,569	4,929	1,110		1,518	3,075	2,334	8,523	8,042	1,713	1,990
	1982	35,763	10,008	9,033	3,176	1,098		1,832	1,436	1,184	3,992	7,391	1,432	1,790
Coweta	1988	231,585	52,340	51,456	11,387	17,767	13,754	8,496	9,927	7,330	77,056	17,851	9,877	11,271
	1982	148,221	40,567	39,803	9,314	11,680	8,565	6,934	5,871	4,552	33,902	16,621	6,511	5,991
Crawford	1988	6,029	2,933	2,801	181			147	101		1,136	387	57	
	1982	4,613	1,786	1,702	215			195	94		603	719	62	
Crisp	1988	181,372	47,798	46,550	12,887	23,144	5,174	6,735	5,366	4,188	28,308	33,231	7,408	5,788
	1982	114,201	30,365	29,513	7,968	10,187	1,903	5,700	2,768	2,345	12,718	30,501	4,266	2,954
□ Dade	1988	42,891	19,003	18,856	2,470	966		710	1,296	1,246	3,504	7,341	4,700	464
	1982	33,416	12,957	12,831	1,933	867		751	1,044	1,009	2,135	8,698	2,921	373
Dawson	1988	11,889	1,972	1,783	446	197		182	489	489	1,050	2,678	2,851	137
	1982	7,538	1,315	1,185	226	126		136	244	244	493	2,094	1,310	107
Decatur	1988	123,745	32,569	32,459	6,631	9,977	7,251	8,551	2,723	1,114	30,968	4,914	6,964	9,524
	1982	77,131	23,016	22,892	4,573	6,347	4,184	6,370	1,787	875	13,308	4,835	4,536	5,002
De Kalb	1988	5,803,326	848,806	783,333	529,147	741,886	689,910	244,303	273,923	149,554	1,793,228	411,908	289,098	172,376
	1982	3,049,680	559,656	515,461	289,442	409,971	378,605	148,937	134,140	82,439	676,803	321,681	151,664	78,462
Dodge	1988	99,366	29,048	27,678	10,963	13,092		2,736	1,855	1,367	18,591	8,909	5,098	5,711
	1982	68,215	21,762	20,694	8,675	6,125		2,314	1,077	877	9,456	10,250	3,325	2,570
Dooly	1988	60,285	7,518	7,393	1,804	957		731	3,643	3,643	20,976	15,323	4,357	2,280
	1982	34,359	4,937	4,844	948	706		813	2,304	2,304	9,532	10,568	2,317	953
Dougherty	1988	823,626	144,743	139,666	71,350	128,780	107,275	38,719	48,147	28,362	205,045	31,106	41,251	20,406
	1982	516,783	111,889	107,750	45,366	73,849	59,559	29,741	25,110	16,792	101,380	30,358	25,784	12,755
Douglas	1988	381,406	102,309	100,653	31,499	18,410	17,863	10,124	22,696	22,000	113,481	31,461	19,748	17,579
	1982	209,553	66,262	65,060	16,278	9,457	9,132	7,385	8,627	8,435	45,320	28,767	11,375	8,370
Early	1988	47,488	14,406	14,003	1,474	2,973		2,406	802	579	10,793	1,663	2,746	3,970
	1982	36,157	12,174	11,809	1,076	2,593		2,357	757	608	6,535	2,325	1,729	1,896
Echols	1988	565	295	294	270									
	1982	390	205	205	185									
Effingham	1988	37,629	14,235	13,114	935	2,812		460	2,137	2,137	8,988	2,311	1,939	820
	1982	28,503	11,210	10,306	689	1,600		336	1,087	1,087	6,072	2,360	1,290	821
Elbert	1988	117,047	27,456	27,059	5,029	3,967	1,551	2,900	3,130	1,745	52,873	3,326	4,369	5,327
	1982	76,162	20,867	20,525	4,202	3,051	1,111	2,637	1,733	1,006	26,573	3,862	3,688	3,100
Emanuel	1988	109,476	27,968	27,462	7,264	6,540		7,535	6,026	6,026	28,380	4,113	7,618	5,080
	1982	71,785	20,426	20,016	5,200	3,984		5,291	3,355	3,355	15,080	4,443	5,817	3,012
Evans	1988	51,554	15,569	15,142	1,398	4,030		2,217	1,774	1,470	10,255	2,200	5,856	2,185
	1982	31,778	9,024	8,759	1,142	2,799		1,589	983	826	4,897	2,830	3,481	1,489
Fannin	1988	60,168	23,819	22,996	4,527	7,156		2,294	1,228	1,228	6,066	3,025	3,296	2,033
	1982	42,421	17,812	17,163	3,030	4,131		1,720	842	842	3,873	2,949	2,591	1,375
Fayette	1988	173,039	59,181	53,568	13,449	280		5,717	3,491	1,085	21,026	7,038	11,818	14,854
	1982	82,374	31,294	28,269	5,745	221		3,201	2,303	761	7,933	4,887	5,745	5,228
Floyd	1988	452,796	100,345	98,032	38,670	63,510	59,603	27,198	27,336	13,819	97,872	24,700	10,698	25,924
	1982	300,448	77,759	75,817	27,182	38,350	35,292	20,102	15,218	8,920	52,271	23,547	9,132	11,248
Forsyth	1988	134,742	28,841	28,529	14,707	6,405		3,899	9,225	2,692	33,484	9,687	11,411	6,153
	1982	81,308	20,526	20,264	9,170	2,887		2,875	4,547	1,382	16,107	8,684	7,734	2,804
Franklin	1988	110,229	22,804	21,818	2,609	3,700		1,913	3,411	2,257	45,725	8,724	7,514	4,367
	1982	62,046	17,115	16,344	1,937	1,640		1,628	1,824	1,375	22,174	8,564	5,529	2,256
Fulton	1988	6,914,321	1,090,092	1,024,699	1,117,707	793,542	739,393	405,988	370,932	180,668	1,304,179	462,983	344,057	250,465
	1982	3,588,522	591,956	555,339	557,614	445,626	409,040	226,389	149,056	84,037	550,709	350,925	190,335	101,009

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982			Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
METRO AREA County	Year	Total Retail Sales ($000)	Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
GEORGIA (continued)														
ALL COUNTIES (continued)														
Gilmer	1988	49,130	8,871	8,655	3,264	3,970		900	2,434	1,781	15,588	2,971	3,418	4,106
	1982	33,610	6,900	6,718	2,233	2,367		885	1,617	1,296	8,616	2,990	2,594	2,562
Glascock	1988	3,288	1,205	1,138	455	209			106		170	752		
	1982	2,055	851	803	270	118			50		86	470		
Glynn	1988	406,769	69,172	67,792	45,765	46,613	32,778	29,663	21,496	11,343	73,846	49,939	23,613	17,370
	1982	302,973	61,392	60,047	35,515	28,087	18,288	24,582	13,168	7,652	43,229	46,214	16,899	10,554
Gordon	1988	194,327	43,354	42,107	19,226	15,838	9,546	7,776	23,634	19,497	19,567	23,046	12,650	8,601
	1982	108,896	25,939	25,142	11,010	8,356	4,393	5,472	10,851	9,337	8,609	17,568	6,590	4,216
Grady	1988	101,885	34,932	34,301	2,874	4,029		3,103	2,772	1,082	24,770	3,795	6,560	2,541
	1982	67,852	25,434	24,924	2,673	2,457		2,607	1,408	694	12,982	4,248	5,569	1,581
Greene	1988	39,310	16,905	16,747	1,599	1,652		431	2,277	979	8,955	1,405	496	1,030
	1982	25,302	12,070	11,934	1,035	943		547	1,012	505	4,730	1,340	383	656
Gwinnett	1988	1,603,327	349,852	341,476	139,895	138,040	104,652	25,771	151,193	76,333	340,779	142,865	106,867	70,572
	1982	751,203	198,546	193,407	64,928	55,795	40,140	15,171	52,390	28,851	127,534	100,565	52,601	26,844
Habersham	1988	159,359	37,863	37,259	8,955	4,943		10,250	8,852	7,943	42,040	6,965	18,571	9,162
	1982	98,759	25,645	25,187	5,959	3,374		6,570	4,487	4,153	20,947	6,366	13,688	4,531
Hall	1988	590,220	123,744	120,280	56,502	82,726	70,248	23,793	25,842	13,379	150,648	12,939	41,313	31,091
	1982	350,944	87,840	85,210	35,044	48,564	40,090	16,781	13,170	7,907	66,266	13,855	26,928	14,918
Hancock	1988	16,366	8,114	7,740	939	374		348	221	221	2,169	2,017	440	937
	1982	12,251	5,564	5,297	851	278		406	154	154	974	2,618	378	603
Haralson	1988	69,332	22,983	22,658	2,527	3,331		2,695	1,955	591	14,275	3,297	2,764	6,670
	1982	44,843	16,401	16,137	2,111	1,750		2,580	1,089	439	6,894	3,039	2,343	3,157
Harris	1988	19,300	9,176	9,015	1,122	440		151	1,660	905	2,529	776	460	195
	1982	16,046	7,653	7,504	1,259	396		252	959	523	1,595	1,075	624	238
Hart	1988	64,737	17,044	16,767	7,018	5,771		2,479	4,058	3,485	13,283	2,220	2,652	4,070
	1982	39,042	12,497	12,269	4,003	3,232		1,713	2,010	1,819	6,546	2,022	1,619	2,055
Heard	1988	11,708	4,436	4,295	270			133	1,939	1,939	1,249	1,081	303	720
	1982	6,539	2,452	2,370	211			110	894	894	595	1,122	188	361
Henry	1988	140,628	31,353	31,041	10,529	2,443		1,313	2,119	2,119	38,163	28,523	10,049	7,672
	1982	88,523	23,596	23,314	6,772	1,372		649	1,022	1,022	17,244	22,272	5,705	3,194
Houston	1988	581,411	138,164	136,596	37,359	57,436	51,169	12,925	20,301	12,390	205,750	25,749	32,431	18,240
	1982	334,102	91,467	90,249	26,081	35,732	31,480	10,230	10,275	6,903	84,318	24,299	21,809	8,813
Irwin	1988	14,876	4,718	4,551	773	347		1,553	229	229	2,813	752	778	1,012
	1982	11,737	3,832	3,689	574	257		1,217	208	208	1,809	990	825	699
Jackson	1988	129,472	38,544	37,204	6,383	7,381	5,564	3,472	4,580	4,152	34,013	12,616	4,686	8,304
	1982	76,924	23,489	22,627	4,615	3,920	2,697	2,532	2,262	2,066	15,190	11,160	3,145	3,743
Jasper	1988	13,522	6,161	6,122	1,068	436		56	171	171	1,264	1,637	214	516
	1982	10,829	4,980	4,938	652	483		87	149	149	810	1,707	283	460
Jeff Davis	1988	61,151	24,071	23,371	3,902	3,624		2,886	4,232	3,500	11,153	2,089	1,879	4,184
	1982	40,962	17,347	16,810	2,249	2,259		2,484	1,525	1,346	5,822	2,733	1,605	2,116
Jefferson	1988	75,257	18,090	17,499	4,499	3,279		2,416	2,902	940	23,030	4,348	2,673	5,579
	1982	43,936	11,974	11,560	2,295	2,006		1,724	1,478	618	10,235	5,817	1,556	2,331
Jenkins	1988	33,898	17,524	16,756	971	229		1,087	657	339	5,918	3,124	1,004	1,351
	1982	20,518	8,853	8,449	683	113		1,390	513	322	2,840	2,930	808	959
Johnson	1988	13,740	7,326	7,255	847	127		553	638	638	2,201	678	134	558
	1982	12,055	5,553	5,488	829	178		944	660	660	1,599	798	213	599
Jones	1988	18,043	9,124	8,980	528			340	1,084	317	828	406	1,353	2,694
	1982	14,001	6,643	6,525	314			457	883	285	573	743	940	2,266
Lamar	1988	37,738	14,695	14,328	3,391	3,717		369	584	446	8,194	1,191	1,698	2,410
	1982	30,198	11,804	11,486	2,609	2,956		497	577	451	5,864	1,590	1,376	1,653
Lanier	1988	11,179	2,862	2,847	293	116		66	420	420	3,040	757	147	550
	1982	8,410	2,993	2,972	198	105		83	340	340	2,580	853	161	406
Laurens	1988	295,959	63,978	62,003	18,438	37,512	28,131	12,829	18,314	11,845	76,579	17,356	13,449	13,243
	1982	163,125	39,722	38,419	11,621	17,210	12,639	9,981	6,944	4,961	33,826	13,442	8,544	6,205
Lee	1988	10,640	5,473	5,333	560			49	575	575	491	313	243	1,141
	1982	7,312	3,794	3,689	546			62	387	387	201	476	249	654
Liberty	1988	134,328	30,428	29,096	12,726	13,126	7,113	4,256	14,220	2,252	21,283	15,314	11,228	3,098
	1982	99,679	23,248	22,186	11,969	8,625	3,948	3,870	7,816	1,730	10,911	15,964	8,806	1,875
Lincoln	1988	13,871	5,403	5,345	908	342		687	218	218	3,280	966	397	886
	1982	8,775	3,081	3,041	563	170		590	139	139	1,524	1,240	261	697
Long	1988	3,000	1,878	1,579	65			254	68		328	57		105
	1982	2,980	1,544	1,294	104			421	68		343	117		96
Lowndes	1988	491,154	89,099	82,214	45,664	51,406	39,793	26,285	26,831	13,683	114,314	52,653	22,453	27,230
	1982	357,637	71,438	65,787	33,123	33,084	24,830	21,007	14,957	8,878	67,645	55,382	17,073	17,167

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

SaMM ESTIMATES: 1988 U.S. CENSUS: 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
GEORGIA (continued)														
ALL COUNTIES (continued)														
Lumpkin	1988	43,515	9,601	9,231	4,010	1,485		139	760	760	19,429	687	1,498	3,785
	1982	28,397	8,405	8,065	3,042	1,395		198	580	580	8,793	968	1,776	1,922
McDuffie	1988	127,912	33,850	33,692	8,635	7,553	3,817	5,244	5,237	4,654	24,325	13,107	15,127	7,485
	1982	81,793	23,105	22,952	5,485	4,755	2,168	3,724	2,612	2,409	11,083	10,878	11,772	3,400
McIntosh	1988	28,231	8,487	8,397	1,356	876		84	101		7,739	4,905	534	694
	1982	20,096	6,402	6,321	911	660		115	94		3,985	4,662	663	597
Macon	1988	33,190	9,369	9,096	769	2,396		1,862	881	681	6,228	882	2,084	3,640
	1982	28,873	9,291	9,001	757	2,471		1,754	850	717	4,297	1,207	1,997	2,123
Madison	1988	19,559	11,080	10,308	1,479	140		170	356		3,278	841	332	484
	1982	14,417	7,734	7,181	1,039	151		221	281		1,953	818	354	422
Marion	1988	16,871	5,432	5,294	160	530		92			2,743	913	423	1,616
	1982	9,752	3,157	3,070	124	297		79			1,314	754	269	732
Meriwether	1988	74,531	16,852	16,608	3,311	4,571		1,774	2,803	2,803	26,951	1,886	4,031	2,864
	1982	62,796	16,273	16,005	3,185	3,753		1,862	1,974	1,974	20,828	2,695	3,495	1,862
Miller	1988	18,953	7,292	7,249	156	199		502	1,076	162	5,397	1,241	1,285	608
	1982	15,379	6,704	6,650	160	205		469	606	105	3,528	1,355	1,003	557
Mitchell	1988	81,151	27,275	26,888	2,862	4,054		3,985	5,608	4,519	18,648	5,400	3,677	2,435
	1982	56,992	20,990	20,652	1,854	2,597		2,991	3,111	2,640	11,689	4,849	2,356	1,592
Monroe	1988	49,840	16,459	16,363	6,923	1,622		2,919	455	455	1,073	12,358	1,764	4,550
	1982	37,279	12,154	12,059	4,645	763		1,861	368	368	524	12,476	1,381	2,050
Montgomery	1988	55,267	9,190	8,950	3,922	6,318		1,705	2,134	2,134	28,370	769	672	1,075
	1982	31,852	6,493	6,311	2,884	5,171		1,722	1,602	1,602	10,823	1,061	683	736
Morgan	1988	79,817	21,398	20,818	6,028	2,313		1,084	1,093	1,093	16,533	16,040	5,737	3,133
	1982	45,124	12,550	12,185	2,668	1,547		683	639	639	7,838	11,213	3,198	1,425
Murray	1988	89,284	46,785	46,292	3,448	1,662		2,163	1,836	1,393	10,473	7,909	4,966	6,607
	1982	54,547	28,126	27,775	2,449	1,574		1,299	1,457	1,131	4,355	7,035	3,107	2,716
Muscogee	1988	1,253,672	183,412	177,896	103,445	149,252	136,548	49,058	100,971	50,600	402,059	80,434	36,398	41,745
	1982	830,650	146,253	141,573	72,474	115,409	104,062	44,865	50,138	29,124	200,671	78,481	25,277	22,333
Newton	1988	169,574	57,545	57,041	10,449	10,225	9,164	10,306	6,719	6,114	36,382	7,745	5,711	9,161
	1982	106,291	36,172	35,785	7,102	5,992	5,267	7,650	3,116	2,931	17,574	8,565	3,798	5,321
Oconee	1988	37,398	24,319	23,823	1,926			1,911	1,339	236	1,237	397	4,103	561
	1982	18,338	10,259	10,030	1,476			1,662	709	166	748	472	1,896	363
Oglethorpe	1988	28,566	6,617	6,547	327	1,231		566	90		16,067	839	1,566	700
	1982	16,439	4,627	4,567	222	806		479	69		7,365	607	1,211	524
Paulding	1988	89,255	17,334	15,292	4,234	2,566		503	1,087	1,087	46,907	3,064	2,173	5,050
	1982	57,100	16,116	14,190	2,933	1,756		494	559	559	22,227	3,749	1,665	3,172
Peach	1988	96,071	24,141	23,456	7,256	3,435		2,579	1,046	1,046	29,103	12,855	6,950	4,202
	1982	62,262	18,637	18,072	4,028	2,831		2,540	845	845	12,203	11,571	4,258	2,183
Pickens	1988	62,664	13,771	13,247	1,680	2,588		141	803	370	24,427	3,966	4,762	6,121
	1982	41,844	10,290	9,879	1,553	1,813		219	728	418	12,912	4,600	3,226	3,418
Pierce	1988	39,504	10,887	10,718	1,867	287		896	690	690	10,950	1,731	6,480	1,319
	1982	26,907	8,453	8,306	1,527	314		709	540	540	5,641	2,219	3,628	944
Pike	1988	7,173	2,310	1,954	112	145		100	73		146	366	535	673
	1982	5,293	1,831	1,546	135	130		114	65		111	519	369	529
Polk	1988	140,379	47,273	46,478	6,378	14,156	11,176	4,126	5,047	3,488	30,463	6,131	7,129	12,393
	1982	96,943	35,950	35,275	4,917	7,311	5,468	4,569	3,480	2,505	16,966	6,159	5,667	6,420
Pulaski	1988	39,872	15,078	14,672	2,067	1,068		1,892	1,432	699	8,773	1,316	462	2,246
	1982	27,918	11,252	10,928	1,389	967		1,582	1,098	559	5,087	1,411	347	1,151
Putnam	1988	38,355	18,782	18,713	1,668	941		424	387	387	6,453	947	3,331	1,457
	1982	26,545	12,108	12,040	1,269	959		577	330	330	3,570	1,590	2,878	859
Quitman	1988	4,255	2,963	2,902		173					553	195	203	
	1982	2,333	1,435	1,402		101					320	216	154	
Rabun	1988	63,619	16,340	15,752	5,444	1,229		798	1,976	897	9,469	2,811	12,628	1,777
	1982	42,551	11,956	11,502	3,609	1,117		865	1,288	636	4,711	4,223	7,251	965
Randolph	1988	22,662	8,624	8,271	838	778		427	1,967	1,148	3,301	586	1,114	1,809
	1982	18,912	7,698	7,368	744	1,006		740	1,021	662	2,377	691	1,077	1,095
Richmond	1988	1,402,121	237,416	231,726	121,171	201,415	168,614	75,269	98,833	53,114	370,626	89,036	39,869	51,904
	1982	916,450	172,172	167,711	90,089	127,840	102,982	57,295	47,812	28,995	200,292	80,805	35,564	27,004
Rockdale	1988	330,889	64,145	63,682	20,634	26,534	21,832	7,502	20,021	9,451	120,101	21,021	20,517	14,945
	1982	177,897	47,148	46,714	12,160	14,393	11,174	4,532	6,722	3,177	46,628	19,042	12,078	5,590
Schley	1988	13,585	4,879	4,773	339	307			296	296	4,419	793	814	
	1982	9,544	3,054	2,982	202	296			239	239	2,526	1,153	756	
Screven	1988	53,308	18,604	18,412	1,797	2,012		1,665	1,732	690	12,740	2,054	3,056	4,672
	1982	37,078	13,994	13,823	1,282	1,452		1,786	890	391	7,010	2,286	2,756	1,885

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores Total ($000)	Food Stores Supermarkets ($000)	Eating & Drinking Places Total ($000)	General Merchandise Stores Total ($000)	General Merchandise Stores Department Stores ($000)	Apparel & Accessories Stores Total ($000)	Furniture/ Home Furnishings/ Appliance Stores Total ($000)	Furniture/ Home Furnishings/ Appliance Stores Furniture & Home Furn. ($000)	Automotive Dealers Total ($000)	Gasoline Service Stations Total ($000)	Bldg. Mtls. & Hardware Dealers Total ($000)	Drug-stores Total ($000)
GEORGIA (continued)														
ALL COUNTIES (continued)														
Seminole	1988	33,101	13,304	12,899	979	1,829		561	1,960	435	7,595	552	1,537	2,527
	1982	26,552	10,736	10,387	894	1,357		910	936	267	5,114	633	2,146	1,488
Spalding	1988	373,022	103,034	102,067	24,040	33,339	27,184	20,633	20,724	17,696	86,639	8,950	17,946	13,881
	1982	211,019	59,555	58,878	15,244	19,269	14,638	14,842	9,751	8,501	39,870	8,813	11,644	6,753
Stephens	1988	146,244	37,571	36,563	10,508	19,597	16,500	3,311	4,573	2,818	34,301	5,740	9,160	10,041
	1982	85,733	23,244	22,575	6,784	10,612	8,387	2,208	2,297	1,561	15,934	6,191	5,626	5,167
Stewart	1988	12,166	4,874	4,747	788	276		79	121		2,274	1,058	156	1,046
	1982	11,656	4,034	3,922	714	375		133	130		1,946	1,997	219	714
Sumter	1988	211,628	38,234	37,236	14,310	12,042		13,997	6,667	4,594	24,233	8,935	24,679	10,636
	1982	128,342	28,460	27,661	8,973	5,759		10,296	3,277	2,515	13,758	8,361	12,655	5,252
Talbot	1988	7,969	2,633	2,581	309	585		135	72		1,387	740	290	299
	1982	7,149	2,206	2,157	318	558		160	57		896	1,194	304	218
Taliaferro	1988	1,006	157	137	319	81		49	157	157		119		
	1982	689	123	107	215	50		41	73	73		113		
Tattnall	1988	62,371	16,234	15,546	2,722	1,967		2,776	4,744	3,076	19,403	5,269	1,712	3,051
	1982	41,564	12,779	12,198	1,594	1,203		2,358	2,943	2,184	10,048	4,786	1,338	1,806
Taylor	1988	19,922	5,846	5,786	541	869		831	445	192	5,169	500	1,744	1,098
	1982	17,625	5,232	5,166	446	787		1,040	403	168	3,581	898	1,485	1,166
Telfair	1988	50,091	18,813	18,283	1,936	4,344		1,648	3,599	1,555	9,169	2,372	1,184	2,548
	1982	35,102	12,751	12,367	1,384	2,921		2,115	2,052	951	4,755	2,499	1,445	1,575
Terrell	1988	41,960	14,183	13,804	3,026	1,083		2,236	1,091	704	8,647	1,969	3,722	1,582
	1982	32,944	11,544	11,215	1,919	813		2,287	1,005	671	4,650	2,261	3,642	1,036
Thomas	1988	220,123	45,043	43,910	18,291	16,352	10,008	15,615	10,969	6,414	60,659	7,532	12,269	8,173
	1982	145,120	34,031	33,109	12,778	12,878	6,935	11,541	5,758	3,655	29,448	8,678	8,685	4,898
Tift	1988	313,972	51,053	50,572	30,765	29,594	20,998	14,356	12,618	6,265	68,725	49,599	12,029	13,215
	1982	179,806	32,163	31,797	16,829	13,449	8,717	9,864	5,440	3,044	29,053	40,655	7,283	6,065
Toombs	1988	101,077	31,489	30,558	6,489	5,645	4,775	5,048	4,432	2,829	18,105	4,405	7,232	4,514
	1982	78,653	25,354	24,555	5,501	4,665	3,822	4,657	2,581	1,860	10,759	6,308	6,046	2,689
Towns	1988	22,882	5,207	4,987	3,093	1,666		829	880		4,433	1,132	3,435	506
	1982	14,967	3,440	3,289	1,774	1,093		599	446		2,010	1,124	2,850	427
Treutlen	1988	9,684	4,982	4,966	883	120		469	526	364	764	438	178	492
	1982	9,166	4,270	4,247	721	156		534	508	360	546	949	238	576
Troup	1988	368,551	74,949	71,834	25,629	32,646	16,987	23,645	27,749	13,141	87,703	28,974	15,743	18,586
	1982	224,273	52,714	50,422	15,478	19,020	9,035	20,398	12,673	6,545	40,545	23,555	10,995	8,288
Turner	1988	56,274	16,232	16,070	2,288	3,129		1,251	3,480	1,862	13,856	2,252	9,967	746
	1982	32,944	10,769	10,639	1,605	1,905		1,056	1,365	799	5,897	3,201	4,986	593
Twiggs	1988	8,641	3,460	3,245	129	688			340	155	581	1,682	620	147
	1982	6,755	2,314	2,167	138	525			219	108	305	2,212	539	112
Union	1988	26,781	5,429	5,194	2,953	746		501	404	404	5,912	1,622	2,789	3,008
	1982	18,708	4,370	4,171	2,100	457		473	234	234	3,014	1,991	2,096	1,615
Upson	1988	129,656	34,206	32,659	10,463	13,234	9,518	5,032	7,699	5,484	20,922	6,422	4,758	6,967
	1982	89,452	25,834	24,617	7,012	6,760	4,599	4,058	4,218	3,187	12,614	10,070	3,100	3,605
☐ Walker	1988	255,233	105,505	102,736	6,683	12,634		10,476	10,279	8,943	33,508	32,542	13,288	7,204
	1982	152,490	64,060	62,254	4,516	5,026		9,201	4,015	3,619	13,778	27,013	8,038	3,469
Walton	1988	123,488	46,270	45,881	7,763	5,637		3,802	5,631	921	26,792	3,053	9,431	9,865
	1982	75,142	28,920	28,620	5,459	3,684		3,432	2,646	477	14,641	2,616	5,742	4,645
Ware	1988	299,259	55,640	55,313	18,486	67,881	49,749	11,439	17,705	7,885	60,562	20,414	13,631	11,834
	1982	185,931	39,472	39,164	11,477	33,086	23,836	10,810	8,705	4,491	31,665	20,035	10,289	6,232
Warren	1988	15,325	5,093	4,922	736	258		207	567	567	5,267	1,330	160	551
	1982	9,930	3,105	2,995	393	195		155	363	363	2,746	1,797	165	378
Washington	1988	95,073	24,578	23,889	5,004	10,488		3,863	2,562	731	26,925	2,297	5,919	6,170
	1982	56,903	18,018	17,478	3,433	4,313		2,989	1,469	565	12,753	2,484	3,611	2,977
Wayne	1988	137,700	20,653	20,012	5,797	6,638	4,285	6,692	15,699	12,824	46,979	6,182	5,344	9,178
	1982	86,165	17,756	17,170	5,252	3,945	2,458	5,257	6,589	5,472	22,831	5,904	4,007	5,648
Webster	1988	3,619	583	557		1,657					875	119	260	
	1982	3,389	618	588		1,663					627	103	249	
Wheeler	1988	3,457	727	642	202			30	261	261	959	619	127	
	1982	3,156	667	589	147			47	174	174	584	898	166	
White	1988	29,588	5,606	4,869	3,460	639		339	563	563	9,109	1,663	1,974	1,609
	1982	27,615	5,698	4,939	3,663	891		515	663	663	6,424	2,134	1,379	1,360
Whitfield	1988	545,407	100,629	98,394	39,744	71,750	60,499	23,462	75,968	64,946	109,239	45,167	12,686	18,120
	1982	330,052	74,341	72,546	25,810	36,782	29,970	18,011	37,496	32,512	53,137	35,303	8,882	9,551
Wilcox	1988	6,642	2,640	2,612	126	926			236	68	773	460	97	437
	1982	6,743	2,425	2,395	156	735			270	88	655	967	171	541

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982			Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
METRO AREA County	Year	Total Retail Sales ($000)	Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
GEORGIA (continued)														
ALL COUNTIES (continued)														
Wilkes	1988	67,104	18,593	18,346	1,829	3,923		2,832	991	991	15,401	6,023	5,811	4,784
	1982	40,181	13,431	13,226	1,300	2,183		2,344	701	701	6,925	4,156	3,654	2,059
Wilkinson	1988	27,078	11,841	11,741	2,614	926		160	1,493	1,493	4,405	2,731	916	
	1982	19,067	7,683	7,603	1,435	715		173	975	975	2,478	3,191	807	
Worth	1988	54,369	15,684	15,559	2,435	2,835		277	950	516	19,700	4,584	722	4,258
	1982	38,860	11,774	11,658	1,658	2,997		432	481	300	11,253	4,699	982	2,172
TOTAL METRO COUNTIES	**1988**	**31,252,029**	**5,663,637**	**5,430,008**	**3,147,344**	**3,919,682**	**3,441,641**	**1,363,821**	**1,742,469**	**931,457**	**7,809,602**	**2,073,372**	**1,556,239**	**1,142,622**
	1982	17,346,563	3,634,443	3,479,795	1,769,213	2,192,602	1,891,712	893,349	751,305	457,267	3,372,658	1,704,167	901,889	519,273
TOTAL STATE	**1988**	**42,199,656**	**8,362,711**	**8,051,715**	**3,927,633**	**4,924,872**	**4,032,768**	**1,823,073**	**2,313,777**	**1,295,747**	**10,311,505**	**2,875,600**	**2,166,702**	**1,677,041**
	1982	24,407,851	5,582,453	5,367,706	2,293,495	2,763,823	2,200,448	1,260,789	1,049,934	663,026	4,628,315	2,457,288	1,318,922	803,205
HAWAII														
HONOLULU	**1988**	**5,803,985**	**953,525**	**822,129**	**1,121,022**	**722,410**	**550,139**	**448,317**	**166,801**	**71,535**	**843,853**	**282,167**	**135,622**	**416,430**
	1982	3,962,598	753,967	648,778	704,186	565,348	417,090	281,740	120,879	61,056	429,542	307,371	84,986	269,155
Honolulu	1988	5,803,985	953,525	822,129	1,121,022	722,410	550,139	448,317	166,801	71,535	843,853	282,167	135,622	416,430
	1982	3,962,598	753,967	648,778	704,186	565,348	417,090	281,740	120,879	61,056	429,542	307,371	84,986	269,155
ALL COUNTIES														
Hawaii	1988	742,454	192,551	182,410	89,139	49,054	14,654	43,933	37,916	13,956	121,046	44,449	66,542	48,269
	1982	492,154	144,731	136,836	57,533	35,034	9,228	31,750	20,179	8,504	62,538	43,640	33,566	31,047
Honolulu	1988	5,803,985	953,525	822,129	1,121,022	722,410	550,139	448,317	166,801	71,535	843,853	282,167	135,622	416,430
	1982	3,962,598	753,967	648,778	704,186	565,348	417,090	281,740	120,879	61,056	429,542	307,371	84,986	269,155
Kauai	1988	394,092	100,404	95,525	63,017	20,436		29,981	15,421	10,090	47,303	24,251	33,066	21,260
	1982	219,418	68,755	65,283	32,493	12,296		16,142	6,591	4,740	19,941	19,883	14,135	12,046
Maui	1988	810,465	155,498	145,616	158,796	68,441	30,165	81,351	41,781	25,448	87,213	42,552	37,269	44,669
	1982	519,236	133,998	125,233	86,056	46,492	18,460	53,414	19,416	12,821	39,276	39,889	21,063	25,891
TOTAL METRO COUNTIES	**1988**	**5,803,985**	**953,525**	**822,129**	**1,121,022**	**722,410**	**550,139**	**448,317**	**166,801**	**71,535**	**843,853**	**282,167**	**135,622**	**416,430**
	1982	3,962,598	753,967	648,778	704,186	565,348	417,090	281,740	120,879	61,056	429,542	307,371	84,986	269,155
TOTAL STATE	**1988**	**7,750,996**	**1,401,978**	**1,245,680**	**1,431,964**	**860,341**	**594,958**	**603,582**	**261,919**	**121,029**	**1,099,415**	**393,419**	**272,499**	**530,628**
	1982	5,193,406	1,101,451	976,130	880,268	659,170	444,778	383,046	167,065	87,121	551,297	410,783	153,750	338,139
IDAHO														
BOISE	**1988**	**1,270,367**	**286,736**	**281,201**	**144,557**	**136,920**	**113,080**	**46,945**	**65,056**	**33,668**	**298,133**	**103,948**	**62,256**	**32,189**
	1982	892,138	224,439	219,669	110,685	67,712	54,795	41,271	46,506	26,765	166,145	72,209	45,325	40,424
Ada	1988	1,270,367	286,736	281,201	144,557	136,920	113,080	46,945	65,056	33,668	298,133	103,948	62,256	32,189
	1982	892,138	224,439	219,669	110,685	67,712	54,795	41,271	46,506	26,765	166,145	72,209	45,325	40,424
ALL COUNTIES														
Ada	1988	1,270,367	286,736	281,201	144,557	136,920	113,080	46,945	65,056	33,668	298,133	103,948	62,256	32,189
	1982	892,138	224,439	219,669	110,685	67,712	54,795	41,271	46,506	26,765	166,145	72,209	45,325	40,424
Adams	1988	6,118	2,197	2,173	664			169			337	1,177	1,232	171
	1982	6,341	3,148	3,108	402			120			813	967	283	53
Bannock	1988	388,889	76,882	74,982	36,856	51,837	44,419	15,577	18,256	5,947	109,857	28,658	14,439	11,974
	1982	314,246	71,304	69,404	29,014	35,460	30,085	17,348	10,911	4,306	69,054	22,582	18,396	15,394
Bear Lake	1988	17,546	3,646	3,550	820	1,525		142	317	234	3,611	5,313	475	212
	1982	24,551	8,902	8,651	1,118	778		1,232	597	489	3,215	4,829	1,558	280
Benewah	1988	30,947	11,837	11,760	1,723			1,077	115		8,167	3,647	1,007	1,417
	1982	23,807	10,465	10,376	1,729			661	99		5,260	1,679	1,168	1,381
Bingham	1988	116,020	41,596	40,450	6,509	5,785		1,129	4,898	2,452	27,603	7,801	6,449	7,511
	1982	89,009	29,788	28,910	5,642	3,854		3,630	2,319	1,254	23,394	6,263	4,826	2,734
Blaine	1988	102,787	25,206	24,622	18,607	380		8,684	6,499	6,109	11,085	2,094	9,052	6,957
	1982	83,701	23,082	22,503	14,154	208		3,265	4,985	4,776	7,169	5,061	7,665	3,799
Boise	1988	3,931	1,297	1,221	1,711	109							232	
	1982	2,809	1,096	1,030	558	56			69		118	388		
Bonner	1988	122,376	32,183	31,252	16,866	4,316		5,263	4,164	2,327	26,656	9,884	11,441	5,053
	1982	96,181	29,074	28,176	9,313	2,175		4,029	3,408	2,135	21,052	7,739	8,423	4,053

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores Total ($000)	Food Stores Supermarkets ($000)	Eating & Drinking Places Total ($000)	General Merchandise Stores Total ($000)	General Merchandise Stores Department Stores ($000)	Apparel & Accessories Stores Total ($000)	Furniture/ Home Furnishings/ Appliance Stores Total ($000)	Furniture/ Home Furnishings/ Appliance Stores Furniture & Home Furn. ($000)	Automotive Dealers Total ($000)	Gasoline Service Stations Total ($000)	Bldg. Mtls. & Hardware Dealers Total ($000)	Drug-stores Total ($000)
IDAHO (continued)														
ALL COUNTIES (continued)														
Bonneville	1988	504,835	102,322	98,188	43,311	73,739	57,960	21,733	27,636	10,879	108,783	28,171	33,181	10,094
	1982	392,184	86,155	82,511	30,003	42,469	32,571	15,767	21,789	10,376	79,635	29,598	24,007	12,859
Boundary	1988	28,340	8,216	8,028	1,742	1,320		580	118	118	7,377	5,477	1,711	123
	1982	27,671	10,128	9,877	1,725	1,392		749	301	301	4,920	4,466	2,229	498
Butte	1988	7,925	2,032	1,928	548			471			1,255	2,072		701
	1982	8,224	1,168	1,107	556			667	448	448	1,592	2,178	46	960
Camas	1988	368	292	256	39									
	1982	1,063	234	205	408	268								
Canyon	1988	471,422	86,425	83,883	35,201	68,911	54,110	15,522	18,662	13,726	145,427	43,020	31,128	8,743
	1982	366,617	91,994	89,110	26,008	36,302	27,732	16,409	10,625	8,462	89,954	28,594	30,577	11,372
Caribou	1988	17,176	7,042	6,967	1,096	252		281	754	605	3,966	1,746	952	587
	1982	26,010	7,279	7,187	1,566	1,031		1,034	1,093	900	6,976	2,837	2,051	756
Cassia	1988	110,689	28,919	28,190	6,928	7,591	2,420	6,689	6,434	4,495	30,452	7,989	6,722	3,354
	1982	121,306	29,272	28,477	8,401	5,553	1,671	7,948	4,409	3,288	31,679	11,446	7,791	5,815
Clark	1988	1,052			74	205						624		
	1982	1,453	206	176	344	61					59	524		
Clearwater	1988	32,544	12,080	11,712	2,848	583		526			9,458	779	2,424	1,660
	1982	28,779	11,088	10,728	4,438	581		626	897	147	5,884	661	2,923	475
Custer	1988	11,732	2,682	2,638	743			251				5,288	848	404
	1982	14,213	4,224	4,147	1,336			496	328		522	4,223	1,954	402
Elmore	1988	67,683	8,978	8,739	4,618	2,269		2,304	1,320	1,097	15,584	23,218	4,006	912
	1982	66,721	18,999	18,456	4,977	1,852		947	839	713	15,115	13,078	3,298	1,697
Franklin	1988	30,264	6,407	6,214	1,567	1,398		194	1,889	1,342	8,872	2,305	3,238	1,723
	1982	23,820	6,312	6,110	1,323	1,268		720	1,746	1,252	4,737	1,638	3,264	897
Fremont	1988	22,644	5,035	4,869	2,052	388		119			3,863	5,970	2,861	561
	1982	25,460	7,667	7,398	2,160	757		582	599	431	4,466	4,732	1,990	454
Gem	1988	30,597	11,958	11,913	1,280	1,041		124	956	316	8,699	2,040	2,805	1,099
	1982	28,709	11,525	11,460	1,704	1,291		460	933	336	5,692	300	4,287	861
Gooding	1988	32,158	7,401	7,354	2,018	1,119		854	2,138	2,138	4,659	8,574	3,106	1,406
	1982	34,221	8,369	8,298	3,118	3,149		1,275	805	805	4,770	7,697	2,188	1,367
Idaho	1988	37,810	12,266	11,758	6,228	1,203		831	1,496	975	3,611	3,720	2,664	1,758
	1982	34,256	12,078	11,554	3,309	1,752		1,367	1,713	1,212	3,725	3,563	2,199	1,757
Jefferson	1988	27,656	9,254	9,211	1,561	572		368	359	359	5,260	7,068	1,029	1,179
	1982	34,542	18,500	18,377	983	461		762	667	667	4,535	5,205	655	1,770
Jerome	1988	43,618	12,940	12,830	3,700	1,791		255	675	270	7,685	9,753	1,251	231
	1982	40,910	13,739	13,595	2,537	2,284		1,126	1,269	629	5,397	8,438	2,033	639
Kootenai	1988	393,769	97,090	94,441	37,126	25,884	19,863	13,265	10,863	7,785	115,508	31,193	24,424	12,652
	1982	261,600	71,999	69,897	24,617	14,100	10,586	10,560	7,218	5,541	57,378	24,984	18,943	10,067
Latah	1988	157,791	36,368	35,031	15,530	18,605	14,241	8,886	8,030	6,292	30,227	10,179	7,156	8,287
	1982	131,362	31,818	30,588	11,582	15,483	11,745	6,666	6,965	5,752	25,277	4,852	8,287	6,885
Lemhi	1988	25,411	4,546	4,479	2,348	1,335		1,466	696	696	5,853	2,765	1,977	1,300
	1982	29,583	6,012	5,912	2,318	1,368		2,014	499	499	5,647	4,726	2,737	829
Lewis	1988	8,020	3,862	3,734	606			319			209	247	1,460	89
	1982	10,897	3,978	3,838	1,075	464		750	63		329	759	1,872	703
Lincoln	1988	3,462	1,469	1,057	720						89	846		155
	1982	8,131	1,615	1,160	596	348		52	497	497	168	2,988	65	655
Madison	1988	96,190	24,028	23,438	5,225	8,413	5,472	4,052	3,286	2,139	27,588	9,228	6,428	2,593
	1982	81,845	17,584	17,117	4,710	5,464	3,382	6,694	11,577	8,571	12,214	9,399	5,001	4,378
Minidoka	1988	60,077	12,000	11,892	5,181	1,549		1,366	1,085	107	13,231	9,334	8,995	1,450
	1982	45,216	14,448	14,290	2,986	1,258		1,238	1,376	161	10,872	7,706	1,577	1,251
Nez Perce	1988	265,533	60,800	59,903	23,038	35,864	19,149	9,093	10,849	3,742	65,388	14,766	13,357	12,049
	1982	204,482	45,782	45,017	18,907	27,641	14,078	7,613	9,517	3,711	47,565	12,789	8,941	9,956
Oneida	1988	10,834	3,022	2,975	768	718		129	117	117	3,524	634	774	
	1982	8,375	2,308	2,267	650	465			171	171	2,489	1,031	488	
Owyhee	1988	18,161	8,184	8,054	824			234	187		1,045	4,457	2,467	
	1982	17,342	7,608	7,471	881	1,205		84	310		866	3,637	1,372	256
Payette	1988	33,123	12,741	12,640	2,413	330		96	1,703	1,390	6,879	4,908	2,387	589
	1982	32,620	12,098	11,979	2,106	1,063		453	1,729	1,497	7,113	2,178	3,128	658
Power	1988	19,449	6,638	6,569	2,196	1,151		791			537	5,324	535	1,822
	1982	13,026	5,420	5,353	2,061	302		364	189	189	620	2,656	524	243
Shoshone	1988	62,942	18,402	18,293	3,494	520		1,862	570	355	12,670	15,564	5,279	2,390
	1982	64,027	23,652	23,465	4,439	203		2,403	935	675	8,086	13,043	4,146	2,513
Teton	1988	12,029	3,937	3,843	823	554		691	548		583	2,121	1,410	166
	1982	9,668	2,485	2,421	945	795			356		596	2,971	805	89

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S&MM ESTIMATES: 1988
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METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
IDAHO (continued)														
ALL COUNTIES (continued)														
Twin Falls	1988	383,532	64,018	62,295	27,163	44,150	29,112	21,084	21,791	8,258	115,753	24,105	25,005	11,883
	1982	282,501	62,058	60,267	23,440	26,591	16,539	16,659	13,487	5,846	64,613	20,637	19,655	13,922
Valley	1988	29,957	8,562	8,120	4,256	1,307		647	657	657	2,096	2,348	4,088	1,668
	1982	30,002	8,707	8,240	4,331	862		751	636	636	2,159	2,601	4,313	239
Washington	1988	14,074	3,843	3,781	1,455	1,600		406	281	105	3,407	629	1,260	606
	1982	20,585	7,304	7,170	2,231	2,062		539	243	88	3,299	510	1,859	856
TOTAL METRO COUNTIES	**1988**	**1,270,367**	**286,736**	**281,201**	**144,557**	**136,920**	**113,080**	**46,945**	**65,056**	**33,668**	**298,133**	**103,948**	**62,256**	**32,189**
	1982	892,138	224,439	219,669	110,685	67,712	54,795	41,271	46,506	26,765	166,145	72,209	45,325	40,424
TOTAL STATE	**1988**	**5,131,848**	**1,175,339**	**1,146,434**	**477,033**	**505,234**	**359,826**	**194,475**	**222,405**	**118,700**	**1,254,987**	**458,984**	**311,511**	**157,723**
	1982	4,060,204	1,065,111	1,037,052	375,386	310,388	203,184	179,331	173,123	103,526	815,169	368,362	262,849	164,177
ILLINOIS														
AURORA - ELGIN	**1988**	**2,099,772**	**425,775**	**408,003**	**185,312**	**246,839**	**222,517**	**85,371**	**91,128**	**44,627**	**395,118**	**166,973**	**163,767**	**99,124**
	1982	1,418,124	311,032	297,492	141,577	167,899	148,076	66,896	50,776	27,651	217,203	156,375	86,086	66,770
Kane	1988	1,992,120	397,434	380,543	178,555	242,196	222,517	83,655	84,994	40,024	368,665	157,167	153,272	97,076
	1982	1,338,179	287,242	274,487	135,376	163,409	148,076	64,765	47,331	24,864	203,193	145,859	79,885	64,430
Kendall	1988	107,652	28,341	27,460	6,757	4,643		1,716	6,134	4,603	26,453	9,806	10,495	2,048
	1982	79,945	23,790	23,005	6,201	4,490		2,131	3,445	2,787	14,010	10,516	6,201	2,340
BLOOMINGTON - NORMAL	**1988**	**909,773**	**149,652**	**140,995**	**81,954**	**130,250**	**120,284**	**46,235**	**50,792**	**27,612**	**195,779**	**82,707**	**57,748**	**32,502**
	1982	598,960	115,027	108,157	63,807	78,689	71,743	32,782	25,397	15,377	101,291	75,094	31,659	22,431
McLean	1988	909,773	149,652	140,995	81,954	130,250	120,284	46,235	50,792	27,612	195,779	82,707	57,748	32,502
	1982	598,960	115,027	108,157	63,807	78,689	71,743	32,782	25,397	15,377	101,291	75,094	31,659	22,431
CHAMPAIGN - URBANA - RANTOUL	**1988**	**1,233,334**	**209,522**	**204,242**	**135,970**	**179,286**	**156,711**	**59,436**	**65,238**	**27,055**	**242,326**	**92,684**	**73,002**	**41,203**
	1982	792,592	150,709	146,619	96,891	110,777	95,858	40,333	32,708	16,491	124,361	82,611	39,710	28,009
Champaign	1988	1,233,334	209,522	204,242	135,970	179,286	156,711	59,436	65,238	27,055	242,326	92,684	73,002	41,203
	1982	792,592	150,709	146,619	96,891	110,777	95,858	40,333	32,708	16,491	124,361	82,611	39,710	28,009
CHICAGO	**1988**	**42,741,467**	**7,422,292**	**6,830,957**	**4,137,618**	**4,987,995**	**4,470,514**	**2,940,586**	**2,798,436**	**1,418,471**	**8,224,093**	**2,465,638**	**1,929,215**	**2,028,626**
	1982	28,298,947	5,588,195	5,130,644	3,029,311	3,321,079	2,935,037	2,207,466	1,351,134	780,957	4,506,733	2,256,828	944,205	1,300,877
Cook	1988	34,571,081	6,178,785	5,653,908	3,604,900	4,062,586	3,690,623	2,473,146	2,389,553	1,205,159	6,352,575	1,941,615	1,489,599	1,721,363
	1982	23,128,580	4,716,148	4,306,943	2,601,202	2,692,907	2,411,838	1,889,674	1,147,270	659,574	3,515,290	1,815,201	722,190	1,106,101
Du Page	1988	7,335,750	1,053,964	999,846	472,855	848,731	718,283	441,150	370,947	192,204	1,651,101	465,512	369,891	266,537
	1982	4,597,678	731,762	692,809	375,309	583,799	489,152	296,339	185,369	110,231	864,916	381,326	183,884	166,022
McHenry	1988	834,636	189,543	177,203	59,863	76,678	61,608	26,290	37,936	21,108	220,417	58,511	69,725	40,726
	1982	572,689	140,285	130,892	52,800	44,373	34,047	21,453	18,495	11,152	126,527	60,301	38,131	28,754
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***1988***	***55,283,011***	***9,777,777***	***9,049,806***	***5,212,435***	***6,244,651***	***5,550,442***	***3,537,490***	***3,397,119***	***1,715,802***	***11,378,292***	***3,621,230***	***2,619,328***	***2,580,324***
	1982	*36,486,022*	*7,361,379*	*6,796,004*	*3,832,739*	*4,192,935*	*3,671,620*	*2,608,984*	*1,650,428*	*948,026*	*6,115,555*	*3,235,451*	*1,318,684*	*1,664,944*
DAVENPORT - ROCK ISLAND - MOLINE	**1988**	**2,490,821**	**472,911**	**439,837**	**255,641**	**357,484**	**330,429**	**102,363**	**111,688**	**54,557**	**591,670**	**198,673**	**108,480**	**94,836**
	1982	1,844,620	390,224	362,346	203,582	250,650	230,017	83,560	68,795	37,814	352,860	201,616	77,513	69,954
Henry	1988	234,430	51,538	49,449	22,418	10,331	3,328	11,596	13,336	10,102	61,174	20,779	13,470	10,053
	1982	180,634	41,720	39,950	18,649	8,053	2,399	10,460	7,502	5,939	37,306	24,731	9,710	8,061
Rock Island	1988	1,203,693	220,079	202,682	115,854	177,813	165,486	54,757	35,673	14,655	314,391	66,795	50,161	53,852
	1982	814,979	168,011	154,422	91,166	115,926	107,124	37,845	21,808	10,376	170,955	68,979	29,025	34,716
Scott, Iowa	*1988*	*1,052,698*	*201,294*	*187,706*	*117,369*	*169,340*	*161,615*	*37,010*	*62,679*	*29,800*	*216,105*	*111,098*	*44,849*	*30,931*
	1982	*849,007*	*180,493*	*167,974*	*93,767*	*126,671*	*120,494*	*35,255*	*39,485*	*21,499*	*144,599*	*107,906*	*38,778*	*27,177*
DECATUR	**1988**	**884,328**	**178,439**	**171,564**	**68,040**	**131,913**	**123,033**	**51,534**	**50,461**	**21,861**	**183,732**	**66,058**	**53,224**	**30,870**
	1982	612,391	128,196	123,011	54,211	95,132	87,260	33,561	27,562	14,050	109,547	60,380	30,619	22,817
Macon	1988	884,328	178,439	171,564	68,040	131,913	123,033	51,534	50,461	21,861	183,732	66,058	53,224	30,870
	1982	612,391	128,196	123,011	54,211	95,132	87,260	33,561	27,562	14,050	109,547	60,380	30,619	22,817
JOLIET	**1988**	**1,905,580**	**372,133**	**351,690**	**154,474**	**168,969**	**135,059**	**81,761**	**57,998**	**34,153**	**462,065**	**254,643**	**118,956**	**97,226**
	1982	1,270,371	267,248	252,074	120,728	131,684	105,599	57,364	33,809	22,234	241,583	198,467	67,698	59,186
Grundy	1988	175,515	41,064	39,495	15,100	13,364		3,243	4,140	3,617	43,047	19,913	13,491	7,761
	1982	121,392	29,962	28,760	11,243	8,518		3,238	2,751	2,478	25,236	19,898	7,051	5,018
Will	1988	1,730,065	331,069	312,195	139,374	155,605	135,059	78,518	53,858	30,536	419,018	234,730	105,465	89,465
	1982	1,148,979	237,286	223,314	109,485	123,166	105,599	54,626	31,058	19,756	216,347	178,569	60,647	54,168

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S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
ILLINOIS (continued)														
KANKAKEE	1988	565,998	127,121	118,300	53,247	64,188	58,072	23,930	30,990	12,997	146,545	26,598	33,640	23,714
	1982	418,618	98,659	91,630	45,420	50,655	44,974	21,532	16,437	7,730	83,619	33,877	22,162	18,740
Kankakee	1988	565,998	127,121	118,300	53,247	64,188	58,072	23,930	30,990	12,997	146,545	26,598	33,640	23,714
	1982	418,618	98,659	91,630	45,420	50,655	44,974	21,532	16,437	7,730	83,619	33,877	22,162	18,740
LAKE COUNTY	1988	3,760,744	564,017	536,462	257,415	288,938	254,676	211,387	217,010	92,745	1,316,814	250,364	190,279	140,024
	1982	2,296,138	405,215	384,651	194,711	209,780	182,818	132,449	99,089	48,643	654,133	211,722	100,447	93,994
Lake	1988	3,760,744	564,017	536,462	257,415	288,938	254,676	211,387	217,010	92,745	1,316,814	250,364	190,279	140,024
	1982	2,296,138	405,215	384,651	194,711	209,780	182,818	132,449	99,089	48,643	654,133	211,722	100,447	93,994
PEORIA	1988	2,257,448	428,046	405,327	188,474	284,061	241,656	95,606	128,714	68,120	592,105	164,390	107,667	69,745
	1982	1,641,258	367,561	347,080	155,620	221,751	185,365	73,414	69,492	41,649	323,561	165,869	67,808	48,130
Peoria	1988	1,355,111	241,750	230,582	128,528	205,438	175,754	59,467	92,865	47,954	282,548	96,575	65,898	44,719
	1982	980,027	191,820	182,596	100,226	170,048	143,353	46,453	48,611	28,758	154,856	93,051	40,885	28,936
Tazewell	1988	775,549	159,863	149,768	52,718	78,512	65,902	33,923	31,533	17,435	255,560	57,680	32,412	23,116
	1982	560,939	154,750	144,689	48,013	51,614	42,012	25,130	17,606	10,771	131,471	60,441	20,793	17,517
Woodford	1988	126,788	26,433	24,977	7,228	111		2,216	4,316	2,731	53,997	10,135	9,357	1,910
	1982	100,292	20,991	19,795	7,381	89		1,831	3,275	2,120	37,234	12,377	6,130	1,677
ROCKFORD	1988	1,981,289	402,392	379,546	168,842	254,422	228,600	68,945	123,410	67,495	439,513	175,179	121,630	51,273
	1982	1,273,799	281,258	264,699	125,030	174,918	156,013	57,026	61,466	37,275	233,443	133,247	61,401	38,250
Boone	1988	150,009	37,670	37,095	10,491	11,166	6,531	3,016	2,974	1,969	57,737	13,193	7,924	1,933
	1982	94,207	24,964	24,534	8,385	6,590	3,668	2,395	1,650	1,191	27,902	12,976	4,538	2,112
Winnebago	1988	1,831,280	364,722	342,451	158,351	243,256	222,069	65,929	120,436	65,526	381,776	161,986	113,706	49,340
	1982	1,179,592	256,294	240,165	116,645	168,328	152,345	54,631	59,816	36,084	205,541	120,271	56,863	36,138
SPRINGFIELD	1988	1,414,224	242,648	232,087	133,850	203,593	183,230	67,473	88,515	34,471	282,462	95,369	97,302	71,534
	1982	954,395	195,750	186,868	94,735	137,871	123,038	54,108	39,158	18,096	156,754	95,892	50,815	50,306
Menard	1988	26,675	8,297	8,232	1,631	494		1,173	87		7,801	2,502	1,214	1,442
	1982	23,103	6,913	6,846	1,739	524		1,364	78		4,594	4,003	1,121	1,748
Sangamon	1988	1,387,549	234,351	223,855	132,219	203,099	183,230	66,300	88,428	34,471	274,661	92,867	96,088	70,092
	1982	931,292	188,837	180,022	92,996	137,347	123,038	52,744	39,080	18,096	152,160	91,889	49,694	48,558
ALL COUNTIES														
Adams	1988	536,659	108,370	100,664	38,310	110,178	97,214	29,364	26,112	15,456	142,547	14,756	19,184	15,464
	1982	341,778	75,438	69,935	30,398	59,411	51,038	21,984	13,957	8,839	75,284	16,240	11,456	12,522
Alexander	1988	46,994	10,570	10,124	3,029	2,333		641	1,589	1,393	11,863	5,911	2,819	1,177
	1982	38,559	8,909	8,515	3,567	2,868		986	1,137	1,013	6,721	6,635	1,797	1,081
Bond	1988	63,734	13,043	12,920	4,730	1,968		2,832	1,239	745	19,402	10,843	5,043	1,318
	1982	47,991	10,567	10,446	4,361	1,589		2,200	797	507	10,666	10,698	3,154	1,163
Boone	1988	150,009	37,670	37,095	10,491	11,166	6,531	3,016	2,974	1,969	57,737	13,193	7,924	1,933
	1982	94,207	24,964	24,534	8,385	6,590	3,668	2,395	1,650	1,191	27,902	12,976	4,538	2,112
Brown	1988	19,076	6,701	6,676	1,157	396		182	260	109	6,195	242	2,614	337
	1982	11,466	4,335	4,311	936	367		205	210	102	2,721	326	1,233	383
Bureau	1988	174,058	43,479	41,746	14,651	7,763		6,087	12,559	6,061	43,819	16,868	7,741	4,233
	1982	132,143	35,031	33,567	12,872	6,145		4,561	6,527	3,411	28,028	17,992	5,949	3,375
Calhoun	1988	17,657	2,328	2,270	2,510	323		316	571		7,777	1,356	1,293	377
	1982	14,550	2,732	2,660	2,024	378		337	486		4,054	2,350	1,057	464
Carroll	1988	53,042	18,699	17,954	4,999	2,048		602	1,315	884	7,781	4,109	5,482	2,011
	1982	43,581	13,939	13,357	5,301	1,233		550	1,126	811	5,982	6,023	2,996	1,689
Cass	1988	43,114	14,978	14,619	3,663	2,149		567	1,747	1,017	9,090	3,770	3,098	996
	1982	40,160	13,354	13,008	3,794	2,365		835	1,597	1,011	6,954	5,202	2,480	977
Champaign	1988	1,233,334	209,522	204,242	135,970	179,286	156,711	59,436	65,238	27,055	242,326	92,684	73,002	41,203
	1982	792,592	150,709	146,619	96,891	110,777	95,858	40,333	32,708	16,491	124,361	82,611	39,710	28,009
Christian	1988	183,296	43,629	41,925	9,275	21,163	13,360	6,399	5,738	4,233	50,569	13,022	14,324	5,815
	1982	136,699	38,843	37,252	8,776	13,851	7,929	6,768	3,947	3,144	26,793	13,803	9,433	4,578
Clark	1988	57,686	18,487	17,732	3,583	642		1,317	781	465	12,217	5,652	3,875	2,055
	1982	47,687	13,936	13,339	3,859	818		1,208	776	513	8,133	8,552	2,844	1,748
Clay	1988	54,845	13,727	13,309	3,045	2,867		1,652	2,192	709	12,024	4,106	3,750	1,503
	1982	45,981	12,821	12,405	2,683	2,142		1,588	1,587	578	9,462	4,769	2,653	1,520
☐ Clinton	1988	147,714	25,930	23,363	13,508	6,032	4,927	3,602	14,307	5,944	38,550	10,185	23,913	1,819
	1982	102,365	23,923	21,512	9,949	3,684	2,923	3,176	5,545	2,708	22,152	9,562	15,143	1,726
Coles	1988	333,147	69,874	67,808	31,901	40,553	28,735	15,051	14,628	8,498	84,457	22,016	14,689	14,925
	1982	229,612	51,177	49,564	25,863	28,684	19,912	12,160	9,875	6,128	41,732	23,264	7,686	11,337
Cook	1988	34,571,081	6,178,785	5,653,908	3,604,900	4,062,586	3,690,623	2,473,146	2,389,553	1,205,159	6,352,575	1,941,615	1,489,599	1,721,363
	1982	23,128,580	4,716,148	4,306,943	2,601,202	2,692,907	2,411,838	1,889,674	1,147,270	659,574	3,515,290	1,815,201	722,190	1,106,101

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
ILLINOIS (continued)														
ALL COUNTIES (continued)														
Crawford	1988	119,224	24,982	24,074	6,607	11,335	4,656	4,122	2,450	1,519	32,597	9,500	15,181	3,012
	1982	82,315	22,797	21,925	5,046	7,373	2,817	3,238	1,798	1,200	15,949	8,934	6,302	3,397
Cumberland	1988	40,014	8,271	8,228	4,116	358		668	915	915	14,525	5,718	3,166	658
	1982	23,157	4,784	4,750	2,514	261		591	540	540	5,652	5,158	1,959	543
De Kalb	1988	404,435	81,361	76,694	39,833	27,122	22,619	17,123	22,142	8,512	106,837	27,366	29,381	10,567
	1982	275,797	61,411	57,774	31,743	17,183	14,059	15,736	12,168	5,675	57,272	28,041	17,285	9,088
De Witt	1988	74,427	15,944	15,842	4,010	2,671		2,235	1,456	1,123	33,792	3,642	6,068	1,476
	1982	62,662	16,065	15,930	4,884	1,943		2,677	1,170	931	19,661	7,162	4,660	1,319
Douglas	1988	98,915	24,548	22,862	7,212	2,097		7,208	7,766	5,779	25,225	6,882	7,949	2,472
	1982	80,610	22,269	20,698	5,942	1,680		7,318	4,131	3,369	13,726	12,931	4,312	1,871
Du Page	1988	7,335,750	1,053,964	999,846	472,855	848,731	718,283	441,150	370,947	192,204	1,651,101	465,512	369,891	266,537
	1982	4,597,678	731,762	692,809	375,309	583,799	489,152	296,339	185,369	110,231	864,916	381,326	183,884	166,022
Edgar	1988	117,474	26,309	24,706	9,584	5,803	3,011	5,677	2,223	1,466	37,674	7,523	11,669	4,132
	1982	75,881	19,395	18,178	6,768	4,890	2,469	4,202	1,902	1,423	16,838	8,065	5,924	3,150
Edwards	1988	35,485	15,381	15,215	1,304	389		345	2,303	1,112	2,982	362	9,584	
	1982	25,931	11,139	10,997	1,328	386		501	1,266	675	2,042	684	5,905	
Effingham	1988	329,886	49,232	47,308	26,632	23,475	11,466	18,008	22,156	8,257	64,764	81,800	19,371	3,982
	1982	211,785	37,345	35,814	18,840	11,062	5,146	13,742	9,924	4,553	32,966	62,286	10,128	2,900
Fayette	1988	87,042	21,720	20,787	6,647	9,109	7,166	1,639	2,241	1,918	19,731	8,845	8,974	680
	1982	73,224	18,200	17,384	6,420	8,176	6,159	1,875	1,379	1,209	12,730	10,776	6,781	917
Ford	1988	59,924	17,140	16,456	5,526	1,976		1,792	844	227	10,899	4,907	7,864	1,658
	1982	52,044	14,979	14,352	4,354	1,661		1,645	550	181	8,216	7,020	6,076	1,796
Franklin	1988	255,140	58,158	55,729	19,893	31,219	25,874	11,020	10,496	4,135	64,991	18,805	15,257	10,379
	1982	160,827	43,365	41,470	13,755	14,987	12,139	8,194	5,884	2,679	29,648	19,599	7,843	6,771
Fulton	1988	187,730	51,188	49,379	16,593	11,170	8,041	10,048	8,059	4,365	45,140	13,479	13,190	7,966
	1982	136,796	41,499	39,953	11,964	8,127	5,594	8,344	5,381	3,347	24,589	13,860	8,597	5,953
Gallatin	1988	15,545	4,892	4,797	966	230		801	603	429	3,682	534	2,204	640
	1982	15,483	4,912	4,807	975	265		866	707	564	2,848	1,079	1,881	888
Greene	1988	59,520	20,878	20,662	3,784	1,839		756	1,485	380	14,430	3,271	7,843	1,752
	1982	39,589	13,456	13,290	2,887	1,029		748	855	253	8,935	3,927	3,536	1,525
Grundy	1988	175,515	41,064	39,495	15,100	13,364		3,243	4,140	3,617	43,047	19,913	13,491	7,761
	1982	121,392	29,962	28,760	11,243	8,518		3,238	2,751	2,478	25,236	19,898	7,051	5,018
Hamilton	1988	27,917	6,056	5,977	1,635	1,777		117	1,102	1,102	7,769	1,946	1,431	1,133
	1982	24,523	6,103	6,011	1,153	1,724		143	964	964	5,285	2,979	1,206	1,374
Hancock	1988	76,706	16,991	16,105	4,696	1,162		862	2,163	1,218	26,939	4,717	9,106	1,703
	1982	51,980	13,875	13,126	3,989	759		906	1,723	1,087	14,823	4,601	4,785	1,259
Hardin	1988	7,341	2,973	2,910	830	108		66	311	131	1,426	249	149	299
	1982	7,036	3,259	3,183	716	122		97	306	163	851	484	156	338
Henderson	1988	23,365	4,667	4,534	4,326	184			763	206	5,706	3,225	1,731	126
	1982	15,255	2,917	2,828	2,650	139			482	159	2,788	4,041	802	112
Henry	1988	234,430	51,538	49,449	22,418	10,331	3,328	11,596	13,336	10,102	61,174	20,779	13,470	10,053
	1982	180,634	41,720	39,950	18,649	8,053	2,399	10,460	7,502	5,939	37,306	24,731	9,710	8,061
Iroquois	1988	134,289	30,027	28,745	8,757	13,410	7,255	4,814	6,684	2,183	28,819	19,196	10,957	3,022
	1982	102,205	25,839	24,686	8,502	7,569	3,909	3,345	4,319	1,725	18,280	18,681	6,247	2,390
Jackson	1988	441,275	57,355	54,809	34,260	70,077	60,584	25,222	22,576	9,243	98,202	19,702	19,875	5,698
	1982	340,587	53,979	51,480	30,507	56,276	48,147	24,634	13,120	6,442	64,498	20,107	12,557	5,614
Jasper	1988	70,900	13,894	13,322	1,650	4,116		1,491	2,100	962	24,116	4,531	12,629	391
	1982	42,031	9,567	9,153	1,356	1,802		816	1,000	532	10,929	5,730	6,333	395
Jefferson	1988	266,524	48,195	47,670	26,108	43,732	36,457	11,097	12,389	5,977	49,400	33,693	17,842	6,589
	1982	186,329	37,353	36,872	17,408	28,062	22,522	8,594	8,232	4,639	29,717	30,331	9,622	4,193
Jersey	1988	75,442	12,470	11,770	6,146	13,697	12,097	3,152	2,587	1,553	25,680	1,757	1,809	1,567
	1982	56,803	13,734	12,937	5,789	8,479	7,307	2,177	1,970	1,269	14,200	3,246	1,231	1,573
Jo Daviess	1988	94,411	17,547	16,664	10,548	1,655		520	2,287	829	17,964	11,187	8,726	3,768
	1982	63,412	13,102	12,419	8,169	964		377	1,318	509	10,074	9,550	4,362	2,636
Johnson	1988	25,993	9,399	9,237	1,715	1,021		204	924	662	4,244	957	2,133	634
	1982	21,191	6,905	6,772	1,534	1,189		271	850	679	2,836	1,944	1,306	655
Kane	1988	1,992,120	397,434	380,543	178,555	242,196	222,517	83,655	84,994	40,024	368,665	157,167	153,272	97,076
	1982	1,338,179	287,242	274,487	135,376	163,409	148,076	64,765	47,331	24,864	203,193	145,859	79,885	64,430
Kankakee	1988	565,998	127,121	118,300	53,247	64,188	58,072	23,930	30,990	12,997	146,545	26,598	33,640	23,714
	1982	418,618	98,659	91,630	45,420	50,655	44,974	21,532	16,437	7,730	83,619	33,877	22,162	18,740
Kendall	1988	107,652	28,341	27,460	6,757	4,643		1,716	6,134	4,603	26,453	9,806	10,495	2,048
	1982	79,945	23,790	23,005	6,201	4,490		2,131	3,445	2,787	14,010	10,516	6,201	2,340
Knox	1988	405,453	83,568	80,128	32,353	55,489	44,225	22,265	20,617	9,159	94,455	33,136	16,808	14,582
	1982	286,446	64,393	61,619	26,911	38,931	29,762	15,809	12,294	6,149	52,739	31,793	10,636	10,733

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988 U.S. CENSUS: 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
ILLINOIS (continued)														
ALL COUNTIES (continued)														
Lake	1988	3,760,744	564,017	536,462	257,415	288,938	254,676	211,387	217,010	92,745	1,316,814	250,364	190,279	140,024
	1982	2,296,138	405,215	384,651	194,711	209,780	182,818	132,449	99,089	48,643	654,133	211,722	100,447	93,994
La Salle	1988	702,446	147,060	140,243	48,230	77,692	59,423	36,516	31,795	16,232	173,565	62,907	44,659	20,960
	1982	533,470	122,349	116,444	47,922	56,589	40,509	27,552	21,096	11,986	106,552	64,563	29,036	17,018
Lawrence	1988	88,326	30,821	30,416	4,907	2,923		2,991	2,532	1,392	11,214	6,818	12,614	3,157
	1982	54,922	20,070	19,767	3,342	2,228		1,913	1,930	1,232	5,567	6,732	5,412	2,203
Lee	1988	122,558	14,822	13,340	10,556	4,087	1,140	5,771	4,579	2,911	46,008	9,342	7,850	5,844
	1982	98,990	14,610	13,123	10,313	4,192	1,105	5,537	3,455	2,287	29,250	10,711	6,184	4,307
Livingston	1988	203,524	42,579	40,085	12,420	17,314	11,966	7,266	11,310	6,116	63,184	11,212	10,476	4,878
	1982	145,077	35,691	33,532	12,068	12,994	8,314	6,486	5,727	3,476	33,754	12,259	6,687	3,443
Logan	1988	163,517	35,451	33,725	15,507	17,654	13,563	4,735	8,352	5,071	42,519	15,831	11,705	4,238
	1982	119,188	27,411	26,025	13,084	11,722	8,664	4,299	4,683	3,071	25,404	15,748	7,546	3,122
McDonough	1988	204,211	44,496	44,320	23,154	23,363	15,662	12,347	9,480	3,495	32,013	11,175	13,258	8,909
	1982	152,761	36,298	36,082	17,895	13,807	8,853	11,089	5,665	2,335	21,463	13,268	9,074	6,379
McHenry	1988	834,636	189,543	177,203	59,863	76,678	61,608	26,290	37,936	21,108	220,417	58,511	69,725	40,726
	1982	572,689	140,285	130,892	52,800	44,373	34,047	21,453	18,495	11,152	126,527	60,301	38,131	28,754
McLean	1988	909,773	149,652	140,995	81,954	130,250	120,284	46,235	50,792	27,612	195,779	82,707	57,748	32,502
	1982	598,960	115,027	108,157	63,807	78,689	71,743	32,782	25,397	15,377	101,291	75,094	31,659	22,431
Macon	1988	884,328	178,439	171,564	68,040	131,913	123,033	51,534	50,461	21,861	183,732	66,058	53,224	30,870
	1982	612,391	128,196	123,011	54,211	95,132	87,260	33,561	27,562	14,050	109,547	60,380	30,619	22,817
Macoupin	1988	201,855	44,075	43,294	11,339	15,293	9,143	4,733	11,388	6,186	51,104	18,531	26,504	9,136
	1982	151,945	41,080	40,272	10,373	9,462	5,370	4,296	5,758	3,524	33,523	17,798	14,605	6,707
☐ Madison	1988	1,625,763	325,137	303,382	139,489	272,729	245,915	52,723	61,584	25,748	402,882	126,139	120,976	36,583
	1982	1,098,254	273,064	254,287	101,128	162,220	144,497	41,046	36,483	17,658	213,974	117,963	59,522	28,676
Marion	1988	285,862	66,474	58,248	17,420	39,530	24,077	10,416	11,290	4,249	75,685	20,118	14,067	8,924
	1982	214,029	56,742	49,621	16,942	23,725	13,700	10,101	8,161	3,528	42,666	22,950	8,275	6,485
Marshall	1988	33,556	10,919	10,791	3,182	1,155		490	425	291	5,698	3,172	4,584	1,936
	1982	29,703	9,606	9,475	3,284	1,477		533	485	364	3,784	4,229	3,114	1,543
Mason	1988	69,567	16,265	15,600	5,231	6,386		941	2,037	394	19,925	5,299	4,626	1,411
	1982	58,552	15,331	14,675	5,527	4,357		1,030	1,784	374	10,719	9,312	3,065	1,691
Massac	1988	50,209	11,191	11,018	2,343	1,307		1,231	833	833	13,943	4,105	7,435	2,386
	1982	41,041	10,270	10,092	2,727	1,659		1,409	824	824	9,275	4,446	3,613	2,279
Menard	1988	26,675	8,297	8,232	1,631	494		1,173	87		7,801	2,502	1,214	1,442
	1982	23,103	6,913	6,846	1,739	524		1,364	78		4,594	4,003	1,121	1,748
Mercer	1988	44,107	12,019	11,516	4,730	1,497		1,294	1,588	1,162	10,921	4,477	3,672	1,591
	1982	37,865	12,276	11,739	3,530	1,548		1,606	1,517	1,223	5,589	6,303	2,414	1,236
☐ Monroe	1988	94,471	26,465	26,312	6,594	14,832	10,292	999	1,476	237	25,257	3,940	9,470	2,617
	1982	57,721	17,833	17,695	5,790	8,943	6,097	1,072	1,230	207	11,308	3,658	5,044	1,580
Montgomery	1988	163,193	35,289	34,161	9,483	20,695		5,982	5,120	3,286	41,694	14,221	12,863	5,934
	1982	124,571	33,156	32,033	9,367	12,758		5,526	3,533	2,482	23,010	16,436	7,092	4,349
Morgan	1988	252,303	50,100	49,424	20,083	37,037	33,883	10,891	12,274	6,383	50,645	18,040	16,884	9,124
	1982	176,053	41,932	41,285	14,952	23,798	21,028	9,001	6,042	3,418	34,159	16,958	9,410	6,875
Moultrie	1988	55,715	12,271	11,429	3,829	1,358		2,045	1,036	1,036	15,398	2,581	6,955	3,064
	1982	38,890	8,399	7,808	3,369	1,125		1,909	646	646	8,878	3,793	3,815	2,334
Ogle	1988	155,843	35,178	34,850	11,542	3,521		4,828	2,149	2,149	50,314	15,548	11,470	4,874
	1982	129,025	35,714	35,309	11,661	2,718		4,479	1,767	1,767	30,695	17,300	7,656	4,635
Peoria	1988	1,355,111	241,750	230,582	128,528	205,438	175,754	59,467	92,865	47,954	282,548	96,575	65,898	44,719
	1982	980,027	191,820	182,596	100,226	170,048	143,353	46,453	48,611	28,758	154,856	93,051	40,885	28,936
Perry	1988	113,585	32,376	30,947	8,922	15,261	12,325	3,364	5,727	3,166	18,643	8,257	8,144	5,595
	1982	78,447	22,553	21,516	6,266	8,907	7,027	2,950	2,618	1,561	11,566	8,381	5,090	4,272
Piatt	1988	56,873	11,842	11,317	3,264	1,658		589	2,362	1,256	24,151	3,671	3,766	3,064
	1982	43,622	11,468	10,938	2,640	1,536		413	1,466	805	14,196	5,498	2,456	2,001
Pike	1988	69,187	17,660	17,155	5,379	3,264		3,029	1,276	1,276	13,555	8,528	9,006	794
	1982	49,916	12,454	12,074	4,690	2,314		2,031	1,009	1,009	8,152	8,371	5,127	827
Pope	1988	5,082	2,119	2,070	275	67			278		1,920	214		35
	1982	4,476	1,631	1,588	250	61			230		1,716	356		45
Pulaski	1988	12,914	5,974	5,243	695	319		87	291	291	2,405	1,232	761	441
	1982	12,148	4,886	4,280	844	363		118	314	314	1,922	1,917	538	502
Putnam	1988	15,576	3,140	3,118	914						5,625	837	2,851	1,105
	1982	13,367	3,949	3,914	816						2,671	1,352	2,329	1,172
Randolph	1988	180,674	46,149	43,714	11,210	26,898	21,310	2,211	8,125	5,216	50,845	9,758	9,738	4,239
	1982	123,832	35,980	34,015	9,265	14,979	11,544	2,125	5,123	3,496	27,035	11,341	7,073	2,749
Richland	1988	121,917	18,879	18,051	7,150	21,173	14,225	3,673	5,409	1,984	25,751	12,871	10,841	4,826
	1982	90,214	16,373	15,624	6,034	12,966	8,312	3,934	3,507	1,531	16,670	11,652	7,360	3,183

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
ILLINOIS (continued)														
ALL COUNTIES (continued)														
Rock Island	1988	1,203,693	220,079	202,682	115,854	177,813	165,486	54,757	35,673	14,655	314,391	66,795	50,161	53,852
	1982	814,979	168,011	154,422	91,166	115,926	107,126	37,845	21,808	10,376	170,955	68,979	29,025	34,716
□ St. Clair	1988	1,649,148	296,978	271,172	134,103	300,401	277,281	92,295	83,487	35,419	346,475	127,796	83,637	32,233
	1982	1,055,553	224,847	204,901	98,632	186,395	170,606	60,063	38,637	18,870	182,120	110,181	41,528	25,531
Saline	1988	215,498	49,749	47,815	16,545	33,019	21,507	5,783	9,337	4,960	44,056	22,608	10,348	11,227
	1982	137,974	37,862	36,319	11,423	17,671	11,240	5,003	5,498	3,198	21,667	16,309	6,081	7,738
Sangamon	1988	1,387,549	234,351	223,855	132,219	203,099	183,230	66,300	88,428	34,471	274,661	92,867	96,088	70,092
	1982	931,292	188,837	180,022	92,996	137,347	123,038	52,744	39,080	18,096	152,160	91,889	49,694	48,558
Schuyler	1988	30,732	9,571	9,158	3,310	299		1,372	2,129	606	7,605	1,204	2,677	1,068
	1982	23,310	7,185	6,861	2,598	350		1,650	964	355	3,954	2,298	1,691	1,460
Scott	1988	17,155	3,990	3,390	1,431	451		334			8,798	279	637	510
	1982	11,304	2,951	2,873	957	379		213			4,887	355	469	504
Shelby	1988	75,629	21,412	20,833	4,000	1,494		1,632	4,297	3,273	22,460	5,789	4,206	2,583
	1982	57,619	17,312	16,809	3,886	1,658		1,331	3,308	2,628	12,512	6,334	2,503	1,964
Stark	1988	16,090	4,851	4,271	853			145	287		7,064	208	1,755	119
	1982	12,005	4,003	3,517	754			172	224		4,329	356	1,150	184
Stephenson	1988	288,032	60,165	56,413	21,535	25,486	21,531	9,633	11,586	5,543	99,679	14,286	17,363	13,179
	1982	192,425	44,845	41,966	17,116	21,277	17,483	7,596	7,050	3,660	48,354	14,774	10,859	8,996
Tazewell	1988	775,549	159,863	149,768	52,718	78,512	65,902	33,923	31,533	17,435	255,560	57,680	32,412	23,116
	1982	560,939	154,750	144,689	48,013	51,614	42,012	25,130	17,606	10,771	131,471	60,441	20,793	17,517
Union	1988	78,670	26,100	25,091	6,863	8,320	7,908	1,296	3,200	2,381	18,672	2,184	4,640	2,280
	1982	53,521	16,591	15,918	4,883	7,042	6,561	1,351	2,083	1,703	9,612	3,370	3,033	1,892
Vermilion	1988	640,640	165,953	158,143	46,707	81,838	57,568	37,358	25,519	14,988	119,104	57,403	39,490	25,225
	1982	375,973	93,177	88,615	34,608	46,572	32,102	22,205	13,595	8,565	59,281	47,178	19,461	15,032
Wabash	1988	113,991	32,233	31,015	8,048	9,592	7,752	2,198	2,801	1,932	33,455	4,259	3,062	1,830
	1982	68,514	17,938	17,225	5,596	7,859	6,129	2,339	1,534	1,144	14,997	6,260	1,997	1,324
Warren	1988	87,193	20,028	19,237	7,707	5,676	2,737	2,919	2,645	1,078	26,101	11,623	4,682	1,728
	1982	71,728	16,997	16,294	7,363	5,160	2,431	2,799	1,716	723	17,888	10,880	3,309	2,384
Washington	1988	50,993	7,409	6,643	4,001	2,433		810	1,968	372	21,261	1,716	7,592	1,575
	1982	36,416	8,069	7,221	3,315	1,531		802	1,077	211	11,463	2,621	4,467	1,136
Wayne	1988	121,495	22,677	22,363	5,719	12,209	8,736	4,604	2,988	2,563	25,543	3,616	33,929	1,261
	1982	83,376	17,730	17,450	4,049	6,967	4,750	3,805	2,038	1,780	16,590	4,154	19,805	1,659
White	1988	80,791	15,551	15,344	4,088	5,197	4,679	2,215	2,712	968	28,688	2,920	6,712	1,110
	1982	73,840	14,780	14,552	4,677	4,183	3,732	2,084	2,113	898	23,196	6,637	4,671	1,608
Whiteside	1988	335,178	52,337	50,628	23,693	42,669	33,021	11,419	17,788	9,264	94,786	26,772	25,843	13,878
	1982	255,847	49,828	48,106	21,133	28,984	21,222	11,286	10,830	6,197	52,894	29,219	19,437	11,936
Will	1988	1,730,065	331,069	312,195	139,374	155,605	135,059	78,518	53,858	30,536	419,018	234,730	105,465	89,465
	1982	1,148,979	237,286	223,314	109,485	123,166	105,399	54,626	31,058	19,756	216,347	178,569	60,647	54,168
Williamson	1988	356,491	72,046	69,423	25,142	24,756	20,118	8,873	14,608	7,871	111,693	28,028	36,488	12,388
	1982	242,236	59,173	56,906	20,213	16,089	12,883	8,455	8,832	5,325	54,875	28,858	21,682	8,516
Winnebago	1988	1,831,280	364,722	342,451	158,351	243,256	222,069	65,929	120,436	65,526	381,776	161,986	113,706	49,340
	1982	1,179,592	256,294	240,165	116,645	168,328	152,345	54,631	59,816	36,084	205,541	120,271	56,863	36,138
Woodford	1988	126,788	26,433	24,977	7,228	111		2,216	4,316	2,731	53,997	10,135	9,357	1,910
	1982	100,292	20,991	19,795	7,381	89		1,831	3,275	2,120	37,234	12,377	6,130	1,677
TOTAL METRO COUNTIES	**1988**	**64,784,618**	**11,480,634**	**10,667,303**	**6,003,308**	**7,736,289**	**6,913,678**	**3,951,388**	**3,915,142**	**1,943,265**	**13,694,961**	**4,197,994**	**3,249,866**	**2,824,565**
	1982	42,941,902	8,671,982	8,038,629	4,453,144	5,193,935	4,576,734	2,933,270	1,920,203	1,087,180	7,404,243	3,808,682	1,663,813	1,851,373
TOTAL STATE	**1988**	**75,708,059**	**13,866,416**	**12,952,232**	**6,825,153**	**8,843,087**	**7,686,615**	**4,380,319**	**4,382,449**	**2,184,838**	**16,464,701**	**5,077,458**	**4,047,019**	**3,168,521**
	1982	50,747,397	10,560,642	9,844,322	5,137,625	5,921,353	5,061,295	3,290,749	2,202,690	1,250,524	8,959,380	4,715,576	2,143,338	2,117,717
INDIANA														
ANDERSON	**1988**	**841,633**	**193,418**	**188,098**	**63,835**	**96,955**	**92,987**	**39,375**	**37,525**	**16,041**	**215,547**	**71,376**	**36,401**	**33,124**
	1982	574,610	145,328	141,049	51,894	66,253	62,960	27,279	21,418	10,631	107,813	69,376	21,901	24,522
Madison	1988	841,633	193,418	188,098	63,835	96,955	92,987	39,375	37,525	16,041	215,547	71,376	36,401	33,124
	1982	574,610	145,328	141,049	51,894	66,253	62,960	27,279	21,418	10,631	107,813	69,376	21,901	24,522
BLOOMINGTON	**1988**	**611,096**	**109,284**	**105,952**	**62,031**	**79,798**	**74,304**	**37,129**	**30,835**	**14,178**	**137,244**	**42,435**	**23,571**	**16,808**
	1982	435,496	96,082	92,968	49,681	54,942	50,722	27,517	17,858	9,433	70,204	41,664	19,607	15,671
Monroe	1988	611,096	109,284	105,952	62,031	79,798	74,304	37,129	30,835	14,178	137,244	42,435	33,571	16,808
	1982	435,496	96,082	92,968	49,681	54,942	50,722	27,517	17,858	9,433	70,204	41,664	19,607	15,671

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INDIANA (continued)														
ELKHART - GOSHEN	**1988**	**1,114,333**	**228,081**	**211,623**	**83,652**	**86,180**	**66,386**	**35,566**	**26,438**	**11,179**	**451,231**	**68,511**	**56,871**	**30,143**
	1982	761,445	185,805	172,054	67,190	62,701	46,041	28,696	16,592	8,181	230,475	63,080	35,390	27,297
Elkhart	1988	1,114,333	228,081	211,623	83,652	86,180	66,386	35,566	26,438	11,179	451,231	68,511	56,871	30,143
	1982	761,445	185,805	172,054	67,190	62,701	46,041	28,696	16,592	8,181	230,475	63,080	35,390	27,297
EVANSVILLE	**1988**	**2,056,344**	**389,407**	**372,359**	**188,833**	**272,537**	**234,236**	**142,430**	**120,534**	**63,371**	**470,163**	**136,144**	**124,337**	**56,549**
	1982	1,393,147	314,645	300,022	136,644	188,064	162,065	88,412	64,583	38,286	237,767	128,670	78,483	44,515
Posey	1988	83,113	16,126	15,792	5,074	5,840	2,714	1,636	5,236	3,979	31,319	4,899	3,811	3,927
	1982	66,075	15,648	15,293	5,733	4,038	1,757	1,500	2,718	2,126	17,607	8,308	2,961	2,954
Vanderburgh	1988	1,462,651	258,438	245,068	141,733	217,259	197,628	125,561	92,960	40,741	302,128	76,694	87,386	36,541
	1982	1,016,953	215,398	203,849	105,330	158,230	142,912	74,771	50,004	25,883	157,769	77,928	54,576	33,252
Warrick	1988	152,401	38,155	36,315	8,909	9,305	7,749	3,380	6,466	5,802	39,109	15,054	22,400	3,966
	1982	105,610	31,639	30,052	7,620	5,165	4,198	2,966	3,221	2,895	21,975	12,734	12,926	2,833
Henderson, Ky.	*1988*	*358,179*	*76,688*	*75,184*	*33,117*	*40,133*	*26,145*	*11,853*	*15,872*	*12,849*	*97,607*	*39,497*	*10,740*	*12,115*
	1982	*204,509*	*51,960*	*50,839*	*17,961*	*20,631*	*13,198*	*9,175*	*8,640*	*7,382*	*40,416*	*29,700*	*8,020*	*5,476*
FORT WAYNE	**1988**	**2,401,300**	**446,799**	**420,425**	**230,004**	**301,663**	**269,447**	**108,719**	**156,452**	**71,846**	**543,369**	**196,903**	**136,737**	**88,253**
	1982	1,603,351	340,525	319,804	174,669	208,179	184,717	80,226	75,610	39,242	287,543	171,291	69,519	60,789
Allen	1988	2,117,005	369,457	344,929	207,489	285,578	259,982	103,244	147,848	66,305	468,936	169,657	111,314	74,485
	1982	1,413,676	281,670	262,449	157,072	197,726	178,574	75,708	71,239	36,213	249,195	148,859	56,406	51,419
De Kalb	1988	145,728	37,841	37,072	12,094	10,985	9,465	4,202	4,434	3,174	39,177	11,156	13,856	6,406
	1982	104,219	31,596	30,893	10,317	7,345	6,143	3,447	2,492	1,910	20,998	10,842	7,451	4,589
Whitley	1988	138,567	39,501	38,424	10,421	5,100		1,273	4,170	2,367	35,256	16,090	11,567	7,362
	1982	85,456	27,259	26,462	7,280	3,108		1,071	1,879	1,119	17,350	11,590	5,662	4,781
GARY - HAMMOND	**1988**	**4,007,967**	**798,903**	**738,276**	**383,154**	**446,305**	**375,117**	**186,736**	**200,809**	**112,157**	**863,762**	**406,709**	**186,131**	**187,876**
	1982	2,747,635	663,216	611,561	291,442	310,937	255,764	129,831	99,977	60,947	442,770	349,635	105,640	131,238
Lake	1988	3,419,092	661,102	609,294	323,600	401,945	348,028	166,873	177,013	100,458	723,897	353,024	166,452	143,455
	1982	2,333,445	556,363	511,744	241,190	277,487	236,411	117,587	86,610	53,627	376,107	290,640	93,979	99,871
Porter	1988	588,875	137,801	128,982	59,554	44,360	27,089	19,863	23,796	11,699	139,865	53,685	19,679	44,421
	1982	414,190	106,853	99,817	50,252	33,450	19,353	12,244	13,367	7,320	66,663	58,995	11,661	31,367
INDIANAPOLIS	**1988**	**9,051,225**	**1,430,815**	**1,370,673**	**841,000**	**1,027,204**	**961,306**	**406,617**	**473,501**	**219,513**	**2,476,403**	**833,063**	**462,398**	**352,656**
	1982	5,834,963	1,130,983	1,080,774	598,813	696,890	650,857	265,463	229,353	123,408	1,132,572	709,710	248,271	232,475
Boone	1988	212,875	39,762	35,982	16,371	8,400	7,622	8,343	9,381	5,666	43,483	55,579	13,724	7,977
	1982	147,818	30,340	27,402	14,423	6,424	5,615	6,617	4,534	2,945	21,073	42,413	7,911	6,003
Hamilton	1988	471,850	95,873	93,750	45,199	31,954	27,425	10,890	35,885	24,494	129,197	42,294	30,898	21,139
	1982	288,640	74,505	72,711	29,423	14,339	12,069	8,077	14,688	10,764	57,132	38,420	15,250	13,190
Hancock	1988	257,062	48,451	47,866	23,420	16,743	13,798	5,487	5,994	3,485	73,176	47,290	10,983	8,680
	1982	153,022	32,198	31,746	14,055	9,013	7,348	3,637	3,226	1,992	35,054	32,914	5,263	7,097
Hendricks	1988	284,477	84,543	84,026	25,903	13,599		5,367	11,348	4,297	64,556	30,255	14,464	10,541
	1982	194,139	63,638	63,123	18,781	6,957		4,099	5,467	2,382	30,602	31,451	7,918	8,978
Johnson	1988	547,223	62,149	58,472	37,787	146,363	140,950	48,672	27,805	15,614	106,136	48,006	29,554	13,649
	1982	366,426	52,017	48,842	29,224	91,648	87,816	33,362	12,907	6,098	51,012	45,517	18,623	12,356
Marion	1988	6,818,083	998,126	950,095	656,759	777,302	742,747	308,518	358,781	154,772	1,962,204	541,349	335,457	271,959
	1982	4,385,269	797,334	757,456	468,277	547,510	519,857	197,118	177,357	91,540	892,647	464,541	177,735	171,481
Morgan	1988	292,972	71,755	71,273	22,925	19,703	16,037	12,999	16,427	8,355	48,178	50,885	16,425	10,900
	1982	169,095	50,362	49,925	14,392	11,559	9,125	5,958	6,346	3,519	18,584	35,513	7,669	7,003
Shelby	1988	166,683	30,156	29,209	12,636	13,140	12,727	6,341	7,880	2,830	49,473	17,405	10,893	7,811
	1982	130,554	30,589	29,569	10,238	9,440	9,027	6,595	4,828	2,168	26,468	18,941	7,902	6,367
KOKOMO	**1988**	**792,776**	**149,107**	**142,076**	**72,052**	**92,337**	**86,065**	**38,730**	**38,579**	**18,292**	**210,519**	**72,800**	**46,840**	**32,041**
	1982	490,866	102,172	97,186	48,971	57,557	52,835	25,841	15,477	10,833	103,299	60,728	24,619	20,268
Howard	1988	714,785	128,903	122,125	66,058	89,975	86,065	36,904	27,476	17,189	184,479	63,478	40,928	29,909
	1982	439,575	87,703	82,927	44,730	55,801	52,835	24,113	14,711	10,067	91,474	52,260	21,371	18,001
Tipton	1988	77,991	20,204	19,951	5,994	2,362		1,826	1,103	1,103	26,040	9,322	5,912	2,132
	1982	51,291	14,469	14,259	4,241	1,756		1,728	766	766	11,825	8,468	3,248	2,267
LAFAYETTE - WEST LAFAYETTE	**1988**	**788,653**	**120,524**	**111,178**	**79,153**	**106,804**	**105,300**	**31,133**	**33,742**	**13,544**	**215,663**	**56,970**	**51,227**	**28,434**
	1982	592,064	113,307	104,312	65,444	89,891	88,368	24,477	22,481	10,247	112,433	58,370	31,183	24,669
Tippecanoe	1988	788,653	120,524	111,178	79,153	106,804	105,300	31,133	33,742	13,544	215,663	56,970	51,227	28,434
	1982	592,064	113,307	104,312	65,444	89,891	88,368	24,477	22,481	10,247	112,433	58,370	31,183	24,669
MUNCIE	**1988**	**898,089**	**167,097**	**153,027**	**88,435**	**96,935**	**93,324**	**30,794**	**59,800**	**30,971**	**190,890**	**111,588**	**59,066**	**41,766**
	1982	571,499	119,157	108,907	60,211	65,638	62,560	22,583	27,650	16,107	92,842	87,688	30,608	25,280
Delaware	1988	898,089	167,097	153,027	88,435	96,935	93,324	30,794	59,800	30,971	190,890	111,588	59,066	41,766
	1982	571,499	119,157	108,907	60,211	65,638	62,560	22,583	27,650	16,107	92,842	87,688	30,608	25,280

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
INDIANA (continued)														
SOUTH BEND - MISHAWAKA	**1988**	**1,748,668**	**302,211**	**284,107**	**155,614**	**228,896**	**205,124**	**69,015**	**147,264**	**61,690**	**428,935**	**124,758**	**70,013**	**68,908**
	1982	1,151,353	237,348	222,687	119,425	162,799	143,838	53,355	69,232	34,658	214,641	106,500	39,328	46,617
St. Joseph	1988	1,748,668	302,211	284,107	155,614	228,896	205,124	69,015	147,264	61,690	428,935	124,758	70,013	68,908
	1982	1,151,353	237,348	222,687	119,425	162,799	143,838	53,355	69,232	34,658	214,641	106,500	39,328	46,617
TERRE HAUTE	**1988**	**1,110,438**	**178,086**	**169,007**	**91,245**	**131,402**	**110,117**	**60,009**	**42,599**	**17,830**	**240,758**	**92,848**	**66,268**	**26,329**
	1982	775,792	144,977	137,360	66,605	96,255	79,721	41,686	23,335	11,401	128,432	77,829	41,166	22,535
Clay	1988	128,826	22,365	20,429	8,408	9,864	9,397	2,232	2,429	1,379	42,164	20,493	5,456	6,132
	1982	86,239	17,023	15,518	6,390	6,257	5,929	2,423	1,654	1,028	19,313	18,759	3,607	4,379
Vigo	1988	981,612	155,721	148,578	82,837	121,538	100,720	57,777	40,170	16,451	198,594	72,355	60,812	20,197
	1982	689,553	127,954	121,842	60,215	89,998	73,792	39,263	21,681	10,373	109,119	59,070	37,559	18,156
ALL COUNTIES														
Adams	1988	162,280	36,332	33,538	16,541	9,207	7,296	4,369	8,243	6,611	45,146	10,602	14,090	5,688
	1982	105,914	25,523	23,514	11,698	5,829	4,410	3,316	4,423	3,694	23,656	10,866	7,683	4,403
Allen	1988	2,117,005	369,457	344,929	207,489	285,578	259,982	103,244	147,848	66,305	468,936	169,657	111,314	74,485
	1982	1,413,676	281,670	262,449	157,072	197,726	178,574	75,708	71,239	36,213	249,195	148,859	56,406	51,419
Bartholomew	1988	343,417	61,304	59,776	28,947	48,280	43,456	15,883	22,532	10,217	70,169	41,490	21,259	11,505
	1982	293,045	61,012	59,373	28,912	40,104	35,461	14,127	13,219	6,738	45,556	44,840	14,133	10,634
Benton	1988	37,132	9,113	8,985	1,816			171	1,050	161	9,140	5,538	2,000	1,418
	1982	25,253	6,870	6,760	1,466			190	547	121	4,212	4,780	1,501	1,245
Blackford	1988	61,305	16,080	15,749	3,836	5,847		1,513	2,461	1,844	17,555	3,801	4,406	3,216
	1982	44,211	13,730	13,419	3,262	4,045		1,233	1,317	1,085	9,004	3,858	3,471	2,310
Boone	1988	212,875	39,762	35,982	16,371	8,400	7,622	8,343	9,381	5,666	43,483	55,579	13,724	7,977
	1982	147,818	30,340	27,402	14,423	6,424	5,615	6,617	4,534	2,945	21,073	42,413	7,911	6,003
Brown	1988	21,986	3,338	1,342	4,845	274		623	870	870	1,557	2,216	1,322	1,354
	1982	17,167	2,692	1,079	3,928	230		350	535	535	1,145	2,003	1,063	1,394
Carroll	1988	64,787	11,258	11,144	4,931	2,103		1,044	1,192	259	22,129	5,371	7,624	2,875
	1982	45,937	9,212	9,100	3,674	2,002		698	980	262	13,148	5,385	4,427	2,144
Cass	1988	206,209	41,497	40,055	16,214	22,434	19,492	6,613	10,102	3,390	53,461	16,298	12,351	9,562
	1982	157,041	34,257	32,999	14,717	17,892	15,285	6,319	7,173	2,705	30,296	16,688	8,010	8,074
☐ Clark	1988	671,585	104,547	96,907	49,878	112,608	99,014	42,294	20,111	9,678	158,095	76,462	54,204	18,396
	1982	457,803	84,771	78,421	38,108	83,094	71,389	25,090	10,432	5,727	79,111	67,123	27,852	13,425
Clay	1988	128,826	22,365	20,429	8,408	9,864	9,397	2,232	2,429	1,379	42,164	20,493	5,456	6,132
	1982	86,239	17,023	15,518	6,390	6,257	5,929	2,423	1,654	1,028	19,313	18,759	3,607	4,379
Clinton	1988	160,400	39,624	38,194	13,229	7,846	5,773	7,179	7,042	2,903	44,058	11,580	5,766	8,062
	1982	98,326	27,304	26,267	9,535	4,902	3,495	4,791	3,704	1,890	19,189	10,234	3,344	5,262
Crawford	1988	25,924	8,734	8,434	2,161	3,180		309	496	496	4,051	5,442	416	
	1982	17,171	6,066	5,846	1,389	1,698		318	374	374	1,936	4,007	247	
Daviess	1988	146,805	30,685	29,502	9,522	16,598	12,452	5,367	5,051	2,072	33,258	15,591	17,087	4,952
	1982	103,956	25,800	24,757	7,996	12,411	9,086	5,171	2,481	1,197	15,196	14,470	9,914	4,531
☐ Dearborn	1988	152,190	38,270	36,783	11,307	16,322		2,528	5,993	1,622	36,905	12,594	7,295	7,860
	1982	102,376	28,454	27,295	8,938	8,547		2,134	3,488	1,220	17,111	12,845	4,263	7,077
Decatur	1988	113,706	24,825	23,212	9,230	10,159	7,846	3,545	3,719	2,443	29,881	18,027	5,597	2,818
	1982	81,169	19,818	18,494	6,744	6,761	5,099	2,540	1,985	1,369	14,883	16,792	3,534	2,380
De Kalb	1988	145,728	37,841	37,072	12,094	10,985	9,465	4,202	4,434	3,174	39,177	11,156	13,856	6,406
	1982	104,219	31,596	30,893	10,317	7,345	6,143	3,447	2,492	1,910	20,998	10,842	7,451	4,589
Delaware	1988	898,069	167,097	153,027	88,435	96,935	93,324	30,794	59,800	30,971	190,890	111,588	59,066	41,766
	1982	571,499	119,157	108,907	60,211	65,638	62,560	22,583	27,650	16,107	92,842	87,688	30,608	25,280
Dubois	1988	281,017	42,001	40,599	18,531	14,994	12,374	10,584	15,312	4,975	112,281	20,397	12,916	6,989
	1982	177,612	32,691	31,537	15,529	9,299	7,398	7,390	7,429	2,757	57,703	17,954	7,162	4,577
Elkhart	1988	1,114,333	228,081	211,623	83,652	86,180	66,386	35,566	26,438	11,179	451,231	68,511	56,871	30,143
	1982	761,445	185,805	172,054	67,190	62,701	46,041	28,696	16,592	8,181	230,475	63,080	35,390	27,297
Fayette	1988	157,614	32,903	31,699	12,954	13,359	10,269	5,791	5,075	3,497	37,279	14,071	4,741	11,716
	1982	102,255	26,117	25,111	9,710	8,906	6,752	3,464	2,279	1,720	17,498	11,396	2,398	7,690
☐ Floyd	1988	279,520	62,901	61,855	30,287	23,003	21,763	21,267	23,418	18,877	50,640	22,457	10,791	14,814
	1982	207,065	57,337	56,271	25,975	13,987	13,189	14,742	13,213	11,091	26,071	23,553	6,471	10,742
Fountain	1988	75,174	17,072	16,379	7,118	3,508		782	1,214	428	28,536	3,451	5,678	2,983
	1982	68,719	19,180	18,363	7,993	2,376		1,216	1,261	580	19,681	4,467	4,289	3,473
Franklin	1988	50,867	21,004	19,025	3,973	965		186	939	939	9,551	4,069	5,562	1,446
	1982	33,946	14,375	12,996	3,016	801		219	696	696	4,164	4,237	2,771	1,226
Fulton	1988	93,751	22,473	21,624	10,864	8,095		1,748	1,310	1,310	24,807	8,895	4,093	6,341
	1982	64,031	16,990	16,316	8,017	4,636		1,661	1,002	1,002	13,084	8,026	2,312	4,222
Gibson	1988	225,629	52,134	51,792	15,339	16,489	8,448	8,179	6,879	3,804	68,101	11,445	21,023	10,613
	1982	131,876	34,973	34,674	10,935	11,759	5,784	5,096	2,992	1,971	26,623	10,919	10,492	6,285

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982			Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
METRO AREA County	Year	Total Retail Sales ($000)	Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
INDIANA (continued)														
ALL COUNTIES (continued)														
Grant	1988	556,122	108,729	102,598	46,975	67,075	59,277	29,820	24,774	11,515	145,297	44,990	37,934	22,714
	1982	316,652	71,159	67,013	32,277	36,803	32,087	19,018	12,053	6,278	58,367	36,190	17,484	14,532
Greene	1988	128,452	39,981	38,433	7,751	11,901	9,473	5,094	3,511	1,061	25,594	7,371	13,387	5,691
	1982	89,997	30,398	29,163	6,307	7,167	5,523	3,437	2,135	748	13,589	8,265	8,080	4,189
Hamilton	1988	471,850	95,873	93,750	45,199	31,954	27,425	10,890	35,885	24,494	129,197	42,294	30,898	21,139
	1982	288,640	74,505	72,711	29,423	14,339	12,069	8,077	14,688	10,764	57,132	38,420	15,250	13,190
Hancock	1988	257,062	48,451	47,866	23,420	16,743	13,798	5,487	5,994	3,485	73,176	47,290	10,983	8,680
	1982	153,022	32,198	31,746	14,055	9,013	7,348	3,637	3,226	1,992	35,054	32,914	5,263	7,097
☐ Harrison	1988	89,418	22,420	21,496	7,645	6,922		1,546	4,341	740	18,355	7,859	10,194	3,144
	1982	69,610	22,463	21,495	5,976	4,664		1,327	3,231	738	9,637	7,644	5,847	2,521
Hendricks	1988	284,477	84,543	84,026	25,903	13,599		5,367	11,348	4,297	64,556	30,255	14,464	10,541
	1982	194,139	63,638	63,123	18,781	6,957		4,099	5,467	2,382	30,602	31,451	7,918	8,978
Henry	1988	289,795	86,297	82,431	23,415	19,621	12,410	12,121	11,667	7,777	59,243	31,489	14,619	12,791
	1982	178,909	59,221	56,456	15,544	10,977	6,808	6,598	6,303	4,580	25,419	25,222	7,548	7,778
Howard	1988	714,785	128,903	122,125	66,058	89,975	86,065	36,904	27,476	17,189	184,479	63,478	40,928	29,909
	1982	439,575	87,703	82,927	44,730	55,801	52,835	24,113	14,711	10,067	91,474	52,260	21,371	18,001
Huntington	1988	200,929	43,249	41,299	15,574	20,787	16,955	7,079	6,898	3,575	48,168	22,018	11,293	9,095
	1982	117,764	29,839	28,437	10,020	9,978	8,045	4,108	3,423	2,030	20,044	18,987	4,915	5,538
Jackson	1988	241,317	54,607	53,359	20,687	15,757	12,897	12,815	6,254	2,088	54,241	32,353	23,370	11,265
	1982	157,763	39,412	38,435	14,673	9,333	7,400	8,403	3,651	1,502	27,067	27,472	13,316	6,620
Jasper	1988	125,061	24,962	23,764	7,581	11,263	7,343	4,799	2,292	1,702	27,030	20,205	9,054	7,815
	1982	102,080	22,703	21,571	8,458	7,452	4,655	3,937	1,499	1,221	17,821	18,958	6,276	6,109
Jay	1988	93,098	25,912	24,750	7,783	5,169		1,532	4,421	2,273	22,044	10,290	4,538	3,872
	1982	69,354	22,138	21,103	6,022	4,066		1,579	2,786	1,622	11,489	9,637	2,685	2,974
Jefferson	1988	147,230	33,151	31,997	10,779	14,790	12,550	4,489	8,785	4,772	32,340	7,339	14,895	5,757
	1982	121,599	32,928	31,717	9,923	13,423	11,195	4,407	5,602	3,258	19,763	8,727	9,998	5,035
Jennings	1988	79,104	25,283	25,149	6,437	4,327		1,031	1,045	240	13,911	10,162	6,463	3,068
	1982	53,168	16,925	16,801	4,692	3,152		628	859	275	6,855	8,774	3,342	2,538
Johnson	1988	547,223	62,149	58,472	37,787	146,363	140,950	48,672	27,805	15,614	106,136	48,006	29,554	13,649
	1982	366,426	52,017	48,842	29,224	91,648	87,816	33,362	12,907	8,098	51,012	45,517	18,623	12,356
Knox	1988	269,084	48,727	48,262	22,913	30,065	23,202	15,388	15,482	7,628	65,765	20,121	18,321	13,501
	1982	187,501	39,708	39,251	16,786	21,056	15,997	11,341	8,317	4,577	33,731	19,241	14,170	9,330
Kosciusko	1988	341,845	64,959	63,178	27,379	24,359	14,620	16,462	13,563	7,670	94,834	24,842	32,617	13,779
	1982	222,673	51,076	49,577	20,480	16,673	9,468	9,795	7,348	4,688	46,760	22,214	17,914	9,882
La Grange	1988	119,832	30,564	29,347	15,349	4,748		1,496	2,977	2,319	18,759	10,166	21,726	3,353
	1982	70,917	19,439	18,629	9,770	2,601		893	1,307	1,093	7,876	7,822	11,040	2,248
Lake	1988	3,419,092	661,102	609,294	323,600	401,945	348,028	166,873	177,013	100,458	723,897	353,024	166,452	143,455
	1982	2,333,445	556,363	511,744	241,190	277,487	236,411	117,587	86,610	53,627	376,107	290,640	93,979	99,871
La Porte	1988	590,120	116,061	109,528	48,763	71,875	64,110	30,501	30,234	12,208	149,108	53,259	33,908	25,538
	1982	442,833	104,653	98,566	41,184	55,004	47,355	21,983	15,990	7,085	75,303	61,079	21,049	21,164
Lawrence	1988	229,935	47,697	46,592	17,120	37,156	26,811	6,339	10,596	3,767	55,000	18,530	12,790	9,548
	1982	149,673	38,583	37,615	12,266	18,948	13,285	5,069	5,743	2,471	26,294	17,239	7,240	6,956
Madison	1988	841,633	193,418	188,098	63,835	96,955	92,987	39,375	37,525	16,041	215,547	71,376	36,401	33,124
	1982	574,610	145,328	141,049	51,894	66,253	62,960	27,279	21,418	10,631	107,813	69,376	21,901	24,522
Marion	1988	6,818,083	998,126	950,095	656,759	777,302	742,747	308,518	358,781	154,772	1,962,204	541,349	335,457	271,959
	1982	4,385,269	797,334	757,456	468,277	547,510	519,857	197,118	177,357	91,540	892,647	464,541	177,735	171,481
Marshall	1988	200,294	38,003	37,422	14,419	7,507	2,909	8,361	5,529	2,104	57,006	23,077	23,182	9,566
	1982	145,137	34,255	33,665	12,934	5,564	1,900	6,847	3,806	1,808	29,225	21,309	13,671	7,332
Martin	1988	47,359	14,862	14,746	2,596	2,417		1,708	1,739	1,739	11,807	5,281	2,428	943
	1982	32,431	10,622	10,518	1,889	1,611		986	1,018	1,018	6,410	4,943	1,411	955
Miami	1988	176,284	34,608	33,835	12,686	8,931	7,654	6,431	8,928	5,052	57,176	15,690	8,259	9,897
	1982	111,995	25,962	25,332	8,688	6,438	5,477	4,766	3,821	2,256	29,522	12,828	4,051	6,347
Monroe	1988	611,096	109,284	105,952	62,031	79,798	74,304	37,129	30,835	14,178	137,244	42,435	33,571	16,808
	1982	435,496	96,082	92,968	49,681	54,942	50,722	27,517	17,858	9,433	70,204	41,664	19,607	15,671
Montgomery	1988	211,434	47,832	46,199	15,590	22,123	17,243	5,950	7,485	4,832	61,982	15,702	11,582	9,182
	1982	139,257	33,311	32,110	12,667	16,324	12,342	5,062	4,183	2,974	28,748	13,938	6,330	7,050
Morgan	1988	292,972	71,755	71,273	22,925	19,703	16,037	12,999	16,427	8,355	48,178	50,885	16,425	10,900
	1982	169,095	50,362	49,925	14,392	11,559	9,125	5,958	6,346	3,519	18,584	35,513	7,669	7,003
Newton	1988	46,061	11,512	11,403	2,817	715		1,074	1,438	356	9,708	6,499	3,727	4,583
	1982	36,457	10,109	9,993	2,901	719		1,405	1,125	335	4,572	5,807	2,686	3,427
Noble	1988	155,407	39,737	38,249	11,901	16,543		3,670	5,152	2,508	37,324	11,031	9,324	5,781
	1982	103,053	29,449	28,289	8,742	9,180		2,999	2,795	1,497	19,980	10,719	5,112	4,535
Ohio	1988	15,886	7,512	6,845	1,813			240	291	291		3,888	860	361
	1982	8,767	4,549	4,136	611			123	116	116		2,527	360	182

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
INDIANA (continued)														
ALL COUNTIES (continued)														
Orange	1988	64,205	24,273	24,002	4,462	4,069		1,050	2,085	1,004	9,141	7,878	3,662	2,667
	1982	48,593	18,247	18,007	3,670	2,763		881	1,302	636	5,020	7,526	2,696	2,154
Owen	1988	45,604	11,483	11,187	4,344	662		259	1,704	1,049	13,693	7,316	1,185	1,524
	1982	33,440	9,361	9,101	2,988	441		255	1,079	686	7,022	7,508	886	1,282
Parke	1988	44,270	14,937	14,808	3,063	2,526		309	1,174	413	7,876	2,221	3,983	2,139
	1982	35,383	12,460	12,328	2,688	1,320		383	1,035	475	4,366	3,256	3,225	1,798
Perry	1988	97,141	26,812	25,690	6,503	13,837	7,635	6,464	5,216	2,696	13,829	5,244	6,735	4,543
	1982	65,273	21,584	20,638	5,702	8,696	4,575	3,790	2,756	1,553	7,343	4,067	3,522	2,733
Pike	1988	33,869	12,019	11,920	2,038	856		292	1,220	1,004	11,704	2,119	614	905
	1982	27,564	10,694	10,585	1,804	882		356	1,117	979	7,320	1,946	513	1,185
Porter	1988	588,875	137,801	128,982	59,554	44,360	27,089	19,863	23,796	11,699	139,865	53,685	19,679	44,421
	1982	414,190	106,853	99,817	50,252	33,450	19,353	12,244	13,367	7,320	66,663	58,995	11,661	31,367
Posey	1988	83,113	16,126	15,792	5,074	5,840	2,714	1,636	5,236	3,979	31,319	4,899	3,811	3,927
	1982	66,075	15,648	15,293	5,733	4,038	1,757	1,500	2,718	2,126	17,607	8,308	2,961	2,954
Pulaski	1988	75,171	11,049	10,723	4,305	1,605		1,121	1,300	459	28,207	4,609	9,037	4,889
	1982	40,701	7,825	7,579	2,862	1,247		1,127	1,009	465	11,038	3,777	3,703	2,920
Putnam	1988	116,044	36,682	36,445	9,062	6,833		5,039	3,972	1,307	22,641	8,386	9,343	5,135
	1982	83,484	27,440	27,208	6,864	4,515		3,352	2,462	928	12,524	9,440	5,270	4,267
Randolph	1988	127,041	34,522	33,112	8,822	4,420		2,697	7,248	4,132	30,488	14,778	6,541	6,195
	1982	77,517	23,655	22,644	5,846	3,321		2,407	3,368	2,178	14,361	10,663	3,316	4,059
Ripley	1988	106,180	32,209	31,650	5,876	6,075		1,239	4,421	2,507	22,748	5,792	10,162	3,798
	1982	72,303	24,682	24,204	4,667	3,309		944	2,356	1,402	11,662	5,292	7,520	3,022
Rush	1988	88,566	17,818	17,531	3,962	5,741		765	4,025	4,025	32,247	6,920	6,988	5,397
	1982	59,732	15,740	15,456	3,272	3,858		653	2,455	2,455	15,232	7,101	3,770	3,761
St. Joseph	1988	1,748,668	302,211	284,107	155,614	228,896	205,124	69,015	147,264	61,690	428,935	124,758	70,013	68,908
	1982	1,151,353	237,348	222,687	119,425	162,799	143,838	53,355	69,232	34,658	214,641	106,500	39,328	46,617
Scott	1988	103,369	20,747	19,827	8,571	13,311		1,208	1,803	989	20,500	13,191	7,253	4,092
	1982	64,591	15,547	14,828	5,657	6,275		1,099	1,181	698	8,851	12,396	4,035	2,435
Shelby	1988	166,683	30,156	29,209	12,636	13,140	12,727	6,341	7,880	2,830	49,473	17,405	10,893	7,811
	1982	130,554	30,589	29,569	10,238	9,440	9,027	6,595	4,828	2,168	26,468	18,941	7,902	6,367
Spencer	1988	74,660	23,534	21,889	5,024	1,393		486	2,367	897	24,353	5,011	4,762	2,135
	1982	49,827	16,828	15,620	4,042	921		440	1,636	728	11,991	5,367	2,983	1,509
Starke	1988	109,567	23,929	23,101	5,265	8,647		506	1,641	1,331	23,764	20,156	9,991	7,986
	1982	76,018	18,107	17,445	4,451	5,431		548	1,218	1,061	12,406	18,023	5,494	5,716
Steuben	1988	169,693	33,623	32,218	14,437	11,692		6,746	6,312	2,031	29,242	33,715	14,996	4,220
	1982	113,602	26,003	24,868	11,657	5,780		4,254	2,680	973	13,611	28,071	8,143	2,982
Sullivan	1988	60,856	16,574	15,850	2,800	3,045		3,065	1,620	1,029	15,093	7,857	3,641	2,162
	1982	51,266	15,872	15,149	2,803	2,449		2,021	1,081	754	9,777	8,564	2,431	2,085
Switzerland	1988	15,543	5,816	5,743	1,200	134		760	257	257	1,595	166	1,047	152
	1982	10,512	4,396	4,333	784	129		367	213	213	627	253	930	187
Tippecanoe	1988	788,653	120,524	111,178	79,153	106,804	105,300	31,133	33,742	13,544	215,663	56,970	51,227	28,434
	1982	592,064	113,307	104,312	65,444	89,891	88,368	24,477	22,481	10,247	112,433	58,370	31,183	24,669
Tipton	1988	77,991	20,204	19,951	5,994	2,362		1,826	1,103	1,103	26,040	9,322	5,912	2,132
	1982	51,291	14,469	14,259	4,241	1,756		1,728	766	766	11,825	8,468	3,248	2,267
Union	1988	25,686	8,335	8,022	1,067	434		783	1,140	743	3,593	1,865	6,671	954
	1982	16,045	5,536	5,319	898	342		476	600	448	1,720	1,667	3,410	946
Vanderburgh	1988	1,462,651	258,438	245,068	141,733	217,259	197,628	125,561	92,960	40,741	302,128	76,694	87,386	36,541
	1982	1,016,953	215,398	203,849	105,330	158,230	142,912	74,771	50,004	25,883	157,769	77,928	54,576	33,252
Vermillion	1988	70,611	14,181	13,252	3,007	2,335		1,073	166		32,441	6,722	3,946	2,008
	1982	55,241	14,351	13,384	2,783	1,518		1,403	179		17,853	7,522	3,587	1,886
Vigo	1988	981,612	155,721	148,578	82,837	121,538	100,720	57,777	40,170	16,451	198,594	72,355	60,812	20,197
	1982	689,553	127,954	121,842	60,215	89,998	73,792	39,263	21,681	10,373	109,119	59,070	37,559	18,156
Wabash	1988	157,745	30,836	29,646	10,904	19,595	9,535	4,580	5,757	2,013	38,620	11,564	15,392	9,089
	1982	122,109	28,344	27,197	9,945	13,250	6,264	4,196	3,872	1,456	20,606	13,319	12,224	7,262
Warren	1988	8,884	3,452	2,997	928	85			161		446	1,019	1,558	800
	1982	8,337	3,619	3,136	615	76			126		277	1,425	1,009	801
Warrick	1988	152,401	38,155	36,315	8,909	9,305	7,749	3,380	6,466	5,802	39,109	15,054	22,400	3,966
	1982	105,610	31,639	30,052	7,620	5,165	4,198	2,966	3,221	2,895	21,975	12,734	12,926	2,833
Washington	1988	101,974	22,665	21,713	3,899	6,809		1,747	3,111	1,583	31,687	7,524	11,041	2,802
	1982	61,001	16,177	15,467	3,051	4,330		1,509	1,541	861	13,490	5,398	6,116	1,931
Wayne	1988	617,588	113,734	106,619	46,005	82,032	69,570	19,667	22,542	10,401	166,497	56,338	48,741	22,312
	1982	392,995	82,279	76,979	31,981	57,796	48,265	11,801	11,413	6,181	81,625	52,459	22,582	14,465
Wells	1988	112,148	21,504	21,043	8,485	4,498	3,661	3,543	6,813	3,598	46,567	6,649	4,952	3,609
	1982	79,673	19,094	18,648	7,331	3,528	2,694	3,263	3,981	2,388	24,496	7,097	3,242	2,791

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

SaMM ESTIMATES 1988 / U.S. CENSUS 1982			Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls & Hardware Dealers	Drug-stores
METRO AREA / County	Year	Total Retail Sales ($000)	Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
INDIANA (continued)														
ALL COUNTIES (continued)														
White	1988	134,096	33,557	32,254	12,609	7,353	6,167	3,889	3,050	1,057	37,750	8,336	12,298	4,180
	1982	88,349	23,033	22,093	9,370	5,604	4,549	2,433	1,826	757	19,302	8,644	7,339	3,550
Whitley	1988	138,567	39,501	38,424	10,421	5,100		1,273	4,170	2,367	35,256	16,090	11,567	7,362
	1982	85,456	27,259	26,462	7,280	3,108		1,071	1,879	1,119	17,350	11,590	5,662	4,781
TOTAL METRO COUNTIES	1988	26,257,056	4,665,182	4,408,658	2,405,008	3,085,738	2,768,345	1,242,035	1,396,069	668,680	6,610,872	2,293,980	1,401,604	994,986
	1982	17,564,566	3,734,610	3,521,338	1,792,025	2,149,767	1,911,828	849,484	705,290	384,768	3,252,305	2,006,006	782,128	704,165
TOTAL STATE	1988	35,310,219	6,674,095	6,340,335	3,101,925	3,874,192	3,279,773	1,559,209	1,751,722	844,991	8,932,891	3,131,943	2,066,351	1,378,317
	1982	23,723,731	5,298,533	5,022,536	2,333,111	2,677,678	2,252,482	1,078,925	902,053	493,171	4,410,237	2,789,607	1,165,503	984,463
IOWA														
CEDAR RAPIDS	1988	1,116,098	223,132	212,391	98,354	220,444	214,045	51,997	53,460	29,210	217,354	74,721	62,706	35,425
	1982	830,476	185,902	176,601	80,161	142,597	137,758	39,391	36,400	22,753	137,340	61,608	51,725	28,116
Linn	1988	1,116,098	223,132	212,391	98,354	220,444	214,045	51,997	53,460	29,210	217,354	74,721	62,706	35,425
	1982	830,476	185,902	176,601	80,161	142,597	137,758	39,391	36,400	22,753	137,340	61,608	51,725	28,116
DAVENPORT - ROCK ISLAND - MOLINE	1988	2,490,821	472,911	439,837	255,641	357,484	330,429	103,363	111,688	54,557	591,670	198,672	108,480	94,836
	1982	1,844,620	390,224	362,346	203,582	250,650	230,017	83,560	68,795	37,814	352,860	201,616	77,513	69,954
Scott	1988	1,052,698	201,294	187,706	117,369	169,340	161,615	37,010	62,679	29,800	216,105	111,098	44,849	30,931
	1982	849,007	180,493	167,974	93,767	126,671	120,494	35,255	39,485	21,499	144,599	107,906	38,778	27,177
Henry, Ill.	*1988*	*234,430*	*51,538*	*49,449*	*22,418*	*10,331*	*3,328*	*11,596*	*13,336*	*10,102*	*61,174*	*20,779*	*13,470*	*10,053*
	1982	*180,634*	*41,720*	*39,950*	*18,649*	*8,053*	*2,399*	*10,460*	*7,502*	*5,939*	*37,306*	*24,731*	*9,710*	*8,061*
Rock Island, Ill.	*1988*	*1,203,693*	*220,079*	*202,682*	*115,854*	*177,813*	*165,486*	*54,757*	*35,673*	*14,655*	*314,391*	*66,795*	*50,161*	*53,852*
	1982	*814,979*	*168,011*	*154,422*	*91,166*	*115,926*	*107,124*	*37,845*	*21,808*	*10,376*	*170,955*	*68,979*	*29,025*	*34,716*
DES MOINES	1988	2,834,303	620,477	602,758	287,480	409,949	349,337	136,469	172,769	89,601	624,287	210,856	122,610	70,619
	1982	2,015,817	472,951	458,381	194,310	279,012	233,885	103,621	91,227	55,006	363,242	194,843	93,378	48,749
Dallas	1988	125,932	37,274	36,535	5,815	13,156		3,388	3,357	1,571	36,188	13,156	5,955	1,926
	1982	103,981	32,233	31,532	5,044	9,359		3,357	2,387	1,357	25,714	12,602	5,040	1,787
Polk	1988	2,608,955	556,313	540,913	275,543	391,638	349,337	131,311	168,048	87,669	548,423	190,156	113,508	66,497
	1982	1,822,184	414,321	402,052	183,401	265,229	233,885	97,795	87,585	53,197	309,899	171,406	84,670	44,853
Warren	1988	99,416	26,890	25,310	6,122	5,155		1,770	1,364	361	39,676	7,544	3,147	2,296
	1982	89,652	26,397	24,797	5,865	4,424		2,469	1,255	452	27,629	10,835	3,665	2,109
DUBUQUE	1988	552,905	112,605	106,498	53,863	102,002	88,601	26,771	34,673	15,724	104,957	32,585	25,359	19,000
	1982	434,607	92,505	87,314	42,508	71,878	61,549	24,326	21,948	11,150	76,968	32,415	22,134	15,588
Dubuque	1988	552,905	112,605	106,498	53,863	102,002	88,601	26,771	34,673	15,724	104,957	32,585	25,359	19,000
	1982	434,607	92,505	87,314	42,508	71,878	61,549	24,326	21,948	11,150	76,968	32,415	22,134	15,588
IOWA CITY	1988	467,651	100,608	91,603	56,862	67,917	61,718	20,732	27,784	10,467	81,399	30,863	30,625	12,588
	1982	369,809	81,165	73,754	43,990	42,473	38,228	20,572	18,542	8,321	55,383	35,864	24,350	11,603
Johnson	1988	467,651	100,608	91,603	56,862	67,917	61,718	20,732	27,784	10,467	81,399	30,863	30,625	12,588
	1982	369,809	81,165	73,754	43,990	42,473	38,228	20,572	18,542	8,321	55,383	35,864	24,350	11,603
SIOUX CITY	1988	776,080	162,578	155,317	71,244	120,043	106,263	37,510	38,774	16,159	166,255	55,358	47,198	20,656
	1982	584,663	134,656	128,370	51,738	81,487	71,138	32,570	24,714	11,750	99,916	58,709	38,260	17,929
Woodbury	1988	704,560	149,940	143,567	60,729	119,510	106,263	37,070	33,537	14,865	151,182	46,096	42,677	19,203
	1982	531,241	123,650	118,159	44,533	80,979	71,138	31,992	21,724	10,917	91,608	48,469	35,304	16,582
Dakota, Neb.	*1988*	*71,520*	*12,638*	*11,750*	*10,515*	*533*		*440*	*5,237*	*1,294*	*15,073*	*9,262*	*4,521*	*1,453*
	1982	*53,422*	*11,006*	*10,211*	*7,205*	*508*		*578*	*2,990*	*833*	*8,308*	*10,240*	*2,956*	*1,347*
WATERLOO - CEDAR FALLS	1988	884,753	164,028	159,180	86,330	129,202	113,840	43,399	45,328	23,926	212,893	61,322	40,596	30,714
	1982	741,534	156,844	151,879	70,245	96,277	84,350	42,018	31,355	19,117	142,648	68,147	37,041	26,230
Black Hawk	1988	797,112	138,749	134,133	78,052	122,459	113,840	38,683	42,007	22,064	194,378	55,187	32,928	27,575
	1982	667,051	133,820	129,111	63,967	92,380	84,350	37,516	29,074	17,689	129,964	60,265	30,173	23,410
Bremer	1988	87,641	25,279	25,047	8,278	6,743		4,716	3,321	1,862	18,515	6,135	7,668	3,139
	1982	74,483	23,024	22,768	6,278	3,897		4,502	2,281	1,428	12,684	7,882	6,868	2,820
ALL COUNTIES														
Adair	1988	47,747	14,699	14,584	5,766	1,536		229	698	498	6,810	10,850	2,975	1,313
	1982	34,767	9,903	9,806	3,718	847		254	453	358	4,335	9,657	2,187	837
Adams	1988	16,188	5,311	5,019	873	334		699	317	114	2,949	734	1,960	417
	1982	12,284	4,172	3,935	558	330		945	286	135	1,435	854	1,153	450

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
IOWA (continued)														
ALL COUNTIES (continued)														
Allamakee	1988	87,661	24,107	23,288	5,516	5,616		2,511	1,593	687	29,057	5,574	6,496	760
	1982	55,473	16,677	16,078	3,895	2,811		2,300	906	458	13,255	5,407	4,953	559
Appanoose	1988	71,455	21,373	20,296	6,405	8,069	3,454	3,074	1,737	1,388	12,651	5,505	4,172	1,239
	1982	57,114	17,258	16,356	4,440	5,850	2,403	3,125	1,526	1,294	7,979	6,039	3,708	1,138
Audubon	1988	35,886	8,493	8,194	2,276	1,211		647	2,470	2,470	12,006	2,592	1,446	1,021
	1982	27,662	6,764	6,513	1,815	700		774	1,449	1,449	6,813	3,935	1,283	754
Benton	1988	84,996	17,660	16,850	6,981	1,651		2,866	3,782	2,443	27,294	9,738	8,175	2,895
	1982	66,752	15,735	14,984	5,339	1,022		2,539	2,637	1,808	17,425	9,448	6,315	2,256
Black Hawk	1988	797,112	138,749	134,133	78,052	122,459	113,840	38,683	42,007	22,064	194,378	55,187	32,928	27,575
	1982	667,051	133,820	129,111	63,967	92,380	84,350	37,516	29,074	17,689	129,964	60,265	30,173	23,410
Boone	1988	116,549	28,361	27,506	11,051	7,195		4,169	7,197	3,475	30,068	11,601	6,011	3,158
	1982	87,217	22,864	22,131	7,691	4,980		4,216	4,920	2,707	18,268	9,664	4,727	3,189
Bremer	1988	87,641	25,279	25,047	8,278	6,743		4,716	3,321	1,862	18,515	6,135	7,668	3,139
	1982	74,483	23,024	22,768	6,278	3,897		4,502	2,281	1,428	12,684	7,882	6,868	2,820
Buchanan	1988	95,112	24,998	23,832	7,731	5,394		2,023	1,333	1,333	27,691	7,708	8,597	3,797
	1982	68,201	19,092	18,166	5,701	3,329		1,820	795	795	14,728	8,263	6,172	2,373
Buena Vista	1988	157,756	33,759	32,355	13,626	15,251	7,310	7,505	6,474	1,246	40,448	9,458	12,579	3,528
	1982	99,641	22,736	21,747	8,818	8,137	3,563	5,606	3,687	900	20,974	8,688	7,538	2,441
Butler	1988	42,089	10,772	10,188	2,638	2,358		717	1,939	1,650	12,054	1,589	5,622	909
	1982	34,897	10,131	9,562	2,147	1,738		653	1,388	1,199	6,613	3,007	5,087	685
Calhoun	1988	50,369	13,430	13,216	3,138	1,537		1,094	3,234	2,246	14,005	4,626	3,679	1,588
	1982	40,080	11,924	11,710	2,359	1,296		1,431	2,117	1,604	8,319	4,647	3,147	1,274
Carroll	1988	183,288	25,708	24,929	13,964	14,969	9,352	8,190	4,799	3,223	51,480	23,397	13,622	2,020
	1982	122,844	20,223	19,571	9,142	8,796	5,405	6,840	2,599	1,912	27,243	20,544	9,031	1,494
Cass	1988	132,367	29,504	29,041	9,107	12,907	6,386	7,642	3,478	821	26,807	14,926	10,813	4,725
	1982	88,809	20,911	20,543	5,495	7,240	3,483	5,213	1,546	471	14,494	15,151	6,939	3,078
Cedar	1988	80,996	19,542	18,651	5,204	2,518		1,066	2,265	1,453	23,409	15,870	6,356	1,202
	1982	63,913	16,277	15,505	3,749	2,108		1,059	1,712	1,176	13,574	16,600	4,705	1,047
Cerro Gordo	1988	402,302	95,128	94,130	34,101	60,328	55,479	26,668	14,312	6,963	76,543	35,626	24,773	8,926
	1982	290,564	69,184	68,322	23,986	37,047	32,972	19,090	9,755	5,566	47,756	33,173	17,320	8,026
Cherokee	1988	90,098	22,347	21,389	4,927	5,850	2,260	4,911	2,668	1,489	29,174	8,334	5,285	2,735
	1982	73,571	20,749	19,821	4,202	4,561	1,721	4,838	2,094	1,337	17,733	8,136	4,292	2,547
Chickasaw	1988	50,788	12,097	11,431	4,543	2,871		1,485	1,771	1,771	14,843	4,782	3,418	1,886
	1982	40,793	10,619	10,015	3,274	1,898		1,438	1,074	1,074	9,502	5,438	3,375	1,413
Clarke	1988	60,212	19,573	18,346	6,616	4,107		746	364	364	12,333	10,048	1,829	1,235
	1982	37,889	11,669	10,916	2,954	2,804		629	256	256	5,381	9,229	1,728	731
Clay	1988	151,961	29,530	28,501	11,576	17,274	15,441	10,090	6,059	2,774	41,689	10,118	7,477	3,114
	1982	107,661	22,561	21,730	8,744	9,628	8,482	8,206	4,043	2,037	22,562	10,103	5,771	2,782
Clayton	1988	82,518	18,760	17,271	5,253	690		1,246	2,038	1,786	25,811	7,370	13,389	2,553
	1982	61,601	15,087	13,861	4,192	745		1,360	2,013	1,787	15,899	7,055	9,560	1,836
Clinton	1988	340,411	75,902	71,675	31,690	35,120	32,499	14,778	19,476	10,700	97,773	24,340	10,814	10,303
	1982	273,558	67,495	63,610	23,881	27,394	25,058	13,760	13,759	8,263	63,697	23,437	10,488	8,358
Crawford	1988	70,806	18,884	18,296	7,856	4,009		4,747	1,712	206	11,027	8,986	5,951	1,932
	1982	63,316	16,473	15,929	6,744	2,837		4,850	1,604	219	9,025	9,768	4,662	1,652
Dallas	1988	125,932	37,274	36,535	5,815	13,156		3,388	3,357	1,571	36,188	13,156	5,955	1,926
	1982	103,981	32,233	31,532	5,044	9,359		3,357	2,387	1,357	25,714	12,602	5,040	1,787
Davis	1988	35,076	9,327	9,136	2,483	418		588	770	770	10,244	2,824	2,588	1,166
	1982	25,236	6,553	6,407	1,563	403		626	661	661	5,229	3,621	1,855	852
Decatur	1988	42,221	16,975	16,802	3,264	1,230		1,233	1,097	580	5,885	4,156	3,421	2,294
	1982	27,269	9,284	9,171	1,820	927		1,039	605	386	3,157	5,109	2,073	1,455
Delaware	1988	88,200	22,662	21,975	7,506	5,610		4,473	1,757	1,357	21,031	6,127	10,974	4,269
	1982	59,222	16,110	15,591	4,303	4,156		3,207	1,108	882	10,891	6,068	7,738	2,471
Des Moines	1988	316,320	74,495	72,832	30,104	61,732	56,324	17,678	17,912	7,664	47,852	21,740	14,470	7,983
	1982	225,299	54,671	53,344	19,986	34,854	31,694	14,567	11,753	5,644	31,570	19,897	12,452	6,929
Dickinson	1988	87,498	16,197	14,986	12,276	4,547		6,472	2,405	1,498	21,805	6,560	10,094	2,239
	1982	73,550	14,295	13,201	10,270	3,545		6,315	1,938	1,288	12,480	7,604	9,675	2,159
Dubuque	1988	552,905	112,605	106,498	53,863	102,002	88,601	26,771	34,673	15,724	104,957	32,585	25,359	19,000
	1982	434,607	92,505	87,314	42,508	71,878	61,549	24,326	21,948	11,150	76,968	32,415	22,134	15,588
Emmet	1988	64,503	16,503	15,754	4,262	4,908		3,939	1,544	869	15,274	4,579	7,911	1,700
	1982	54,437	14,484	13,797	3,651	3,996		3,800	1,428	892	11,873	4,757	5,957	1,431
Fayette	1988	108,462	25,875	24,757	7,213	8,916	6,937	4,399	4,157	1,746	31,158	8,385	11,631	2,033
	1982	91,981	22,775	21,748	6,043	7,068	5,300	4,989	3,441	1,630	22,278	9,578	8,405	2,141
Floyd	1988	98,304	25,962	24,843	8,369	12,492	6,710	5,008	2,344	1,077	20,527	7,781	6,160	2,428
	1982	74,873	20,824	19,886	5,542	7,364	3,789	4,874	1,950	1,112	12,663	8,246	4,905	1,864

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
IOWA (continued)														
ALL COUNTIES (continued)														
Franklin	1988	46,065	12,442	11,347	2,521	2,031		1,003	2,089	407	10,316	7,220	2,811	1,506
	1982	40,785	11,177	10,172	2,214	2,028		1,562	1,252	309	7,832	6,912	2,692	1,187
Fremont	1988	50,269	21,306	20,306	3,066	182		707	1,221	645	6,422	5,976	4,901	2,130
	1982	30,489	12,568	11,954	1,925	134		604	745	475	2,803	4,793	3,095	1,326
Greene	1988	67,500	14,113	13,372	5,639	2,300		3,371	844	448	25,348	3,397	7,305	1,671
	1982	40,576	9,543	9,023	3,214	1,957		2,578	634	392	10,726	3,257	4,089	1,777
Grundy	1988	50,912	14,839	13,485	5,182			1,552	2,084	1,824	12,555	4,136	2,452	1,656
	1982	39,063	12,320	11,174	3,878			1,662	1,265	1,160	7,933	4,127	2,124	1,867
Guthrie	1988	28,518	7,573	7,502	1,791	2,329		369	2,005	808	7,872	1,525	2,625	1,442
	1982	21,528	6,886	6,806	1,738	1,313		436	1,400	609	3,489	2,635	1,667	995
Hamilton	1988	80,893	25,083	23,952	6,581	4,958	2,624	4,975	2,325	273	11,431	11,616	4,263	3,052
	1982	63,049	18,888	18,000	5,990	3,139	1,563	3,968	1,710	214	6,763	11,481	3,431	2,155
Hancock	1988	33,025	10,249	9,091	3,248	544		2,072	2,374	1,684	6,543	1,520	2,733	1,726
	1982	28,750	8,786	7,778	2,370	473		1,973	1,653	1,294	5,203	1,740	2,862	1,414
Hardin	1988	143,225	33,198	32,662	6,493	8,674	6,886	4,401	3,011	1,654	48,432	11,339	15,051	3,804
	1982	99,810	25,564	25,080	5,356	5,107	3,802	4,251	2,472	1,556	25,978	9,444	11,427	2,897
Harrison	1988	93,330	14,531	13,738	6,558	1,078		1,067	3,618	1,036	46,436	8,110	5,188	4,126
	1982	60,754	11,518	10,868	4,590	1,014		1,390	1,928	685	23,095	7,397	4,043	2,968
Henry	1988	109,858	25,120	24,050	7,619	11,638		2,583	3,802	1,604	32,594	10,734	8,033	3,347
	1982	72,779	18,231	17,419	4,751	5,489		2,655	2,402	1,049	18,518	9,183	5,223	2,593
Howard	1988	47,612	16,105	15,015	3,085	1,480		1,059	1,394	436	8,777	1,329	6,314	2,381
	1982	33,877	10,397	9,674	1,877	1,323		1,218	1,096	374	5,202	1,332	4,719	1,813
Humboldt	1988	54,715	16,807	16,723	5,444	2,682		2,241	1,581	1,066	14,872	3,203	3,243	2,009
	1982	43,250	13,701	13,606	3,766	2,469		2,340	1,499	1,092	9,231	3,725	2,598	1,607
Ida	1988	50,560	13,607	12,973	2,914	3,490		1,086	725	262	12,383	1,880	10,617	2,247
	1982	29,133	8,415	8,007	1,635	1,514		1,044	508	240	6,226	1,931	5,669	1,140
Iowa	1988	81,919	21,423	20,407	17,608	1,304		3,517	5,437	4,297	11,267	7,637	3,729	1,692
	1982	64,071	15,698	14,923	14,586	838		3,341	3,009	2,555	7,275	7,697	2,907	1,376
Jackson	1988	81,182	22,888	21,647	5,952	6,631	3,738	3,035	3,080	854	17,652	5,273	8,818	2,724
	1982	66,175	21,342	20,145	5,137	4,273	2,193	3,019	2,468	794	10,493	6,104	6,394	2,223
Jasper	1988	194,275	50,517	48,345	15,276	13,529	5,581	8,828	6,652	3,141	41,783	22,648	16,949	7,399
	1982	131,791	32,763	31,292	10,082	7,505	2,945	6,748	4,033	2,210	26,002	19,296	11,737	5,266
Jefferson	1988	92,916	22,675	21,699	7,517	7,992	4,211	3,908	1,701	1,222	25,878	5,517	4,814	2,416
	1982	63,874	17,167	16,395	4,514	4,545	2,301	3,588	1,078	859	15,176	5,309	3,447	1,937
Johnson	1988	467,651	100,608	91,603	56,862	67,917	61,718	20,732	27,784	10,467	81,399	30,863	30,625	12,588
	1982	369,809	81,165	73,754	43,990	42,473	38,228	20,572	18,542	8,321	55,383	35,864	24,350	11,603
Jones	1988	77,115	18,828	18,654	5,595	6,673		1,350	1,888	604	22,750	7,460	4,042	1,873
	1982	58,214	15,150	14,980	3,963	3,641		1,441	1,343	473	13,386	8,537	3,177	1,726
Keokuk	1988	35,658	4,364	3,940	2,471	204		695	613	446	14,437	3,812	3,430	1,091
	1982	30,701	4,205	3,790	1,913	236		694	755	568	8,816	4,551	3,138	894
Kossuth	1988	102,818	20,845	19,896	8,781	9,292	3,239	3,493	4,254	1,006	32,927	6,203	5,212	2,074
	1982	85,704	18,780	17,890	6,895	6,535	2,028	3,618	3,495	1,007	21,833	7,389	4,962	1,766
Lee	1988	200,038	52,047	49,868	17,339	28,257	22,608	5,157	13,019	7,620	45,213	15,153	11,995	7,564
	1982	8,698	52,590	50,289	15,208	20,334	15,555	5,326	8,483	5,472	29,674	16,237	11,957	6,729
Linn	1988	1,116,098	223,132	212,391	98,354	220,444	214,045	51,997	53,460	29,210	217,354	74,721	62,706	35,425
	1982	830,476	185,902	176,601	80,161	142,597	137,758	39,391	36,400	22,753	137,340	61,608	51,725	28,116
Louisa	1988	39,804	13,367	13,299	4,388	496		291	1,056	692	12,001	3,368	2,128	1,503
	1982	31,959	11,783	11,700	3,239	529		288	704	481	8,043	3,378	2,190	1,027
Lucas	1988	79,341	22,019	20,733	5,018	3,348	2,454	4,726	2,413	1,442	11,766	13,665	4,649	1,575
	1982	42,808	12,237	11,498	2,166	1,486	1,079	2,665	1,286	792	5,093	9,020	2,336	1,399
Lyon	1988	35,877	9,932	8,386	2,185	644		1,176	4,084	2,972	6,703	1,963	6,698	298
	1982	30,727	8,390	7,070	2,163	659		1,815	2,555	2,023	4,761	2,512	4,809	467
Madison	1988	72,411	18,039	15,983	7,022	1,864		2,199	1,341	562	19,262	3,992	12,419	2,015
	1982	44,280	11,984	10,598	4,477	1,224		1,708	946	493	9,501	3,272	6,744	1,739
Mahaska	1988	111,741	32,267	30,930	10,818	10,882	5,855	6,823	7,474	4,525	18,834	9,654	5,407	3,354
	1982	87,903	23,953	22,916	8,074	7,548	3,831	6,034	4,244	2,852	12,612	10,913	4,973	2,363
Marion	1988	123,623	28,835	26,297	13,679	10,058		5,923	6,201	3,842	33,044	8,120	6,417	4,029
	1982	88,019	22,835	20,783	8,938	6,462		4,960	3,590	2,419	18,482	9,109	4,550	3,068
Marshall	1988	224,397	56,027	53,909	19,805	31,425	29,027	8,587	7,605	3,987	50,305	10,363	15,752	9,338
	1982	185,019	46,804	44,945	17,077	21,171	19,478	8,854	5,979	3,620	34,469	13,778	14,023	8,629
Mills	1988	48,124	12,398	11,844	4,049	1,629		906	711	126	16,959	5,769	736	1,934
	1982	37,538	10,405	9,919	2,840	1,786		764	766	152	10,368	5,484	973	1,394
Mitchell	1988	52,130	7,559	6,803	3,327	932		1,226	1,956	1,162	12,353	5,219	9,011	1,881
	1982	36,296	6,217	5,585	2,305	681		1,032	1,111	738	6,336	5,647	6,051	1,243

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
IOWA (continued)														
ALL COUNTIES (continued)														
Monona	1988	65,694	12,176	11,742	4,674	1,538		1,140	1,707	267	27,102	6,222	3,298	3,918
	1982	44,203	9,966	9,592	3,281	1,244		966	1,281	291	13,763	5,230	2,284	2,690
Monroe	1988	26,284	8,437	8,047	1,241	841		503	151	151	7,188	2,222	2,291	499
	1982	25,394	8,584	8,171	1,298	745		988	221	221	5,176	2,847	2,120	501
Montgomery	1988	89,668	20,062	19,145	6,613	14,284	10,439	3,512	2,643	1,067	21,723	6,970	4,373	4,290
	1982	56,864	13,957	13,292	3,782	7,034	4,954	2,961	1,614	752	10,535	7,530	3,218	2,684
Muscatine	1988	227,324	61,109	58,900	20,039	21,942	19,644	11,478	9,374	4,455	38,670	20,832	13,907	8,738
	1982	181,398	50,493	48,573	15,688	11,909	10,474	9,593	6,571	3,501	25,153	24,902	12,645	7,060
O'Brien	1988	100,948	19,327	17,863	6,866	5,044		5,758	2,632	1,398	30,244	11,208	5,859	4,036
	1982	74,502	15,272	14,087	5,253	4,171		4,762	1,671	991	17,346	9,781	5,521	2,779
Osceola	1988	24,718	6,830	6,504	1,829	672		1,013	426	426	4,090	3,225	2,054	257
	1982	21,015	5,136	4,880	1,635	662		960	503	503	2,752	3,626	1,807	373
Page	1988	113,371	11,882	11,245	6,395	18,030		7,282	4,601	2,002	19,792	10,168	10,691	4,453
	1982	84,091	11,107	10,491	4,357	10,746		6,540	3,376	1,652	12,087	10,209	7,193	2,972
Palo Alto	1988	56,204	10,347	9,137	3,151	76		1,378	1,630	1,304	19,592	6,937	7,604	1,434
	1982	41,380	8,501	7,492	2,588	940		1,232	1,528	1,293	10,484	6,756	5,172	1,236
Plymouth	1988	128,662	34,378	32,239	9,853	10,591		4,695	2,205	1,730	34,393	15,627	7,919	2,249
	1982	95,229	26,468	24,772	7,234	5,823		4,075	1,522	1,268	19,935	14,638	6,284	1,892
Pocahontas	1988	35,142	8,695	8,563	3,235	652		725	693	388	9,026	2,471	4,891	336
	1982	29,451	7,713	7,581	2,472	717		671	798	525	5,966	2,527	4,073	320
Polk	1988	2,608,955	556,313	540,913	275,543	391,638	349,337	131,311	168,048	87,669	548,423	190,156	113,508	66,497
	1982	1,822,184	414,321	402,052	183,401	265,229	233,885	97,795	87,585	53,197	309,899	171,406	84,670	44,853
Pottawattamie	1988	688,403	111,178	108,252	59,375	67,470	58,310	20,604	10,217	4,703	192,136	128,451	35,259	30,016
	1982	417,413	81,706	79,397	37,034	34,590	29,737	11,637	5,840	3,046	95,328	95,606	17,044	18,024
Poweshiek	1988	150,693	34,224	33,610	14,461	8,784		3,123	3,853	2,349	36,636	26,003	9,272	3,278
	1982	91,416	20,729	20,317	7,551	4,540		2,405	1,873	1,304	17,371	22,801	4,836	2,339
Ringgold	1988	25,770	4,497	4,429	3,029	1,046		237	515	222	11,790	2,183	930	511
	1982	17,253	4,706	4,624	1,627	749		282	387	180	5,058	2,292	855	573
Sac	1988	55,808	9,938	9,288	4,165	733		1,170	439	159	12,865	9,307	8,449	1,599
	1982	42,079	8,040	7,499	2,915	770		1,094	484	217	8,010	7,996	7,327	1,240
Scott	1988	1,052,696	201,294	187,706	117,369	169,340	161,615	37,010	62,679	29,800	216,105	111,098	44,849	30,931
	1982	849,007	180,493	167,974	93,767	126,671	120,494	35,255	39,485	21,499	144,599	107,906	38,778	27,177
Shelby	1988	85,514	22,042	20,895	8,148	10,453		2,291	1,041	582	23,674	4,575	5,765	2,335
	1982	53,929	14,358	13,583	4,961	5,605		1,516	598	379	11,003	6,620	3,535	1,589
Sioux	1988	123,551	24,410	22,326	7,651	3,939		3,184	4,813	2,094	46,411	16,257	6,373	3,905
	1982	98,013	21,951	20,038	6,030	2,557		3,232	3,423	1,635	29,456	16,043	5,984	3,157
Story	1988	454,180	107,322	104,606	47,019	66,583	51,815	19,152	20,968	7,439	105,961	31,519	17,742	10,433
	1982	325,330	81,827	79,598	34,419	39,170	29,616	16,036	14,506	6,241	62,875	28,932	12,781	8,315
Tama	1988	70,518	21,282	20,126	6,502	5,230		1,679	3,007	1,770	12,289	10,184	6,915	807
	1982	53,137	16,530	15,601	4,501	2,739		1,350	2,079	1,318	7,794	9,562	5,005	688
Taylor	1988	29,629	11,426	11,187	2,918	617		1,395	613		3,318	3,212	2,066	315
	1982	19,120	6,540	6,390	1,754	487		1,032	441		1,834	3,273	1,188	341
Union	1988	84,247	24,582	24,162	6,305	6,736	5,277	4,278	1,548	688	19,157	10,506	5,523	1,493
	1982	65,045	18,495	18,144	4,569	4,836	3,707	3,988	1,031	564	12,089	10,101	4,815	1,301
Van Buren	1988	20,900	5,767	5,457	2,129	501		104	619	619	2,271	1,495	3,204	263
	1982	15,487	4,084	3,857	1,504	311		118	488	488	1,380	1,746	2,329	313
Wapello	1988	217,210	63,029	61,496	15,194	28,170	26,724	8,999	7,976	1,921	41,707	21,863	12,393	6,498
	1982	179,733	50,336	49,014	12,972	18,994	18,124	8,261	5,890	1,730	28,696	22,902	11,974	6,229
Warren	1988	99,416	26,890	25,310	6,122	5,155		1,770	1,364	361	39,676	7,544	3,147	2,196
	1982	89,652	26,397	24,797	5,865	4,424		2,469	1,255	452	27,629	10,835	3,668	2,109
Washington	1988	95,202	22,488	20,098	7,872	9,275	6,283	5,452	3,728	1,614	22,619	4,498	6,614	2,260
	1982	76,640	19,081	17,018	6,549	6,468	4,073	4,779	2,555	1,211	16,051	5,081	5,131	1,988
Wayne	1988	33,902	10,106	9,533	3,544	679		471	661		6,029	5,523	3,689	996
	1982	21,879	5,918	5,572	1,515	478		294	418		2,606	6,269	2,189	832
Webster	1988	274,631	48,755	47,310	25,747	52,795	51,328	11,310	12,599	6,272	64,252	14,162	17,721	4,844
	1982	238,090	45,279	43,850	22,659	37,428	36,196	11,959	9,877	5,667	47,162	18,029	18,443	5,415
Winnebago	1988	68,794	13,996	13,463	6,123	4,474		1,036	964	332	24,848	7,127	4,579	2,418
	1982	48,576	11,502	11,043	3,809	2,991		1,187	977	408	14,293	6,568	3,226	1,818
Winneshiek	1988	126,328	27,461	26,222	13,380	11,507	9,462	7,372	8,535	2,748	20,191	12,402	9,411	3,129
	1982	71,603	17,349	16,534	6,887	4,222	3,323	4,901	3,758	1,384	10,931	8,223	4,800	1,942
Woodbury	1988	704,560	149,940	143,567	60,729	119,510	106,263	37,070	33,537	14,865	151,182	46,096	42,677	19,203
	1982	531,241	123,650	118,159	44,533	80,979	71,138	31,992	21,724	10,917	91,608	48,469	35,304	16,582
Worth	1988	28,985	8,200	7,341	2,322	60		396	857	857	5,507	1,297	4,872	939
	1982	21,397	6,599	5,895	1,568	51		377	793	793	2,857	1,159	3,673	658

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
IOWA (continued)														
ALL COUNTIES (continued)														
Wright	1988	81,761	27,332	26,092	4,917	2,564		2,073	3,368	1,139	19,576	6,642	8,140	1,943
	1982	56,087	18,302	17,437	4,002	1,541		1,801	2,022	790	11,984	4,901	4,901	1,616
TOTAL METRO COUNTIES	1988	8,301,371	1,683,262	1,611,955	820,362	1,285,834	1,153,729	374,052	440,447	218,296	1,800,313	695,992	404,681	248,496
	1982	6,189,904	1,375,216	1,313,459	606,548	874,477	777,139	308,812	266,521	151,809	1,107,116	644,858	319,754	192,069
TOTAL STATE	1988	17,007,999	3,780,299	3,619,910	1,552,970	2,061,864	1,623,276	724,477	760,873	377,597	3,928,047	1,474,354	1,031,756	495,897
	1982	12,646,359	3,011,816	2,876,639	1,136,831	1,365,729	1,066,251	618,111	485,118	273,372	2,374,233	1,415,796	798,271	390,137
KANSAS														
KANSAS CITY	1988	11,420,454	2,049,063	1,972,720	1,136,821	1,644,675	1,404,443	519,161	459,044	216,281	2,805,226	830,275	585,002	321,671
	1982	7,199,672	1,430,773	1,374,805	692,323	985,088	820,922	374,948	275,629	147,344	1,433,575	690,899	298,363	207,804
Johnson	1988	2,757,863	451,652	432,409	234,396	407,811	323,193	201,484	166,123	86,028	656,349	172,852	115,414	61,644
	1982	1,710,478	295,358	282,213	137,978	259,546	199,789	117,150	93,180	55,145	355,520	137,025	65,669	38,703
Leavenworth	1988	230,366	55,359	53,712	19,457	28,603	27,248	6,803	9,960	4,775	67,621	12,553	9,960	5,936
	1982	156,262	39,486	38,235	11,975	17,991	17,001	5,926	6,543	3,453	38,573	13,544	6,416	4,028
Miami	1988	93,149	26,796	25,902	6,546	11,295	8,191	3,333	3,433	1,685	22,421	5,974	6,123	3,821
	1982	63,907	21,442	20,685	4,430	7,035	4,914	2,635	2,557	1,428	11,452	5,214	3,979	2,308
Wyandotte	1988	839,510	212,644	203,074	71,764	108,667	87,364	31,744	21,540	9,774	178,167	83,618	40,346	39,088
	1982	601,592	149,989	142,953	52,733	81,566	63,707	22,577	14,837	7,617	107,380	79,402	27,022	21,658
Cass, Mo.	*1988*	*254,542*	*66,962*	*66,425*	*18,844*	*43,918*	*34,424*	*1,262*	*4,555*	*2,271*	*62,947*	*24,545*	*13,152*	*7,279*
	1982	*166,814*	*48,240*	*47,758*	*12,715*	*22,304*	*17,229*	*1,286*	*3,573*	*1,915*	*33,346*	*21,717*	*7,493*	*5,116*
Clay, Mo.	*1988*	*1,392,942*	*250,392*	*243,996*	*109,529*	*283,635*	*237,889*	*47,973*	*44,100*	*18,685*	*346,685*	*125,865*	*80,115*	*39,627*
	1982	*806,215*	*158,617*	*154,258*	*63,311*	*142,706*	*117,084*	*31,299*	*25,488*	*12,051*	*178,789*	*87,272*	*42,287*	*22,118*
Jackson, Mo.	*1988*	*5,487,870*	*896,702*	*860,843*	*629,886*	*729,557*	*661,285*	*220,251*	*201,114*	*87,785*	*1,406,481*	*360,262*	*285,918*	*152,195*
	1982	*3,424,679*	*644,018*	*617,034*	*377,400*	*431,715*	*383,584*	*188,008*	*123,535*	*61,587*	*673,528*	*306,478*	*125,415*	*104,312*
Lafayette, Mo.	*1988*	*118,527*	*29,317*	*28,570*	*11,237*	*11,875*	*8,024*	*1,895*	*2,816*	*2,535*	*32,772*	*10,035*	*7,212*	*2,962*
	1982	*86,076*	*25,093*	*24,404*	*8,067*	*7,385*	*4,853*	*1,967*	*2,468*	*2,262*	*18,448*	*8,083*	*4,961*	*2,691*
Platte, Mo.	*1988*	*178,113*	*46,275*	*45,003*	*30,415*	*11,900*	*9,476*	*2,779*	*3,742*	*2,054*	*23,515*	*20,777*	*20,078*	*6,884*
	1982	*130,509*	*36,603*	*35,525*	*20,560*	*9,453*	*7,436*	*2,388*	*2,231*	*1,279*	*11,449*	*20,027*	*10,932*	*4,994*
Ray, Mo.	*1988*	*67,572*	*12,964*	*12,786*	*4,747*	*7,414*	*7,349*	*1,637*	*1,661*	*689*	*8,268*	*13,794*	*6,684*	*2,235*
	1982	*53,140*	*11,927*	*11,740*	*3,154*	*5,387*	*5,325*	*1,712*	*1,217*	*607*	*5,090*	*12,137*	*4,189*	*1,876*
LAWRENCE	1988	400,223	83,555	77,460	54,890	30,957	24,188	21,024	18,499	6,532	87,846	31,830	21,909	8,701
	1982	282,294	62,687	57,999	34,252	20,562	15,505	14,379	11,504	4,652	56,026	27,637	15,497	6,709
Douglas	1988	400,223	83,555	77,460	54,890	30,957	24,188	21,024	18,499	6,532	87,846	31,830	21,909	8,701
	1982	282,294	62,687	57,999	34,252	20,562	15,505	14,379	11,504	4,652	56,026	27,637	15,497	6,709
TOPEKA	1988	1,105,224	240,322	234,835	115,792	165,934	144,123	40,151	41,438	21,849	237,098	68,641	62,672	42,975
	1982	808,334	183,319	178,777	83,326	111,972	94,434	35,784	27,939	16,807	149,932	67,678	50,505	29,796
Shawnee	1988	1,105,224	240,322	234,835	115,792	165,934	144,123	40,151	41,438	21,849	237,098	68,641	62,672	42,975
	1982	808,334	183,319	178,777	83,326	111,972	94,434	35,784	27,939	16,807	149,932	67,678	50,505	29,796
WICHITA	1988	2,878,522	523,741	506,971	300,797	447,174	373,611	131,724	135,872	60,188	683,733	179,891	211,946	71,382
	1982	2,253,226	453,120	437,677	218,184	327,785	263,472	117,796	102,163	52,813	468,001	185,345	145,938	49,545
Butler	1988	198,669	49,586	48,901	17,164	23,123	21,673	4,893	8,120	6,698	53,220	17,854	9,145	6,700
	1982	158,113	39,723	39,096	12,113	15,024	13,727	4,076	7,162	6,184	37,759	20,759	6,873	4,395
Sedgwick	1988	2,679,853	474,155	458,070	283,633	424,051	351,938	126,831	127,752	53,490	630,513	162,037	202,801	64,682
	1982	2,095,113	413,397	398,581	206,071	312,761	249,745	113,720	95,001	46,629	430,242	164,586	139,065	45,150
ALL COUNTIES														
Allen	1988	67,292	17,536	16,224	8,028	8,303		3,447	1,541	701	7,776	6,465	8,119	1,052
	1982	55,147	14,635	13,513	6,548	5,996		2,570	1,147	554	6,165	7,122	5,462	1,113
Anderson	1988	23,322	7,487	7,236	2,472	623		986	148		4,455	3,922	1,133	527
	1982	19,775	6,378	6,152	1,815	580		1,053	186		3,057	3,404	1,291	406
Atchison	1988	67,324	17,150	16,451	5,609	11,595		4,466	1,967	1,565	7,426	6,211	4,605	2,738
	1982	55,242	15,753	15,081	4,117	8,326		3,780	1,432	1,168	5,523	6,113	3,471	2,121
Barber	1988	42,196	8,389	8,260	2,508	1,347		1,402	712	118	13,419	8,575	1,766	1,807
	1982	32,204	6,531	6,417	1,570	1,057		852	655	110	8,535	8,474	1,533	1,306
Barton	1988	255,876	56,817	55,548	16,771	30,803	23,701	11,207	16,890	10,578	67,546	19,536	13,560	7,607
	1982	204,187	43,025	41,981	13,927	26,681	18,766	9,697	10,756	7,237	45,151	23,092	11,125	5,135
Bourbon	1988	86,091	17,886	17,720	9,414	8,362	7,559	2,696	3,084	2,120	22,802	6,709	7,423	3,346
	1982	62,506	14,177	14,016	6,478	7,102	6,175	2,301	1,948	1,433	14,034	6,051	4,000	2,207
Brown	1988	46,064	10,464	10,015	1,985	10,285	8,632	811	833	552	10,810	4,269	4,089	966
	1982	35,741	8,947	8,545	1,542	5,959	4,808	654	484	353	7,575	5,305	2,797	833

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 / U.S. CENSUS 1982			Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
METRO AREA / County	Year	Total Retail Sales ($000)	Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
KANSAS (continued)														
ALL COUNTIES (continued)														
Butler	1988	198,669	49,586	48,901	17,164	23,123	21,673	4,893	8,120	6,698	53,220	17,854	9,145	6,700
	1982	158,113	39,723	39,096	12,113	15,024	13,727	4,076	7,162	6,184	37,759	20,759	6,873	4,395
Chase	1988	7,330	2,496	2,439	1,298	86		308	44		453	1,567	317	325
	1982	7,307	1,612	1,572	865	97		341	46		257	3,075	324	334
Chautauqua	1988	13,923	4,875	4,209	1,045	196		190	113		3,402	1,734	886	408
	1982	11,273	3,782	3,260	700	194		194	110		1,787	2,611	879	410
Cherokee	1988	80,698	23,767	22,729	4,927	8,392	6,933	1,147	2,560	1,827	21,114	5,273	6,674	2,934
	1982	58,199	19,934	19,025	3,531	5,058	4,003	955	2,079	1,606	12,717	4,815	3,960	1,922
Cheyenne	1988	22,974	5,329	5,097	1,259	140		363	340	161	7,697	2,654	4,248	296
	1982	13,801	4,013	3,831	924	121		203	297	175	3,350	1,994	2,173	274
Clark	1988	13,003	4,816	4,757	856			315	1,321	197	2,016	1,930	966	444
	1982	8,622	3,060	3,017	452			241	641	115	783	2,070	755	328
Clay	1988	50,504	16,105	14,878	3,103	4,283		1,580	2,595	1,987	9,687	2,824	3,584	980
	1982	39,095	11,502	10,604	2,084	3,029		1,224	1,841	1,539	6,956	4,951	2,445	977
Cloud	1988	53,428	12,536	11,538	3,669	6,977		3,492	2,950	1,523	10,999	4,534	4,163	2,241
	1982	43,517	10,970	10,076	3,059	5,010		2,977	2,356	1,369	6,770	5,175	3,111	1,683
Coffey	1988	35,090	6,717	6,256	3,183	1,844		273	1,099	246	8,261	8,213	1,127	1,373
	1982	26,692	5,386	5,008	2,034	1,844		280	814	244	5,211	7,476	740	959
Comanche	1988	9,136	1,697	1,662	1,416			112	533	160	2,350	2,061	465	296
	1982	7,423	1,288	1,259	947			113	444	147	1,393	2,282	448	288
Cowley	1988	184,045	44,367	44,038	16,759	27,933	22,256	9,055	7,700	4,613	37,033	10,901	10,905	8,523
	1982	146,821	37,868	37,512	12,982	15,929	11,801	8,398	6,007	3,966	25,924	13,309	8,154	7,012
Crawford	1988	173,406	44,846	43,813	21,062	28,088	23,967	6,275	6,232	2,578	32,683	6,616	11,317	5,671
	1982	137,042	39,915	38,919	14,116	20,082	16,795	5,265	5,165	2,485	20,493	7,751	9,844	3,953
Decatur	1988	26,805	5,676	4,948	1,369	736		1,088	829	575	10,377	1,309	773	661
	1982	20,252	4,407	3,833	1,067	677		876	612	423	5,968	2,289	675	673
Dickinson	1988	91,162	21,766	20,767	8,408	5,451	1,989	2,467	1,348	1,133	19,670	15,957	5,876	3,571
	1982	62,196	14,856	14,146	4,662	4,737	1,584	1,528	1,199	1,024	9,787	14,551	3,713	1,997
Doniphan	1988	27,308	8,213	6,800	1,943	361		59	231	231	845	1,404	12,892	485
	1982	20,926	5,956	4,922	1,396	385		74	285	285	608	1,756	8,676	567
Douglas	1988	400,223	83,555	77,460	54,890	30,957	24,188	21,024	18,499	6,532	87,846	31,830	21,909	8,701
	1982	282,294	62,687	57,999	34,252	20,562	15,505	14,379	11,504	4,652	56,026	27,637	15,497	6,709
Edwards	1988	11,748	4,996	4,785	608	72		613	140	140	2,195	964	198	179
	1982	10,806	4,457	4,261	582	98		471	185	185	1,454	1,402	243	221
Elk	1988	9,236	2,616	2,475	1,073			166	142		1,205	232	233	214
	1982	8,549	2,000	1,888	812			177	129		1,031	291	242	237
Ellis	1988	287,044	56,371	54,746	25,203	26,698	20,984	19,130	14,147	9,003	76,247	21,325	20,700	9,083
	1982	195,473	40,403	39,158	17,906	16,617	12,532	11,895	9,975	7,150	45,495	19,867	14,403	5,173
Ellsworth	1988	27,749	7,348	7,260	2,069	607		264	422	159	6,419	6,710	1,272	1,162
	1982	22,703	6,293	6,205	1,394	617		273	321	157	3,678	6,791	836	1,137
Finney	1988	257,183	55,374	54,200	15,698	29,384	27,344	19,714	11,595	6,842	76,909	12,120	24,295	866
	1982	172,042	40,622	39,682	10,581	18,873	17,072	12,671	7,956	5,010	45,489	9,911	15,275	758
Ford	1988	250,590	42,929	41,909	20,699	41,664	32,203	14,807	12,360	4,505	70,825	15,334	9,807	8,643
	1982	168,371	32,755	31,913	14,457	25,274	18,916	9,288	10,060	4,166	39,653	13,483	7,053	4,870
Franklin	1988	87,717	24,118	23,499	10,048	13,888	9,310	2,511	2,255	1,293	15,396	5,759	7,615	2,277
	1982	70,445	20,471	19,906	7,519	8,747	5,712	2,454	1,727	1,102	9,482	7,123	6,335	2,160
Geary	1988	213,473	44,183	43,183	33,658	32,789	30,009	4,674	14,508	5,656	49,428	16,065	5,058	2,906
	1982	140,668	30,008	29,270	20,894	21,286	19,281	4,110	9,059	4,470	27,016	13,579	4,538	1,738
Gove	1988	12,829	2,338	2,263	573			35	557	292	6,866	1,296	269	395
	1982	11,404	2,205	2,131	671			45	595	317	4,401	2,149	377	514
Graham	1988	24,765	5,739	5,584	1,190	355		245			11,419	1,234	3,309	343
	1982	18,650	4,830	4,690	870	341		268			6,789	1,427	2,970	388
Grant	1988	44,338	11,075	11,034	3,187	3,178		1,605	945	620	15,951	2,830	2,281	1,138
	1982	34,588	8,332	8,286	2,108	3,357		1,660	995	682	10,582	2,821	1,958	1,008
Gray	1988	11,939	3,436	3,356	561			176	140	140	2,970	779	2,764	588
	1982	11,368	3,413	3,325	634			252	202	202	2,592	840	2,153	778
Greeley	1988	7,017	2,100	1,503	275			211			2,320	441	681	364
	1982	4,982	1,795	1,282	176			177			1,009	593	564	318
Greenwood	1988	36,515	10,740	10,186	3,639	448		1,135	590	129	8,574	2,199	4,314	2,067
	1982	25,395	6,858	6,491	2,169	463		898	603	125	5,156	3,759	2,594	1,096
Hamilton	1988	8,685	103	76	938	663		189	227	227	1,721	838	300	128
	1982	7,039	143	105	649	555		202	224	224	988	875	296	157
Harper	1988	48,188	10,225	10,087	3,111	3,458		2,192	1,497	1,172	19,132	3,107	3,377	1,221
	1982	31,899	7,284	7,171	2,283	2,563		1,480	1,388	1,104	9,849	2,891	2,545	765

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
KANSAS (continued)														
ALL COUNTIES (continued)														
Harvey	1988	142,752	34,772	33,005	13,137	10,789	8,051	8,095	3,227	1,825	23,955	20,141	12,753	2,640
	1982	122,726	31,448	29,791	10,463	8,916	6,527	6,301	3,056	1,873	16,499	20,650	10,041	2,198
Haskell	1988	9,594	4,966	4,932	440			248			776	39	2,131	501
	1982	6,911	3,615	3,583	302			228			331	53	1,598	468
Hodgeman	1988	3,472	207	192	259				127	127	1,962	387	320	
	1982	2,992	292	270	206				132	132	991	752	333	
Jackson	1988	28,776	7,340	6,990	2,638	5,534	5,169	377	451	305	5,064	2,459	2,285	435
	1982	28,273	7,370	7,006	2,576	4,553	4,141	627	557	429	4,381	3,168	1,825	548
Jefferson	1988	27,877	9,887	9,299	1,573	298		69	967	745	2,982	5,209	2,467	954
	1982	23,476	7,610	7,143	1,284	313		74	1,022	790	2,131	5,403	1,836	655
Jewell	1988	10,987	4,717	4,569	1,827	448		193	523	247	307	1,184	1,108	256
	1982	8,052	2,649	2,561	1,082	388		201	457	245	171	1,809	765	236
Johnson	1988	2,757,863	451,652	432,409	234,396	407,811	323,193	201,484	166,123	86,028	656,349	172,852	115,414	61,644
	1982	1,710,478	295,358	282,213	137,978	259,546	199,789	117,150	93,180	55,145	355,520	137,025	65,669	38,703
Kearny	1988	8,503	5,436	4,696	57			123	461	461	965	40	821	285
	1982	6,697	3,491	3,010	58			144	461	461	985	80	823	357
Kingman	1988	30,988	7,476	6,945	2,805	510		1,997	780	110	8,058	2,939	2,509	1,121
	1982	23,128	6,718	6,229	1,800	519		1,102	800	131	4,294	2,744	1,701	1,063
Kiowa	1988	19,472	6,071	6,027	1,519	593		433	508	508	4,701	2,547	1,504	652
	1982	14,709	4,534	4,491	1,212	559		334	407	407	2,313	2,783	1,248	571
Labette	1988	135,990	25,947	24,797	9,248	18,463	15,026	4,719	3,910	2,660	40,648	9,792	10,335	4,549
	1982	102,632	24,012	22,902	6,994	10,863	8,246	3,922	3,527	2,481	25,770	10,775	7,276	3,139
Lane	1988	4,601	1,816	1,800	451				157		1,323	137	283	74
	1982	4,451	2,186	2,164	418				173		758	288	235	88
Leavenworth	1988	230,366	55,359	53,712	19,457	28,603	27,248	6,803	9,960	4,775	67,621	12,553	9,960	5,936
	1982	156,262	39,486	38,235	11,975	17,991	17,001	5,926	6,543	3,453	38,573	13,544	6,416	4,028
Lincoln	1988	10,274	2,346	2,309	348	165		142	350	260	3,276	2,479	369	331
	1982	9,067	2,011	1,974	303	206		187	410	317	2,122	2,643	393	388
Linn	1988	26,973	9,454	8,996	1,872	152		154	304		7,006	3,615	2,316	1,060
	1982	17,960	6,393	6,072	1,285	156		162	317		4,217	2,804	1,226	663
Logan	1988	45,980	8,807	7,707	3,742	864		1,112	634	634	20,851	5,343	2,883	261
	1982	26,091	5,682	4,961	1,777	672		585	497	497	7,901	6,133	1,388	214
Lyon	1988	256,481	57,787	56,785	25,809	35,257	34,558	14,482	9,316	4,383	50,115	23,914	11,974	7,354
	1982	166,267	40,453	39,672	16,284	20,185	19,686	9,546	5,833	3,305	28,860	19,401	7,692	4,524
McPherson	1988	132,477	29,314	28,280	17,150	9,032	8,019	5,045	4,248	1,926	47,577	6,916	7,339	1,662
	1982	108,085	27,468	26,446	13,401	6,549	5,591	4,245	3,982	1,897	32,255	7,252	6,443	1,435
Marion	1988	52,519	9,329	8,533	3,113	2,942		1,212	3,138	2,532	18,409	7,793	3,041	1,448
	1982	37,865	7,746	7,069	2,018	1,741		991	2,020	1,666	10,633	7,529	2,229	909
Marshall	1988	72,100	18,378	17,120	4,670	7,132	6,110	2,537	4,929	109	19,925	6,161	3,999	2,101
	1982	45,991	11,657	10,837	2,667	5,314	4,507	1,929	4,116	90	10,241	4,314	2,310	1,487
Meade	1988	22,991	5,265	5,167	3,002	196		241	215		9,001	2,900	1,477	112
	1982	15,150	3,905	3,824	1,684	147		249	192		4,936	2,488	1,023	93
Miami	1988	93,149	26,796	25,902	6,546	11,295	8,191	3,333	3,433	1,685	22,421	5,974	6,123	3,821
	1982	63,907	21,442	20,685	4,430	7,035	4,914	2,635	2,557	1,428	11,452	5,214	3,979	2,308
Mitchell	1988	58,465	14,200	12,928	4,335	3,738		2,911	1,216	125	16,448	8,744	2,929	775
	1982	40,754	8,118	7,375	2,572	2,618		1,644	991	100	9,078	11,358	1,608	674
Montgomery	1988	240,138	41,841	40,855	17,954	31,403	20,081	11,346	10,195	5,934	56,002	15,655	13,717	5,614
	1982	201,771	45,024	43,875	14,382	22,459	13,290	10,018	7,517	4,986	37,008	15,478	11,983	5,134
Morris	1988	25,042	4,835	4,646	1,772	329		535	649	63	8,341	2,815	3,592	249
	1982	17,648	4,063	3,898	1,146	342		461	606	66	4,254	3,065	2,124	239
Morton	1988	20,464	6,231	5,980	904	694		654	274		7,129	890	846	138
	1982	13,850	4,400	4,214	712	552		605	161		3,550	1,386	700	115
Nemaha	1988	61,256	15,683	14,983	5,271	1,284		2,000	1,891	1,891	21,669	2,631	3,046	2,186
	1982	40,636	11,590	11,051	3,061	1,308		1,396	1,388	1,388	11,117	2,302	3,221	1,252
Neosho	1988	97,707	15,834	15,109	6,419	7,909	5,856	3,535	7,920	2,287	31,075	6,411	9,396	2,443
	1982	85,307	15,877	15,119	5,667	7,566	5,547	3,246	5,954	2,178	23,720	7,472	7,014	1,923
Ness	1988	25,127	6,494	6,413	566	363		574	197	197	8,881	4,713	510	247
	1982	18,063	4,582	4,516	429	286		537	185	185	5,598	3,827	377	243
Norton	1988	43,877	9,862	9,769	2,510	2,447		2,711	1,932	203	14,776	4,095	1,751	946
	1982	30,535	6,826	6,748	1,416	2,037		1,589	1,232	161	7,576	5,507	1,550	796
Osage	1988	54,141	13,223	13,070	3,819	592		647	2,622	916	15,514	7,097	5,500	1,199
	1982	40,420	11,561	11,403	2,718	597		714	1,709	623	10,033	5,804	3,382	1,111
Osborne	1988	33,007	9,612	9,157	1,882	713		905	2,571	579	3,420	7,361	3,678	768
	1982	20,339	6,025	5,728	1,087	542		620	1,393	331	1,762	5,313	2,076	622

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
KANSAS (continued)														
ALL COUNTIES (continued)														
Ottawa	1988	25,815	6,242	4,844	1,003	260		644	162	162	12,537	1,448	699	800
	1982	18,337	4,159	3,221	792	273		518	164	164	7,179	2,122	681	791
Pawnee	1988	40,035	10,791	10,751	2,995	3,170		1,624	1,268		12,626	2,003	2,472	1,993
	1982	30,561	8,849	8,798	2,274	3,343		1,254	1,013		7,490	1,966	2,285	1,138
Phillips	1988	39,162	9,349	9,173	1,902	2,776		1,999	4,595	1,837	9,577	1,792	2,412	610
	1982	27,538	7,491	7,335	1,409	1,798		1,671	2,450	1,034	5,429	1,994	1,626	668
Pottawatomie	1988	48,392	10,604	10,015	3,863	3,137		421	1,577	1,261	14,219	5,537	4,461	1,162
	1982	35,752	9,727	9,168	2,949	2,027		355	992	852	6,898	5,208	3,222	1,002
Pratt	1988	96,381	14,890	13,820	9,915	9,272	5,544	3,107	2,863	1,388	34,317	8,735	6,480	2,573
	1982	69,824	14,154	13,112	6,794	7,415	4,067	2,473	1,764	1,050	17,413	8,206	5,366	1,846
Rawlins	1988	10,975	4,082	4,030	329	344		151	262		3,353	900	593	152
	1982	9,619	3,296	3,247	289	424		180	325		2,179	1,498	533	200
Reno	1988	381,473	81,892	76,152	39,099	37,136	29,207	25,601	24,019	9,029	104,475	13,693	19,578	12,761
	1982	309,722	69,735	64,719	31,827	30,882	23,569	19,967	18,681	8,448	70,270	17,180	16,235	10,670
Republic	1988	34,563	9,000	8,312	1,890	613		2,229	1,686	447	10,025	2,320	2,151	1,886
	1982	22,608	6,244	5,755	1,215	519		1,291	1,225	357	4,447	2,666	1,500	1,588
Rice	1988	43,014	12,610	11,352	3,906	781		1,742	1,087	934	11,228	4,058	3,970	2,087
	1982	34,447	10,191	9,156	2,581	698		1,764	972	880	7,305	4,657	3,049	1,555
Riley	1988	314,084	68,190	66,255	35,914	48,702	48,196	12,716	13,256	4,537	59,706	23,124	17,834	6,068
	1982	233,866	49,223	47,731	28,291	31,423	30,973	10,197	10,749	4,248	42,479	21,586	13,153	4,571
Rooks	1988	41,890	10,323	9,196	2,277	897		1,400	1,220	1,220	4,777	13,317	4,582	1,163
	1982	28,625	7,007	6,229	1,321	573		920	902	902	2,800	10,747	2,221	681
Rush	1988	10,857	4,040	3,741	1,127	430		446	146		468	1,341	1,859	184
	1982	8,873	2,574	2,379	803	351		391	134		305	1,491	1,713	186
Russell	1988	58,592	13,390	12,772	4,347	1,947		2,909	1,579	938	14,257	11,656	1,910	2,213
	1982	43,820	9,649	9,185	3,118	1,919		2,064	1,441	924	9,638	10,127	1,551	1,322
Saline	1988	410,911	68,588	66,852	34,833	49,694	44,693	32,198	22,752	6,485	109,618	40,024	15,099	9,222
	1982	302,298	61,681	60,001	24,416	31,213	26,947	19,504	15,509	5,652	70,633	38,869	11,717	6,112
Scott	1988	45,624	12,408	11,758	3,004	2,109		1,304	2,315	1,191	12,073	7,247	2,363	132
	1982	29,664	7,717	7,298	1,920	1,264		970	1,433	834	6,085	6,995	1,410	135
Sedgwick	1988	2,679,853	474,155	458,070	283,633	424,051	351,938	126,831	127,752	53,490	630,513	162,037	202,801	64,682
	1982	2,095,113	413,397	398,581	206,071	312,761	249,745	113,720	95,001	46,629	430,242	164,586	139,065	45,150
Seward	1988	201,395	33,748	32,246	14,091	24,104	20,915	16,340	11,032	6,711	56,092	15,198	15,763	2,270
	1982	132,904	24,853	23,701	10,245	13,682	11,716	11,462	7,590	5,163	31,464	12,295	9,984	1,682
Shawnee	1988	1,105,224	240,322	234,835	115,792	165,934	144,123	40,151	41,438	21,849	237,098	68,641	62,672	42,975
	1982	808,334	183,319	178,777	83,326	111,972	94,434	35,784	27,939	16,807	149,932	67,678	50,505	29,796
Sheridan	1988	13,195	4,215	4,126	1,078	910		362	289	108	2,451	1,876	1,019	295
	1982	9,440	2,719	2,656	731	701		342	245	120	1,831	1,528	949	266
Sherman	1988	70,462	6,919	6,590	5,704	9,817		2,492	3,156	1,100	26,199	6,868	3,860	2,216
	1982	50,025	6,516	6,194	3,968	6,148		2,121	2,457	973	15,521	6,005	3,109	1,585
Smith	1988	28,888	6,474	6,196	1,450	2,126		375	1,224	225	6,557	5,046	1,144	589
	1982	20,083	5,332	5,094	928	1,444		386	651	146	3,623	3,747	795	522
Stafford	1988	26,184	7,454	7,334	1,428	316		840	351		6,685	5,122	945	429
	1982	19,572	5,159	5,066	968	278		695	313		4,199	4,909	839	275
Stanton	1988	6,630	3,195	3,090	61			154			952	358	1,449	113
	1982	4,795	2,410	2,326	49			118			556	388	1,019	85
Stevens	1988	18,843	6,805	6,727	1,711	243		420	603	156	2,137	3,641	1,408	767
	1982	14,785	5,215	5,145	1,106	250		369	547	177	1,091	3,023	1,466	738
Sumner	1988	101,106	41,754	39,148	6,265	8,275	6,103	2,700	3,107	1,852	13,451	11,064	5,010	7,005
	1982	79,523	30,737	28,761	5,349	6,758	4,626	2,243	2,838	1,856	9,456	10,642	3,498	5,553
Thomas	1988	67,848	14,738	14,153	8,143	3,691		3,555	2,305	1,202	22,313	5,975	2,568	959
	1982	44,748	10,064	9,645	4,652	3,146		2,359	1,854	1,007	11,443	5,671	1,875	851
Trego	1988	24,101	6,976	5,879	1,459	496		947	393	393	5,840	3,467	1,347	593
	1982	17,013	4,105	3,453	1,058	414		848	305	305	2,666	3,973	1,182	587
Wabaunsee	1988	17,594	3,299	3,195	2,823	313			266	266	235	5,154	4,602	134
	1982	12,210	2,054	1,985	1,904	251			224	224	196	4,666	1,889	122
Wallace	1988	6,808	1,247	1,228	75	121		355			3,195	29	718	88
	1982	4,852	1,398	1,373	64	118		308			1,521	45	704	81
Washington	1988	27,447	7,103	6,452	2,510	220		352	1,730	1,275	2,455	4,642	5,101	1,458
	1982	20,115	5,286	4,792	1,602	226		342	1,218	987	1,525	4,509	2,398	1,047
Wichita	1988	12,860	4,845	4,649	530	64		108			5,066	714	979	154
	1982	12,476	5,930	5,680	517	75		128			3,433	699	1,155	166
Wilson	1988	30,693	6,966	6,819	1,560	932		923	583	242	7,621	3,628	4,018	2,078
	1982	25,668	6,699	6,545	1,455	1,078		874	678	334	4,635	3,739	2,596	1,498

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
KANSAS (continued)														
ALL COUNTIES (continued)														
Woodson	1988	11,479	3,788	3,725	1,522	134		114	271	271	2,559	1,615	597	
	1982	9,872	2,981	2,925	1,132	137		133	263	263	1,306	2,617	560	
Wyandotte	1988	839,510	212,644	203,074	71,764	108,667	87,364	31,744	21,540	9,774	178,167	83,618	40,346	39,088
	1982	601,592	149,989	142,953	52,733	81,566	63,707	22,577	14,837	7,617	107,380	79,402	27,022	21,658
TOTAL METRO COUNTIES	**1988**	**8,304,857**	**1,594,069**	**1,534,363**	**803,642**	**1,200,441**	**987,918**	**436,263**	**396,865**	**190,831**	**1,933,235**	**555,359**	**468,370**	**233,547**
	1982	5,876,093	1,205,401	1,158,539	542,878	826,457	658,822	316,247	258,723	141,915	1,186,884	515,845	315,026	152,747
TOTAL STATE	**1988**	**14,990,183**	**3,099,751**	**2,977,533**	**1,379,162**	**1,864,327**	**1,460,333**	**741,194**	**677,269**	**324,131**	**3,628,853**	**1,145,055**	**911,601**	**414,087**
	1982	10,841,925	2,401,726	2,303,599	956,130	1,286,337	965,700	544,048	466,678	252,681	2,221,703	1,103,662	637,684	287,231
KENTUCKY														
CLARKSVILLE - HOPKINSVILLE	**1988**	**851,391**	**143,774**	**141,704**	**73,189**	**121,978**	**102,792**	**24,735**	**34,350**	**14,818**	**263,631**	**43,193**	**45,665**	**32,409**
	1982	591,134	126,627	124,564	53,924	79,659	64,290	21,170	21,042	10,967	144,035	42,749	35,230	18,260
Christian	1988	361,004	61,532	60,589	28,844	35,047	29,180	13,147	14,757	6,690	106,466	23,385	17,856	17,644
	1982	236,030	49,574	48,718	17,232	25,629	20,653	11,366	7,635	4,162	54,701	19,138	12,669	8,613
Montgomery, Tenn.	*1988*	*490,387*	*82,242*	*81,115*	*44,345*	*86,931*	*73,612*	*11,588*	*19,593*	*8,128*	*157,165*	*19,808*	*27,809*	*14,765*
	1982	*355,104*	*77,053*	*75,846*	*36,692*	*54,030*	*43,637*	*9,804*	*13,407*	*6,805*	*89,334*	*23,611*	*22,561*	*9,647*
HUNTINGTON - ASHLAND	**1988**	**2,039,041**	**392,912**	**376,282**	**168,670**	**382,115**	**333,889**	**96,336**	**106,701**	**42,755**	**393,266**	**164,126**	**97,911**	**90,475**
	1982	1,354,068	331,838	317,522	111,375	228,883	195,224	74,177	53,816	26,139	199,105	143,376	66,477	47,522
Boyd	1988	429,832	82,085	76,089	38,349	80,055	66,876	21,078	17,426	5,864	80,112	28,155	19,655	25,952
	1982	286,599	65,924	60,988	24,609	53,680	44,384	14,770	8,332	3,476	42,564	26,832	12,971	12,024
Carter	1988	101,550	28,188	27,360	6,570	8,723	4,693	3,117	10,474	5,722	14,667	7,881	6,903	6,205
	1982	78,702	25,178	24,391	5,017	7,329	3,774	2,535	5,443	3,210	9,364	9,022	6,618	2,670
Greenup	1988	92,462	33,145	32,371	5,250	3,855		2,784	4,007	1,132	19,264	9,788	3,538	4,225
	1982	72,904	29,522	28,776	3,988	3,725		2,268	2,419	760	11,414	10,201	3,169	2,042
Lawrence, Ohio	*1988*	*171,395*	*48,627*	*48,082*	*13,540*	*14,386*	*13,217*	*7,149*	*15,109*	*7,165*	*26,547*	*21,377*	*6,453*	*10,739*
	1982	*161,935*	*47,533*	*46,907*	*12,999*	*13,087*	*11,702*	*7,783*	*8,247*	*4,754*	*21,204*	*29,206*	*4,779*	*10,090*
Cabell, W. Va.	*1988*	*1,097,063*	*165,302*	*158,077*	*96,776*	*243,251*	*227,609*	*55,228*	*55,767*	*21,596*	*228,937*	*81,926*	*53,315*	*41,014*
	1982	*646,738*	*133,587*	*127,493*	*57,908*	*132,326*	*122,897*	*42,247*	*27,153*	*13,022*	*100,345*	*54,474*	*33,562*	*19,276*
Wayne, W. Va.	*1988*	*146,739*	*35,565*	*34,303*	*8,185*	*31,845*	*21,494*	*6,980*	*3,918*	*1,276*	*23,739*	*14,999*	*8,047*	*2,340*
	1982	*107,190*	*30,094*	*28,967*	*6,854*	*18,736*	*12,467*	*4,574*	*2,222*	*917*	*14,214*	*13,641*	*5,378*	*1,420*
LEXINGTON-FAYETTE	**1988**	**2,725,383**	**437,107**	**422,995**	**317,797**	**377,803**	**329,027**	**129,642**	**161,629**	**86,368**	**615,675**	**233,515**	**97,226**	**99,300**
	1982	1,692,910	351,617	339,587	182,997	258,231	222,440	90,244	68,937	41,535	302,208	174,121	60,363	48,888
Bourbon	1988	92,357	23,068	22,619	7,406	3,123		3,174	2,309	1,303	23,738	11,068	2,962	7,269
	1982	52,066	17,896	17,514	3,945	1,804		2,014	1,069	690	9,456	6,455	2,074	3,044
Clark	1988	164,252	36,404	35,899	13,242	17,405	13,077	6,392	4,428	2,513	51,340	13,214	7,409	6,181
	1982	121,441	33,427	32,899	10,678	13,708	9,715	4,888	2,993	1,829	27,219	12,653	5,531	3,855
Fayette	1988	2,134,972	296,633	285,347	271,355	339,437	304,238	110,380	146,233	77,794	456,090	172,473	65,292	68,859
	1982	1,331,034	241,774	232,112	153,106	232,064	206,279	77,297	61,221	36,993	236,150	125,180	41,908	34,524
Jessamine	1988	150,718	29,823	28,941	11,146	8,331	5,657	2,470	4,302	3,246	53,291	16,197	7,920	5,321
	1982	77,041	21,464	20,788	5,996	4,771	2,951	1,425	1,560	1,241	17,288	11,090	4,130	2,255
Scott	1988	81,782	24,943	24,540	9,150	4,981	3,046	2,342	2,686	1,228	13,142	8,052	3,504	6,133
	1982	54,473	18,981	18,638	5,758	3,146	1,742	1,737	1,422	675	5,570	8,617	2,020	2,795
Woodford	1988	101,302	26,236	25,649	5,498	4,526	3,009	4,884	1,671	284	18,074	12,511	10,139	5,537
	1982	56,855	18,075	17,636	3,514	2,738	1,753	2,883	672	107	6,525	10,126	4,700	2,415
LOUISVILLE	**1988**	**7,105,104**	**1,221,420**	**1,150,233**	**740,332**	**950,014**	**831,380**	**307,451**	**417,194**	**209,714**	**1,619,824**	**580,143**	**303,741**	**353,957**
	1982	4,271,270	965,373	907,366	452,929	594,719	521,074	201,608	179,919	101,270	733,260	448,103	174,986	161,006
Bullitt	1988	128,767	53,797	50,456	11,329	3,307		211	3,960	750	19,416	16,209	10,804	1,795
	1982	75,536	34,128	31,945	5,653	1,525		234	2,173	458	8,442	13,667	4,803	820
Jefferson	1988	5,718,862	926,038	874,444	625,534	773,716	710,603	238,499	356,823	177,242	1,307,023	442,069	203,174	304,547
	1982	3,308,430	720,805	679,292	366,408	482,200	436,496	157,207	146,762	82,001	574,009	320,656	120,288	128,080
Oldham	1988	104,533	26,223	20,381	5,330	3,003		374	5,826	2,066	35,580	6,986	9,109	5,456
	1982	73,763	23,028	17,862	3,600	3,490		497	2,735	1,050	18,774	8,659	6,047	2,658
Shelby	1988	112,419	25,494	24,694	10,329	7,455		3,260	2,715	361	30,715	8,101	5,465	5,805
	1982	79,063	22,841	22,080	7,209	5,759		2,511	1,373	205	17,216	6,801	3,678	2,760
Clark, Ind.	*1988*	*671,585*	*104,547*	*96,907*	*49,878*	*112,608*	*99,014*	*42,294*	*20,111*	*9,678*	*158,095*	*76,462*	*54,204*	*18,396*
	1982	*457,803*	*84,771*	*78,421*	*38,108*	*83,094*	*71,389*	*25,090*	*10,432*	*5,727*	*79,111*	*67,123*	*27,852*	*13,425*
Floyd, Ind.	*1988*	*279,520*	*62,901*	*61,855*	*30,287*	*23,003*	*21,763*	*21,267*	*23,418*	*18,877*	*50,640*	*22,457*	*10,791*	*14,814*
	1982	*207,065*	*57,337*	*56,271*	*25,975*	*13,987*	*13,189*	*14,742*	*13,213*	*11,091*	*26,071*	*23,553*	*6,471*	*10,742*
Harrison, Ind.	*1988*	*89,418*	*22,420*	*21,496*	*7,645*	*6,922*		*1,546*	*4,341*	*740*	*18,353*	*7,859*	*10,194*	*3,144*
	1982	*69,610*	*22,463*	*21,495*	*5,976*	*4,664*		*1,327*	*3,231*	*738*	*9,657*	*7,644*	*5,847*	*2,521*

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S&MM ESTIMATES: 1988
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METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
KENTUCKY (continued)														
OWENSBORO	**1988**	**736,980**	**128,631**	**126,063**	**78,433**	**106,816**	**97,301**	**30,823**	**36,273**	**20,531**	**156,434**	**41,337**	**40,568**	**37,277**
	1982	437,853	97,925	95,780	45,078	62,744	56,539	21,509	18,710	11,823	71,827	32,023	27,073	16,426
Daviess	1988	736,980	128,631	126,063	78,433	106,816	97,301	30,823	36,273	20,531	156,434	41,337	40,568	37,277
	1982	437,853	97,925	95,780	45,078	62,744	56,539	21,509	18,710	11,823	71,827	32,023	27,073	16,426
ALL COUNTIES														
Adair	1988	41,015	8,861	8,495	3,366	1,714		1,993	1,491	1,197	8,642	5,388	3,125	1,878
	1982	31,465	9,528	9,117	2,393	1,137		1,788	862	703	4,775	4,674	2,419	1,034
Allen	1988	67,818	17,392	17,113	3,463	2,544		1,555	1,223	484	23,155	3,473	7,389	4,451
	1982	40,873	13,005	12,770	1,812	1,576		1,127	632	321	10,050	4,394	3,903	2,136
Anderson	1988	52,410	15,095	14,945	2,189	1,340		1,434	872	191	10,886	6,671	4,394	2,996
	1982	33,171	11,019	10,883	1,416	899		1,183	537	151	4,582	6,045	2,147	1,298
Ballard	1988	33,996	9,659	9,470	1,385	145		475	354		14,536	1,735	2,568	1,118
	1982	26,635	8,634	8,449	1,346	177		667	320		8,327	2,243	2,576	619
Barren	1988	204,225	46,235	45,410	20,173	27,390	25,579	8,093	9,188	4,243	35,016	13,612	15,210	11,571
	1982	135,984	34,103	33,428	13,075	18,036	16,537	6,660	5,505	2,879	18,496	12,398	10,976	5,636
Bath	1988	16,998	5,768	5,574	916	696		216	895	626	2,774	2,057	111	1,476
	1982	14,288	5,171	4,987	652	535		341	660	518	1,808	2,474	141	873
Bell	1988	192,855	40,266	39,030	15,489	24,957		9,929	8,685	6,684	40,422	12,854	12,965	8,563
	1982	148,825	40,842	39,509	11,202	15,898		8,779	6,314	5,014	21,852	14,748	9,506	5,455
☐ Boone	1988	642,686	90,862	84,788	70,014	141,274	127,264	25,217	20,390	2,031	107,715	87,920	28,278	24,340
	1982	371,544	62,163	57,892	37,336	81,639	73,259	17,682	7,076	925	46,826	69,009	14,374	10,208
Bourbon	1988	92,357	23,068	22,619	7,406	3,123		3,174	2,309	1,303	23,738	11,068	2,962	7,269
	1982	52,066	17,896	17,514	3,945	1,804		2,014	1,069	690	9,456	6,455	2,074	3,044
Boyd	1988	429,832	82,085	76,089	38,349	80,055	66,876	21,078	17,426	5,864	80,112	28,155	19,655	25,952
	1982	286,599	65,924	60,988	24,609	53,680	44,384	14,770	8,332	3,476	42,564	26,832	12,971	12,024
Boyle	1988	212,230	37,599	36,188	14,399	35,041	29,245	6,409	8,063	6,060	62,015	9,980	13,062	9,008
	1982	125,747	30,033	28,850	8,754	21,870	17,236	3,971	3,766	3,046	26,081	8,478	8,016	4,397
Bracken	1988	14,506	6,599	6,487	574	162		57	214	214	2,661	1,548	1,314	173
	1982	12,248	5,743	5,634	433	216		67	210	210	1,734	1,755	1,121	179
Breathitt	1988	66,400	11,791	11,492	4,145	9,809	5,866	1,188	3,622	2,337	18,794	4,606	3,614	3,007
	1982	47,434	11,232	10,925	2,631	6,045	3,421	1,040	2,004	1,482	9,560	6,355	3,011	1,346
Breckinridge	1988	63,049	29,156	28,355	3,270	2,866		1,070	1,882	785	10,739	2,587	3,279	2,945
	1982	44,158	22,659	21,992	2,145	1,809		1,079	1,179	576	5,407	2,715	2,199	1,656
Bullitt	1988	128,767	53,797	50,456	11,329	3,307		211	3,960	750	19,416	16,209	10,804	1,795
	1982	75,536	34,128	31,945	5,653	1,525		234	2,173	458	8,442	13,667	4,803	820
Butler	1988	22,912	8,215	8,085	930	475		149	476	476	4,888	4,181	826	1,314
	1982	19,340	7,170	7,042	680	573		157	239	239	2,593	4,895	976	1,138
Caldwell	1988	72,533	15,333	15,213	5,053	10,185	7,649	3,810	4,191	2,083	16,011	1,770	4,348	3,231
	1982	54,188	14,375	14,234	3,635	7,839	5,832	2,916	2,418	1,450	8,685	2,757	3,835	1,863
Calloway	1988	333,759	38,621	37,184	19,804	21,165	17,617	12,601	15,841	6,832	171,007	13,437	10,065	11,130
	1982	169,351	29,028	27,893	12,609	11,560	9,561	9,891	7,249	3,270	65,542	11,841	6,256	5,286
☐ Campbell	1988	420,580	98,656	91,377	46,245	30,042	26,966	20,939	21,666	8,134	78,436	34,130	18,042	35,880
	1982	285,173	82,166	75,953	32,139	22,987	20,261	17,131	9,637	4,082	37,799	30,867	10,051	16,741
Carlisle	1988	16,256	3,791	3,709	213	417		130	105		4,929	3,179	2,205	121
	1982	13,552	3,548	3,466	234	503		161	95		3,048	2,875	2,276	112
Carroll	1988	62,022	20,890	20,363	4,335	1,061		1,322	783	312	14,487	7,849	4,680	4,676
	1982	35,238	14,265	13,879	2,384	874		923	462	235	5,544	5,439	2,511	1,704
Carter	1988	101,550	28,188	27,360	6,570	8,723	4,693	3,117	10,474	5,722	14,667	7,881	6,903	6,205
	1982	78,702	25,178	24,391	5,017	7,329	3,774	2,535	5,443	3,210	9,364	9,022	6,618	2,670
Casey	1988	42,500	7,019	6,540	3,679	4,372		1,798	1,434	1,001	14,499	1,292	2,312	1,870
	1982	28,521	7,032	6,537	2,191	2,869		1,463	919	721	7,122	1,504	1,860	1,394
Christian	1988	361,004	61,532	60,589	28,844	35,047	29,180	13,147	14,757	6,690	106,466	23,385	17,856	17,644
	1982	236,030	49,574	48,718	17,232	25,629	20,653	11,366	7,635	4,162	54,701	19,138	12,669	8,613
Clark	1988	164,252	36,404	35,899	13,242	17,405	13,077	6,392	4,428	2,513	51,340	13,214	7,409	6,181
	1982	121,441	33,427	32,899	10,678	13,708	9,715	4,888	2,993	1,829	27,219	12,653	5,531	3,855
Clay	1988	74,991	18,717	18,361	3,394	5,301		2,575	4,076	4,076	12,534	7,673	9,671	4,718
	1982	60,172	19,754	19,340	2,558	3,548		2,137	2,571	2,571	8,008	8,728	5,902	2,460
Clinton	1988	37,757	13,520	13,149	1,814	2,416		633	1,154	226	4,544	5,341	1,943	1,351
	1982	24,176	8,773	8,516	1,189	1,357		706	936	204	2,221	4,086	1,207	775
Crittenden	1988	32,285	12,156	12,032	2,018	2,608		506	949	949	5,948	2,016	822	1,787
	1982	24,025	10,222	10,098	1,265	1,543		510	740	740	3,052	2,011	824	1,337
Cumberland	1988	15,928	6,360	6,205	840	1,063		495	699	699	3,329	494	875	1,052
	1982	13,905	5,578	5,432	733	865		590	634	634	2,060	640	1,134	878

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
KENTUCKY (continued)														
ALL COUNTIES (continued)														
Daviess	1988	736,980	128,631	126,063	78,433	106,816	97,301	30,823	36,275	20,531	156,434	41,337	40,568	37,277
	1982	437,853	97,925	95,780	45,078	62,744	56,539	21,509	18,710	11,823	71,827	32,023	27,073	16,426
Edmonson	1988	15,049	7,730	7,552	1,397	257		214	471	471	1,546	367	1,163	537
	1982	11,471	5,290	5,158	1,097	208		329	455	455	1,108	698	659	556
Elliott	1988	9,994	1,483	1,355	347	315		161	300	300	4,793	1,208	237	135
	1982	6,472	1,169	1,066	351	311		177	249	249	1,813	1,404	260	116
Estill	1988	55,287	11,119	10,983	2,157	2,399	2,281	873	727	291	29,804	1,606	1,130	3,052
	1982	42,634	13,779	13,585	2,179	2,780	2,593	1,000	530	271	14,996	2,286	728	2,142
Fayette	1988	2,134,972	296,633	285,347	271,355	339,437	304,238	110,380	146,233	77,794	456,090	172,473	65,292	68,859
	1982	1,331,034	241,774	232,112	153,106	232,064	206,279	77,297	61,221	36,993	236,150	125,180	41,908	34,524
Fleming	1988	65,775	10,995	10,706	2,947	4,508		943	2,938	2,486	27,526	4,664	4,425	2,770
	1982	42,353	9,621	9,350	1,844	3,149		965	1,745	1,504	14,174	4,103	2,534	1,665
Floyd	1988	222,896	36,806	36,016	13,934	20,043	5,860	7,997	6,672	4,272	65,877	18,720	19,279	15,838
	1982	171,354	36,639	35,781	9,188	13,501	3,672	6,925	4,585	3,101	42,953	18,768	15,474	8,073
Franklin	1988	259,709	46,170	45,306	26,043	26,671	21,914	14,061	6,692	4,326	66,675	26,379	16,297	15,847
	1982	176,321	43,205	42,313	17,868	17,190	13,940	10,103	3,917	2,838	31,011	23,061	11,194	7,457
Fulton	1988	50,118	15,607	15,176	1,052	8,001	7,177	1,155	1,966	271	7,492	3,539	1,328	3,782
	1982	41,390	14,333	13,912	1,053	6,023	5,287	1,198	1,182	216	4,581	4,309	1,158	1,944
Gallatin	1988	30,287	9,093	8,998	2,630	1,180		318	128		220	11,522	1,681	804
	1982	15,486	4,723	4,665	1,408	775		263	68		116	5,178	1,035	426
Garrard	1988	22,315	5,703	5,555	1,984	913		665	1,299	1,299	3,340	1,381	3,474	1,776
	1982	18,143	5,801	5,639	1,426	991		667	984	984	1,962	1,825	2,190	927
Grant	1988	65,967	18,460	17,599	4,572	652		520	1,360	769	21,927	8,040	5,446	2,151
	1982	42,742	12,877	12,252	3,216	676		596	891	532	9,797	8,629	3,126	1,403
Graves	1988	172,807	36,843	35,627	6,190	16,281	12,713	6,205	5,809	4,024	38,683	12,028	31,416	9,063
	1982	124,607	30,465	29,399	5,193	11,160	8,640	6,846	3,024	2,162	21,652	10,665	22,016	5,192
Grayson	1988	98,191	20,269	19,450	7,164	11,360	4,631	2,946	3,700	1,955	15,944	8,963	8,527	9,438
	1982	59,957	15,938	15,264	4,023	6,361	2,426	2,151	1,713	915	7,270	7,419	5,764	3,503
Green	1988	32,317	11,833	11,561	1,471	1,419		374	752	752	6,034	2,083	4,197	2,128
	1982	21,902	9,021	8,797	976	1,458		474	434	434	2,556	2,208	2,448	956
Greenup	1988	92,462	33,145	32,371	5,250	3,855		2,784	4,007	1,132	19,264	9,788	3,538	4,225
	1982	72,904	29,522	28,776	3,988	3,725		2,268	2,419	760	11,414	10,201	3,169	2,042
Hancock	1988	16,625	10,557	10,504	673				73		3,350	533	245	792
	1982	10,680	7,264	7,214	393				50		1,261	689	214	478
Hardin	1988	526,668	84,453	80,222	41,411	56,920	47,274	21,716	24,954	14,692	169,488	58,179	26,930	14,812
	1982	331,210	61,998	58,775	27,039	33,852	27,461	14,159	13,030	8,743	81,799	51,621	20,711	6,618
Harlan	1988	171,284	47,540	46,661	10,506	21,348	8,027	2,970	10,617	4,676	28,054	10,087	9,436	8,640
	1982	136,071	46,801	45,845	8,239	18,175	5,784	2,857	6,082	2,963	15,877	11,484	6,982	4,725
Harrison	1988	81,869	20,093	19,513	3,835	7,599	5,985	2,840	3,717	1,868	16,090	7,653	3,225	8,871
	1982	49,327	14,136	13,701	2,632	4,581	3,405	2,010	1,826	974	8,272	5,757	2,295	3,081
Hart	1988	43,698	15,018	13,257	1,319	1,436		1,149	1,800	1,800	9,672	4,988	2,223	3,176
	1982	33,282	11,904	10,486	790	1,257		1,027	1,372	1,372	5,496	4,995	2,633	1,607
☐ Henderson	1988	358,179	76,688	75,184	33,117	40,133	26,145	11,853	15,872	12,849	97,607	39,497	10,740	12,115
	1982	204,509	51,960	50,839	17,961	20,631	13,198	9,175	8,640	7,382	40,416	29,700	8,020	5,476
Henry	1988	40,446	10,799	10,553	3,001	1,719		237	298		13,979	2,635	1,961	2,884
	1982	28,024	9,126	8,900	2,057	1,366		279	263		6,297	2,698	1,737	2,250
Hickman	1988	8,513	1,862	1,838	1,213	421		622	50		2,239	183	596	159
	1982	7,778	2,639	2,600	758	453		746	45		1,167	312	620	148
Hopkins	1988	328,999	74,412	73,460	22,206	40,419	29,718	18,122	17,993	8,076	81,644	24,018	17,339	16,217
	1982	210,219	59,413	58,539	12,872	22,821	16,105	12,651	8,076	4,181	38,736	23,816	12,799	7,552
Jackson	1988	18,787	4,551	4,291	2,250	1,216		106	321		5,054	685	618	1,473
	1982	17,471	5,090	4,790	1,560	1,403		184	348		3,019	1,430	927	1,457
Jefferson	1988	5,718,862	926,038	874,444	625,534	773,716	710,603	238,499	356,823	177,242	1,307,023	442,069	203,174	304,547
	1982	3,308,430	720,805	679,292	366,408	482,200	436,496	157,207	146,762	82,001	574,009	320,656	120,288	128,080
Jessamine	1988	150,718	29,823	28,941	11,146	8,331	5,657	2,470	4,302	3,246	53,291	16,197	7,920	5,321
	1982	77,041	21,464	20,788	5,996	4,771	2,951	1,425	1,560	1,241	17,288	11,090	4,130	2,255
Johnson	1988	132,617	21,537	20,631	9,025	13,952		5,512	9,478	3,733	28,030	10,559	13,125	10,295
	1982	108,316	21,730	20,774	7,698	12,438		5,057	6,733	2,968	17,552	11,765	11,859	5,832
☐ Kenton	1988	862,093	199,859	177,202	102,727	109,369	107,418	14,121	44,739	32,243	128,360	100,354	25,327	52,817
	1982	520,207	148,140	131,084	57,194	60,554	59,153	9,328	21,126	16,306	56,362	78,206	15,307	24,576
Knott	1988	66,724	16,015	15,286	3,197	10,158	8,963	1,301	3,819	950	6,587	11,666	3,358	458
	1982	44,407	14,148	13,476	1,900	6,530	5,705	890	1,690	576	2,560	8,107	2,573	350
Knox	1988	147,456	33,754	32,644	9,334	20,762	9,758	4,818	3,184	1,935	38,351	7,610	10,300	12,013
	1982	94,865	29,815	28,777	5,659	14,265	5,714	3,816	1,761	1,187	15,743	8,070	6,196	4,479

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
KENTUCKY (continued)														
ALL COUNTIES (continued)														
Larue	1988	39,057	13,729	13,595	1,757	4,241		950	1,758	463	6,820	3,043	1,891	1,724
	1982	27,763	10,217	10,097	1,134	2,823		1,097	905	292	4,137	2,621	1,459	908
Laurel	1988	266,873	48,998	48,493	15,141	15,594	7,890	7,676	17,681	7,547	95,314	22,312	19,075	10,845
	1982	162,741	39,678	39,191	9,560	10,034	4,726	5,480	6,923	3,525	44,725	22,821	10,388	4,519
Lawrence	1988	43,427	18,471	18,300	3,096	332		1,668	918	542	2,364	6,205	2,659	5,223
	1982	36,856	19,178	18,963	2,253	290		1,254	697	468	1,506	5,131	1,803	2,882
Lee	1988	24,587	8,167	7,986	1,033	1,763		405	219		5,880	1,730	755	779
	1982	20,538	6,903	6,737	827	1,292		546	192		3,632	2,932	833	429
Leslie	1988	26,578	8,304	8,062	1,248	4,140		321	1,711	1,711	2,135	4,080	1,670	729
	1982	23,505	8,438	8,175	938	3,540		445	1,044	1,044	1,257	3,743	1,777	618
Letcher	1988	96,496	26,440	25,932	4,415	9,825	4,773	2,822	5,287	5,287	8,979	15,001	10,567	7,451
	1982	77,107	25,180	24,647	3,424	8,823	4,013	2,815	3,833	3,833	4,756	12,353	7,910	3,348
Lewis	1988	22,665	8,789	8,560	1,824	310		388	487		3,566	2,809	1,660	265
	1982	19,590	8,092	7,866	1,065	379		380	389		1,744	3,946	1,241	174
Lincoln	1988	39,694	10,071	9,676	2,696	457		946	1,443	542	13,840	2,151	3,514	1,039
	1982	33,053	10,152	9,734	2,080	478		1,362	1,563	678	7,289	2,608	3,525	797
Livingston	1988	22,841	10,443	9,518	4,628	46		101	251	251	1,736	366	396	1,892
	1982	16,502	8,420	7,660	3,274	51		130	216	216	776	537	413	831
Logan	1988	105,243	32,979	32,733	6,110	9,981	5,403	2,506	4,033	3,108	25,068	5,319	5,462	7,416
	1982	68,693	25,320	25,082	4,006	5,999	3,191	2,341	2,149	1,770	11,676	5,511	3,949	3,784
Lyon	1988	21,495	10,235	10,086	964	164		53	896	896	5,535	1,184	475	318
	1982	12,742	5,926	5,828	621	167		60	672	672	2,137	1,699	415	210
McCracken	1988	550,854	100,181	94,331	46,102	67,846	65,316	29,196	35,322	20,671	114,448	42,851	30,438	27,984
	1982	379,049	83,969	78,909	31,391	47,660	45,707	23,784	17,513	11,376	59,448	34,936	21,824	16,498
McCreary	1988	51,426	22,878	21,837	3,711	3,282		693	2,722	1,676	6,390	2,654	2,064	2,652
	1982	32,485	15,228	14,507	1,568	1,825		678	1,085	739	4,126	2,937	1,249	1,479
McLean	1988	23,237	8,973	8,895	1,410	518		38	351	351	5,577	2,295	1,999	852
	1982	22,211	8,923	8,826	1,166	645		59	371	371	3,357	4,050	1,798	793
Madison	1988	377,745	73,031	70,928	41,892	36,454	27,565	13,589	7,524	4,881	75,251	51,838	26,527	15,993
	1982	226,990	50,943	49,377	25,813	20,636	14,884	7,978	3,853	2,773	34,787	38,152	14,932	6,571
Magoffin	1988	41,373	14,438	13,987	2,225	4,886		376	821	821	3,109	5,872	2,123	3,236
	1982	29,807	12,218	11,813	1,133	3,679		249	608	608	1,688	4,434	1,434	1,813
Marion	1988	69,417	20,384	20,187	5,547	6,060	3,710	4,770	5,394	4,368	6,041	5,618	2,613	5,285
	1982	48,319	17,322	17,121	2,959	5,392	2,963	3,406	2,287	1,979	3,196	3,884	2,437	1,988
Marshall	1988	133,804	25,344	24,385	9,525	12,584	9,543	2,561	6,129	3,801	31,256	14,634	18,913	5,127
	1982	91,691	22,589	21,692	7,163	8,313	6,247	2,138	2,484	1,684	15,707	12,227	13,622	2,465
Martin	1988	71,204	17,447	17,205	1,745	5,349	5,016	794	1,484	1,244	33,833	3,192	2,571	2,281
	1982	47,191	15,006	14,768	1,317	4,186	3,889	888	1,312	1,170	17,005	2,670	1,937	1,229
Mason	1988	127,672	22,546	21,951	9,289	14,073	11,833	9,523	5,802	4,349	24,408	13,096	5,756	7,629
	1982	87,529	20,969	20,375	6,543	9,274	7,316	7,659	2,891	2,215	11,214	10,280	3,984	3,959
Meade	1988	43,368	8,222	7,797	3,171	585		475	1,481	1,164	21,011	2,094	2,174	1,071
	1982	33,760	9,006	8,523	2,861	679		727	924	739	11,133	3,873	1,527	749
Menifee	1988	10,935	2,447	2,365	316	343		61	561	561	4,044	1,360	528	354
	1982	6,787	2,119	2,042	227	235		47	287	287	1,658	1,163	329	165
Mercer	1988	80,195	25,597	24,756	7,901	3,862		1,832	4,668	3,761	12,893	7,148	5,609	3,827
	1982	53,198	19,370	18,696	4,296	2,240		1,662	2,194	1,789	7,127	6,293	3,669	2,310
Metcalfe	1988	35,873	10,635	10,446	1,340	574		391	630	630	12,436	3,296	1,877	1,620
	1982	20,839	6,960	6,823	832	436		435	483	483	5,220	2,544	1,246	815
Monroe	1988	45,425	15,864	14,922	2,383	1,592		1,497	2,428	1,903	8,685	3,017	2,110	4,843
	1982	31,909	13,603	12,770	1,522	1,136		1,101	1,110	885	4,793	2,511	1,484	2,314
Montgomery	1988	136,333	24,560	23,838	11,112	10,894	2,835	9,144	5,019	3,553	34,090	8,145	10,651	6,833
	1982	96,069	25,703	24,897	7,188	8,056	1,912	6,185	3,061	2,354	16,226	7,911	7,085	3,457
Morgan	1988	47,217	7,542	7,350	1,270	2,011		991	3,241	951	19,115	4,194	3,571	1,131
	1982	40,234	9,089	8,839	1,049	2,438		981	2,068	725	11,308	4,062	4,634	621
Muhlenberg	1988	170,856	47,052	45,858	8,128	24,435	18,089	7,882	6,354	4,164	33,062	13,012	8,416	11,933
	1982	113,438	38,564	37,511	4,677	13,329	9,659	5,529	3,842	2,799	17,709	12,304	4,304	5,559
Nelson	1988	154,321	41,109	40,708	12,305	17,547	10,910	3,145	7,101	3,262	30,416	10,348	4,915	6,235
	1982	90,754	27,093	26,776	6,941	9,992	5,711	2,699	2,957	1,533	11,848	10,151	2,893	3,207
Nicholas	1988	18,863	4,411	3,491	1,173	2,113		606	812	812	2,901	1,302	2,341	1,586
	1982	14,388	4,215	3,330	694	1,779		612	531	531	1,085	1,518	1,923	1,025
Ohio	1988	109,707	30,373	30,118	6,262	10,775	9,056	1,828	2,234	683	36,240	7,627	3,421	7,453
	1982	69,729	23,568	23,324	3,820	5,883	4,750	1,337	1,180	414	18,347	7,513	2,149	3,446
Oldham	1988	104,533	26,223	20,381	5,330	3,003		374	5,826	2,066	35,580	6,986	9,109	5,456
	1982	73,763	23,028	17,862	3,600	3,490		497	2,735	1,050	18,774	8,659	6,047	2,658

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
KENTUCKY (continued)														
ALL COUNTIES (continued)														
Owen	1988	26,005	5,492	5,357	1,635	1,336		746	799	316	8,466	2,513	1,911	1,485
	1982	20,830	5,403	5,260	1,001	1,354		567	506	257	4,380	3,623	1,659	1,123
Owsley	1988	10,903	4,082	3,847	622	66		98	570	570	1,297	249	137	1,132
	1982	7,193	2,863	2,693	554	61		105	355	355	832	338	131	700
Pendleton	1988	25,285	9,912	9,796	1,725	577		747	316		3,924	1,900	1,720	740
	1982	18,937	7,893	7,787	971	487		842	238		1,890	2,301	1,150	659
Perry	1988	181,623	37,613	36,294	13,969	12,089	6,017	10,318	7,089	3,548	45,156	13,354	10,932	7,577
	1982	136,516	37,904	36,500	9,084	10,819	5,190	8,181	4,519	2,588	23,196	13,620	8,769	4,230
Pike	1988	418,218	102,694	100,557	24,422	49,498	45,031	22,085	11,537	8,511	113,269	27,001	23,120	15,893
	1982	328,877	95,774	93,596	17,309	42,157	37,190	16,446	7,664	6,153	70,115	27,338	21,276	8,094
Powell	1988	28,067	8,932	8,707	2,868	2,874		619	479		2,300	3,815	1,359	1,770
	1982	20,480	6,333	6,162	2,014	2,515		581	322		891	3,250	1,312	1,002
Pulaski	1988	396,513	78,032	76,437	29,725	59,321	45,697	20,198	19,798	12,405	90,493	23,878	26,508	14,963
	1982	215,259	61,859	60,474	16,362	27,069	20,224	10,444	7,651	5,189	37,129	16,790	15,909	6,048
Robertson	1988	2,934	876	809	131	203			75		124	746	554	
	1982	2,218	513	472	117	158			47		79	706	404	
Rockcastle	1988	37,180	13,095	12,872	2,807	2,325		220	618	268	3,928	2,855	2,359	2,550
	1982	28,106	10,313	10,117	1,835	1,709		301	550	258	1,948	4,911	1,625	1,180
Rowan	1988	98,092	19,944	19,680	6,475	16,931	4,301	4,828	1,447	573	18,547	11,157	5,119	6,325
	1982	74,322	20,735	20,420	5,203	11,222	2,373	3,375	893	454	8,877	10,813	3,906	3,521
Russell	1988	50,632	13,817	13,225	2,501	4,067		1,188	2,875	220	12,665	2,889	3,794	3,237
	1982	40,080	12,348	11,795	1,931	3,568		1,250	1,391	129	8,340	3,668	3,007	1,943
Scott	1988	81,782	24,943	24,540	9,150	4,981	3,046	2,342	2,686	1,228	13,142	8,052	3,504	6,133
	1982	54,473	18,981	18,638	5,758	3,146	1,742	1,737	1,422	675	5,570	8,617	2,020	2,795
Shelby	1988	112,419	25,494	24,694	10,329	7,455		3,260	2,715	361	30,715	9,101	5,465	5,805
	1982	79,063	22,841	22,080	7,209	5,759		2,511	1,373	205	17,216	6,801	3,678	2,760
Simpson	1988	107,726	26,697	26,006	10,554	9,477	9,038	1,238	2,474	2,474	21,240	22,366	3,537	5,482
	1982	62,879	16,804	16,335	6,570	5,688	5,385	1,428	1,931	1,931	9,166	13,341	2,706	2,489
Spencer	1988	14,508	7,511	6,665	425	121		337	227	227	897	336	2,499	318
	1982	10,792	4,975	4,406	376	129		352	159	159	480	509	2,391	262
Taylor	1988	138,751	29,985	29,079	11,019	18,227	16,063	6,558	4,794	1,718	32,092	9,161	10,662	6,644
	1982	82,992	22,529	21,805	7,074	9,676	8,489	5,404	2,282	931	13,172	7,269	6,059	3,102
Todd	1988	20,863	9,971	9,803	956	653		269	373	373	2,562	1,616	861	1,815
	1982	17,365	8,519	8,359	832	785		418	375	375	1,271	1,877	642	976
Trigg	1988	31,758	8,921	8,364	1,876	586		298	2,236	2,236	7,880	2,725	2,310	1,418
	1982	22,952	7,276	6,808	1,454	697		325	1,735	1,735	3,987	2,871	1,801	904
Trimble	1988	6,511	1,061	994	1,065				110		198	1,156	541	1,785
	1982	4,694	843	787	575				63		109	1,332	363	928
Union	1988	79,106	26,453	25,329	4,103	15,034	11,122	2,048	2,644	2,190	8,718	2,918	4,520	3,656
	1982	55,826	21,137	20,198	2,843	9,136	6,545	1,659	1,377	1,158	4,700	3,582	3,100	1,958
Warren	1988	716,758	112,432	108,991	68,544	112,787	101,348	24,978	37,957	23,139	145,289	60,486	30,497	30,817
	1982	408,918	86,620	83,802	39,746	56,535	50,001	17,831	16,723	11,575	58,166	48,637	17,283	12,353
Washington	1988	17,421	3,463	3,336	855	282		635	804	70	2,560	2,270	878	2,206
	1982	16,268	3,883	3,732	775	243		816	868	96	1,637	2,652	1,216	1,479
Wayne	1988	66,427	19,825	19,110	2,482	5,820	4,454	2,344	2,554	506	10,422	4,158	7,739	6,333
	1982	43,386	15,627	15,032	1,946	4,559	3,230	2,344	1,329	309	4,831	3,924	3,756	2,415
Webster	1988	75,841	18,967	18,681	2,959	617		918	1,130		32,072	5,547	3,320	4,419
	1982	46,034	16,607	16,324	1,620	362		856	627		13,426	4,663	2,500	1,899
Whitley	1988	286,933	47,012	45,829	20,129	24,222	20,059	7,435	13,126	9,218	70,474	60,745	17,362	10,032
	1982	183,888	35,762	34,793	12,575	14,563	11,770	6,235	6,131	4,701	34,524	47,069	12,033	4,411
Wolfe	1988	19,646	5,622	5,395	1,008	303		155	691	691	3,616	4,903	909	959
	1982	15,108	4,435	4,248	574	296		115	327	327	2,319	4,423	817	716
Woodford	1988	101,302	26,236	25,649	5,498	4,526	3,009	4,884	1,671	284	18,074	12,511	10,139	5,537
	1982	56,855	18,075	17,636	3,514	2,738	1,753	2,883	672	107	6,525	10,126	4,700	2,415
TOTAL METRO COUNTIES	**1988**	**12,795,330**	**2,268,305**	**2,143,993**	**1,379,868**	**1,720,598**	**1,525,473**	**515,065**	**716,557**	**361,983**	**2,797,470**	**1,079,327**	**496,685**	**633,358**
	1982	7,723,223	1,764,971	1,665,187	806,421	1,090,123	950,157	356,457	310,998	177,375	1,291,922	828,902	305,431	281,982
TOTAL STATE	**1988**	**23,022,655**	**4,546,119**	**4,355,599**	**2,103,749**	**2,756,326**	**2,220,799**	**882,816**	**1,141,357**	**613,610**	**5,296,317**	**1,966,923**	**1,139,310**	**1,146,067**
	1982	14,572,388	3,664,526	3,506,035	1,276,860	1,757,103	1,368,840	641,922	537,990	325,596	2,510,519	1,628,076	758,347	537,852

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
LOUISIANA														
ALEXANDRIA	**1988**	**783,020**	**196,083**	**189,112**	**52,045**	**108,670**	**89,637**	**60,823**	**35,679**	**23,367**	**157,368**	**36,276**	**47,599**	**28,643**
	1982	620,019	140,369	135,111	44,116	88,591	70,712	49,865	27,626	20,055	120,420	47,136	36,762	22,243
Rapides	1988	783,020	196,083	189,112	52,045	108,670	89,637	60,823	35,679	23,367	157,368	36,276	47,599	28,643
	1982	620,019	140,369	135,111	44,116	88,591	70,712	49,865	27,626	20,055	120,420	47,136	36,762	22,243
BATON ROUGE	**1988**	**3,406,026**	**835,700**	**805,974**	**291,783**	**476,173**	**400,453**	**149,874**	**193,647**	**80,379**	**654,878**	**186,610**	**267,765**	**114,047**
	1982	2,626,328	653,326	628,921	223,927	366,298	299,227	126,365	140,206	67,455	490,649	204,165	165,684	80,951
Ascension	1988	263,085	75,767	74,259	14,427	11,058	1,720	5,761	10,285	1,776	85,824	10,374	30,828	8,809
	1982	219,402	63,778	62,383	13,282	10,160	1,465	6,629	9,008	1,978	64,784	12,686	22,677	8,086
East Baton Rouge	1988	2,900,307	669,776	643,860	266,005	441,737	391,109	139,607	178,191	75,051	531,529	146,650	221,436	95,260
	1982	2,203,285	513,709	492,853	200,647	339,612	293,338	115,258	126,523	62,143	395,854	160,701	130,593	65,416
Livingston	1988	175,544	61,827	59,879	7,826	21,977	7,624	4,330	5,038	3,552	33,855	15,594	9,735	8,401
	1982	135,566	55,698	53,835	7,493	15,197	4,424	4,274	4,551	3,334	28,075	18,250	9,231	6,251
West Baton Rouge	1988	67,090	28,330	27,976	3,525	1,401		176	133		3,670	13,992	5,766	1,577
	1982	48,075	20,141	19,850	2,505	1,329		204	124		1,936	12,526	3,183	1,198
HOUMA - THIBODAUX	**1988**	**1,126,221**	**278,760**	**261,878**	**158,649**	**134,853**	**101,045**	**46,621**	**46,056**	**20,948**	**233,506**	**51,076**	**75,511**	**42,078**
	1982	993,514	245,785	230,665	134,801	115,836	82,738	44,720	44,464	22,670	192,787	65,390	63,005	35,774
Lafourche	1988	391,058	114,940	109,771	19,133	39,005	25,749	13,984	18,401	6,769	91,365	19,677	34,440	24,138
	1982	371,331	109,826	104,679	21,300	32,817	19,939	13,800	17,606	7,857	81,624	29,167	29,410	19,710
Terrebonne	1988	735,163	163,820	152,107	139,516	95,848	75,296	32,637	27,655	14,179	142,141	31,399	41,071	17,940
	1982	622,183	135,959	125,986	113,501	83,019	62,799	30,920	26,658	14,813	111,163	36,223	33,595	16,064
LAFAYETTE	**1988**	**1,690,677**	**351,827**	**336,063**	**164,028**	**228,432**	**202,945**	**102,805**	**78,835**	**39,283**	**347,880**	**81,548**	**158,291**	**43,828**
	1982	1,361,064	275,884	262,734	140,511	190,017	164,221	88,333	64,745	37,057	261,990	106,213	102,990	34,440
Lafayette	1988	1,576,407	310,471	297,691	156,088	213,621	191,107	101,655	76,353	36,801	327,337	76,775	149,355	39,656
	1982	1,245,796	234,968	224,847	131,195	177,001	154,382	86,772	62,315	34,627	241,639	98,185	95,087	30,226
St. Martin	1988	114,270	41,356	38,372	7,940	14,811	11,838	1,150	2,482	2,482	20,543	4,773	8,936	4,172
	1982	114,268	40,916	37,887	9,316	13,016	9,839	1,561	2,430	2,430	20,351	8,028	7,903	4,214
LAKE CHARLES	**1988**	**1,083,122**	**303,420**	**300,253**	**77,923**	**119,986**	**91,512**	**47,422**	**52,148**	**19,692**	**188,885**	**54,605**	**119,330**	**49,994**
	1982	902,896	238,645	235,686	66,896	105,637	78,466	48,318	42,326	18,434	157,492	67,009	91,153	35,753
Calcasieu	1988	1,083,122	303,420	300,253	77,923	119,986	91,512	47,422	52,148	19,692	188,885	54,605	119,330	49,994
	1982	902,896	238,645	235,686	66,896	105,637	78,466	48,318	42,326	18,434	157,492	67,009	91,153	35,753
MONROE	**1988**	**822,451**	**205,732**	**202,168**	**67,098**	**94,055**	**73,878**	**61,941**	**46,004**	**21,509**	**167,941**	**25,375**	**51,930**	**33,848**
	1982	686,189	147,819	144,969	59,686	96,167	73,447	53,796	35,711	18,918	137,215	34,123	42,688	25,596
Ouachita	1988	822,451	205,732	202,168	67,098	94,055	73,878	61,941	46,004	21,509	167,941	25,375	51,930	33,848
	1982	686,189	147,819	144,969	59,686	96,167	73,447	53,796	35,711	18,918	137,215	34,123	42,688	25,596
NEW ORLEANS	**1988**	**8,983,276**	**2,289,306**	**2,190,913**	**981,332**	**1,000,371**	**836,934**	**531,621**	**496,827**	**259,466**	**1,578,408**	**493,126**	**406,403**	**415,502**
	1982	6,327,918	1,618,440	1,545,593	711,558	702,233	568,976	423,344	326,775	192,249	1,014,763	533,470	245,249	254,529
Jefferson	1988	4,116,992	987,811	945,823	351,591	561,001	488,724	245,011	248,332	118,956	879,682	206,574	165,450	170,217
	1982	2,947,034	715,843	684,050	271,779	392,250	335,202	182,277	171,075	95,052	576,340	241,023	109,132	97,040
Orleans	1988	3,606,418	863,084	827,437	530,320	280,205	227,677	240,205	198,754	122,477	537,969	204,203	148,988	176,707
	1982	2,428,006	565,942	541,489	357,038	206,140	159,729	201,236	120,888	83,044	328,072	194,119	78,927	115,233
St. Bernard	1988	314,123	135,774	129,193	20,431	40,070	36,223	12,795	16,536	2,032	13,452	21,100	10,050	24,173
	1982	243,140	106,971	101,584	19,616	26,971	24,049	10,936	10,071	1,305	10,577	23,024	6,669	13,497
St. Charles	1988	89,412	35,434	33,722	5,595	9,968	3,611	2,305	2,391	1,090	11,379	7,637	6,225	3,850
	1982	86,378	33,235	31,567	5,854	8,669	2,814	2,668	2,441	1,177	11,562	10,313	3,735	2,963
St. John the Baptist	1988	164,929	69,466	67,802	10,940	37,749	30,265	4,445	4,035	890	7,540	5,351	8,545	12,652
	1982	115,542	50,771	49,456	9,077	19,445	14,551	4,490	3,607	1,082	3,886	6,959	5,848	7,550
St. Tammany	1988	691,402	197,737	186,936	62,455	71,378	50,434	26,860	26,779	14,021	128,386	48,261	67,145	27,903
	1982	507,818	145,678	137,447	48,194	48,758	32,631	21,737	18,693	10,589	84,326	58,032	40,938	18,246
SHREVEPORT	**1988**	**2,212,811**	**503,135**	**488,083**	**181,693**	**273,723**	**220,262**	**105,820**	**117,863**	**64,206**	**477,596**	**154,302**	**144,884**	**73,423**
	1982	1,750,158	374,511	362,505	148,993	230,294	179,603	107,688	87,407	53,990	347,802	162,369	90,428	49,340
Bossier	1988	504,830	123,260	120,127	42,326	63,602	49,207	22,373	9,805	4,130	104,096	30,662	59,478	10,653
	1982	360,769	78,500	76,352	35,994	47,939	36,028	14,931	7,085	3,479	76,205	33,501	34,764	7,411
Caddo	1988	1,707,981	379,875	367,956	139,367	210,121	171,055	83,447	108,058	60,076	373,500	123,640	85,406	62,770
	1982	1,389,389	296,011	286,153	112,999	182,355	143,575	92,757	80,322	50,511	271,597	128,868	55,664	41,929
ALL COUNTIES														
Acadia	1988	230,102	58,364	54,190	16,530	22,012	11,928	9,659	9,241	6,536	51,189	16,983	17,470	16,626
	1982	204,923	52,603	48,746	14,996	17,132	8,403	8,962	7,864	5,990	41,873	22,525	14,280	12,424
Allen	1988	82,240	24,136	23,807	2,455	19,431	16,001	3,281	1,301	703	16,744	2,435	4,097	3,841
	1982	69,285	19,651	19,345	2,559	11,512	9,166	3,300	1,298	728	14,878	5,305	3,358	3,110

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

$ MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
LOUISIANA (continued)														
ALL COUNTIES (continued)														
Ascension	1988	263,085	75,767	74,259	14,427	11,058	1,720	5,761	10,285	1,776	85,824	10,374	30,828	8,809
	1982	219,402	63,778	62,383	13,282	10,160	1,465	6,629	9,008	1,978	64,784	12,688	22,677	8,086
Assumption	1988	56,601	19,767	18,544	1,914	8,152		659	1,633	1,065	13,388	1,700	4,009	2,145
	1982	51,787	16,056	15,034	2,155	8,019		999	2,259	1,591	11,370	2,883	2,921	2,001
Avoyelles	1988	128,694	41,617	40,415	5,288	21,183	12,091	2,089	4,133	3,078	29,703	1,895	6,967	10,426
	1982	117,235	37,354	36,201	5,042	15,467	7,877	2,568	3,840	2,980	30,421	3,151	5,934	8,273
Beauregard	1988	153,954	42,874	42,393	6,234	9,280	5,151	4,687	7,971	5,092	42,098	6,477	15,157	3,135
	1982	115,283	29,747	29,354	4,900	7,397	4,488	5,040	5,457	4,005	31,032	8,044	9,781	2,514
Bienville	1988	59,544	19,133	18,770	1,734	4,821		1,767	1,431	1,431	12,242	10,755	2,336	2,004
	1982	40,323	12,322	12,064	1,249	2,781		1,623	1,013	1,013	6,114	10,940	1,039	1,214
Bossier	1988	504,830	123,260	120,127	42,326	63,602	49,207	22,373	9,805	4,130	104,096	30,662	59,478	10,653
	1982	360,769	78,500	76,352	35,994	47,939	36,028	14,931	7,085	3,479	76,205	33,501	34,764	7,411
Caddo	1988	1,707,981	379,875	367,956	139,367	210,121	171,055	83,447	108,058	60,076	373,500	123,640	85,406	62,770
	1982	1,389,389	296,011	286,153	112,999	182,355	143,575	92,757	80,322	50,511	271,597	128,868	55,664	41,929
Calcasieu	1988	1,083,122	303,420	300,253	77,923	119,986	91,512	47,422	52,148	19,692	188,885	54,605	119,330	49,994
	1982	902,896	238,645	235,686	66,896	105,637	78,466	48,318	42,326	18,434	157,492	67,009	91,153	35,753
Caldwell	1988	25,461	6,948	6,762	1,098	2,007		355	299	299	5,537	1,199	3,983	641
	1982	25,924	7,630	7,410	1,219	2,451		610	363	363	4,668	2,613	3,012	997
Cameron	1988	28,859	19,185	18,989	1,842	795		45	104		813	1,598	2,395	669
	1982	25,342	14,157	13,986	2,225	1,133		75	142		686	2,105	2,450	857
Catahoula	1988	35,069	6,603	4,392	1,106	3,257		482	1,445	1,186	9,178	1,188	7,243	3,211
	1982	33,979	6,639	4,407	1,154	2,812		847	1,988	1,668	7,455	2,629	5,968	2,946
Claiborne	1988	56,471	17,758	17,501	1,834	9,876	6,152	1,632	1,577	1,405	10,410	1,632	3,076	1,985
	1982	49,905	14,539	14,320	1,885	7,410	4,304	1,883	1,247	1,106	10,574	3,154	2,285	1,886
Concordia	1988	96,758	36,710	36,050	6,320	12,872		2,504	3,640	2,731	18,629	2,939	5,463	2,534
	1982	77,127	25,220	24,717	5,192	8,576		2,999	2,920	2,315	16,099	6,115	3,611	2,280
De Soto	1988	107,600	34,887	33,786	2,820	17,944	11,801	3,166	2,277	1,965	22,348	6,480	5,404	4,904
	1982	85,435	25,425	24,574	2,925	12,229	7,806	3,441	1,864	1,637	18,623	7,620	4,027	3,349
East Baton Rouge	1988	2,900,337	669,776	643,860	366,005	441,737	391,109	139,607	178,191	75,051	531,529	146,650	221,436	95,260
	1982	2,203,285	513,709	492,853	200,647	339,612	293,338	115,258	126,523	62,143	395,854	160,701	130,593	65,416
East Carroll	1988	25,909	8,785	8,735	764	1,344		1,361	282	282	3,462	2,881	3,107	2,069
	1982	24,942	7,320	7,265	825	1,367		1,216	352	352	2,796	4,191	3,614	1,766
East Feliciana	1988	28,872	10,851	10,720	1,474	1,281		691	397	397	5,135	2,600	1,902	1,310
	1982	27,426	8,762	8,640	1,761	967		890	437	437	4,480	5,022	1,783	1,116
Evangeline	1988	111,901	36,069	34,647	2,516	11,843	6,098	3,534	4,797	4,329	17,716	4,910	15,006	6,766
	1982	108,249	30,721	29,451	3,509	9,985	4,767	4,053	5,436	4,994	18,559	6,883	14,340	6,845
Franklin	1988	145,264	70,067	68,427	3,238	20,682		2,238	1,524	1,341	26,349	1,189	10,069	3,108
	1982	104,182	48,090	46,871	2,553	11,971		3,072	1,404	1,287	19,700	1,630	7,710	2,616
Grant	1988	21,476	8,694	8,438	272	500		128	78		8,862	962	119	945
	1982	20,275	7,901	7,654	450	780		214	120		7,534	1,497	106	827
Iberia	1988	404,748	108,860	106,534	42,099	27,103	22,477	25,490	20,975	8,293	94,844	8,662	38,130	20,433
	1982	354,083	86,583	84,566	37,587	24,227	19,375	25,461	19,565	8,768	82,003	15,664	30,571	14,600
Iberville	1988	170,710	55,044	54,592	7,549	14,000	9,776	3,297	3,928	1,067	56,112	8,675	9,157	6,105
	1982	117,471	36,188	35,819	7,228	8,974	6,070	3,035	3,174	980	32,653	10,280	5,879	4,425
Jackson	1988	48,957	11,236	11,092	2,480	11,118	8,824	2,313	2,092	1,777	4,783	2,871	3,481	2,994
	1982	43,385	10,872	10,710	2,162	8,182	6,330	2,367	1,972	1,708	4,351	3,785	2,426	2,369
Jefferson	1988	4,116,992	987,811	945,823	351,591	561,001	488,724	245,011	248,332	118,956	879,682	206,574	165,450	170,217
	1982	2,947,034	715,843	684,050	271,779	392,250	335,202	182,277	171,075	95,052	576,340	241,023	109,132	97,040
Jefferson Davis	1988	144,898	37,251	36,680	5,303	7,131	2,032	4,446	3,239	1,046	42,143	12,523	12,066	9,687
	1982	142,412	37,741	37,088	6,193	6,655	1,545	5,380	3,084	1,113	38,397	18,692	10,310	7,813
Lafayette	1988	1,576,407	310,471	297,691	156,088	213,621	191,107	101,655	76,353	36,801	327,337	76,775	149,355	39,656
	1982	1,246,796	234,968	224,847	131,195	177,001	154,382	86,772	62,315	34,627	241,639	98,185	95,087	30,226
Lafourche	1988	391,058	114,940	109,771	19,133	39,005	25,749	13,984	18,401	6,769	91,365	19,677	34,440	24,138
	1982	371,331	109,826	104,679	21,300	32,817	19,939	13,800	17,806	7,857	81,624	29,167	29,410	19,710
La Salle	1988	51,067	14,663	14,385	2,649	3,076		1,040	1,200	1,200	18,830	1,942	3,007	1,634
	1982	51,731	16,357	16,016	2,845	2,721		1,178	1,474	1,474	16,872	2,975	2,465	1,983
Lincoln	1988	172,942	38,905	38,327	15,571	17,940	15,834	11,883	4,914	1,314	46,195	9,195	9,284	4,847
	1982	162,494	37,042	36,419	16,291	15,235	13,086	13,891	4,764	1,456	35,631	12,937	7,831	4,708
Livingston	1988	175,544	61,827	59,879	7,826	21,977	7,624	4,330	5,038	3,552	33,855	15,594	9,735	8,401
	1982	155,566	55,698	53,835	7,493	15,197	4,424	4,274	4,551	3,334	28,075	18,250	9,231	6,251
Madison	1988	31,929	7,109	7,064	2,315	1,480		1,007	997	997	13,054	1,283	452	1,985
	1982	34,088	7,264	7,204	2,777	1,852		1,490	1,183	1,183	13,005	2,248	435	1,849
Morehouse	1988	148,429	37,480	36,448	5,647	22,240	17,754	3,693	2,408	1,167	47,593	5,617	8,559	4,996
	1982	109,592	25,774	25,013	4,920	15,619	12,154	3,727	1,844	1,080	33,528	7,267	6,087	3,677

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores Total ($000)	Food Stores Supermarkets ($000)	Eating & Drinking Places Total ($000)	General Merchandise Stores Total ($000)	General Merchandise Stores Department Stores ($000)	Apparel & Accessories Stores Total ($000)	Furniture/Home Furnishings/Appliance Stores Total ($000)	Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn ($000)	Automotive Dealers Total ($000)	Gasoline Service Stations Total ($000)	Bldg. Mtls & Hardware Dealers Total ($000)	Drug-stores Total ($000)
LOUISIANA (continued)														
ALL COUNTIES (continued)														
Natchitoches	1988	166,780	48,083	46,939	7,355	20,397	18,329	4,962	7,342	1,048	34,977	10,663	12,039	7,340
	1982	136,802	35,870	34,949	8,925	14,361	12,795	6,003	5,336	816	25,345	13,496	9,991	5,132
Orleans	1988	3,606,418	863,084	827,437	530,320	280,205	227,677	240,205	198,754	122,477	537,969	204,203	148,988	176,707
	1982	2,428,006	565,942	541,489	357,038	206,140	159,729	201,236	120,888	83,044	328,072	194,119	78,927	115,233
Ouachita	1988	822,451	205,732	202,168	67,098	94,055	73,878	61,941	46,004	21,509	167,941	25,375	51,930	33,848
	1982	686,189	147,819	144,969	59,686	96,167	73,447	53,796	35,711	18,918	137,215	34,123	42,688	25,596
Plaquemines	1988	119,350	44,675	43,803	22,746	3,880		483	2,385		13,102	9,283	9,217	6,570
	1982	84,856	32,118	31,430	18,003	3,142		566	2,278		6,809	9,596	4,644	3,707
Pointe Coupee	1988	95,026	34,993	34,655	2,448	5,627		1,804	4,053	4,053	29,274	2,795	6,480	3,339
	1982	81,985	25,804	25,503	3,120	5,462		2,425	2,791	2,791	24,700	6,135	4,981	2,881
Rapides	1988	783,020	196,083	189,112	52,045	108,670	89,637	60,823	35,679	23,367	157,368	36,276	47,599	28,643
	1982	620,019	140,369	135,111	44,116	88,591	70,712	49,865	27,626	20,055	120,420	47,136	36,762	22,243
Red River	1988	32,912	13,093	12,976	1,547	2,665		455	651	651	4,858	3,173	2,224	1,869
	1982	32,706	11,166	11,046	1,846	2,601		840	890	890	4,486	4,379	2,467	1,676
Richland	1988	143,559	25,552	25,245	2,776	12,525	6,644	2,902	5,422	4,101	43,656	18,036	7,301	4,550
	1982	92,221	19,932	19,653	2,600	6,721	3,251	2,686	3,549	2,822	23,318	13,551	4,042	3,826
Sabine	1988	93,104	34,811	33,896	2,679	9,249		2,329	1,783	482	32,005	2,074	1,776	1,710
	1982	90,232	29,759	28,921	2,936	9,667		2,732	1,914	538	32,413	2,895	1,417	1,747
St. Bernard	1988	314,123	135,774	129,193	20,431	40,070	36,223	12,795	16,536	2,032	13,452	21,100	10,050	24,173
	1982	243,140	106,971	101,584	19,616	26,971	24,049	10,936	10,071	1,305	10,577	23,024	6,669	13,497
St. Charles	1988	89,412	35,434	33,722	5,595	9,968	3,611	2,305	2,391	1,090	11,379	7,637	6,225	3,850
	1982	86,328	33,235	31,567	5,854	8,669	2,814	2,668	2,441	1,177	11,562	10,313	3,735	2,963
St. Helena	1988	7,731	3,209	3,078	116			41	111		2,114	95	1,221	374
	1982	7,708	2,972	2,846	215			75	143		1,801	243	1,112	550
St. James	1988	54,190	23,741	23,338	2,684	2,122		1,064	5,667	2,991	7,554	1,437	5,462	1,958
	1982	56,834	21,233	20,830	3,035	2,714		1,681	6,202	3,693	8,546	3,117	5,657	2,160
St. John the Baptist	1988	164,929	69,466	67,802	10,940	37,749	30,265	4,445	4,035	890	7,540	5,351	8,545	12,652
	1982	115,542	50,771	49,456	9,077	19,445	14,551	4,490	3,607	1,082	3,886	6,959	5,848	7,550
St. Landry	1988	391,134	109,419	106,129	15,631	37,809	23,303	15,673	17,686	13,204	85,860	22,151	42,566	25,382
	1982	342,842	95,098	92,055	15,778	28,701	16,717	18,307	15,911	12,680	71,189	28,096	29,698	19,387
St. Martin	1988	114,270	41,356	38,372	7,940	14,811	11,838	1,150	2,482	2,482	20,543	4,773	8,936	4,172
	1982	114,268	40,916	37,887	9,316	13,016	9,839	1,561	2,430	2,430	20,351	8,028	7,903	4,214
St. Mary	1988	391,837	119,992	118,467	41,579	32,803	24,523	13,652	15,531	5,482	80,257	15,237	42,291	13,786
	1982	341,196	96,443	95,028	47,116	24,757	16,865	15,188	13,042	5,547	62,397	24,685	28,552	12,011
St. Tammany	1988	691,402	197,737	186,936	62,455	71,378	50,434	26,860	26,779	14,021	128,386	48,261	67,145	27,903
	1982	507,818	145,678	137,447	48,194	48,758	32,631	21,737	18,693	10,589	84,326	58,032	40,938	18,246
Tangipahoa	1988	545,734	146,290	141,820	39,758	68,565	43,819	14,824	16,066	9,759	135,454	39,315	41,966	16,016
	1982	424,361	105,224	101,807	29,715	49,604	29,691	16,315	12,458	8,517	100,867	42,082	32,405	13,189
Tensas	1988	26,508	10,239	10,091	732	1,957		225	1,056	1,056	6,447	3,664	130	354
	1982	20,957	6,294	6,191	473	1,466		234	893	893	4,656	5,362	79	351
Terrebonne	1988	735,163	163,820	152,107	139,516	95,848	75,296	32,637	27,655	14,179	142,141	31,399	41,071	17,940
	1982	622,183	135,959	125,986	113,501	83,019	62,799	30,920	26,658	14,813	111,163	36,223	33,595	16,064
Union	1988	57,606	12,897	12,630	1,114	6,925	4,390	2,319	923	693	20,651	1,121	4,559	3,852
	1982	46,349	11,287	11,030	1,085	4,310	2,671	2,279	753	564	16,660	1,573	2,736	2,929
Vermilion	1988	220,640	79,981	79,096	7,388	16,888	11,591	7,352	4,202	1,821	50,643	6,137	23,821	12,499
	1982	196,011	63,256	62,431	8,867	13,755	8,705	9,523	4,740	2,112	44,494	10,033	18,809	10,443
Vernon	1988	179,984	50,258	48,823	19,062	19,756		3,321	3,726	1,283	36,063	4,471	25,167	3,734
	1982	128,394	35,815	34,722	15,016	11,975		3,571	3,037	1,368	24,552	5,396	15,484	2,696
Washington	1988	155,109	49,626	48,659	7,175	14,116		10,448	6,008	3,997	27,215	9,448	6,999	7,524
	1982	136,212	40,642	39,772	6,614	10,491		11,021	5,307	3,789	23,546	12,711	4,732	6,798
Webster	1988	242,699	87,450	83,610	8,955	28,301	21,155	8,939	7,733	5,381	52,333	14,398	12,753	7,285
	1982	192,469	61,897	59,061	7,671	20,541	15,035	10,067	6,856	5,312	40,192	17,306	9,394	5,316
West Baton Rouge	1988	67,090	28,330	27,976	3,525	1,401		176	133		3,670	13,992	5,766	1,577
	1982	48,075	20,141	19,850	2,505	1,329		204	124		1,936	12,526	3,183	1,198
West Carroll	1988	50,809	17,509	17,327	1,145	8,159		1,204	689	689	12,330	997	2,152	1,204
	1982	33,696	10,819	10,684	891	4,346		1,046	586	586	8,524	1,636	1,321	952
West Feliciana	1988	21,149	5,265	5,231	1,720	1,774		244	238	238	6,361	2,782	704	370
	1982	20,665	5,454	5,408	1,572	2,490		361	318	318	4,598	3,290	586	560
Winn	1988	74,616	15,598	15,415	3,004	12,163	7,651	1,323	1,002	693	21,910	3,732	5,368	3,092
	1982	54,801	11,647	11,488	2,359	8,099	4,802	1,819	1,040	764	14,066	5,189	3,017	2,221
TOTAL METRO COUNTIES	**1988**	**20,107,604**	**4,963,963**	**4,774,444**	**1,974,551**	**2,436,263**	**2,016,666**	**1,106,927**	**1,067,059**	**528,850**	**3,806,462**	**1,082,918**	**1,271,713**	**801,363**
	1982	15,268,086	3,694,779	3,546,184	1,530,488	1,895,073	1,517,390	942,429	769,260	430,828	2,723,118	1,219,875	837,959	538,626
TOTAL STATE	**1988**	**25,746,536**	**6,669,640**	**6,437,360**	**2,305,217**	**3,013,312**	**2,324,990**	**1,291,938**	**1,251,216**	**635,173**	**5,126,883**	**1,372,518**	**1,717,848**	**1,043,171**
	1982	19,986,261	5,039,487	4,853,913	1,842,925	2,325,730	1,733,293	1,147,489	932,368	533,056	3,769,579	1,600,801	1,171,306	733,603

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
MAINE														
BANGOR	**1988**	**1,122,884**	**209,479**	**196,138**	**95,459**	**117,080**	**99,427**	**45,731**	**38,650**	**14,708**	**309,144**	**78,091**	**75,462**	**26,815**
	1982	677,684	156,088	145,858	48,650	78,119	65,533	34,276	19,085	8,609	138,596	58,139	39,459	20,039
Penobscot	1988	1,122,884	209,479	196,138	95,459	117,080	99,427	45,731	38,650	14,708	309,144	78,091	75,462	26,815
	1982	677,684	156,088	145,858	48,650	78,119	65,533	34,276	19,085	8,609	138,596	58,139	39,459	20,039
LEWISTON - AUBURN	**1988**	**746,257**	**181,480**	**171,754**	**59,871**	**72,860**	**62,035**	**25,683**	**18,909**	**8,636**	**194,553**	**49,567**	**30,679**	**17,375**
	1982	457,631	120,943	114,234	32,274	50,874	42,442	20,088	10,525	5,680	91,496	37,590	18,042	11,587
Androscoggin	1988	746,257	181,480	171,754	59,871	72,860	62,035	25,683	18,909	8,636	194,553	49,567	30,679	17,375
	1982	457,631	120,943	114,234	32,274	50,874	42,442	20,088	10,525	5,680	91,496	37,590	18,042	11,587
PORTLAND	**1988**	**2,904,887**	**521,329**	**495,905**	**294,405**	**261,114**	**223,636**	**111,141**	**66,092**	**34,846**	**575,934**	**127,266**	**121,105**	**71,181**
	1982	1,502,470	329,817	313,108	120,367	143,400	118,802	65,239	38,881	23,115	226,858	87,200	81,004	38,876
Cumberland	1988	2,904,887	521,329	495,905	294,405	261,114	223,636	111,141	66,092	34,846	575,934	127,266	121,105	71,181
	1982	1,502,470	329,817	313,108	120,367	143,400	118,802	65,239	38,881	23,115	226,858	87,200	81,004	38,876
ALL COUNTIES														
Androscoggin	1988	746,257	181,480	171,754	59,871	72,860	62,035	25,683	18,909	8,636	194,553	49,567	30,679	17,375
	1982	457,631	120,943	114,234	32,274	50,874	42,442	20,088	10,525	5,680	91,496	37,590	18,042	11,587
Aroostook	1988	506,633	115,807	114,072	34,579	50,143	37,569	19,575	13,975	8,338	117,739	38,367	36,405	15,224
	1982	330,540	87,048	85,573	19,597	37,131	27,171	13,712	8,190	5,459	59,471	30,764	19,978	12,369
Cumberland	1988	2,904,887	521,329	495,905	294,405	261,114	223,636	111,141	66,092	34,846	575,934	127,266	121,105	71,181
	1982	1,502,470	329,817	313,108	120,367	143,400	118,802	65,239	38,881	23,115	226,858	87,200	81,004	38,876
Franklin	1988	149,011	24,009	23,368	18,361	7,914	5,143	3,397	5,828	1,585	38,017	10,919	15,835	4,444
	1982	91,661	20,424	19,840	8,555	5,130	3,059	2,873	2,773	965	17,315	8,957	7,669	3,031
Hancock	1988	340,219	83,282	79,160	36,008	26,206	12,191	9,139	6,444	3,296	74,097	18,563	33,353	9,749
	1982	208,286	57,952	54,974	20,117	17,259	7,699	9,583	5,152	2,828	32,562	13,990	17,492	6,379
Kennebec	1988	944,972	168,206	161,686	89,159	98,057	70,538	24,777	24,970	14,138	277,403	56,391	54,708	20,421
	1982	550,386	124,789	119,713	40,752	61,504	43,379	24,639	17,933	11,555	115,062	41,952	28,764	14,616
Knox	1988	254,090	39,228	38,443	23,090	17,258	7,209	9,231	9,431	3,992	57,449	12,250	24,859	9,738
	1982	148,802	32,829	32,108	11,622	9,994	3,856	7,710	4,525	2,212	25,260	9,675	10,967	5,758
Lincoln	1988	199,265	33,909	33,177	17,742	2,762		6,894	5,789	2,014	41,420	14,904	32,282	4,619
	1982	114,967	25,437	24,837	10,159	1,829		4,473	2,954	1,271	16,846	11,441	15,906	2,978
Oxford	1988	298,846	66,021	58,472	19,193	16,680	8,576	4,835	9,892	8,336	79,994	21,864	30,509	9,380
	1982	176,929	48,423	42,803	10,884	11,530	5,468	3,537	3,649	3,220	36,083	15,866	16,416	7,784
Penobscot	1988	1,122,884	209,479	196,138	95,459	117,080	99,427	45,731	38,650	14,708	309,144	78,091	75,462	26,815
	1982	677,684	156,088	145,858	48,650	78,119	65,533	34,276	19,085	8,609	138,596	58,139	39,459	20,039
Piscataquis	1988	113,769	26,455	26,056	5,613	7,006		546	1,614	467	24,928	6,913	6,217	3,578
	1982	66,220	19,762	19,410	2,787	3,730		625	1,178	452	10,860	5,513	3,110	2,301
Sagadahoc	1988	181,580	48,682	48,254	16,469	3,720		2,703	3,320	1,845	55,856	6,577	9,626	5,003
	1982	91,386	28,632	28,324	7,039	2,139		1,776	1,383	857	22,795	4,993	4,039	3,100
Somerset	1988	280,856	77,471	76,350	24,874	11,965	6,278	5,003	16,293	10,310	53,141	13,601	22,550	10,117
	1982	158,676	50,921	50,084	10,364	7,264	3,476	3,759	6,130	4,251	24,197	13,594	10,437	7,215
Waldo	1988	111,172	26,695	26,031	13,831	6,169		4,347	4,635	4,633	22,062	4,693	12,757	3,184
	1982	64,407	19,598	19,073	6,612	3,488		3,089	1,771	1,771	9,124	3,519	5,649	2,329
Washington	1988	151,276	51,522	50,922	16,329	9,020	2,914	1,584	7,488	2,396	23,874	8,685	10,471	5,377
	1982	102,955	43,131	42,545	8,262	5,678	1,613	1,293	3,118	1,257	10,940	7,221	5,289	4,052
York	1988	999,941	203,673	189,591	128,004	43,975	32,129	29,172	39,375	25,638	221,688	70,524	58,991	26,346
	1982	588,613	144,830	134,548	66,923	26,077	18,303	18,859	16,734	11,138	96,015	55,314	26,941	19,215
TOTAL METRO COUNTIES	**1988**	**4,774,028**	**912,288**	**863,797**	**449,735**	**451,054**	**385,098**	**182,555**	**123,651**	**58,190**	**1,079,631**	**254,924**	**227,246**	**115,371**
	1982	2,637,785	606,848	573,200	201,291	272,393	226,777	119,603	68,491	37,404	456,950	182,929	138,505	70,502
TOTAL STATE	**1988**	**9,305,658**	**1,877,248**	**1,789,359**	**892,987**	**751,929**	**567,745**	**303,758**	**272,702**	**145,180**	**2,167,299**	**539,175**	**575,809**	**242,551**
	1982	5,331,613	1,310,624	1,247,032	424,964	465,146	340,801	215,531	143,981	84,640	933,480	405,728	311,162	161,569
MARYLAND														
BALTIMORE	**1988**	**15,959,646**	**2,950,839**	**2,725,172**	**1,667,031**	**1,686,656**	**1,459,170**	**829,188**	**855,987**	**441,956**	**3,524,799**	**929,775**	**874,863**	**588,490**
	1982	9,995,718	2,251,028	2,075,884	1,017,079	1,140,095	966,356	524,332	421,905	248,451	1,726,000	923,881	376,241	347,317
Anne Arundel	1988	2,857,044	489,734	456,133	269,551	292,642	260,789	100,014	158,928	73,524	783,428	192,113	165,945	72,398
	1982	1,880,118	398,164	370,108	181,178	233,076	204,937	68,621	73,076	38,634	405,295	187,536	82,528	46,862
Baltimore	1988	6,373,720	1,104,412	1,038,070	490,254	968,576	834,606	342,861	378,172	186,452	1,426,898	333,244	417,332	226,694
	1982	3,897,717	872,730	818,674	323,962	605,545	514,159	209,529	181,038	103,262	678,292	333,575	166,698	119,871
Baltimore city	1988	4,154,826	828,348	734,288	687,898	208,167	168,842	271,866	213,332	134,875	660,372	219,520	145,669	203,769
	1982	2,644,296	589,826	521,811	372,867	164,677	127,315	179,939	114,160	79,354	335,146	214,346	63,341	131,403

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METRO AREA County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
MARYLAND (continued)														
BALTIMORE (continued)														
Carroll	1988	558,329	131,983	118,456	44,880	30,222	21,822	15,781	15,419	7,128	177,331	40,856	31,604	23,628
	1982	380,448	106,468	95,365	29,110	19,773	13,598	11,613	9,937	5,087	92,263	42,535	17,735	15,629
Harford	1988	1,030,768	218,512	213,796	81,706	92,957	82,410	41,282	37,236	16,444	285,457	75,887	59,388	39,914
	1982	591,155	143,849	140,465	51,716	55,403	47,318	23,531	16,076	7,923	122,179	77,442	23,540	21,225
Howard	1988	858,343	136,818	128,039	78,458	92,342	90,701	57,175	49,543	23,128	170,269	56,552	47,083	18,912
	1982	521,773	113,648	106,145	48,934	60,347	59,029	30,910	25,524	13,913	81,236	57,844	18,310	10,540
Queen Anne's	1988	126,616	41,032	36,390	14,284	1,750		209	3,357	405	21,044	11,603	7,842	3,175
	1982	80,211	26,343	23,316	9,312	1,274		189	2,094	278	11,589	10,603	4,089	1,787
CUMBERLAND	**1988**	**594,662**	**109,503**	**98,093**	**55,729**	**106,805**	**95,256**	**27,527**	**30,945**	**14,975**	**104,344**	**41,877**	**36,417**	**31,550**
	1982	423,361	101,578	91,074	36,046	68,391	59,211	21,877	18,064	9,722	57,688	46,332	19,816	19,221
Allegany	1988	526,611	92,748	84,495	50,256	99,678	91,218	25,432	27,554	14,421	88,260	36,631	33,716	27,548
	1982	373,640	88,654	80,606	31,344	63,498	56,565	20,019	16,112	9,389	49,242	40,805	17,857	17,033
Mineral, W. Va.	*1988*	*68,051*	*16,755*	*13,598*	*5,473*	*7,127*	*4,038*	*2,095*	*3,391*	*554*	*16,084*	*5,246*	*2,701*	*4,002*
	1982	*49,721*	*12,924*	*10,468*	*4,702*	*4,893*	*2,646*	*1,858*	*1,952*	*333*	*8,446*	*5,527*	*1,959*	*2,188*
HAGERSTOWN	**1988**	**759,547**	**126,562**	**118,866**	**43,595**	**76,950**	**68,972**	**29,417**	**40,367**	**23,960**	**139,351**	**40,125**	**69,344**	**34,182**
	1982	567,974	111,684	104,684	34,886	68,623	60,130	27,440	22,816	15,176	86,412	53,978	36,829	20,005
Washington	1988	759,547	126,562	118,866	43,595	76,950	68,972	29,417	40,367	23,960	139,351	40,125	69,344	34,182
	1982	567,974	111,684	104,684	34,886	68,623	60,130	27,440	22,816	15,176	86,412	53,978	36,829	20,005
ALL COUNTIES														
Allegany	1988	526,611	92,748	84,495	50,256	99,678	91,218	25,432	27,554	14,421	88,260	36,631	33,716	27,548
	1982	373,640	88,654	80,606	31,344	63,498	56,565	20,019	16,112	9,389	49,242	40,805	17,857	17,033
Anne Arundel	1988	2,857,044	489,734	456,133	269,551	292,642	260,789	100,014	158,928	73,524	783,428	192,113	165,945	72,398
	1982	1,880,118	398,164	370,108	181,178	233,076	204,937	68,621	73,076	38,634	405,295	187,536	82,528	46,862
Baltimore	1988	6,373,720	1,104,412	1,038,070	490,254	968,576	834,606	342,861	378,172	186,452	1,426,898	333,244	417,332	226,694
	1982	3,897,717	872,730	818,674	323,962	605,545	514,159	209,529	181,038	103,262	678,292	333,575	166,698	119,871
Baltimore city	1988	4,154,826	828,348	734,288	687,898	208,167	168,842	271,866	213,332	134,875	660,372	219,520	145,669	203,769
	1982	2,644,296	589,826	521,811	372,867	164,677	127,315	179,939	114,160	79,354	335,146	214,346	63,341	131,403
☐ Calvert	1988	125,516	38,003	34,335	17,624	7,941	3,415	811	2,157	618	18,138	13,327	4,749	5,570
	1982	88,174	30,751	27,727	11,066	4,688	1,957	1,005	1,496	540	9,707	12,700	2,755	3,481
Caroline	1988	61,181	21,704	19,422	3,060	1,424		356	1,748	738	13,810	3,133	6,727	4,085
	1982	53,994	21,794	19,463	2,682	1,623		592	1,564	745	8,840	5,431	4,388	2,733
Carroll	1988	558,329	131,983	118,456	44,880	30,222	21,822	15,781	15,419	7,128	177,331	40,856	31,604	23,628
	1982	380,448	106,468	95,365	29,110	19,773	13,598	11,613	9,937	5,087	92,263	42,535	17,735	15,629
☐ Cecil	1988	354,764	64,813	61,993	30,538	18,452	15,282	7,290	9,460	4,750	83,153	46,983	27,641	10,118
	1982	252,751	50,589	48,291	21,627	10,318	8,311	6,343	4,874	2,901	45,818	50,878	12,885	5,593
☐ Charles	1988	360,352	98,573	90,376	27,721	10,902	6,998	6,075	13,379	4,184	70,220	33,676	38,144	48,776
	1982	247,806	72,499	66,339	21,638	9,126	5,779	5,114	7,406	2,680	40,168	34,371	16,747	29,878
Dorchester	1988	200,470	32,553	28,076	10,767	7,400	6,552	5,201	5,523	2,541	29,548	14,273	10,323	10,268
	1982	137,110	31,170	26,830	6,911	4,374	3,736	4,542	3,249	1,735	15,050	12,851	4,693	5,540
☐ Frederick	1988	881,729	196,698	174,528	79,262	85,037	79,123	33,310	36,898	21,443	203,610	68,376	72,773	22,225
	1982	550,978	129,180	114,392	47,169	71,026	64,991	19,180	20,220	13,308	96,294	68,439	34,193	12,957
Garrett	1988	150,235	27,023	24,309	9,163	10,809	4,859	2,511	5,615	2,334	49,219	10,660	21,173	7,843
	1982	105,084	24,107	21,642	6,043	8,800	3,380	1,999	3,363	1,569	29,267	10,121	11,598	4,860
Harford	1988	1,030,768	218,512	213,796	81,706	92,957	82,410	41,282	37,236	16,444	285,457	75,887	59,388	39,914
	1982	591,155	143,849	140,465	51,716	55,403	47,318	23,531	16,076	7,923	122,179	77,442	23,540	21,225
Howard	1988	858,343	136,818	128,039	78,458	92,342	90,701	57,175	49,543	23,128	170,269	56,552	47,083	18,912
	1982	521,773	113,648	106,145	48,934	60,347	59,029	30,910	25,524	13,913	81,236	57,844	18,310	10,540
Kent	1988	104,904	30,957	27,740	11,731	7,251	6,527	3,211	2,026	1,281	21,152	4,560	6,850	2,987
	1982	70,121	24,482	21,895	8,226	4,939	4,330	2,016	1,150	807	10,528	4,543	3,805	2,142
☐ Montgomery	1988	6,883,441	1,220,841	1,138,495	574,850	789,207	694,653	330,027	615,676	244,687	1,776,760	428,962	223,870	234,112
	1982	3,711,219	757,063	704,596	293,598	494,461	431,227	252,957	230,890	109,934	743,305	337,984	116,825	123,769
☐ Prince George's	1988	5,856,907	1,062,332	1,000,347	556,096	638,195	584,951	320,970	328,088	154,043	1,485,698	420,585	202,497	209,777
	1982	3,743,799	851,160	799,905	306,883	488,083	439,745	193,678	168,254	91,583	729,438	393,904	92,756	129,285
Queen Anne's	1988	126,616	41,032	36,390	14,284	1,750		209	3,357	405	21,044	11,603	7,842	3,175
	1982	80,211	26,343	23,316	9,312	1,274		189	2,094	278	11,589	10,603	4,089	1,787
St. Mary's	1988	262,427	67,313	63,151	31,194	11,495	9,747	11,350	13,496	8,690	53,683	18,581	17,464	10,450
	1982	182,388	51,602	48,316	19,508	8,144	6,768	8,769	8,624	6,205	31,025	17,980	9,139	6,554
Somerset	1988	69,162	31,582	28,419	4,826	1,434		392	1,778	1,778	9,555	3,607	3,784	5,292
	1982	42,338	19,363	17,389	3,096	1,523		447	1,045	1,045	3,774	3,508	1,604	2,346
Talbot	1988	266,367	48,966	41,413	28,529	4,359		20,025	13,325	5,955	61,329	13,715	33,408	11,935
	1982	176,037	40,546	34,865	17,097	3,267		13,969	7,921	4,083	33,673	13,145	14,511	6,892

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982			Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
METRO AREA County	Year	Total Retail Sales ($000)	Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
MARYLAND (continued)														
ALL COUNTIES (continued)														
Washington	1988	759,547	126,562	118,866	43,595	76,950	68,972	29,417	40,367	23,960	139,351	40,125	69,344	34,182
	1982	567,974	111,684	104,684	34,886	66,623	60,130	27,440	22,816	15,176	86,412	53,978	36,829	20,005
Wicomico	1988	645,435	95,746	91,178	58,065	79,673	71,596	34,149	40,272	21,334	164,945	34,207	45,343	13,738
	1982	416,229	76,660	72,858	33,487	64,689	56,736	26,527	19,848	11,766	83,172	31,720	22,600	10,521
Worcester	1988	385,990	69,664	64,099	98,232	16,839	11,933	23,897	17,539	14,005	71,923	20,125	22,810	16,067
	1982	267,421	63,269	58,100	61,825	11,068	7,284	17,304	10,418	8,772	39,286	21,172	11,869	9,261
TOTAL METRO COUNTIES	**1988**	**31,708,513**	**5,851,409**	**5,428,607**	**3,046,973**	**3,413,018**	**3,003,782**	**1,582,520**	**1,929,566**	**910,062**	**7,389,989**	**2,018,440**	**1,547,597**	**1,180,798**
	1982	19,532,059	4,342,608	4,022,424	1,785,290	2,349,918	2,035,061	1,050,068	893,973	492,962	3,526,384	1,916,940	707,088	689,318
TOTAL STATE	**1988**	**33,854,684**	**6,276,017**	**5,816,414**	**3,302,540**	**3,553,702**	**3,114,996**	**1,683,612**	**2,030,888**	**968,718**	**7,865,153**	**2,141,301**	**1,715,479**	**1,263,463**
	1982	20,982,781	4,695,601	4,343,782	1,944,165	2,458,345	2,117,295	1,126,233	951,155	530,689	3,780,999	2,037,411	791,295	740,167
MASSACHUSETTS														
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**1988**	**32,195,958**	**5,651,504**	**4,988,595**	**4,208,691**	**3,101,728**	**2,647,774**	**1,845,217**	**1,742,487**	**1,016,471**	**7,166,193**	**1,653,106**	**1,458,665**	**1,056,789**
	1982	18,725,278	3,667,036	3,233,358	2,119,834	1,958,210	1,646,330	1,241,110	802,456	517,035	3,050,511	1,527,642	731,831	624,544
Essex	1988	6,011,640	947,104	828,719	737,478	613,589	513,454	328,746	236,697	135,684	1,692,950	323,168	241,223	161,034
	1982	3,472,701	645,162	563,398	390,363	392,756	323,442	221,923	127,351	81,934	685,504	294,009	125,913	101,375
Middlesex	1988	11,442,142	2,050,478	1,831,786	1,396,410	1,091,361	930,940	617,750	738,421	483,329	2,634,164	679,949	549,234	389,113
	1982	6,905,601	1,377,018	1,227,709	678,185	760,369	640,325	425,578	332,871	235,571	1,182,149	606,927	298,888	237,532
Norfolk	1988	6,102,103	1,099,294	984,812	527,154	592,884	480,917	381,906	334,750	187,048	1,474,384	294,579	295,189	217,170
	1982	3,307,388	657,856	588,175	295,962	310,421	247,552	244,109	149,222	92,347	584,221	285,235	133,374	109,733
Plymouth	1988	3,146,445	558,485	506,280	351,483	249,057	230,547	169,870	139,010	77,611	817,040	167,221	166,667	89,372
	1982	1,902,986	399,191	361,158	186,601	168,062	152,829	109,346	65,519	40,142	362,517	167,857	84,605	57,758
Suffolk	1988	5,493,628	996,143	836,998	1,196,166	554,837	491,916	346,945	293,609	132,799	547,655	188,189	206,352	200,100
	1982	3,136,602	587,809	492,918	568,723	326,602	282,182	240,154	127,493	67,041	236,120	173,614	89,051	118,146
NEW BEDFORD - FALL RIVER - ATTLEBORO	**1988**	**4,050,153**	**1,079,467**	**995,383**	**363,780**	**313,271**	**295,027**	**210,616**	**188,490**	**125,687**	**918,158**	**191,925**	**136,405**	**97,228**
	1982	2,294,407	606,040	557,723	191,386	220,630	204,762	128,599	89,250	64,074	386,814	168,848	67,949	66,799
Bristol	1988	4,050,153	1,079,467	995,383	363,780	313,271	295,027	210,616	188,490	125,687	918,158	191,925	136,405	97,228
	1982	2,294,407	606,040	557,723	191,386	220,630	204,762	128,599	89,250	64,074	386,814	168,848	67,949	66,799
PITTSFIELD	**1988**	**1,208,486**	**278,788**	**267,460**	**108,522**	**101,521**	**85,425**	**60,993**	**41,623**	**19,704**	**249,876**	**72,130**	**77,526**	**38,928**
	1982	711,175	175,829	168,349	63,622	64,187	52,343	37,315	20,780	10,780	108,748	63,064	39,408	21,278
Berkshire	1988	1,208,486	278,788	267,460	108,522	101,521	85,425	60,993	41,623	19,704	249,876	72,130	77,526	38,928
	1982	711,175	175,829	168,349	63,622	64,187	52,343	37,315	20,780	10,780	108,748	63,064	39,408	21,278
SPRINGFIELD	**1988**	**4,467,247**	**932,788**	**844,821**	**474,166**	**494,050**	**415,384**	**247,000**	**221,805**	**98,621**	**923,896**	**254,432**	**234,956**	**148,821**
	1982	2,630,057	607,358	549,398	253,198	295,540	244,560	144,757	98,449	50,014	407,223	240,623	121,829	84,897
Hampden	1988	3,770,838	754,432	679,198	372,687	456,577	386,609	222,106	196,966	88,619	800,243	202,981	192,203	127,088
	1982	2,141,454	476,692	428,302	194,277	267,943	223,830	122,693	85,071	43,508	342,639	187,388	96,436	68,507
Hampshire	1988	696,409	178,356	165,623	101,479	37,473	28,775	24,894	24,839	10,002	123,653	51,451	42,753	21,733
	1982	488,603	130,666	121,096	58,921	27,597	20,730	22,064	13,378	6,506	64,584	53,235	25,393	16,390
WORCESTER - FITCHBURG - LEOMINSTER	**1988**	**4,451,060**	**824,136**	**761,747**	**495,897**	**460,178**	**398,108**	**226,239**	**195,415**	**107,923**	**975,863**	**275,089**	**192,321**	**172,082**
	1982	2,857,989	601,741	555,083	261,646	351,133	299,500	147,195	107,884	65,998	477,787	254,795	105,174	101,855
Worcester	1988	4,451,060	824,136	761,747	495,897	460,178	398,108	226,239	195,415	107,923	975,863	275,089	192,321	172,082
	1982	2,857,989	601,741	555,083	261,646	351,133	299,500	147,195	107,884	65,998	477,787	254,795	105,174	101,855
ALL COUNTIES														
Barnstable	1988	1,965,868	363,082	315,810	276,926	151,152	133,450	115,866	85,195	50,032	374,260	103,489	162,825	55,188
	1982	1,186,854	247,539	214,882	166,644	93,652	80,974	75,205	41,486	26,706	155,952	99,963	81,968	35,821
Berkshire	1988	1,208,486	278,788	267,460	108,522	101,521	85,425	60,993	41,623	19,704	249,876	72,130	77,526	38,928
	1982	711,175	175,829	168,349	63,622	64,187	52,343	37,315	20,780	10,780	108,748	63,064	39,408	21,278
Bristol	1988	4,050,153	1,079,467	995,383	363,780	313,271	295,027	210,616	188,490	125,687	918,158	191,925	136,405	97,228
	1982	2,294,407	606,040	557,723	191,386	220,630	204,762	128,599	89,250	64,074	386,814	168,848	67,949	66,799
Dukes	1988	153,194	46,226	38,547	24,478	716		9,231	2,249	923	22,649	5,378	14,507	3,676
	1982	81,641	22,438	18,674	11,734	524		6,108	1,398	692	8,724	5,315	8,872	2,026
Essex	1988	6,011,640	947,104	828,719	737,478	613,589	513,454	328,746	236,697	135,684	1,692,950	323,168	241,223	161,034
	1982	3,472,701	645,162	563,398	390,363	392,756	323,442	221,923	127,351	81,934	685,504	294,009	125,913	101,375
Franklin	1988	412,867	102,124	99,297	53,077	24,426	16,629	9,621	12,295	4,384	100,912	26,209	19,250	10,349
	1982	257,028	62,113	60,274	27,751	15,029	9,502	6,549	6,538	2,642	53,146	24,049	10,971	7,528

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S&MM ESTIMATES 1988 U.S. CENSUS 1982			Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
METRO AREA County	Year	Total Retail Sales ($000)	Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
MASSACHUSETTS (continued)														
ALL COUNTIES (continued)														
Hampden	1988	3,770,838	754,432	679,198	372,687	456,577	386,609	222,106	196,966	88,619	800,243	202,981	192,203	127,088
	1982	2,141,454	476,692	428,302	194,277	267,943	223,830	122,693	85,071	43,508	342,639	187,388	96,436	68,507
Hampshire	1988	696,409	178,356	165,623	101,479	37,473	28,775	24,894	24,839	10,002	123,653	51,451	42,753	21,733
	1982	488,603	130,666	121,096	58,921	27,597	20,730	22,064	13,378	6,506	64,584	53,235	25,393	16,390
Middlesex	1988	11,442,142	2,050,478	1,831,786	1,396,410	1,091,361	930,940	617,750	738,421	483,329	2,634,164	679,949	549,234	389,113
	1982	6,905,601	1,377,018	1,227,709	678,185	760,369	640,325	425,578	332,871	235,571	1,182,149	606,927	298,888	237,532
Nantucket	1988	133,475	30,158	26,770	23,734	934		11,143	2,517	864	6,599	2,244	18,045	5,689
	1982	71,120	15,505	13,736	12,672	751		5,780	1,537	614	2,381	3,119	7,533	2,682
Norfolk	1988	6,102,103	1,099,294	984,812	527,154	592,884	480,917	381,906	334,750	187,048	1,474,384	294,579	295,189	217,170
	1982	3,307,388	657,856	588,175	295,962	310,421	247,552	244,109	149,222	92,347	584,221	285,235	133,374	109,733
Plymouth	1988	3,146,445	558,485	506,280	351,483	249,057	230,547	169,870	139,010	77,611	817,040	167,221	166,667	89,372
	1982	1,902,986	399,191	361,158	186,601	168,062	152,829	109,346	65,519	40,142	362,517	167,857	84,605	57,758
Suffolk	1988	5,493,628	996,143	836,998	1,196,166	554,837	491,916	346,945	293,609	132,799	547,655	188,189	206,352	200,100
	1982	3,136,602	587,809	492,918	568,723	326,602	282,182	240,154	127,493	67,041	236,120	173,614	89,051	118,146
Worcester	1988	4,451,060	824,136	761,747	495,897	460,178	398,108	226,239	195,415	107,923	975,863	275,089	192,321	172,082
	1982	2,857,989	601,741	555,083	261,646	351,133	299,500	147,195	107,884	65,998	477,787	254,795	105,174	101,855
TOTAL METRO COUNTIES	1988	46,372,904	8,766,683	7,858,006	5,651,056	4,470,748	3,841,718	2,590,065	2,389,820	1,368,406	10,233,986	2,446,682	2,099,873	1,513,848
	1982	27,218,906	5,658,004	5,063,911	2,889,686	2,889,700	2,447,495	1,698,976	1,118,819	707,901	4,431,083	2,254,972	1,066,191	899,373
TOTAL STATE	1988	49,038,308	9,308,273	8,338,430	6,029,271	4,647,976	3,991,797	2,735,926	2,492,076	1,424,609	10,738,406	2,584,002	2,314,500	1,588,750
	1982	28,815,549	6,005,599	5,371,477	3,108,487	2,999,656	2,537,971	1,792,618	1,169,778	738,555	4,651,286	2,387,418	1,175,535	947,430
MICHIGAN														
ANN ARBOR	1988	2,043,421	305,634	283,164	202,025	300,467	283,564	84,015	140,996	54,098	483,797	146,115	122,090	57,036
	1982	1,320,397	227,257	210,132	136,398	200,490	186,633	69,986	70,518	31,078	242,071	142,833	60,167	44,134
Washtenaw	1988	2,043,421	305,634	283,164	202,025	300,467	283,564	84,015	140,996	54,098	483,797	146,115	122,090	57,036
	1982	1,320,397	227,257	210,132	136,398	200,490	186,633	69,986	70,518	31,078	242,071	142,833	60,167	44,134
BATTLE CREEK	1988	856,445	163,523	156,828	73,386	137,888	132,862	29,717	30,123	14,555	187,522	88,811	44,432	34,816
	1982	556,419	114,460	109,555	60,475	87,937	83,470	21,572	17,280	9,243	96,002	76,179	21,062	21,713
Calhoun	1988	856,445	163,523	156,828	73,386	137,888	132,862	29,717	30,123	14,555	187,522	88,811	44,432	34,816
	1982	556,419	114,460	109,555	60,475	87,937	83,470	21,572	17,280	9,243	96,002	76,179	21,062	21,713
BENTON HARBOR	1988	914,541	163,512	151,851	83,736	140,477	132,375	38,929	25,448	15,468	196,516	119,232	59,022	27,355
	1982	670,296	147,648	136,846	66,351	91,238	84,576	30,484	15,607	10,136	105,961	107,503	33,735	22,115
Berrien	1988	914,541	163,512	151,851	83,736	140,477	132,375	38,929	25,448	15,468	196,516	119,232	59,022	27,355
	1982	670,296	147,648	136,846	66,351	91,238	84,576	30,484	15,607	10,136	105,961	107,503	33,735	22,115
DETROIT	1988	30,775,120	5,613,719	5,062,329	2,803,146	3,562,211	3,304,498	1,718,434	1,804,245	843,967	7,596,254	2,218,151	1,624,914	1,433,077
	1982	19,390,074	4,182,929	3,766,671	1,897,992	2,249,163	2,054,857	1,249,420	863,642	460,321	3,868,766	1,939,498	732,962	887,142
Lapeer	1988	251,878	54,943	52,158	15,027	15,243	13,587	8,238	5,274	3,447	90,706	12,730	22,888	11,553
	1982	197,916	52,448	49,691	14,528	11,979	10,304	9,240	3,897	2,762	53,557	15,652	13,625	10,551
Livingston	1988	413,541	72,257	68,198	30,206	85,230	74,827	6,190	12,874	6,575	108,275	37,198	21,847	14,270
	1982	308,903	77,308	72,819	26,519	41,566	35,820	6,826	8,960	5,147	62,372	38,563	12,743	14,151
Macomb	1988	5,682,006	964,850	874,121	488,459	677,891	641,493	258,190	312,340	149,920	1,543,740	489,573	327,159	242,610
	1982	3,578,552	776,728	702,291	321,143	436,348	408,083	170,458	152,482	82,543	794,685	379,305	161,861	163,783
Monroe	1988	605,063	151,468	145,713	51,759	33,683	25,670	14,479	19,617	8,242	181,984	47,580	30,408	17,716
	1982	385,660	102,932	98,824	36,029	25,972	19,436	10,667	10,284	4,548	89,911	46,257	16,263	11,985
Oakland	1988	10,279,207	1,661,181	1,481,258	918,807	1,301,091	1,214,446	752,556	701,464	338,588	2,541,501	600,563	480,378	465,768
	1982	5,975,958	1,120,653	997,289	573,190	707,410	654,050	514,339	305,491	167,896	1,258,202	547,637	206,601	254,641
St. Clair	1988	685,569	180,459	170,139	57,526	58,530	53,763	37,650	28,290	16,336	132,982	30,345	54,840	24,092
	1982	479,550	131,545	123,775	47,324	44,922	40,319	29,959	16,768	10,476	74,711	31,614	26,119	17,241
Wayne	1988	12,857,856	2,528,561	2,270,742	1,241,362	1,390,543	1,280,712	641,131	724,386	320,859	2,997,066	1,000,162	687,394	657,068
	1982	8,463,535	1,921,315	1,721,982	879,259	980,966	886,845	507,931	365,760	186,949	1,535,328	880,470	295,750	414,790
DETROIT - ANN ARBOR CONSOLIDATED AREA	*1988*	*32,818,541*	*5,919,353*	*5,345,493*	*3,005,171*	*3,862,678*	*3,588,062*	*1,802,449*	*1,945,241*	*898,065*	*8,080,051*	*2,364,266*	*1,747,004*	*1,490,113*
	1982	*20,710,471*	*4,410,186*	*3,976,803*	*2,034,390*	*2,449,653*	*2,241,490*	*1,319,406*	*934,160*	*491,399*	*4,110,837*	*2,082,331*	*793,129*	*931,276*
FLINT	1988	3,222,975	488,719	466,471	265,622	611,756	551,202	132,690	140,247	66,152	793,022	272,890	171,279	123,955
	1982	2,043,964	399,505	380,559	202,104	351,530	311,100	96,285	87,669	46,897	419,771	188,439	87,473	80,891
Genesee	1988	3,222,975	488,719	466,471	265,622	611,756	551,202	132,690	140,247	66,152	793,022	272,890	171,279	123,955
	1982	2,043,964	399,505	380,559	202,104	351,530	311,100	96,285	87,669	46,897	419,771	188,439	87,473	80,891

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
MICHIGAN (continued)														
GRAND RAPIDS	**1988**	**4,700,521**	**705,392**	**652,655**	**408,019**	**660,865**	**623,692**	**236,895**	**336,826**	**161,570**	**1,187,666**	**339,979**	**299,511**	**101,596**
	1982	2,947,982	521,849	481,877	275,940	468,519	439,768	176,137	160,449	86,144	594,271	260,435	142,807	67,897
Kent	1988	3,789,268	547,072	506,153	340,808	499,126	476,958	196,159	297,549	136,566	949,445	270,182	244,760	85,725
	1982	2,334,642	398,180	367,666	223,154	358,496	340,500	146,046	138,134	71,208	471,196	198,113	113,695	55,261
Ottawa	1988	911,253	158,320	146,502	67,211	161,739	146,734	40,736	39,277	25,004	238,221	69,797	54,751	15,871
	1982	613,340	123,669	114,211	52,786	110,023	99,268	30,091	22,315	14,936	123,075	62,322	29,112	12,636
JACKSON	**1988**	**805,048**	**126,837**	**115,293**	**60,853**	**164,355**	**154,014**	**29,268**	**39,389**	**20,917**	**142,738**	**72,615**	**53,623**	**31,801**
	1982	593,765	114,159	103,562	55,343	120,463	111,190	26,850	21,109	12,271	80,886	66,748	29,584	21,536
Jackson	1988	805,048	126,837	115,293	60,853	164,355	154,014	29,268	39,389	20,917	142,738	72,615	53,623	31,801
	1982	593,765	114,159	103,562	55,343	120,463	111,190	26,850	21,109	12,271	80,886	66,748	29,584	21,536
KALAMAZOO	**1988**	**1,648,620**	**209,471**	**198,869**	**157,306**	**291,525**	**280,066**	**83,671**	**134,783**	**55,347**	**370,661**	**126,162**	**94,611**	**42,307**
	1982	1,109,713	180,868	171,373	114,333	213,276	204,190	67,377	67,131	32,090	186,622	103,015	49,757	27,983
Kalamazoo	1988	1,648,620	209,471	198,869	157,306	291,525	280,066	83,671	134,783	55,347	370,661	126,162	94,611	42,307
	1982	1,109,713	180,868	171,373	114,333	213,276	204,190	67,377	67,131	32,090	186,622	103,015	49,757	27,983
LANSING - EAST LANSING	**1988**	**3,010,323**	**580,384**	**555,237**	**270,602**	**438,737**	**412,516**	**124,197**	**184,033**	**71,318**	**745,209**	**238,330**	**161,840**	**57,549**
	1982	1,889,941	376,513	359,710	183,978	314,220	291,809	104,036	86,363	39,750	362,720	186,593	73,801	42,945
Clinton	1988	242,670	67,460	66,125	13,417	6,011	4,356	4,647	4,491	1,861	65,872	23,290	46,730	5,648
	1982	151,303	46,450	45,441	9,842	5,801	3,798	4,108	3,258	1,488	35,619	18,326	19,686	4,098
Eaton	1988	646,388	113,576	109,404	50,084	169,013	163,794	31,102	21,873	10,738	128,264	53,249	27,525	8,343
	1982	463,840	85,653	82,342	37,433	113,499	109,149	32,207	13,135	7,475	76,698	49,805	13,566	6,778
Ingham	1988	2,121,265	399,348	379,708	207,101	263,713	244,366	88,448	157,669	58,719	551,073	161,791	87,585	43,558
	1982	1,274,798	244,410	231,927	136,703	194,920	178,862	67,721	69,970	30,787	250,403	118,462	40,549	32,069
MUSKEGON	**1988**	**841,368**	**164,176**	**158,061**	**81,740**	**157,390**	**153,798**	**27,980**	**42,773**	**21,346**	**171,003**	**71,266**	**54,647**	**27,792**
	1982	589,446	132,801	127,600	59,097	112,265	109,358	24,255	23,135	12,785	93,312	64,300	27,315	20,207
Muskegon	1988	841,368	164,176	158,061	81,740	157,390	153,798	27,980	42,773	21,346	171,003	71,266	54,647	27,792
	1982	589,446	132,801	127,600	59,097	112,265	109,358	24,255	23,135	12,785	93,312	64,300	27,315	20,207
SAGINAW - BAY CITY - MIDLAND	**1988**	**2,905,590**	**485,520**	**427,917**	**254,621**	**507,312**	**460,252**	**139,845**	**177,631**	**87,359**	**683,698**	**206,514**	**167,313**	**88,182**
	1982	1,850,590	403,186	354,733	184,198	258,337	229,237	109,591	83,954	46,686	343,437	204,816	78,538	60,904
Bay	1988	648,108	147,272	124,997	58,142	70,649	61,413	38,645	28,958	13,860	164,540	49,438	32,453	26,728
	1982	480,208	121,534	102,947	46,176	46,509	39,434	34,017	17,859	9,648	97,802	50,673	18,793	17,619
Midland	1988	383,041	84,165	76,276	33,373	25,367	18,943	19,341	14,498	7,389	96,822	28,061	32,502	16,411
	1982	289,628	73,724	66,681	28,638	20,296	14,640	17,278	8,260	4,571	52,066	33,809	19,938	13,695
Saginaw	1988	1,874,441	254,083	226,644	163,106	411,276	379,896	81,859	134,175	66,110	422,336	129,015	102,358	45,043
	1982	1,080,754	207,928	185,105	109,384	191,532	175,163	58,296	57,835	32,467	193,569	120,334	39,807	29,590
ALL COUNTIES														
Alcona	1988	23,599	2,977	2,622	2,112	619		103	84		11,481	1,464	2,931	199
	1982	20,833	3,973	3,494	2,202	684		212	116		7,985	2,128	1,839	336
Alger	1988	30,656	13,519	12,856	4,088	593		268	483	284	608	5,026	2,052	584
	1982	23,609	10,112	9,597	2,788	453		376	429	288	251	5,433	1,034	621
Allegan	1988	277,307	71,646	66,652	21,369	5,788	4,666	3,434	6,080	4,630	83,732	26,336	29,687	8,114
	1982	230,000	62,979	58,474	20,778	4,743	3,665	4,884	4,930	3,855	53,768	33,694	18,149	8,441
Alpena	1988	178,233	40,115	37,458	12,628	20,863	16,968	9,803	9,972	4,592	35,998	16,271	12,064	5,054
	1982	137,039	35,760	33,324	10,134	14,594	11,358	9,456	5,938	3,043	22,210	15,358	7,042	4,299
Antrim	1988	44,641	17,798	16,889	5,483	320		400	596	596	8,222	932	6,257	1,664
	1982	40,119	17,122	16,214	5,332	345		721	489	489	5,772	1,167	4,441	1,640
Arenac	1988	82,241	14,955	14,128	8,050	356		667	2,269	2,269	33,122	11,896	4,099	514
	1982	55,649	13,187	12,433	6,268	423		873	1,917	1,917	15,525	9,879	2,520	717
Baraga	1988	33,436	12,174	11,648	1,962	2,516		219	216	216	6,219	2,930	2,705	1,164
	1982	27,460	9,711	9,273	1,765	2,685		259	207	207	2,969	4,621	1,313	1,314
Barry	1988	125,073	32,382	28,127	11,995	990		4,288	2,179	2,179	24,885	14,184	19,227	5,008
	1982	92,102	31,888	27,643	9,385	836		4,083	1,149	1,149	12,244	13,033	9,026	3,213
Bay	1988	648,108	147,272	124,997	58,142	70,649	61,413	38,645	28,958	13,860	164,540	49,438	32,453	26,728
	1982	480,208	121,534	102,947	46,176	46,509	39,434	34,017	17,859	9,648	97,802	50,673	18,793	17,619
Benzie	1988	51,271	13,476	12,837	2,995	1,286		766	1,547	1,336	15,731	2,995	6,544	1,769
	1982	36,549	11,338	10,778	2,814	1,353		781	1,065	958	7,530	3,229	3,531	1,605
Berrien	1988	914,541	163,512	151,851	83,736	140,477	132,375	38,929	25,448	15,468	196,516	119,232	59,022	27,355
	1982	670,296	147,648	136,846	66,351	91,238	84,576	30,484	15,607	10,136	105,961	107,503	33,735	22,115
Branch	1988	174,636	31,293	30,419	9,580	7,854	4,803	6,893	3,655	1,750	50,710	18,439	27,252	7,435
	1982	134,614	28,370	27,523	10,097	7,654	4,553	6,815	2,857	1,575	28,733	19,641	13,427	6,487
Calhoun	1988	856,445	163,523	156,828	73,386	137,888	132,862	29,717	30,123	14,555	187,522	88,811	44,432	34,816
	1982	556,419	114,460	109,555	60,475	87,937	83,470	21,572	17,280	9,243	96,002	76,179	21,062	21,713

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

SaMM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
MICHIGAN (continued)														
ALL COUNTIES (continued)														
Cass	1988	115,519	21,253	20,430	9,237	3,919		2,101	2,863	595	49,113	8,877	9,491	3,228
	1982	93,131	24,177	23,192	9,532	3,305		2,641	1,805	452	26,631	10,115	5,637	3,401
Charlevoix	1988	112,235	25,264	24,158	10,995	1,817		3,278	5,667	3,346	28,947	10,726	14,970	5,673
	1982	75,374	24,792	23,660	7,965	1,399		2,408	3,056	1,858	13,238	8,667	6,712	3,518
Cheboygan	1988	136,999	36,746	35,781	14,927	7,582	5,684	7,559	2,768	2,458	26,483	14,106	13,127	3,770
	1982	107,966	30,908	30,037	13,646	5,138	3,614	6,433	1,695	1,517	16,728	13,909	7,688	2,562
Chippewa	1988	158,757	26,783	25,768	19,613	19,969	12,791	7,288	6,417	1,313	28,293	13,894	13,598	3,644
	1982	104,760	25,062	24,065	12,631	12,252	7,257	6,079	3,282	884	14,030	10,589	6,672	2,576
Clare	1988	128,129	39,836	38,057	8,776	988		2,935	3,657	1,754	30,951	8,273	12,082	6,058
	1982	93,491	33,745	32,174	7,827	787		3,246	2,165	1,107	15,785	8,541	7,398	4,196
Clinton	1988	242,670	67,460	66,125	13,417	6,011	4,356	4,647	4,491	1,861	65,872	23,290	46,730	5,648
	1982	151,303	46,450	45,441	9,842	5,801	3,798	4,108	3,258	1,488	35,619	18,326	19,686	4,098
Crawford	1988	47,116	10,712	10,242	5,095	3,986		826	506	506	9,724	4,042	5,925	912
	1982	39,621	10,435	9,958	4,786	3,197		899	355	355	5,544	5,543	3,626	1,218
Delta	1988	216,151	44,600	42,651	13,804	28,123	19,589	8,898	8,824	5,028	54,089	24,199	18,777	4,219
	1982	173,480	46,044	43,946	12,427	20,025	13,219	8,407	6,688	4,158	33,446	22,865	10,589	3,047
Dickinson	1988	165,565	33,787	33,387	12,158	18,468	14,418	9,813	13,808	9,304	27,787	9,582	21,847	5,250
	1982	113,443	28,275	27,886	8,858	14,623	11,008	7,454	6,241	4,573	16,018	9,540	10,247	3,193
Eaton	1988	646,388	113,576	109,404	50,084	169,013	163,794	31,102	21,873	10,738	128,264	53,249	27,525	8,343
	1982	463,840	85,653	82,342	37,433	113,499	109,149	32,207	13,135	7,475	76,698	49,805	13,566	6,778
Emmet	1988	188,726	36,153	33,399	19,577	8,841	5,358	17,741	15,722	5,518	43,400	9,635	19,613	3,973
	1982	149,420	32,371	29,846	18,390	6,492	3,805	14,884	9,891	3,615	25,606	13,100	11,443	3,722
Genesee	1988	3,222,975	488,719	466,471	265,622	611,756	551,202	132,690	140,247	66,152	793,022	272,890	171,279	123,955
	1982	2,043,964	399,505	380,559	202,104	351,530	311,100	96,285	87,669	46,897	419,771	188,439	87,473	80,891
Gladwin	1988	78,389	27,578	27,159	6,185	2,340		618	3,400	3,140	18,886	5,007	5,416	1,703
	1982	57,340	21,727	21,354	5,195	2,338		867	2,387	2,268	9,744	5,555	2,810	1,414
Gogebic	1988	111,720	23,645	20,191	9,443	14,547	5,828	6,774	5,799	2,982	24,895	7,215	6,923	3,709
	1982	74,306	19,204	16,366	5,608	9,920	3,749	5,309	3,212	1,978	11,343	7,746	3,803	1,989
Grand Traverse	1988	598,056	102,018	93,348	52,935	108,212	106,415	32,258	29,285	13,710	129,747	45,221	44,767	6,281
	1982	383,502	72,331	66,051	39,745	62,315	61,113	24,693	16,938	8,727	71,800	36,855	23,811	4,568
Gratiot	1988	237,127	56,884	53,950	18,171	31,446	23,037	6,596	4,530	3,944	52,326	27,234	13,153	6,911
	1982	145,926	38,630	36,565	12,238	15,055	10,510	5,328	3,217	2,912	27,724	20,092	5,533	4,585
Hillsdale	1988	172,142	43,925	41,951	14,088	9,408	5,825	4,420	5,974	3,596	51,254	10,052	17,401	5,894
	1982	116,421	33,576	32,004	9,350	8,667	5,227	4,463	3,647	2,473	24,718	11,260	8,568	4,644
Houghton	1988	159,878	43,591	41,614	9,783	15,714	8,823	8,810	5,846	4,415	30,518	9,913	15,584	5,389
	1982	124,060	39,599	37,727	10,070	10,884	5,928	6,936	3,536	2,855	17,022	9,967	10,143	4,547
Huron	1988	210,798	46,645	41,481	16,497	14,618	10,895	8,530	6,989	4,542	49,589	15,306	22,168	8,394
	1982	134,626	35,683	31,669	11,931	8,622	6,221	7,206	3,790	2,645	24,325	13,381	10,584	6,092
Ingham	1988	2,121,265	399,348	379,708	207,101	263,713	244,366	88,448	157,669	58,719	551,073	161,791	87,585	43,558
	1982	1,274,798	244,410	231,927	136,703	194,920	178,862	67,721	69,970	30,787	250,403	118,462	40,549	32,069
Ionia	1988	221,952	44,158	43,059	17,156	31,446	30,295	6,404	8,216	6,305	46,358	22,706	24,409	6,210
	1982	161,887	40,411	39,327	12,562	22,084	21,051	5,299	3,677	2,992	27,052	20,927	13,849	4,645
Iosco	1988	160,736	34,803	33,091	17,599	2,497		3,375	3,608	2,650	47,426	17,649	20,140	5,646
	1982	101,376	26,850	25,478	11,312	1,668		3,730	3,019	2,373	21,957	12,837	9,771	4,198
Iron	1988	54,154	19,159	18,889	3,791	3,097		2,447	1,664	1,409	8,965	5,537	3,866	2,289
	1982	41,928	16,161	15,901	3,215	1,806		2,465	916	819	4,771	5,772	1,819	2,637
Isabella	1988	254,317	45,531	41,901	21,574	19,419	14,587	17,285	11,663	10,750	54,450	21,018	38,558	6,513
	1982	195,101	41,517	38,132	20,577	15,698	11,605	15,127	7,043	6,598	32,515	19,917	19,355	6,957
Jackson	1988	805,048	126,837	115,293	60,853	164,355	154,014	29,268	39,389	20,917	142,738	72,615	53,623	31,801
	1982	593,765	114,159	103,562	55,343	120,463	111,190	26,850	21,109	12,271	80,886	66,748	29,584	21,536
Kalamazoo	1988	1,648,620	209,471	198,869	157,306	291,525	280,066	83,671	134,783	55,347	370,661	126,162	94,611	42,307
	1982	1,109,713	180,868	171,373	114,333	213,276	204,190	67,377	67,131	32,090	186,622	103,015	49,757	27,983
Kalkaska	1988	57,570	11,233	11,133	5,912	41		116	555	223	20,160	5,497	5,795	291
	1982	46,154	11,839	11,711	4,333	46		181	488	252	11,952	9,116	3,359	422
Kent	1988	3,789,268	547,072	506,153	340,808	499,126	476,958	196,159	297,549	136,566	949,445	270,182	244,760	85,725
	1982	2,334,642	398,180	367,666	223,154	358,496	340,500	146,046	138,134	71,208	471,196	198,113	113,695	55,261
Keweenaw	1988	5,931	2,005	1,980	1,823	930						494	461	
	1982	3,594	1,158	1,141	795	666						561	239	
Lake	1988	19,432	8,139	7,706	4,057	547	-	226	115		680	979	2,053	331
	1982	16,428	6,060	5,726	3,399	628		320	123		637	1,446	1,292	500
Lapeer	1988	251,878	54,943	52,158	15,027	15,243	13,587	8,238	5,274	3,447	90,706	12,730	22,888	11,553
	1982	197,916	52,448	49,691	14,528	11,979	10,304	9,240	3,897	2,762	53,557	15,652	13,625	10,551
Leelanau	1988	49,240	21,762	20,827	5,958	248		1,029	576	341	1,667	3,673	10,142	677
	1982	36,782	17,403	16,622	4,828	296		1,263	571	398	1,039	3,257	4,643	794

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988 U.S. CENSUS: 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
MICHIGAN (continued)														
ALL COUNTIES (continued)														
Lenawee	1988	424,635	82,652	78,497	39,667	78,637	67,333	16,045	12,218	4,825	107,185	33,641	23,045	11,089
	1982	326,283	79,932	75,763	31,208	53,471	44,419	13,359	8,582	3,803	64,131	32,588	13,660	10,706
Livingston	1988	413,541	72,257	68,198	30,206	85,230	74,827	6,190	12,874	6,575	108,275	37,198	21,847	14,270
	1982	308,903	77,308	72,819	26,519	41,566	35,820	6,826	8,960	5,147	62,372	38,563	12,743	14,151
Luce	1988	35,257	11,092	11,032	3,792	557		476	209	209	9,281	3,563	2,069	1,082
	1982	24,231	8,226	8,165	2,427	550		637	179	179	4,516	3,409	1,020	1,111
Mackinac	1988	72,509	21,806	19,109	10,784	758		2,487	540	540	6,577	15,792	5,714	1,117
	1982	49,225	14,396	12,591	7,747	576		1,510	227	227	2,771	12,490	3,073	962
Macomb	1988	5,682,006	964,850	874,121	488,459	677,891	641,493	258,190	312,340	149,920	1,543,740	489,573	327,159	242,610
	1982	3,578,552	776,728	702,291	321,143	436,348	408,083	170,458	152,482	82,543	794,685	379,305	161,861	163,783
Manistee	1988	102,719	30,036	28,681	8,409	7,502	5,653	5,226	3,773	2,788	20,673	8,126	8,471	4,544
	1982	81,595	24,429	23,281	7,219	6,107	4,405	4,479	2,619	2,022	12,467	9,672	5,266	3,536
Marquette	1988	317,555	79,222	75,902	24,529	19,847	12,100	12,302	19,165	11,797	70,278	32,784	18,511	8,620
	1982	254,327	65,714	62,835	26,748	19,241	10,418	13,750	11,207	7,602	43,987	30,494	12,566	6,211
Mason	1988	115,243	30,214	29,350	12,219	6,641	4,275	5,718	5,034	3,165	19,014	7,547	12,545	5,530
	1982	93,533	27,024	26,198	10,908	5,805	3,546	5,730	2,905	2,033	12,528	7,779	8,123	4,298
Mecosta	1988	198,564	49,454	47,026	22,572	15,927	9,119	11,682	6,687	2,558	41,903	21,077	10,648	4,428
	1982	126,962	35,630	33,814	14,569	10,905	6,005	8,403	3,406	1,585	19,164	16,012	5,760	3,534
Menominee	1988	70,321	14,616	13,891	7,581	16,171	13,750	1,648	1,634	1,027	13,482	3,672	4,442	375
	1982	62,540	17,012	16,137	7,973	12,617	10,348	1,920	1,093	722	8,678	4,952	2,456	640
Midland	1988	383,041	84,165	76,276	33,373	25,387	18,943	19,341	14,498	7,389	96,822	28,061	32,502	16,411
	1982	289,628	73,724	66,681	28,638	20,296	14,640	17,278	8,260	4,571	52,066	33,809	19,938	13,695
Missaukee	1988	34,714	7,826	6,819	2,332	3,383		197	193	193	14,298	2,603	1,309	2,005
	1982	25,698	8,007	6,963	2,236	1,982		281	212	212	7,068	2,414	817	2,281
Monroe	1988	605,063	151,468	145,713	51,759	33,683	25,670	14,479	19,617	8,242	181,984	47,580	30,408	17,716
	1982	385,660	102,932	98,824	36,029	25,972	19,436	10,667	10,284	4,548	89,911	46,257	16,263	11,985
Montcalm	1988	275,883	57,338	56,093	15,809	31,597	25,621	4,105	12,136	8,417	72,811	22,153	29,723	8,535
	1982	183,829	43,767	42,733	11,641	22,552	17,978	4,001	6,756	5,108	36,634	22,083	17,051	5,242
Montmorency	1988	28,253	9,466	8,990	3,781	188		134	215	215	869	1,883	4,624	1,494
	1982	24,757	8,798	8,340	3,079	246		223	235	235	550	2,108	3,671	1,466
Muskegon	1988	841,368	164,176	158,061	81,740	157,390	153,798	27,980	42,773	21,346	171,003	71,266	54,647	27,792
	1982	589,446	132,801	127,600	59,097	112,265	109,358	24,255	23,135	12,785	93,312	64,300	27,315	20,207
Newaygo	1988	114,649	29,001	28,709	7,915	7,139	5,085	2,338	3,182	1,186	24,947	4,207	13,184	4,761
	1982	90,053	28,945	28,596	7,933	5,503	3,664	2,453	2,486	1,160	14,045	5,000	7,729	3,533
Oakland	1988	10,279,207	1,661,181	1,481,258	918,807	1,301,091	1,214,446	752,556	701,464	338,588	2,541,501	600,563	480,378	465,768
	1982	5,975,958	1,120,653	997,289	573,190	707,410	654,050	514,339	305,491	167,896	1,258,202	547,637	206,601	254,641
Oceana	1988	66,144	24,945	22,553	5,391	2,547		1,024	975	975	14,440	1,670	10,536	1,686
	1982	53,770	21,945	19,803	5,988	1,753		968	751	751	9,201	1,921	6,265	1,445
Ogemaw	1988	114,243	31,127	30,710	12,105	8,051	6,392	2,265	2,363	1,716	18,507	9,866	13,735	3,996
	1982	79,365	22,036	21,696	7,839	5,730	4,458	2,316	1,690	1,319	10,078	11,423	7,023	2,641
Ontonagon	1988	43,608	11,229	10,682	2,611	1,530		730	204	204	13,381	6,312	4,819	1,383
	1982	33,360	10,347	9,825	2,599	1,461		740	216	216	7,809	5,917	2,471	937
Osceola	1988	107,645	34,269	33,414	5,890	1,912		1,293	718	718	22,681	8,240	18,630	4,038
	1982	56,654	20,705	20,148	3,905	993		889	388	388	8,987	5,659	7,391	2,189
Oscoda	1988	44,603	14,106	13,487	4,072	211		593	975	634	4,778	5,132	9,610	2,838
	1982	23,881	8,665	8,269	2,235	179		553	642	414	1,202	4,135	3,751	1,340
Otsego	1988	107,953	23,214	22,997	11,055	7,985	6,835	4,074	4,781	1,933	23,680	7,052	11,607	2,422
	1982	83,843	19,673	19,451	9,887	4,735	3,976	4,370	3,037	1,330	12,606	11,019	7,217	2,088
Ottawa	1988	911,253	158,320	146,502	67,211	161,739	146,734	40,736	39,277	25,004	238,221	69,797	54,751	15,871
	1982	613,340	123,669	114,211	52,786	110,023	99,268	30,091	22,315	14,936	123,075	62,322	29,112	12,636
Presque Isle	1988	53,723	17,405	17,183	3,566	1,130		366	1,539	1,190	11,834	5,218	8,112	1,792
	1982	39,040	12,901	12,710	3,180	945		508	1,494	1,189	6,323	5,489	4,124	1,872
Roscommon	1988	116,513	31,720	31,393	9,993	2,336		2,355	1,834	347	30,784	12,572	11,536	3,546
	1982	86,186	27,456	27,119	8,536	2,096		2,232	1,265	327	14,877	11,698	7,523	3,054
Saginaw	1988	1,874,441	254,083	726,644	163,106	411,276	379,896	81,859	134,175	66,110	422,336	129,015	102,358	45,043
	1982	1,080,754	207,928	185,105	109,384	191,532	175,163	58,296	57,835	32,467	193,569	120,334	39,807	29,590
St. Clair	1988	685,569	180,459	170,139	57,526	58,530	53,763	37,650	28,290	16,336	132,982	30,345	54,840	24,092
	1982	479,550	131,545	123,775	47,324	44,922	40,319	29,959	16,768	10,476	74,711	31,614	26,119	17,241
St. Joseph	1988	295,031	77,784	76,701	17,137	14,543	12,563	11,876	9,530	4,475	83,225	31,790	18,907	10,095
	1982	206,003	60,535	59,572	14,415	11,905	10,003	8,777	5,530	2,998	42,088	31,985	9,115	6,886
Sanilac	1988	144,966	45,836	44,761	7,692	5,748	3,567	3,128	4,741	3,696	35,058	4,722	16,879	6,275
	1982	115,718	37,382	36,433	7,406	4,324	2,344	3,260	4,329	3,610	23,257	6,395	13,240	4,954
Schoolcraft	1988	33,367	7,695	7,310	3,254	1,316		2,229	1,603	1,603	7,333	3,120	2,932	1,200
	1982	30,505	8,791	8,334	3,094	1,094		1,902	999	999	5,009	3,403	2,072	1,389

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

SaMM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
MICHIGAN (continued)														
ALL COUNTIES (continued)														
Shiawassee	1988	287,427	66,639	64,418	20,950	19,564	13,871	10,518	9,243	5,289	68,787	31,069	25,391	10,918
	1982	219,929	55,649	53,687	16,427	16,743	11,504	9,566	7,147	4,480	44,534	28,169	14,776	8,978
Tuscola	1988	208,744	56,058	55,377	10,539	8,118	5,712	3,756	4,973	2,710	53,589	19,284	28,276	7,601
	1982	163,162	47,712	47,040	10,417	6,226	4,097	4,499	3,112	1,903	34,852	20,431	16,090	5,411
Van Buren	1988	269,517	79,071	74,567	20,066	12,371	4,429	3,552	5,311	1,921	75,303	30,292	20,761	8,589
	1982	207,595	69,814	65,707	17,521	8,773	2,996	3,676	4,113	1,624	44,873	28,266	12,618	6,328
Washtenaw	1988	2,043,421	305,634	283,164	202,025	300,467	283,564	84,015	140,996	54,098	483,797	146,115	122,090	57,036
	1982	1,320,397	227,257	210,132	136,398	200,490	186,633	69,986	70,518	31,078	242,071	142,833	60,167	44,134
Wayne	1988	12,857,856	2,528,561	2,270,742	1,241,362	1,390,543	1,280,712	641,131	724,386	320,859	2,997,066	1,000,162	687,394	657,068
	1982	8,463,535	1,921,315	1,721,982	879,259	980,966	886,845	507,931	365,760	186,949	1,535,328	880,470	295,750	414,790
Wexford	1988	161,429	34,198	32,780	15,389	9,943	8,812	8,351	7,076	4,127	41,426	14,661	10,413	5,394
	1982	122,804	29,350	28,076	12,471	7,976	6,844	8,190	4,850	3,283	24,503	14,274	5,918	4,401
TOTAL METRO COUNTIES	**1988**	**51,723,972**	**9,006,887**	**8,228,675**	**4,661,056**	**6,972,983**	**6,488,839**	**2,645,641**	**3,056,494**	**1,412,097**	**12,558,086**	**3,900,065**	**2,853,282**	**2,025,466**
	1982	32,962,587	6,801,175	6,202,618	3,236,209	4,467,438	4,106,188	1,975,993	1,496,857	787,401	6,393,819	3,340,359	1,337,201	1,297,467
TOTAL STATE	**1988**	**60,250,919**	**11,041,451**	**10,166,896**	**5,369,572**	**7,648,023**	**6,983,938**	**2,950,357**	**3,352,879**	**1,586,236**	**14,570,626**	**4,649,421**	**3,672,825**	**2,279,289**
	1982	39,215,526	8,518,414	7,835,195	3,818,600	4,943,607	4,437,076	2,249,283	1,683,166	906,410	7,521,169	4,069,285	1,789,900	1,498,998
MINNESOTA														
DULUTH	**1988**	**1,652,575**	**346,678**	**326,645**	**174,323**	**246,877**	**219,125**	**63,896**	**64,499**	**27,818**	**262,569**	**142,449**	**130,116**	**44,228**
	1982	1,185,822	258,752	243,411	120,231	156,592	137,567	53,290	41,724	21,109	151,645	130,075	80,053	33,523
St. Louis	1988	1,406,881	301,901	283,616	136,836	220,567	194,010	52,825	57,504	24,225	218,888	123,097	103,988	37,655
	1982	997,917	220,905	207,114	91,333	141,244	123,087	45,167	37,903	18,767	127,092	109,363	63,301	28,471
Douglas, Wisc.	*1988*	*245,694*	*44,777*	*43,029*	*37,487*	*26,310*	*25,115*	*11,071*	*6,995*	*3,593*	*43,681*	*19,352*	*26,128*	*6,573*
	1982	*187,905*	*37,847*	*36,297*	*28,898*	*15,348*	*14,480*	*8,123*	*3,821*	*2,342*	*24,553*	*20,712*	*16,752*	*5,052*
FARGO - MOORHEAD	**1988**	**1,106,004**	**156,935**	**150,099**	**114,296**	**155,997**	**142,450**	**41,740**	**47,632**	**21,398**	**291,410**	**97,058**	**62,612**	**21,759**
	1982	844,103	130,871	124,831	83,899	104,195	94,253	39,396	34,880	18,992	190,451	99,258	44,688	19,276
Clay	1988	271,608	64,052	62,179	32,266	15,046	9,263	9,325	20,011	6,654	44,210	27,419	26,879	8,987
	1982	187,883	49,765	48,213	21,521	6,966	3,700	8,355	11,499	4,646	26,473	22,047	15,058	6,491
Cass, N. D.	*1988*	*834,396*	*92,863*	*87,920*	*82,030*	*140,951*	*133,187*	*32,415*	*27,621*	*14,744*	*247,200*	*69,639*	*35,733*	*12,772*
	1982	*656,220*	*81,106*	*76,618*	*62,378*	*97,229*	*90,553*	*31,041*	*23,381*	*14,346*	*163,958*	*77,211*	*29,630*	*12,785*
MINNEAPOLIS - ST. PAUL	**1988**	**19,092,209**	**3,190,940**	**3,005,713**	**1,985,377**	**3,125,944**	**2,844,473**	**838,386**	**741,181**	**342,575**	**4,417,215**	**1,529,401**	**868,040**	**482,267**
	1982	11,433,732	2,158,261	2,025,839	1,106,712	1,626,958	1,469,665	551,358	486,607	261,069	2,142,756	1,192,768	569,644	298,268
Anoka	1988	1,264,959	190,020	178,847	121,828	262,393	239,133	34,751	36,757	20,036	296,829	112,522	90,534	28,290
	1982	773,474	140,069	131,572	70,179	154,473	139,053	26,787	20,052	12,464	131,926	99,256	50,106	17,462
Carver	1988	153,950	33,341	30,811	15,262	3,844		2,282	3,794	2,042	41,215	22,480	10,887	4,130
	1982	98,442	23,065	21,273	9,153	1,666		1,717	2,537	1,505	19,560	17,502	7,925	2,587
Chisago	1988	132,096	30,876	29,423	8,354	1,075		1,538	2,921	2,921	45,312	15,303	9,275	3,128
	1982	88,704	22,394	21,298	5,817	800		1,439	1,583	1,583	22,640	15,825	5,886	2,013
Dakota	1988	1,619,804	267,791	251,290	139,128	289,557	268,575	69,919	63,412	28,932	352,868	134,975	128,668	37,455
	1982	994,043	197,747	185,192	83,090	146,180	134,368	49,517	38,974	21,018	177,050	112,324	73,379	27,017
Hennepin	1988	9,739,271	1,579,252	1,482,029	1,064,853	1,724,172	1,583,726	482,025	386,406	168,736	2,244,951	698,939	294,387	251,702
	1982	5,860,914	1,040,893	974,871	582,388	859,315	783,861	318,658	304,609	158,361	1,120,466	529,404	258,074	149,588
Isanti	1988	72,873	17,402	16,265	5,273	3,793		1,846	2,707	2,073	18,155	7,534	4,122	3,082
	1982	60,325	15,226	14,204	3,987	2,998		1,956	2,014	1,571	11,894	8,323	3,412	2,898
Ramsey	1988	4,637,405	692,847	648,297	477,607	770,161	714,093	208,071	214,025	98,240	1,076,569	350,681	197,243	110,565
	1982	2,619,655	459,930	429,502	257,782	427,575	393,649	122,984	101,093	54,034	488,589	251,396	95,599	66,584
Scott	1988	262,713	48,781	47,445	28,151	14,457	12,567	7,051	3,554	3,022	73,765	43,210	17,005	6,392
	1982	154,537	32,748	31,789	16,231	5,928	4,980	4,339	1,541	1,363	34,094	33,921	9,936	3,573
Washington	1988	668,296	212,423	209,395	76,650	29,244	26,379	23,889	16,151	10,659	111,625	61,639	77,762	21,639
	1982	411,134	139,775	137,507	43,592	15,305	13,754	16,888	7,673	5,531	52,779	51,636	41,479	14,066
Wright	1988	302,257	75,439	70,889	27,362	2,921		3,512	6,193	3,839	84,693	44,739	22,371	10,003
	1982	222,361	56,179	52,687	18,768	1,713		4,023	3,856	2,510	50,213	45,244	15,338	7,582
St. Croix, Wisc.	*1988*	*238,585*	*42,768*	*41,022*	*20,909*	*24,327*		*3,502*	*5,261*	*2,075*	*71,233*	*37,379*	*15,786*	*5,881*
	1982	*150,143*	*30,235*	*28,944*	*15,725*	*11,005*		*3,050*	*2,675*	*1,129*	*33,545*	*27,937*	*8,510*	*4,898*
ROCHESTER	**1988**	**931,685**	**155,316**	**148,140**	**74,791**	**153,717**	**139,050**	**44,497**	**42,497**	**14,550**	**231,915**	**68,931**	**56,952**	**25,658**
	1982	573,084	103,339	98,368	48,073	87,147	77,626	32,541	23,463	9,325	113,267	54,867	35,268	19,702
Olmsted	1988	931,685	155,316	148,140	74,791	153,717	139,050	44,497	42,497	14,550	231,915	68,931	56,952	25,658
	1982	573,084	103,339	98,368	48,073	87,147	77,626	32,541	23,463	9,325	113,267	54,867	35,268	19,702

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
MINNESOTA (continued)														
ST. CLOUD	**1988**	**1,625,835**	**214,959**	**188,900**	**94,088**	**150,215**	**114,825**	**39,289**	**49,099**	**22,819**	**245,532**	**86,474**	**102,827**	**24,383**
	1982	1,036,982	141,770	124,458	64,716	81,866	62,173	30,588	25,177	13,672	132,979	75,033	64,436	19,458
Benton	1988	95,624	27,048	23,865	11,736	3,149		1,717	3,530	2,659	10,417	12,610	13,649	1,327
	1982	75,533	20,314	17,888	9,766	1,806		1,672	1,834	1,423	7,206	11,470	9,816	1,356
Sherburne	1988	120,149	28,066	26,670	8,457	6,053		945	1,614	1,614	40,434	15,287	9,995	1,304
	1982	76,547	19,474	18,468	6,148	2,485		631	855	855	21,259	13,535	5,581	975
Stearns	1988	1,410,062	159,845	138,365	73,895	141,013	114,825	36,627	43,955	18,546	194,681	58,577	79,183	21,752
	1982	884,902	101,982	88,102	48,802	77,575	62,173	28,285	22,488	11,394	104,514	50,028	49,039	17,127
ALL COUNTIES														
Aitkin	1988	64,971	15,044	14,744	8,497	3,802		656	831	469	15,643	7,225	5,344	2,773
	1982	46,430	11,440	11,189	6,098	2,422		980	729	490	8,273	7,087	3,422	1,915
Anoka	1988	1,264,959	190,020	178,847	121,828	262,393	239,133	34,751	36,757	20,036	296,829	112,522	90,534	28,290
	1982	773,474	140,069	131,572	70,179	154,473	139,053	26,787	20,052	12,464	131,926	99,256	50,106	17,462
Becker	1988	140,799	29,814	27,848	11,089	9,583		9,424	6,565	6,565	31,007	13,896	13,152	5,299
	1982	99,545	22,776	21,233	7,668	6,302		7,202	3,705	3,705	17,511	12,557	8,664	3,152
Beltrami	1988	263,213	50,882	46,963	26,104	22,164	11,555	17,991	9,683	2,887	53,753	21,319	25,046	5,362
	1982	156,716	32,357	29,805	15,231	11,840	5,928	11,983	5,802	1,897	29,118	16,403	12,913	3,311
Benton	1988	95,624	27,048	23,865	11,736	3,149		1,717	3,530	2,659	10,417	12,610	13,649	1,327
	1982	75,533	20,314	17,888	9,766	1,806		1,672	1,834	1,423	7,206	11,470	9,816	1,356
Big Stone	1988	34,258	7,325	6,536	2,517	645		1,521	157		5,099	4,388	3,192	1,173
	1982	29,998	6,137	5,465	2,136	432		1,687	164		3,564	5,196	2,321	1,022
Blue Earth	1988	440,610	81,474	78,553	37,809	52,037	47,831	25,180	26,082	7,306	106,580	27,454	24,244	18,403
	1982	292,385	57,537	55,365	26,700	32,450	29,441	20,390	13,847	4,720	56,499	29,122	14,141	11,690
Brown	1988	189,538	47,066	45,787	17,143	17,410	15,628	11,408	8,023	4,889	45,500	10,410	15,690	5,168
	1982	117,593	30,215	29,335	11,223	8,363	7,288	8,360	4,536	3,061	20,764	10,237	10,045	3,895
Carlton	1988	153,271	47,294	44,505	11,591	8,120		3,453	3,190	2,237	28,710	19,997	10,231	6,362
	1982	122,202	37,404	35,129	8,389	6,177		3,784	2,496	1,904	18,442	22,316	7,090	4,159
Carver	1988	153,950	33,341	30,811	15,262	3,844		2,282	3,794	2,042	41,215	22,480	10,887	4,130
	1982	98,442	23,065	21,273	9,153	1,666		1,717	2,537	1,505	19,560	17,502	7,925	2,587
Cass	1988	103,810	28,201	26,395	8,147	1,679		3,244	726	726	21,559	15,776	13,258	1,627
	1982	68,004	19,751	18,449	5,698	955		2,171	386	386	9,791	12,628	8,708	1,173
Chippewa	1988	83,480	15,227	14,256	7,092	8,044		3,521	4,502	1,501	17,325	8,248	9,349	2,739
	1982	53,966	10,625	9,928	4,872	4,363		2,951	2,184	800	8,841	7,352	5,689	2,068
Chisago	1988	132,096	30,876	29,423	8,354	1,075		1,538	2,921	2,921	45,312	15,303	9,275	3,128
	1982	88,704	22,394	21,298	5,817	800		1,439	1,583	1,583	22,640	15,825	5,886	2,013
Clay	1988	271,608	64,052	62,179	32,266	15,046	9,263	9,325	20,011	6,654	44,210	27,419	26,879	8,987
	1982	187,883	49,765	48,213	21,521	6,966	3,700	8,355	11,499	4,646	26,493	22,047	15,058	6,491
Clearwater	1988	33,919	8,983	8,396	1,855	3,243		78	892	242	5,573	6,225	3,327	630
	1982	22,752	5,551	5,177	1,254	2,315		91	715	265	2,655	5,137	1,968	655
Cook	1988	29,306	7,076	6,603	2,422	2,721		803	254	254	2,160	7,409	1,657	305
	1982	21,913	5,043	4,697	1,989	1,915		614	229	229	1,250	6,127	918	420
Cottonwood	1988	93,612	18,167	17,781	5,553	7,263		1,760	4,788	2,108	25,763	11,179	8,605	3,311
	1982	56,341	11,860	11,585	3,491	3,397		1,556	2,720	1,324	11,992	9,353	4,865	1,860
Crow Wing	1988	347,215	67,293	62,461	33,822	47,396	30,017	9,192	16,342	7,174	77,032	22,377	35,110	6,662
	1982	219,243	49,689	46,029	22,025	22,259	13,386	7,511	8,800	4,639	39,412	20,876	18,620	4,893
Dakota	1988	1,619,804	267,791	251,290	139,128	289,557	268,575	69,919	63,412	28,932	352,868	134,975	128,668	37,455
	1982	994,043	197,747	185,192	83,090	146,180	134,368	49,517	38,974	21,018	177,050	112,324	73,379	27,017
Dodge	1988	34,536	10,120	9,600	3,506	2,430		544	382		5,506	2,904	5,308	1,224
	1982	32,109	10,059	9,523	2,988	1,846		638	297		4,516	3,211	4,566	991
Douglas	1988	189,281	45,031	41,319	13,956	10,875	2,761	11,349	14,430	8,525	32,247	19,297	19,265	6,386
	1982	130,624	30,394	27,834	10,819	6,090	1,346	9,838	7,756	5,231	17,707	16,707	12,672	3,949
Faribault	1988	105,462	18,892	17,562	6,903	1,397		3,445	2,355	2,003	24,150	6,414	11,849	3,596
	1982	72,852	14,929	13,851	4,886	1,069		3,145	1,685	1,466	14,282	6,383	7,662	2,526
Fillmore	1988	141,757	35,504	33,290	6,326	1,523		1,805	3,896	2,378	45,229	10,868	19,434	2,785
	1982	82,690	24,107	22,558	3,812	912		1,414	2,024	1,316	20,955	7,968	9,395	1,899
Freeborn	1988	268,631	49,764	45,211	22,698	21,631	15,385	9,095	14,605	5,568	77,162	31,902	12,780	11,565
	1982	167,873	34,693	31,456	13,044	13,512	9,230	5,870	7,159	3,065	40,492	25,581	8,318	6,388
Goodhue	1988	282,261	75,446	71,259	25,893	8,993		15,547	10,209	7,595	71,158	18,450	26,917	9,623
	1982	165,494	47,808	45,065	14,447	5,742		8,858	5,099	3,881	33,517	14,949	15,948	5,802
Grant	1988	22,862	3,544	2,826	1,804	434		218	441		9,926	626	3,375	1,343
	1982	18,903	3,211	2,556	1,451	410		325	398		6,749	728	2,525	944
Hennepin	1988	9,739,271	1,579,252	1,482,029	1,064,853	1,724,172	1,583,726	482,025	386,406	168,736	2,244,951	698,939	294,387	251,702
	1982	5,860,914	1,040,893	974,871	582,388	859,315	783,861	318,658	304,609	158,361	1,120,466	529,404	258,074	149,588

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
MINNESOTA (continued)														
ALL COUNTIES (continued)														
Houston	1988	62,264	26,520	24,080	4,954	680		378	628	628	7,407	9,541	6,310	1,369
	1982	43,211	16,231	14,708	3,780	636		485	563	563	3,906	8,716	4,007	820
Hubbard	1988	61,515	11,795	11,610	3,733	4,725		1,297	1,730	232	12,186	4,270	11,907	1,343
	1982	52,779	11,983	11,772	3,190	3,372		1,421	1,156	176	8,875	5,865	7,875	1,902
Isanti	1988	72,873	17,402	16,265	5,273	3,793		1,846	2,707	2,073	18,155	7,534	4,122	3,082
	1982	60,325	15,226	14,204	3,987	2,998		1,956	2,014	1,571	11,894	8,323	3,412	2,898
Itasca	1988	203,997	47,668	46,425	15,910	12,633	10,608	6,011	3,211	1,444	48,901	21,736	18,359	7,874
	1982	167,671	40,072	38,951	12,667	8,456	6,783	6,158	2,387	1,208	30,385	27,446	14,046	6,094
Jackson	1988	56,766	7,526	6,900	5,451	1,669		1,007	1,783	516	21,857	8,444	5,125	1,706
	1982	38,024	5,913	5,409	3,669	756		987	1,267	368	9,919	9,515	3,063	1,329
Kanabec	1988	58,005	18,783	17,213	5,662	1,217		946	1,030	363	12,871	5,472	6,438	1,169
	1982	38,913	11,549	10,563	3,924	648		1,220	815	286	6,496	5,550	4,176	1,219
Kandiyohi	1988	276,903	45,315	42,222	21,953	32,702	28,649	14,384	19,969	7,027	70,823	21,371	19,789	5,240
	1982	179,740	34,247	31,845	14,398	19,243	16,624	12,524	8,797	3,616	34,640	18,496	12,674	4,744
Kittson	1988	28,049	8,237	7,707	1,669	174		125	469	267	4,645	5,987	4,239	369
	1982	21,278	6,133	5,726	1,234	170		151	447	302	2,827	5,662	2,477	453
Koochiching	1988	91,616	19,811	19,214	8,792	10,209	7,635	2,278	1,265	1,004	14,277	9,966	5,958	3,848
	1982	70,698	15,826	15,318	7,000	6,588	4,870	3,275	1,082	883	9,490	10,156	3,975	3,215
Lac qui Parle	1988	41,964	8,486	7,823	3,275	1,748		930	2,068	1,687	8,842	3,224	4,768	1,292
	1982	30,777	6,729	6,190	2,320	880		951	1,485	1,240	4,585	3,795	3,376	946
Lake	1988	64,489	8,929	8,527	4,790	1,099		456	202		28,836	8,272	3,376	736
	1982	48,188	8,635	8,230	3,540	765		711	222		16,755	7,353	2,539	1,025
Lake of the Woods	1988	22,473	5,656	5,551	2,280	1,421		448	102		1,261	5,822	2,356	452
	1982	15,116	3,118	3,054	1,366	664		386	74		904	4,769	1,416	402
Le Sueur	1988	97,708	17,883	16,137	13,605	2,464		3,099	4,040	2,713	21,180	12,691	8,576	3,936
	1982	67,653	13,705	12,342	9,189	1,372		2,196	2,289	1,676	11,489	12,606	4,965	3,028
Lincoln	1988	15,477	3,606	3,371	1,017	213		107	467	467	3,915	1,150	3,782	838
	1982	17,278	4,008	3,739	1,070	248		239	695	695	3,578	1,919	4,101	774
Lyon	1988	159,937	35,013	32,815	12,360	19,108		9,398	4,787	2,044	36,892	8,196	15,067	3,300
	1982	109,183	25,399	23,757	8,814	9,799		8,992	3,857	1,960	17,931	9,612	9,221	2,780
McLeod	1988	224,118	41,877	40,056	18,599	21,618	11,475	10,696	8,216	3,842	61,410	23,058	14,251	4,933
	1982	136,461	29,981	28,621	11,027	11,315	5,453	7,272	4,742	2,370	28,960	18,069	9,099	3,561
Mahnomen	1988	18,857	6,475	6,065	1,647	999		183	226	226	3,155	1,576	3,123	685
	1982	13,341	4,556	4,259	1,056	929		250	214	214	1,501	1,526	1,674	730
Marshall	1988	24,383	4,885	4,537	2,858	387		102	322	48	9,729	2,537	2,546	460
	1982	23,951	5,180	4,803	2,677	427		198	377	66	7,030	3,930	2,709	716
Martin	1988	145,301	29,144	27,324	12,231	16,331	9,439	9,347	8,159	3,745	37,327	6,143	9,349	5,589
	1982	109,411	25,484	23,845	9,312	10,758	5,997	7,022	6,300	3,354	21,199	6,505	8,207	3,861
Meeker	1988	106,281	17,148	16,091	10,719	5,778		2,421	3,895	2,275	26,145	13,745	17,608	2,532
	1982	64,883	12,641	11,838	6,815	3,309		1,801	1,999	1,242	12,193	10,399	9,781	1,713
Mille Lacs	1988	99,009	33,055	30,705	6,188	5,481		2,847	5,607	4,180	8,625	14,956	9,396	2,747
	1982	69,559	21,460	19,895	3,958	2,788		2,422	2,883	2,353	5,028	13,888	5,892	1,548
Morrison	1988	161,228	41,158	39,241	11,965	3,382		5,629	5,368	3,956	29,045	23,277	17,372	8,457
	1982	94,175	23,096	21,975	7,959	1,768		4,251	2,181	1,750	12,518	16,073	9,697	4,091
Mower	1988	257,616	46,742	42,891	26,770	19,170	15,698	9,418	14,202	5,672	60,972	22,294	17,978	9,919
	1982	168,409	34,318	31,428	16,147	12,542	9,685	7,942	6,906	3,290	30,669	19,574	11,676	7,547
Murray	1988	52,547	7,527	7,085	4,118	3,992		953	1,299	627	9,066	3,084	6,246	4,940
	1982	33,301	5,579	5,242	2,222	1,656		813	1,087	439	5,337	2,919	3,575	4,473
Nicollet	1988	108,609	23,596	22,033	17,026	665		2,271	2,481	1,534	34,884	10,099	8,187	1,858
	1982	71,895	18,300	17,054	10,338	669		1,806	1,994	1,399	16,967	8,890	5,966	1,637
Nobles	1988	182,000	35,221	33,802	16,708	9,281	7,783	13,375	16,243	4,001	38,307	16,471	16,592	6,458
	1982	105,862	21,008	20,122	8,809	4,763	3,744	9,509	6,408	1,811	19,706	10,564	10,722	4,270
Norman	1988	24,498	6,347	5,878	1,244	127		397	251	251	8,984	586	3,754	1,143
	1982	21,076	5,688	5,258	1,348	151		688	283	283	5,539	1,035	3,451	959
Olmsted	1988	931,685	155,316	148,140	74,791	153,717	139,050	44,497	42,497	14,550	231,915	68,931	56,952	25,658
	1982	573,084	103,339	98,368	48,073	87,147	77,626	32,541	23,463	9,325	113,267	54,867	35,268	19,702
Otter Tail	1988	274,102	52,532	50,203	20,353	25,948	14,298	12,398	13,013	5,024	74,673	20,224	20,350	10,037
	1982	184,525	37,180	35,460	15,393	13,257	6,808	10,028	8,247	3,875	39,038	22,305	14,045	6,471
Pennington	1988	93,231	18,606	17,748	7,031	8,223	6,724	7,216	2,905	1,308	21,414	9,446	8,843	3,410
	1982	71,562	14,517	13,820	5,107	6,200	4,962	6,165	2,211	1,211	12,609	9,743	6,351	2,445
Pine	1988	103,248	13,945	12,583	18,348	3,152		658	1,061	1,061	24,447	19,666	7,502	2,043
	1982	70,844	11,926	10,723	11,064	1,980		816	995	995	13,565	16,398	4,655	1,536
Pipestone	1988	67,472	15,295	13,789	4,981	2,676		2,524	4,101	2,339	13,961	3,551	12,571	2,835
	1982	44,939	10,286	9,254	3,181	1,879		1,914	2,301	1,482	6,893	4,700	7,483	1,710

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
MINNESOTA (continued)														
ALL COUNTIES (continued)														
Polk	1988	186,559	45,775	43,935	23,883	3,640		4,555	7,609	3,461	43,096	13,810	25,329	8,193
	1982	124,108	33,582	32,163	14,370	2,444		3,645	3,827	1,932	20,233	14,220	16,689	4,622
Pope	1988	50,774	10,690	9,643	5,911	545		795	439	175	14,367	3,316	6,490	2,484
	1982	29,430	7,535	6,784	3,661	474		469	309	159	5,566	2,998	3,258	1,421
Ramsey	1988	4,637,405	692,847	648,297	477,607	770,161	714,093	208,071	214,025	98,240	1,076,569	350,681	197,243	110,565
	1982	2,619,655	459,930	429,502	257,782	427,575	393,649	122,984	101,093	54,034	488,589	251,396	95,599	66,584
Red Lake	1988	13,504	2,799	2,600	916	423		35	503	503	5,889	341	1,323	133
	1982	13,241	2,657	2,464	1,145	563		73	745	745	4,358	544	1,352	232
Redwood	1988	85,055	17,041	15,429	8,040	3,191		4,513	5,297	3,920	23,160	6,863	8,682	2,252
	1982	66,790	14,806	13,379	5,750	2,441		3,665	3,892	3,044	13,497	8,308	6,453	1,982
Renville	1988	91,555	19,872	19,298	5,625	1,121		1,454	1,847	733	26,543	5,244	17,725	2,234
	1982	56,911	13,304	12,894	3,902	932		978	1,289	515	13,472	4,342	9,894	1,712
Rice	1988	271,564	60,127	55,902	29,576	16,370	12,058	11,560	13,898	8,210	59,825	25,323	19,733	9,923
	1982	179,198	42,501	39,436	20,274	9,079	6,340	9,251	6,701	4,374	30,400	23,317	11,932	6,323
Rock	1988	74,145	16,368	16,143	5,773	4,225		3,502	2,203	1,645	24,684	7,529	4,076	1,825
	1982	41,217	9,510	9,360	3,094	1,722		2,504	1,015	835	12,333	5,190	2,098	901
Roseau	1988	65,470	17,336	16,249	3,153	2,299		2,442	3,990	1,239	20,266	5,248	4,074	2,618
	1982	40,067	10,648	9,960	2,049	1,418		2,025	1,976	620	10,697	3,922	2,643	1,598
St. Louis	1988	1,406,881	301,901	283,616	136,836	220,567	194,010	52,825	57,504	24,225	218,888	123,097	103,988	37,655
	1982	997,917	220,905	207,114	91,333	141,244	123,087	45,167	37,903	18,767	127,092	109,363	63,301	28,471
Scott	1988	262,713	48,781	47,445	28,151	14,457	12,567	7,051	3,554	3,022	73,765	43,210	17,005	6,392
	1982	154,537	32,748	31,789	16,231	5,928	4,980	4,339	1,541	1,363	34,094	33,921	9,936	3,573
Sherburne	1988	120,149	28,066	26,670	8,457	6,053		945	1,614	1,614	40,434	15,287	9,995	1,304
	1982	76,547	19,474	18,468	6,148	2,485		631	855	855	21,259	13,535	5,581	975
Sibley	1988	50,303	14,780	13,542	3,642	2,139		744	1,656	1,101	12,895	4,411	3,957	1,389
	1982	36,867	10,423	9,530	3,031	1,637		760	1,104	835	7,447	4,563	2,971	984
Stearns	1988	1,410,062	159,845	138,365	73,895	141,013	114,825	36,627	43,955	18,546	194,681	58,577	79,183	21,752
	1982	884,902	101,982	88,102	48,802	77,575	62,173	28,285	22,488	11,394	104,514	50,028	49,039	17,127
Steele	1988	217,680	34,992	30,364	15,980	15,561	10,510	7,673	15,995	8,757	64,342	12,808	14,348	7,595
	1982	126,796	23,362	20,231	10,591	8,191	5,209	6,302	7,384	4,686	27,085	11,505	8,551	4,642
Stevens	1988	77,020	16,096	15,068	7,862	3,351		3,449	3,386	2,014	25,009	1,598	8,039	3,987
	1982	42,093	9,862	9,214	4,358	1,995		2,107	1,847	1,184	10,110	2,089	3,831	3,121
Swift	1988	63,285	14,476	13,364	4,448	3,716		959	701	459	7,979	7,100	7,832	3,660
	1982	43,481	9,688	8,927	2,916	2,151		928	386	265	4,495	6,104	5,052	2,177
Todd	1988	88,134	20,911	19,064	6,003	3,318		2,157	1,600	327	22,327	8,747	9,549	3,924
	1982	62,335	16,020	14,576	3,802	2,356		1,580	832	167	13,383	8,458	6,371	2,327
Traverse	1988	25,085	5,361	4,939	1,138	1,053		666	496	245	8,431	2,020	2,899	1,436
	1982	16,946	3,875	3,562	906	559		797	465	244	4,473	1,786	1,837	902
Wabasha	1988	86,904	15,883	15,496	6,838	1,553		2,066	3,157	1,360	31,074	5,517	10,200	4,129
	1982	60,086	12,393	12,067	4,905	1,099		1,473	1,622	764	19,742	4,902	6,264	2,788
Wadena	1988	74,145	21,312	20,736	4,495	4,872		2,985	2,487	1,284	10,280	5,672	12,955	2,902
	1982	63,431	16,872	16,385	3,616	4,084		3,454	2,014	1,245	7,552	7,082	10,100	2,532
Waseca	1988	73,831	23,090	20,721	5,287	3,518		1,015	3,156	1,660	13,243	6,895	9,113	4,377
	1982	50,753	15,872	14,215	3,751	2,689		1,333	2,433	1,516	6,902	5,871	6,143	2,521
Washington	1988	668,296	212,423	209,395	76,650	29,244	26,379	23,889	16,151	10,659	111,625	61,639	77,762	21,639
	1982	411,134	139,775	137,507	43,592	15,305	13,754	16,888	7,673	5,531	52,779	51,636	41,479	14,066
Watonwan	1988	54,325	11,006	10,287	3,695	3,542		1,731	1,907	1,308	22,862	1,593	4,598	747
	1982	41,925	9,767	9,111	3,359	2,389		2,169	1,351	954	12,998	2,452	3,785	1,076
Wilkin	1988	42,851	8,207	6,998	6,517	333		244	1,861	1,393	10,372	2,197	2,127	1,353
	1982	28,748	6,633	5,645	4,055	308		308	830	684	5,161	2,240	1,323	1,522
Winona	1988	282,261	66,978	63,745	30,083	30,520	24,867	11,342	11,689	4,022	55,040	19,352	23,195	6,701
	1982	196,482	49,238	46,768	20,803	17,888	14,182	9,281	6,961	2,750	31,960	18,005	13,701	5,320
Wright	1988	302,257	75,439	70,889	27,362	2,921		3,512	6,193	3,839	84,693	44,739	22,371	10,003
	1982	222,361	56,179	52,687	18,768	1,713		4,023	3,856	2,510	50,213	45,244	15,338	7,582
Yellow Medicine	1988	49,683	12,465	11,958	4,219	992		2,032	4,131	4,131	6,827	4,343	6,966	3,413
	1982	36,544	9,257	8,863	2,859	736		1,991	1,694	1,694	4,136	6,037	4,623	2,096
TOTAL METRO COUNTIES	**1988**	**23,089,633**	**3,884,400**	**3,647,526**	**2,302,449**	**3,641,162**	**3,301,621**	**980,820**	**905,031**	**408,748**	**5,086,527**	**1,797,943**	**1,142,900**	**573,069**
	1982	14,079,455	2,643,805	2,478,048	1,316,630	1,933,176	1,736,251	664,959	581,974	306,350	2,509,042	1,426,141	739,197	367,492
TOTAL STATE	**1988**	**31,320,221**	**5,660,893**	**5,314,528**	**3,026,697**	**4,196,206**	**3,584,542**	**1,298,272**	**1,250,992**	**577,603**	**7,052,157**	**2,531,089**	**1,904,961**	**846,198**
	1982	19,595,240	3,921,924	3,675,017	1,800,622	2,259,090	1,893,527	922,013	775,646	413,048	3,541,904	2,107,972	1,221,415	557,002

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug Stores: Total ($000)
MISSISSIPPI														
BILOXI - GULFPORT	**1988**	**1,189,055**	**219,837**	**213,799**	**135,020**	**203,656**	**149,857**	**40,210**	**45,102**	**23,075**	**302,088**	**75,396**	**44,607**	**59,141**
	1982	810,869	182,488	177,089	95,380	122,329	85,783	34,710	28,668	16,682	169,657	58,418	40,361	28,924
Hancock	1988	127,419	39,243	38,634	8,670	15,690	4,584	3,781	4,060	2,041	29,175	8,729	4,801	4,748
	1982	84,366	30,234	29,706	6,058	8,689	2,299	2,686	1,631	891	15,969	6,687	4,256	2,550
Harrison	1988	1,061,636	180,594	175,165	126,350	187,966	145,273	36,429	41,042	21,034	272,913	66,667	39,806	54,413
	1982	726,503	152,254	147,383	89,322	113,640	83,484	32,024	27,037	15,791	153,688	51,731	36,105	26,374
JACKSON	**1988**	**2,425,995**	**413,211**	**398,267**	**171,375**	**361,903**	**282,436**	**95,079**	**110,733**	**58,164**	**700,222**	**192,238**	**86,135**	**105,740**
	1982	1,671,893	362,094	348,396	132,088	242,740	183,923	79,953	68,914	41,541	350,612	166,572	71,226	58,322
Hinds	1988	2,027,266	312,580	299,949	143,935	327,741	265,873	86,054	86,891	46,028	618,991	146,451	58,253	87,605
	1982	1,366,267	270,190	258,757	109,822	216,407	170,593	71,807	53,548	32,235	306,652	126,596	49,038	48,069
Madison	1988	160,578	39,668	38,610	10,487	11,649		4,069	6,715	2,626	46,227	18,366	6,859	4,785
	1982	106,723	32,154	31,235	6,641	6,805		3,190	3,217	1,486	23,386	15,745	4,870	2,624
Rankin	1988	238,151	60,963	59,708	16,953	22,513	16,563	4,956	17,127	9,510	35,004	27,421	21,023	13,350
	1982	198,903	59,750	58,404	15,625	19,528	13,330	4,956	12,149	7,820	20,574	24,231	17,318	7,629
PASCAGOULA	**1988**	**629,063**	**160,810**	**156,082**	**51,346**	**117,168**	**89,495**	**28,670**	**19,228**	**9,294**	**126,580**	**37,378**	**17,529**	**25,304**
	1982	414,105	127,036	123,057	35,431	65,081	47,225	18,328	11,992	6,705	67,302	30,534	16,091	14,218
Jackson	1988	629,063	160,810	156,082	51,346	117,168	89,495	28,670	19,228	9,294	126,580	37,378	17,529	25,304
	1982	414,105	127,036	123,057	35,431	65,081	47,225	18,328	11,992	6,705	67,302	30,534	16,091	14,218
ALL COUNTIES														
Adams	1988	309,737	46,632	45,767	17,163	53,353	36,761	17,714	11,720	7,802	101,291	15,279	13,260	14,810
	1982	218,039	45,331	44,402	13,561	33,647	22,396	15,066	7,728	5,737	57,355	11,379	11,044	7,808
Alcorn	1988	201,300	42,911	41,749	15,797	23,478	15,139	8,014	6,017	2,317	46,023	15,263	10,646	9,096
	1982	131,034	30,489	29,567	10,394	13,611	8,627	7,609	3,607	1,540	24,263	12,181	8,482	4,839
Amite	1988	30,672	10,627	10,464	1,068	1,677		284	733	733	7,733	1,579	1,692	1,288
	1982	23,290	8,194	8,052	1,163	1,289		376	610	610	4,928	1,467	1,864	703
Attala	1988	73,487	14,937	14,465	3,833	12,611	8,265	4,155	6,010	3,538	11,674	3,856	3,269	5,316
	1982	56,145	13,787	13,325	2,779	7,889	5,104	3,775	3,219	2,183	8,311	4,117	3,479	2,761
Benton	1988	8,621	4,632	4,462	513	170		64	384	384	1,333	645	81	182
	1982	6,902	3,522	3,386	519	174		84	313	313	822	538	104	162
Bolivar	1988	179,495	40,116	39,720	9,111	19,967	11,846	10,927	9,068	5,778	41,021	8,168	5,865	8,404
	1982	117,150	32,380	31,996	6,198	12,363	7,187	6,787	4,770	3,489	22,149	6,606	4,734	4,658
Calhoun	1988	40,433	11,312	11,102	1,405	5,396		2,412	2,448	498	7,550	1,925	3,580	1,674
	1982	36,155	11,394	11,160	1,537	3,339		2,310	1,342	337	6,152	3,160	3,416	1,122
Carroll	1988	13,851	3,280	3,175	154			46	353	353	844	6,354	107	242
	1982	11,465	2,882	2,784	194			59	294	294	368	5,612	137	193
Chickasaw	1988	84,374	17,882	17,298	2,062	8,585	4,686	2,017	13,907	13,907	21,560	2,819	2,091	5,117
	1982	54,635	15,681	15,138	1,655	4,763	2,366	1,482	6,446	6,446	11,500	3,949	1,718	2,133
Choctaw	1988	17,784	4,667	4,629	636	1,261		700	792	557	4,806	2,077	331	1,124
	1982	15,412	5,764	5,706	520	1,062		598	601	439	2,503	2,056	431	831
Claiborne	1988	21,963	7,714	7,644	1,122	1,285		653	589	78	2,296	3,334	2,073	1,548
	1982	21,632	8,421	8,328	1,024	1,149		952	625	123	1,597	3,159	2,224	930
Clarke	1988	60,966	19,885	19,460	1,445	5,503		1,496	2,402	2,402	12,076	3,589	5,963	2,950
	1982	40,531	13,842	13,519	950	3,268		1,454	1,795	1,795	5,260	2,920	6,060	1,400
Clay	1988	75,154	22,077	21,967	3,781	11,616	9,057	2,431	3,308	2,106	17,243	4,478	1,592	3,881
	1982	56,541	19,786	19,648	2,975	7,557	5,666	2,209	2,021	1,369	9,896	4,576	1,360	2,197
Coahoma	1988	198,829	48,172	47,144	11,125	23,569	14,321	11,543	6,972	5,390	44,604	16,890	9,365	7,190
	1982	132,418	41,853	40,879	6,741	11,391	6,666	10,006	4,287	3,501	25,339	11,179	6,084	3,684
Copiah	1988	79,496	18,277	17,472	2,874	9,126		1,174	2,657	2,097	24,413	8,724	1,690	4,739
	1982	67,942	19,384	18,495	2,643	5,623		1,520	2,518	2,039	15,774	8,662	2,207	3,566
Covington	1988	43,597	8,920	8,841	1,197	2,934		2,473	945	215	12,598	7,197	2,752	3,078
	1982	40,491	10,804	10,686	957	2,565		1,992	929	294	9,203	7,306	3,708	1,837
☐ De Soto	1988	221,403	79,825	76,907	12,912	16,078	10,986	8,017	4,052	3,407	50,590	9,063	20,752	7,534
	1982	137,581	54,866	52,755	7,599	11,750	7,513	4,680	2,175	1,919	24,255	7,319	12,911	3,727
Forrest	1988	597,728	113,045	109,160	48,705	100,918	69,690	26,203	32,172	10,300	135,990	31,584	43,518	25,588
	1982	393,328	80,069	77,164	35,816	64,146	41,540	23,092	21,124	8,245	75,947	25,778	30,154	13,976
Franklin	1988	12,215	2,524	2,467	164	360		204	528	270	3,802	104	485	1,825
	1982	11,588	3,137	3,060	183	476		342	626	367	2,601	215	568	1,341
George	1988	53,681	16,198	16,067	2,972	7,581		720	1,077	1,077	13,336	3,960	2,522	1,831
	1982	40,930	15,568	15,411	2,348	5,493		552	569	569	7,722	2,980	1,783	1,249
Greene	1988	11,681	3,067	2,959	542	296		714	686	686	3,320	479	469	1,300
	1982	10,142	3,305	3,181	334	326		708	577	577	2,025	547	575	979

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S&MM ESTIMATES 1988
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METRO AREA County	Year	Total Retail Sales ($000)	Food Stores Total ($000)	Food Stores Supermarkets ($000)	Eating & Drinking Places Total ($000)	General Merchandise Stores Total ($000)	General Merchandise Stores Department Stores ($000)	Apparel & Accessories Stores Total ($000)	Furniture/ Home Furnishings/ Appliance Stores Total ($000)	Furniture/ Home Furnishings/ Appliance Stores Furniture & Home Furn. ($000)	Automotive Dealers Total ($000)	Gasoline Service Stations Total ($000)	Bldg. Mtls. & Hardware Dealers Total ($000)	Drug-stores Total ($000)
MISSISSIPPI (continued)														
ALL COUNTIES (continued)														
Grenada	1988	171,134	25,874	25,285	8,624	23,122		6,233	3,877	3,308	75,381	11,087	3,053	4,494
	1982	107,454	21,208	20,684	5,622	11,934		5,151	2,205	1,972	39,783	8,764	2,213	2,645
Hancock	1988	127,419	39,243	38,634	8,670	15,690	4,584	3,781	4,060	2,041	29,175	8,729	4,801	4,728
	1982	84,366	30,234	29,706	6,058	8,689	2,299	2,686	1,631	891	15,969	6,687	4,256	2,550
Harrison	1988	1,061,636	180,594	175,165	126,350	187,966	145,273	36,429	41,042	21,034	272,913	66,667	39,806	54,413
	1982	726,503	152,254	147,383	89,322	113,640	83,484	32,024	27,037	15,791	153,688	51,731	36,105	26,374
Hinds	1988	2,027,266	312,580	299,949	143,935	327,741	265,873	86,054	86,891	46,028	618,991	146,451	58,253	87,605
	1982	1,366,267	270,190	258,757	109,822	216,407	170,593	71,807	53,548	32,235	306,652	126,596	49,038	48,069
Holmes	1988	87,596	39,744	39,066	1,998	3,900		1,500	1,427	1,427	14,549	9,401	3,366	5,071
	1982	55,048	26,105	25,609	1,302	2,279		1,396	794	794	7,471	6,542	2,758	2,273
Humphreys	1988	52,931	18,701	18,524	2,296	4,259		2,064	2,567	2,567	9,980	4,500	3,789	2,139
	1982	34,249	12,272	12,131	1,413	1,973		1,503	1,782	1,782	5,392	3,128	3,607	1,177
Issaquena	1988	838	838	830										
	1982	714	714	706										
Itawamba	1988	55,801	11,510	11,111	2,123	8,809	7,369	1,068	2,011	1,320	18,777	2,940	940	2,095
	1982	40,687	11,819	11,385	1,734	5,244	4,360	1,238	1,201	900	10,248	2,978	1,242	1,283
Jackson	1988	629,063	160,810	156,082	51,346	117,168	89,495	28,670	19,228	9,294	126,580	37,378	17,529	25,304
	1982	414,105	127,036	123,057	35,431	65,081	47,225	18,328	11,992	6,705	67,302	30,534	16,091	14,218
Jasper	1988	41,258	11,365	11,205	1,838	1,638		152	663	663	11,936	3,388	3,280	2,197
	1982	34,585	9,250	9,101	1,505	2,028		256	682	682	9,060	3,388	2,973	1,696
Jefferson	1988	11,081	3,234	3,151	179	818		391	108		2,909	1,062	132	676
	1982	10,092	3,357	3,264	265	612		524	108		1,784	1,324	206	636
Jefferson Davis	1988	30,452	9,772	9,640	1,010	3,783		632	391	391	6,396	605	1,694	568
	1982	27,886	9,805	9,655	1,042	2,937		813	284	284	4,765	1,185	1,986	431
Jones	1988	383,908	64,986	62,618	28,683	58,741	34,037	24,826	23,764	11,640	106,736	16,930	12,311	19,934
	1982	268,880	62,447	60,052	17,970	36,706	19,865	18,717	14,938	8,202	53,900	17,193	11,767	11,333
Kemper	1988	19,159	6,405	6,266	668	1,221		60	369	369	3,144	835	925	429
	1982	14,868	5,137	5,017	470	938		74	328	328	1,557	1,183	1,119	378
Lafayette	1988	124,765	26,056	25,884	11,088	13,559	8,966	7,078	4,610	2,813	27,928	9,843	7,265	5,361
	1982	90,795	24,157	23,949	7,339	8,711	5,369	7,077	2,752	1,917	14,511	7,722	5,807	3,117
Lamar	1988	55,257	18,271	17,896	1,352	8,392		419	299		11,783	2,130	2,670	4,036
	1982	45,109	17,546	17,152	1,169	6,622		394	256		6,753	2,142	2,817	2,202
Lauderdale	1988	518,988	84,276	82,161	36,683	87,729	61,340	17,761	25,833	16,170	137,565	38,044	24,645	27,898
	1982	381,278	79,914	77,754	29,850	59,386	39,524	16,872	15,100	10,395	79,646	29,899	24,288	16,342
Lawrence	1988	36,843	9,116	8,922	1,240	511		164	1,935	146	13,584	2,145	2,109	3,718
	1982	30,747	9,919	9,690	960	588		243	1,344	121	8,680	3,072	2,320	1,894
Leake	1988	68,450	14,625	14,324	2,550	14,293	8,852	1,763	2,364	789	15,375	3,627	4,290	4,811
	1982	48,852	12,637	12,351	1,846	9,092	5,398	1,905	1,603	675	9,478	3,003	3,241	2,340
Lee	1988	616,630	97,057	94,195	29,353	93,810	81,835	30,628	24,237	11,515	180,058	59,216	28,344	23,358
	1982	339,290	66,377	64,291	18,644	49,764	42,561	19,055	12,057	6,726	75,853	37,677	19,712	9,230
Leflore	1988	215,897	45,044	44,737	21,432	29,589	22,198	8,566	14,816	9,719	48,058	15,414	8,016	8,790
	1982	155,793	40,409	40,053	13,591	18,601	13,798	8,181	7,994	5,770	27,726	12,846	7,905	5,019
Lincoln	1988	181,782	32,445	32,052	9,029	33,545		9,299	5,448	3,054	42,817	6,697	14,026	13,658
	1982	123,592	30,829	30,395	5,641	14,762		7,822	3,784	2,483	26,083	6,584	9,687	6,870
Lowndes	1988	419,486	91,213	89,685	26,740	46,024	38,683	27,442	23,063	16,065	86,327	34,590	14,659	17,028
	1982	260,967	66,565	65,319	17,878	30,951	25,314	19,876	12,337	9,429	40,882	21,339	10,735	7,550
Madison	1988	160,578	39,668	38,610	10,487	11,649		4,069	6,715	2,626	46,227	18,366	6,859	4,785
	1982	106,723	32,154	31,235	6,641	6,805		3,190	3,217	1,486	23,386	15,745	4,870	2,624
Marion	1988	112,956	35,470	34,410	5,736	15,096	4,625	6,170	4,005	1,251	20,138	4,342	7,360	6,163
	1982	97,456	35,599	34,467	4,733	10,376	2,948	6,512	3,456	1,184	13,792	4,091	7,302	3,924
Marshall	1988	69,952	19,479	19,193	2,531	11,320	7,769	1,002	1,317	757	13,575	5,730	2,946	2,689
	1982	52,751	17,196	16,910	2,509	6,741	4,440	928	767	465	7,981	5,634	2,500	1,629
Monroe	1988	127,841	30,381	29,722	4,925	18,504	13,229	5,315	4,694	2,031	38,296	3,642	7,527	8,078
	1982	102,497	30,250	29,535	4,606	13,022	8,966	5,174	3,652	1,751	23,504	3,825	7,988	4,851
Montgomery	1988	42,402	13,705	13,561	1,464	8,299	4,524	921	1,711	1,711	6,626	2,283	1,828	1,838
	1982	38,785	13,087	12,923	1,444	6,443	3,453	1,238	1,299	1,299	5,464	2,821	1,915	1,661
Neshoba	1988	108,873	31,159	30,492	4,002	20,722	14,352	5,385	1,722	1,524	21,877	5,012	6,773	3,702
	1982	73,288	23,208	22,666	2,801	10,487	6,969	4,287	1,118	1,029	11,830	6,353	5,304	2,360
Newton	1988	71,471	19,816	19,434	2,672	6,793		1,943	1,715	990	23,703	3,944	4,949	1,836
	1982	47,017	16,732	16,377	1,770	3,133		1,519	1,023	662	11,387	3,211	4,207	1,164
Noxubee	1988	30,464	11,935	11,729	268	2,955		365	1,765	971	5,295	2,386	951	3,299
	1982	23,231	9,964	9,773	194	2,067		447	1,215	707	2,780	2,511	1,364	1,844
Oktibbeha	1988	155,863	32,641	32,387	12,710	19,017	11,524	9,901	8,837	7,666	32,445	18,155	7,756	4,990
	1982	115,075	29,881	29,590	9,654	12,048	7,171	8,672	4,819	4,375	19,571	13,509	6,265	2,970

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

SMM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
MISSISSIPPI (continued)														
ALL COUNTIES (continued)														
Panola	1988	114,302	25,138	24,625	5,719	15,584		5,221	3,767	917	31,097	4,846	6,194	6,879
	1982	78,628	25,101	24,540	3,399	8,923		3,344	1,920	514	18,663	3,642	3,974	3,265
Pearl River	1988	143,308	30,320	29,701	9,261	18,696		3,469	6,798	1,443	38,295	5,169	10,619	11,219
	1982	115,848	30,937	30,244	7,885	12,344		3,852	5,421	1,314	26,465	4,726	8,653	7,374
Perry	1988	27,668	14,544	14,209	542	3,749		884	490	111	2,475	703	99	801
	1982	17,811	9,871	9,625	325	2,329		505	342	84	1,170	850	110	643
Pike	1988	211,386	38,704	37,968	18,903	25,881	8,143	11,137	15,254	12,895	48,381	10,139	10,002	13,867
	1982	164,508	37,433	36,648	16,014	15,906	4,229	10,792	8,266	7,294	30,702	11,240	10,314	8,174
Pontotoc	1988	60,630	22,242	21,910	2,952	8,462	7,138	3,141	2,047	711	7,618	3,876	2,525	2,272
	1982	43,891	17,778	17,477	2,032	5,499	4,562	2,587	1,242	468	3,888	3,233	1,833	1,500
Prentiss	1988	71,397	17,710	17,266	3,918	7,431	6,171	1,906	2,299	1,746	21,667	2,628	2,657	4,243
	1982	65,717	21,481	20,900	3,652	6,574	5,368	1,843	1,692	1,381	16,064	2,873	2,973	2,629
Quitman	1988	44,077	15,447	15,225	1,340	6,470		1,499	924		6,738	1,286	1,592	2,126
	1982	27,600	10,628	10,454	860	3,710		1,230	736		3,314	1,196	1,389	1,035
Rankin	1988	238,151	60,963	59,708	16,953	22,513	16,563	4,956	17,127	9,510	35,004	27,421	21,023	13,350
	1982	198,903	59,750	58,404	15,625	19,528	13,330	4,956	12,149	7,820	20,574	24,231	17,318	7,629
Scott	1988	112,639	26,310	25,711	5,891	15,533		2,098	4,127	3,204	27,219	8,597	6,933	6,588
	1982	78,696	23,627	23,043	3,726	8,318		1,924	2,862	2,333	16,705	7,755	4,864	2,977
Sharkey	1988	23,012	8,965	8,909	1,124	1,978		380	146	146	3,695	2,083	663	477
	1982	17,353	7,103	7,044	670	1,445		382	139	139	2,434	1,634	889	455
Simpson	1988	83,166	21,526	20,862	4,132	10,757		3,210	1,933	1,113	23,646	4,618	4,033	5,446
	1982	66,220	19,328	18,694	3,520	7,899		3,994	1,385	841	15,482	4,685	3,139	3,369
Smith	1988	33,569	10,266	10,090	585	1,371		533	375	132	10,359	1,878	2,396	1,280
	1982	27,719	9,429	9,250	455	1,086		820	402	186	7,257	1,811	2,219	671
Stone	1988	38,111	7,763	7,664	1,860	1,590		1,514	585	364	12,203	3,495	4,521	2,373
	1982	31,464	7,918	7,801	1,821	1,180		1,264	389	254	7,343	4,359	3,557	1,319
Sunflower	1988	112,055	28,601	28,268	5,580	15,814	12,511	4,015	2,489	1,485	25,052	8,383	1,418	5,301
	1982	77,167	24,490	24,157	3,696	9,321	7,175	3,708	1,390	860	15,162	6,417	1,353	2,824
Tallahatchie	1988	37,081	12,002	11,595	1,396	3,214		728	930		8,357	1,244	2,544	3,444
	1982	23,630	8,816	8,499	775	2,408		518	630		4,230	1,474	1,300	1,565
Tate	1988	126,291	34,323	34,219	9,031	14,050	11,581	4,733	1,216	1,216	33,781	18,750	2,194	2,004
	1982	74,115	25,955	25,858	5,606	6,853	5,610	2,628	634	634	14,948	10,693	1,424	1,189
Tippah	1988	81,336	19,757	19,144	2,992	10,911	8,588	1,660	3,469	1,520	23,828	4,179	5,814	2,913
	1982	57,966	17,166	16,600	1,958	6,694	5,146	1,637	2,127	1,077	12,294	4,697	5,322	1,788
Tishomingo	1988	58,749	19,880	19,692	1,897	11,168	7,941	1,499	3,643	2,886	7,870	2,726	3,655	2,596
	1982	50,340	20,055	19,825	1,579	6,905	4,737	1,568	2,906	2,304	5,573	2,967	3,614	1,997
Tunica	1988	36,984	6,890	6,794	2,123	4,562		784	1,156		10,388	3,302	1,132	1,889
	1982	22,281	4,818	4,743	1,240	3,254		434	569		4,665	2,202	1,172	1,192
Union	1988	83,814	15,418	15,155	6,234	14,388	9,628	4,629	3,270	2,192	14,177	8,965	3,980	3,952
	1982	55,719	13,357	13,104	3,885	8,171	5,399	3,320	2,028	1,382	7,302	6,992	2,974	2,018
Walthall	1988	30,352	6,161	6,092	1,326	2,863		928	601	601	9,590	2,262	1,740	1,673
	1982	31,549	7,181	7,086	1,403	3,404		1,184	729	729	8,605	2,979	1,898	1,158
Warren	1988	274,045	63,085	62,888	23,949	42,323	31,625	9,088	9,582	4,446	61,932	16,783	8,075	14,293
	1982	220,650	63,122	62,800	19,399	31,373	22,264	9,973	6,849	3,589	39,492	14,970	8,341	8,605
Washington	1988	395,676	72,201	68,914	21,059	79,826	67,958	20,854	19,415	11,493	101,379	15,112	16,799	14,761
	1982	283,826	68,483	65,236	16,285	49,269	40,970	19,918	12,567	8,549	55,240	13,203	13,311	8,080
Wayne	1988	64,643	17,186	17,009	2,813	6,591		3,235	4,097	2,069	12,647	6,525	3,275	3,798
	1982	57,692	17,606	17,391	2,704	4,430		3,123	3,170	1,851	8,130	7,348	3,868	2,419
Webster	1988	26,993	6,279	6,147	942	2,379		909	1,551	647	7,878	1,954	1,884	1,040
	1982	23,650	6,653	6,499	899	1,785		679	875	410	5,758	1,952	2,137	1,056
Wilkinson	1988	22,388	8,711	8,566	821	3,051		770	654	654	3,941	1,562	619	1,371
	1982	21,418	8,619	8,457	739	2,618		1,107	664	664	2,746	2,525	661	949
Winston	1988	59,571	12,220	12,102	1,702	8,487	7,475	2,218	3,083	2,360	16,675	2,867	3,080	4,273
	1982	47,292	13,153	12,998	1,606	5,205	4,511	2,318	2,383	1,971	10,650	2,797	2,561	2,756
Yalobusha	1988	67,295	39,178	38,485	2,324	4,859		480	1,709	1,709	6,450	3,383	3,279	1,764
	1982	44,542	24,447	23,966	1,703	3,201		577	1,435	1,435	3,561	2,959	2,654	965
Yazoo	1988	106,567	30,626	29,951	4,851	9,736	5,519	7,185	3,903	2,283	19,932	10,444	3,665	6,478
	1982	75,508	24,131	23,552	3,098	7,210	3,979	5,491	2,510	1,556	12,516	7,102	3,066	3,103
TOTAL METRO COUNTIES	1988	4,465,516	873,683	845,055	370,653	698,805	532,774	171,976	179,115	93,940	1,179,480	314,075	169,023	197,719
	1982	3,034,448	726,484	701,297	270,498	441,900	324,444	137,671	111,749	66,847	611,826	262,843	140,589	105,191
TOTAL STATE	1988	12,939,763	2,767,129	2,698,708	862,783	1,876,664	1,206,120	535,675	544,944	311,628	3,265,521	878,086	571,365	606,879
	1982	9,044,004	2,367,107	2,304,474	629,875	1,176,790	728,082	448,638	339,192	212,865	1,785,781	732,635	481,719	333,454

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

SaMM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
MISSOURI														
COLUMBIA	**1988**	**594,333**	**122,487**	**119,914**	**60,042**	**92,561**	**88,780**	**34,912**	**21,101**	**8,572**	**134,926**	**41,916**	**40,250**	**16,725**
	1982	449,299	103,051	100,686	49,718	58,231	55,653	29,747	17,818	8,412	80,573	37,528	25,402	16,094
Boone	1988	594,333	122,487	119,914	60,042	92,561	88,780	34,912	21,101	8,572	134,926	41,916	40,250	16,725
	1982	449,299	103,051	100,686	49,718	58,231	55,653	29,747	17,818	8,412	80,573	37,528	25,402	16,094
JOPLIN	**1988**	**862,656**	**174,208**	**166,839**	**78,007**	**137,778**	**128,194**	**34,964**	**27,716**	**15,990**	**226,396**	**74,025**	**44,086**	**15,012**
	1982	621,749	140,985	134,609	56,830	85,996	79,546	33,555	22,394	14,202	128,720	62,226	29,284	15,239
Jasper	1988	651,278	120,991	114,578	60,410	119,523	112,763	30,579	21,637	11,551	173,066	44,582	29,841	13,011
	1982	487,940	102,064	96,463	46,372	76,545	71,723	30,303	18,183	11,087	100,533	41,929	21,453	13,533
Newton	1988	211,378	53,217	52,261	17,597	18,255	15,431	4,385	6,079	4,439	53,330	29,443	14,245	2,001
	1982	133,809	38,921	38,146	10,458	9,451	7,823	3,252	4,211	3,115	28,187	20,297	7,831	1,706
KANSAS CITY	**1988**	**11,420,454**	**2,049,063**	**1,972,720**	**1,136,821**	**1,644,675**	**1,404,443**	**519,161**	**459,044**	**216,281**	**2,805,226**	**830,275**	**585,002**	**321,671**
	1982	7,199,672	1,430,773	1,374,805	692,323	985,088	820,922	374,948	275,629	147,344	1,433,575	690,899	298,363	207,804
Cass	1988	254,542	66,962	66,425	18,844	43,918	34,424	1,262	4,555	2,271	62,947	24,545	13,152	7,279
	1982	166,814	48,240	47,758	12,715	22,304	17,229	1,286	3,573	1,915	33,346	21,717	7,493	5,116
Clay	1988	1,392,942	250,392	243,996	109,529	283,635	237,889	47,973	44,100	18,685	346,685	125,865	80,115	39,627
	1982	806,215	158,617	154,258	63,311	142,706	117,084	31,299	25,488	12,051	178,789	87,272	42,287	22,118
Jackson	1988	5,487,870	896,702	860,843	629,886	729,557	661,285	220,251	201,114	87,785	1,406,481	360,262	285,918	152,195
	1982	3,424,679	644,018	617,034	377,400	431,715	383,584	188,008	123,535	61,587	673,528	306,478	125,415	104,312
Lafayette	1988	118,527	29,317	28,570	11,237	11,875	8,024	1,895	2,816	2,535	32,772	10,035	7,212	2,962
	1982	86,076	25,093	24,404	8,067	7,385	4,853	1,967	2,468	2,262	18,448	8,083	4,961	2,691
Platte	1988	178,113	46,275	45,003	30,415	11,900	9,476	2,779	3,742	2,054	23,515	20,777	20,078	6,884
	1982	130,509	36,603	35,525	20,560	9,453	7,436	2,388	2,231	1,279	11,449	20,027	10,932	4,994
Ray	1988	67,572	12,964	12,786	4,747	7,414	7,349	1,637	1,661	689	8,268	13,794	6,684	2,235
	1982	53,140	11,927	11,740	3,154	5,387	5,325	1,712	1,217	607	5,090	12,137	4,189	1,876
Johnson, Kans.	*1988*	*2,757,863*	*451,652*	*432,409*	*234,396*	*407,811*	*323,193*	*201,484*	*166,123*	*86,028*	*656,349*	*172,852*	*115,414*	*61,644*
	1982	*1,710,478*	*295,358*	*282,213*	*137,978*	*259,546*	*199,789*	*117,150*	*93,180*	*55,145*	*355,520*	*137,025*	*65,669*	*38,703*
Leavenworth, Kans.	*1988*	*230,366*	*55,359*	*53,712*	*19,457*	*28,603*	*27,248*	*6,803*	*9,960*	*4,775*	*67,621*	*12,553*	*9,960*	*5,936*
	1982	*156,262*	*39,486*	*38,235*	*11,975*	*17,991*	*17,001*	*5,926*	*6,543*	*3,453*	*38,573*	*13,544*	*6,416*	*4,028*
Miami, Kans.	*1988*	*93,149*	*26,796*	*25,902*	*6,546*	*11,295*	*8,191*	*3,333*	*3,433*	*1,685*	*22,421*	*5,974*	*6,123*	*3,821*
	1982	*63,907*	*21,442*	*20,685*	*4,430*	*7,035*	*4,914*	*2,635*	*2,557*	*1,428*	*11,452*	*5,214*	*3,979*	*2,308*
Wyandotte, Kans.	*1988*	*839,510*	*212,644*	*203,074*	*71,764*	*108,667*	*87,364*	*31,744*	*21,540*	*9,774*	*178,167*	*83,618*	*40,346*	*39,088*
	1982	*601,592*	*149,989*	*142,953*	*52,733*	*81,566*	*63,707*	*22,577*	*14,837*	*7,617*	*107,380*	*79,402*	*27,022*	*21,658*
ST. JOSEPH	**1988**	**606,632**	**136,469**	**130,519**	**57,102**	**101,823**	**78,295**	**24,507**	**21,573**	**8,239**	**156,000**	**38,001**	**26,392**	**14,477**
	1982	436,287	106,415	101,574	39,469	73,222	53,636	21,171	15,516	7,175	88,598	37,377	16,846	11,477
Buchanan	1988	606,632	136,469	130,519	57,102	101,823	78,295	24,507	21,573	8,239	156,000	38,001	26,392	14,477
	1982	436,287	106,415	101,574	39,469	73,222	53,636	21,171	15,516	7,175	88,598	37,377	16,846	11,477
ST. LOUIS	**1988**	**17,027,328**	**3,130,703**	**2,925,519**	**1,736,568**	**2,447,967**	**2,236,795**	**807,620**	**795,207**	**368,544**	**4,058,804**	**1,361,821**	**1,015,678**	**450,357**
	1982	10,911,091	2,465,558	2,301,467	1,076,473	1,523,700	1,379,005	551,193	445,074	236,685	1,995,337	1,174,769	497,718	311,464
Franklin	1988	451,333	96,127	94,001	34,445	41,658	32,852	13,491	13,272	7,188	121,640	54,757	38,933	12,284
	1982	296,741	78,753	76,859	21,499	21,747	16,848	10,345	8,530	5,004	58,834	43,446	23,576	8,084
Jefferson	1988	588,607	145,080	140,041	40,172	81,609	74,723	12,858	15,549	5,662	125,469	72,247	38,536	11,836
	1982	429,029	135,215	130,259	25,849	47,098	42,983	9,991	11,008	4,458	66,112	67,692	20,921	9,119
St. Charles	1988	900,089	158,053	153,271	82,245	143,358	122,124	37,627	29,317	11,545	220,615	106,771	62,897	14,563
	1982	664,725	148,883	144,092	56,095	75,738	63,779	27,940	22,034	9,723	125,941	108,956	44,660	13,147
St. Louis	1988	8,708,183	1,483,683	1,385,892	815,313	1,259,709	1,170,226	477,983	473,699	227,610	2,224,993	617,558	475,684	251,457
	1982	5,451,674	1,145,865	1,068,212	488,050	834,314	768,262	322,199	266,843	148,407	1,068,834	509,737	210,069	164,254
St. Louis city	1988	2,786,578	560,780	516,315	464,553	313,942	286,558	112,890	99,929	47,638	527,243	240,671	159,823	35,398
	1982	1,698,226	403,441	370,713	263,692	175,082	155,703	73,184	52,794	28,381	231,862	200,328	76,024	57,774
Clinton, Ill.	*1988*	*147,714*	*25,930*	*23,363*	*13,508*	*6,032*	*4,927*	*3,602*	*14,307*	*5,944*	*38,550*	*10,185*	*23,913*	*1,819*
	1982	*102,365*	*23,923*	*21,512*	*9,949*	*3,684*	*2,923*	*3,176*	*5,545*	*2,708*	*22,152*	*9,562*	*15,143*	*1,726*
Jersey, Ill.	*1988*	*75,442*	*12,470*	*11,770*	*6,146*	*13,697*	*12,097*	*3,152*	*2,587*	*1,553*	*25,680*	*1,757*	*1,809*	*1,567*
	1982	*56,803*	*13,734*	*12,937*	*5,789*	*8,479*	*7,307*	*2,177*	*1,970*	*1,269*	*14,200*	*3,246*	*1,231*	*1,573*
Madison, Ill.	*1988*	*1,625,763*	*325,137*	*303,382*	*139,489*	*272,729*	*245,915*	*52,723*	*61,584*	*25,748*	*402,882*	*126,139*	*120,976*	*36,583*
	1982	*1,098,254*	*273,064*	*254,287*	*101,128*	*162,220*	*144,497*	*41,046*	*36,483*	*17,658*	*213,974*	*117,963*	*59,522*	*28,676*
Monroe, Ill.	*1988*	*94,471*	*26,465*	*26,312*	*6,594*	*14,832*	*10,292*	*999*	*1,476*	*237*	*25,257*	*3,940*	*9,470*	*2,617*
	1982	*57,721*	*17,833*	*17,695*	*5,790*	*8,943*	*6,097*	*1,072*	*1,230*	*207*	*11,308*	*3,658*	*5,044*	*1,580*
St. Clair, Ill.	*1988*	*1,649,148*	*296,978*	*271,172*	*134,103*	*300,401*	*277,281*	*92,295*	*83,487*	*35,419*	*346,475*	*127,796*	*83,637*	*32,233*
	1982	*1,055,553*	*224,847*	*204,901*	*98,632*	*186,395*	*170,606*	*60,063*	*38,637*	*18,870*	*182,120*	*110,181*	*41,528*	*25,531*
SPRINGFIELD	**1988**	**1,613,378**	**295,662**	**284,669**	**156,770**	**277,881**	**267,731**	**67,187**	**70,093**	**32,514**	**417,379**	**85,852**	**101,064**	**35,238**
	1982	1,085,862	232,037	223,032	104,879	167,411	160,706	56,388	54,322	28,617	214,916	75,931	58,878	28,541
Christian	1988	119,608	35,835	34,127	6,397	1,517	417	6,529	2,248	1,722	48,089	7,378	3,053	959
	1982	66,782	22,556	21,439	3,272	783	170	4,540	1,169	910	21,385	5,128	1,452	800

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
MISSOURI (continued)														
SPRINGFIELD (continued)														
Greene	1988	1,493,770	259,827	250,542	150,373	276,364	267,314	60,658	67,845	30,792	369,290	78,474	98,011	34,279
	1982	1,019,080	209,481	201,593	101,607	166,628	160,536	51,848	53,153	27,707	193,531	70,803	57,426	27,741
ALL COUNTIES														
Adair	1988	162,886	37,798	36,745	20,843	19,001	11,095	7,168	5,355	2,127	36,031	13,861	11,515	1,952
	1982	119,052	28,973	28,111	13,292	12,690	7,293	7,154	5,130	2,111	20,970	11,987	7,848	1,627
Andrew	1988	44,195	10,417	10,115	1,521	2,422		232	1,090	1,090	16,711	7,242	3,431	79
	1982	32,797	7,908	7,663	1,186	1,261		356	1,197	1,197	9,500	6,997	2,826	120
Atchison	1988	44,941	13,141	12,211	3,542	476		540	469	469	6,692	14,049	4,470	524
	1982	28,784	6,499	7,882	2,157	371		399	405	405	3,060	10,366	2,171	419
Audrain	1988	127,530	30,602	29,861	7,984	17,466	14,788	6,768	7,093	3,386	23,897	9,902	12,331	4,200
	1982	95,976	27,696	26,972	5,990	10,766	8,806	6,583	4,794	2,528	14,128	8,066	7,876	3,101
Barry	1988	124,536	30,398	29,373	8,569	19,190	14,553	2,884	2,251	1,971	28,734	13,145	9,892	2,368
	1982	89,188	25,025	24,134	6,390	9,649	7,170	2,723	1,800	1,590	14,884	12,121	7,238	2,181
Barton	1988	42,688	8,562	7,919	2,854	9,765	9,195	553	519	519	7,077	5,073	3,391	815
	1982	30,741	6,708	6,193	2,012	5,525	5,171	560	393	393	4,575	4,306	2,347	797
Bates	1988	52,919	14,179	13,322	2,842	4,243		1,494	1,382	1,138	17,254	1,246	6,234	778
	1982	43,875	12,528	11,747	2,635	3,015		1,915	1,392	1,220	10,889	2,196	4,715	880
Benton	1988	51,806	12,265	11,714	6,215	6,884	6,572	427	1,134	914	13,972	2,955	3,246	659
	1982	34,866	8,956	8,538	3,762	4,138	3,921	349	902	736	7,310	2,550	1,872	879
Bollinger	1988	23,966	5,930	5,634	987	190		185	356	356	9,452	3,415	1,205	327
	1982	17,716	4,761	4,514	733	153		239	293	293	5,210	2,889	1,208	392
Boone	1988	594,333	122,487	119,914	60,042	92,561	88,780	34,912	21,101	8,572	134,926	41,916	40,250	16,725
	1982	449,299	103,051	100,686	49,718	58,231	55,653	29,747	17,818	8,412	80,573	37,528	25,402	16,094
Buchanan	1988	606,632	136,469	130,519	57,102	101,823	78,295	24,507	21,573	8,239	156,000	38,001	26,392	14,477
	1982	436,287	106,415	101,574	39,469	73,222	53,636	21,171	15,516	7,175	88,598	37,377	16,846	11,477
Butler	1988	322,534	65,069	63,677	21,122	36,570	33,744	14,305	15,871	7,401	99,467	18,703	24,462	7,625
	1982	192,174	44,078	43,050	12,927	23,315	20,010	10,914	8,018	4,393	44,272	14,505	12,253	5,993
Caldwell	1988	27,128	6,857	6,689	2,188	301		88	207		8,771	2,155	2,163	31
	1982	18,841	5,279	5,139	1,435	293		115	189		4,475	2,571	1,335	38
Callaway	1988	127,244	27,060	26,497	15,491	15,239	14,849	3,429	3,682	2,272	18,937	19,089	16,006	2,025
	1982	95,792	23,061	22,535	10,986	9,126	8,801	2,945	2,727	1,851	10,383	17,223	11,170	2,084
Camden	1988	185,145	43,658	42,113	22,469	16,524	15,535	5,036	6,801	5,301	45,411	10,354	19,638	1,462
	1982	108,031	30,026	28,906	13,115	8,085	7,546	2,811	4,000	3,239	19,465	8,420	9,651	1,311
Cape Girardeau	1988	444,747	98,434	92,355	35,173	72,914	67,992	21,732	22,992	9,443	102,789	30,332	22,457	7,597
	1982	324,974	73,251	68,591	27,262	50,620	46,963	18,851	17,742	8,698	56,733	31,054	15,227	7,353
Carroll	1988	39,282	9,981	9,383	2,775	3,236		2,366	1,179	997	5,797	4,367	4,671	1,318
	1982	32,240	9,178	8,612	2,104	2,547		1,883	950	814	3,589	3,898	2,958	1,088
Carter	1988	13,201	3,252	3,161	2,430	477		200	90		278	4,586	738	97
	1982	10,064	2,609	2,531	1,599	314		238	91		156	3,445	578	126
Cass	1988	254,542	66,962	66,425	18,844	43,918	34,424	1,262	4,555	2,271	62,947	24,545	13,152	7,279
	1982	166,814	48,240	47,758	12,715	22,304	17,229	1,286	3,573	1,915	33,346	21,717	7,493	5,116
Cedar	1988	54,402	12,657	12,442	2,468	5,439		546	951	618	18,651	6,035	3,473	1,447
	1982	46,650	13,941	13,675	2,091	3,861		642	1,002	713	11,809	6,727	2,068	1,249
Chariton	1988	31,887	8,877	8,289	2,955	2,184		479	1,502		6,426	6,094	1,762	441
	1982	27,850	8,236	7,675	2,193	2,082		693	1,050		4,055	5,982	1,722	641
Christian	1988	119,608	35,835	34,127	6,397	1,517	417	6,529	2,248	1,722	48,089	7,378	3,053	959
	1982	66,782	22,556	21,439	3,272	783	170	4,540	1,169	910	21,385	5,128	1,452	800
Clark	1988	30,893	4,840	4,744	2,302	3,081		682	264		6,291	5,485	3,641	592
	1982	22,349	4,048	3,960	1,604	2,449		771	273		2,888	4,059	2,662	615
Clay	1988	1,392,942	250,392	243,996	109,529	283,635	237,889	47,973	44,100	18,685	346,685	125,865	80,115	39,627
	1982	806,215	158,617	154,258	63,311	142,706	117,084	31,299	25,488	12,051	178,789	87,272	42,287	22,118
Clinton	1988	54,763	14,849	14,373	3,425	10,206	9,860	842	591	403	9,363	5,991	3,176	717
	1982	44,370	13,395	12,940	3,313	6,514	6,258	1,105	624	444	5,998	5,207	2,459	1,075
Cole	1988	555,244	84,677	82,850	39,604	89,235	79,314	23,813	20,970	9,450	140,659	23,685	25,472	13,433
	1982	341,235	59,665	58,261	24,224	45,529	39,775	19,491	15,241	8,014	74,115	18,543	13,268	8,586
Cooper	1988	75,635	18,773	18,556	5,102	5,524		1,832	2,759	914	21,366	7,997	2,635	2,617
	1982	49,415	12,211	12,045	3,173	3,386		1,637	1,880	665	10,952	7,031	1,540	1,961
Crawford	1988	89,556	18,858	17,983	3,099	13,414	11,482	1,011	1,681	951	14,136	23,277	8,388	1,236
	1982	65,055	14,009	13,334	2,524	7,903	6,612	883	1,219	786	8,475	19,300	4,709	1,110
Dade	1988	16,225	6,000	5,673	1,012	270		384	329	237	1,565	1,860	935	551
	1982	13,499	4,427	4,178	694	240		538	378	275	871	3,284	902	503
Dallas	1988	54,062	24,518	23,741	2,821	373		307	3,283	2,711	9,384	3,964	6,161	699
	1982	35,840	16,253	15,707	1,790	349		386	2,314	2,039	4,717	4,309	2,866	732

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METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
MISSOURI (continued)														
ALL COUNTIES (continued)														
Daviess	1988	15,778	3,645	3,493	971	898		239	200	200	4,152	2,957	1,112	199
	1982	14,365	3,328	3,183	936	703		403	264	264	2,934	3,348	892	355
De Kalb	1988	18,715	3,610	3,453	3,366	209		32	547		5,907	3,153	938	
	1982	14,678	3,224	3,077	2,464	246		47	713		2,886	2,749	1,029	
Dent	1988	54,280	13,283	12,893	2,592	11,102	9,854	930	2,847	1,712	7,518	2,888	7,431	814
	1982	46,669	14,132	13,690	2,672	6,846	5,982	953	2,226	1,422	5,495	3,176	4,647	1,199
Douglas	1988	26,673	4,382	4,300	1,640	9,084	6,577	185	551	399	3,203	1,965	4,368	689
	1982	23,816	4,940	4,837	1,593	6,388	4,578	326	691	558	2,298	2,573	3,015	1,164
Dunklin	1988	178,041	37,367	36,653	7,999	32,616	23,930	4,785	8,193	4,242	43,655	14,064	11,662	5,458
	1982	135,196	32,984	32,289	6,311	19,344	13,885	4,589	6,054	3,606	26,242	13,213	8,873	4,033
Franklin	1988	451,333	96,127	94,001	34,445	41,658	32,852	13,491	13,272	7,188	121,640	54,757	38,933	12,284
	1982	296,741	78,753	76,859	21,499	21,747	16,848	10,345	8,530	5,004	58,834	43,446	23,576	8,084
Gasconade	1988	59,269	12,547	11,563	3,326	8,650	5,510	704	2,538	1,148	14,238	3,735	4,710	1,646
	1982	45,649	11,447	10,529	2,688	5,486	3,366	669	2,043	1,127	8,762	3,490	2,862	1,455
Gentry	1988	32,869	8,593	8,284	1,167	1,152		1,201	624	472	9,789	1,020	6,516	339
	1982	23,646	7,010	6,744	956	793		955	547	431	5,827	1,156	3,724	507
Greene	1988	1,493,770	259,827	250,542	150,373	276,364	267,314	60,658	67,845	30,792	369,290	78,474	98,011	34,279
	1982	1,019,080	209,481	201,593	101,607	166,628	160,536	51,848	53,153	27,707	193,531	70,803	57,426	27,741
Grundy	1988	66,205	19,105	18,442	6,727	9,682	4,248	3,442	1,128	650	12,672	2,996	4,402	1,076
	1982	42,441	13,458	12,965	4,136	5,603	2,406	2,482	726	476	5,742	2,494	2,635	1,116
Harrison	1988	84,619	17,027	16,194	2,717	10,748		1,537	1,182	642	19,512	15,975	4,107	1,207
	1982	48,528	10,774	10,228	1,599	4,919		1,372	723	472	8,226	10,851	1,904	1,187
Henry	1988	98,797	24,398	24,078	9,517	14,895	11,549	4,073	4,193	1,864	14,388	6,838	9,148	5,351
	1982	74,474	21,140	20,821	6,632	8,791	6,666	4,388	3,432	1,862	7,904	6,839	5,141	4,306
Hickory	1988	10,575	2,621	2,350	1,834	62		172	323	323	811	1,374	796	131
	1982	7,988	2,596	2,322	923	57		208	276	276	435	1,489	526	154
Holt	1988	26,617	3,438	3,314	1,030	259			90		12,042	7,163	1,588	48
	1982	22,262	3,558	3,423	879	277			130		6,863	7,850	1,600	77
Howard	1988	34,344	10,637	10,458	2,352	992		551	875	875	4,415	4,817	2,970	1,768
	1982	21,000	6,668	6,543	1,507	683		320	601	601	2,021	3,592	1,118	1,001
Howell	1988	184,173	49,084	48,099	11,247	27,493	15,722	5,782	6,142	3,576	44,962	9,789	11,823	4,555
	1982	123,894	35,151	34,377	7,666	14,849	8,237	4,417	4,278	2,795	24,716	10,077	7,272	3,902
Iron	1988	37,078	11,255	11,119	2,350	1,751		203	1,024	1,024	12,497	2,188	2,597	797
	1982	31,212	10,916	10,761	1,921	1,560		335	1,208	1,208	6,770	2,753	2,119	1,126
Jackson	1988	5,487,870	896,702	860,843	629,886	729,557	661,285	220,251	201,114	87,785	1,406,481	360,262	285,918	152,195
	1982	3,424,679	644,018	617,034	377,400	431,715	383,584	188,008	123,535	61,587	673,528	306,478	125,415	104,312
Jasper	1988	651,278	120,991	114,578	60,410	119,523	112,763	30,579	21,637	11,551	173,066	44,582	29,841	13,011
	1982	487,940	102,064	96,463	46,372	76,545	71,723	30,303	18,183	11,087	100,533	41,929	21,453	13,533
Jefferson	1988	588,607	145,080	140,041	40,172	81,609	74,723	12,858	15,549	5,662	125,469	72,247	38,536	11,836
	1982	429,029	135,215	130,259	25,849	47,098	42,983	9,991	11,008	4,458	66,112	67,692	20,921	9,119
Johnson	1988	147,732	36,518	36,110	17,739	21,107	19,852	2,393	3,645	597	33,939	10,539	10,625	3,628
	1982	104,373	26,953	26,599	12,667	12,713	11,776	2,259	3,257	687	19,147	10,076	6,350	3,104
Knox	1988	17,440	3,724	3,565	1,017	1,736		148	626	626	4,990	861	2,055	691
	1982	11,292	2,576	2,462	601	948		189	577	577	2,746	684	1,043	760
Laclede	1988	154,225	32,954	31,598	11,208	17,683	15,704	5,032	3,525	1,952	30,910	19,099	14,625	2,177
	1982	112,281	24,680	23,617	8,028	10,644	9,393	3,662	2,828	1,788	16,440	21,084	8,817	1,625
Lafayette	1988	118,527	29,317	28,570	11,237	11,875	8,024	1,895	2,816	2,535	32,772	10,035	7,212	2,962
	1982	86,076	25,093	24,404	8,067	7,385	4,853	1,967	2,468	2,262	18,448	8,083	4,961	2,691
Lawrence	1988	111,472	28,250	27,379	7,832	10,964	9,529	1,643	2,495	1,648	37,889	5,728	9,204	2,129
	1982	80,331	25,191	24,367	5,617	6,851	5,689	1,582	2,338	1,700	20,459	5,052	6,059	1,877
Lewis	1988	49,830	10,204	9,823	2,314	395		455	481		19,575	3,734	5,340	82
	1982	33,513	7,935	7,624	1,619	423		570	610		9,310	3,548	2,867	116
Lincoln	1988	103,381	25,107	22,898	5,756	13,650	13,156	664	2,060	1,415	32,637	9,618	6,874	2,836
	1982	63,608	18,908	17,211	3,936	6,930	6,672	643	1,371	1,017	14,570	7,830	3,653	2,034
Linn	1988	76,907	18,131	17,502	5,355	14,805	10,662	1,218	2,859	420	14,818	7,911	5,774	1,422
	1982	58,515	15,579	15,009	3,420	8,422	5,982	1,275	2,590	471	8,446	8,531	3,715	1,977
Livingston	1988	117,316	27,631	26,915	7,004	17,350	15,796	4,831	6,819	2,585	23,630	14,006	9,689	1,274
	1982	75,419	18,283	17,773	4,719	9,923	9,004	3,500	3,360	1,515	12,573	10,866	6,224	1,635
McDonald	1988	75,069	21,464	20,534	2,631	5,130		161	1,243	1,103	10,545	6,162	8,797	630
	1982	40,197	12,245	11,691	1,335	2,491		173	948	853	4,726	4,030	3,706	541
Macon	1988	65,593	18,297	18,089	4,484	6,558		1,721	1,966	764	15,422	5,066	6,095	1,560
	1982	45,213	12,966	12,793	3,319	3,654		1,792	1,335	593	8,006	4,037	4,402	1,336
Madison	1988	39,111	9,102	9,008	3,565	8,356	7,504	318	982	357	4,731	6,161	3,191	508
	1982	30,499	8,716	8,609	2,362	4,810	4,246	423	1,058	418	2,519	6,087	1,584	712

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

SaMM ESTIMATES: 1988 U.S. CENSUS: 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
MISSOURI (continued)														
ALL COUNTIES (continued)														
Maries	1988	16,977	4,888	4,696	1,408	556		49	107		4,836	2,498	268	
	1982	11,908	3,432	3,291	933	353		63	118		2,397	2,032	248	
Marion	1988	193,175	42,893	40,044	16,476	20,743	15,421	7,324	5,186	3,613	54,641	18,337	15,328	4,434
	1982	136,916	38,620	35,983	11,081	14,327	9,874	5,042	3,504	2,635	26,957	16,424	10,196	3,656
Mercer	1988	13,494	5,813	5,734	893			105	793	61	1,842	2,627	995	71
	1982	9,885	3,669	3,612	573			121	644	76	1,216	2,357	799	78
Miller	1988	125,836	25,126	24,465	14,255	17,129	15,109	1,928	3,496	2,118	31,108	7,740	10,423	902
	1982	77,588	16,702	16,230	8,835	8,234	7,014	1,892	2,375	1,637	14,047	5,980	5,512	991
Mississippi	1988	58,492	11,908	11,794	1,188	9,978	8,615	912	542	542	16,200	7,714	3,893	1,818
	1982	49,699	10,666	10,542	1,185	6,932	5,912	1,433	730	730	10,234	9,660	3,282	1,540
Moniteau	1988	43,240	9,679	9,090	1,619	2,271		1,550	738	272	18,589	2,353	2,660	671
	1982	38,191	9,698	9,090	1,556	2,011		1,408	736	344	13,559	2,465	2,390	663
Monroe	1988	32,553	11,137	11,006	1,799	1,702		487	1,654	490	4,886	4,656	4,131	780
	1982	21,931	7,818	7,711	1,198	1,354		610	700	243	2,535	3,236	2,422	821
Montgomery	1988	54,339	15,896	15,178	5,494	2,171		169	988		11,456	10,808	2,665	343
	1982	33,149	9,730	9,272	2,904	1,197		201	646		5,110	8,005	1,579	394
Morgan	1988	66,143	18,382	18,106	4,418	7,551	7,019	932	1,982	1,982	15,002	7,858	6,305	741
	1982	50,083	14,132	13,891	3,616	4,766	4,399	1,026	1,686	1,686	8,610	6,625	4,881	765
New Madrid	1988	113,265	20,728	20,281	5,245	11,835	9,493	8,234	4,577	3,093	13,906	33,598	5,061	4,590
	1982	72,796	15,127	14,772	3,135	6,602	5,198	5,616	2,846	2,167	5,536	23,608	3,084	2,791
Newton	1988	211,378	53,217	52,261	17,597	18,255	15,431	4,385	6,079	4,439	53,330	29,443	14,245	2,001
	1982	133,809	38,921	38,146	10,458	9,451	7,823	3,252	4,211	3,115	28,187	20,297	7,831	1,706
Nodaway	1988	95,719	26,822	26,451	10,491	9,146	6,896	5,074	1,897	692	16,400	9,700	8,447	1,390
	1982	71,977	19,748	19,436	7,478	6,108	4,537	4,201	1,520	688	10,501	9,775	4,769	1,359
Oregon	1988	47,839	12,788	12,669	1,428	1,017		565	391	208	13,744	4,725	6,621	923
	1982	29,474	8,124	8,033	1,016	543		648	376	213	6,553	3,696	3,391	895
Osage	1988	56,105	7,775	7,357	1,522	702		286	254		29,935	3,758	4,751	
	1982	28,335	4,659	4,399	1,141	539		178	252		12,968	2,688	1,993	
Ozark	1988	23,802	7,296	7,053	1,009	232		426	303	303	7,843	1,246	2,039	101
	1982	17,624	5,117	4,938	910	212		577	336	336	4,331	1,315	1,854	149
Pemiscot	1988	64,248	21,979	21,201	3,615	10,949	9,842	1,147	1,968	935	6,383	9,643	3,032	1,852
	1982	56,722	19,470	18,743	3,077	6,463	5,763	1,336	1,831	981	5,328	10,416	2,450	1,492
Perry	1988	74,332	14,155	13,760	7,474	16,653	11,460	490	1,401	547	11,660	11,190	5,199	2,312
	1982	55,578	8,192	7,947	5,468	13,452	9,146	535	1,522	635	6,465	10,528	3,748	1,527
Pettis	1988	221,758	43,800	42,038	18,293	30,312	27,353	7,860	6,066	3,793	61,811	13,643	23,702	5,478
	1982	165,780	36,672	35,126	14,656	18,955	16,629	7,359	5,986	4,273	39,053	12,890	13,844	4,551
Phelps	1988	217,217	37,911	36,867	18,824	24,801	21,291	10,685	5,011	3,207	59,391	18,722	19,863	3,902
	1982	170,215	37,301	36,201	15,496	16,727	14,032	9,718	4,599	3,276	32,566	18,762	13,125	3,223
Pike	1988	72,676	17,178	17,055	4,870	11,002	7,646	2,128	1,102	620	11,951	11,547	6,005	3,266
	1982	55,806	16,280	16,131	3,310	6,706	4,592	1,981	855	490	7,523	9,993	3,264	2,187
Platte	1988	178,113	46,275	45,003	30,415	11,900	9,476	2,779	3,742	2,054	23,515	20,777	20,078	6,884
	1982	130,509	36,603	35,525	20,560	9,453	7,436	2,388	2,231	1,279	11,449	20,027	10,932	4,994
Polk	1988	98,112	21,886	21,537	5,837	16,145	13,455	2,424	1,379	1,379	30,241	5,956	5,187	2,665
	1982	63,354	15,377	15,102	3,518	9,078	7,319	1,960	1,029	1,029	15,566	6,200	3,253	1,646
Pulaski	1988	145,916	25,920	25,494	15,914	15,041	14,283	2,135	2,606	2,411	37,715	13,822	12,018	2,626
	1982	92,950	18,810	18,464	10,657	8,271	7,762	1,561	2,110	2,002	18,644	10,882	5,080	1,821
Putnam	1988	15,577	5,834	5,747	637	687		373	73		3,546	1,225	622	325
	1982	15,513	5,386	5,294	642	521		491	107		2,636	2,392	762	478
Ralls	1988	15,051	5,725	5,515	350	158		131	608	108	4,109	1,258	2,319	
	1982	11,625	4,543	4,368	306	196		211	700	154	2,291	1,204	1,514	
Randolph	1988	164,909	30,728	30,395	8,737	22,178	18,273	5,604	4,970	2,016	45,006	10,995	19,489	2,426
	1982	108,278	25,499	25,172	6,602	10,950	8,573	5,048	3,781	1,859	24,072	9,224	8,146	2,078
Ray	1988	67,572	12,964	12,786	4,747	7,414	7,349	1,637	1,661	689	8,268	13,794	6,684	2,235
	1982	53,140	11,927	11,740	3,154	5,387	5,325	1,712	1,217	607	5,090	12,137	4,189	1,876
Reynolds	1988	23,744	10,569	10,325	989	258		83	392	392	4,479	2,638	649	753
	1982	17,078	6,848	6,678	644	242		105	343	343	3,049	2,374	421	611
Ripley	1988	51,370	18,832	18,372	2,076	2,060		355	924	924	14,159	4,282	3,354	1,378
	1982	31,452	11,342	11,043	1,186	1,934		419	850	850	6,654	3,775	1,791	932
St. Charles	1988	900,089	158,053	153,271	82,245	143,358	122,124	37,627	29,317	11,545	220,615	106,771	62,897	14,563
	1982	664,725	148,883	144,092	56,095	75,738	63,779	27,940	22,034	9,723	125,941	108,956	44,660	13,147
St. Clair	1988	34,660	6,284	5,526	2,168	255		136	381	381	9,496	5,787	2,683	174
	1982	24,952	4,813	4,250	1,952	277		199	351	351	5,444	5,954	1,483	246
Ste. Genevieve	1988	49,198	10,762	10,616	5,913	1,651		1,246	906	311	13,362	9,599	1,502	759
	1982	41,869	9,777	9,626	4,929	1,462		1,971	1,225	528	8,327	8,410	1,032	1,093

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
MISSOURI (continued)														
ALL COUNTIES (continued)														
St. Francois	1988	220,492	46,401	45,053	14,844	41,001	31,306	5,179	7,487	6,446	49,755	25,478	13,639	5,667
	1982	172,754	42,226	40,917	11,117	26,412	19,839	4,382	6,344	5,570	30,662	25,295	9,620	4,819
St. Louis	1988	8,708,183	1,483,683	1,385,892	815,313	1,259,709	1,170,226	477,983	473,699	227,610	2,224,993	617,558	475,684	251,457
	1982	5,451,674	1,145,865	1,068,212	488,050	834,314	768,262	322,199	266,843	148,407	1,068,834	509,737	210,069	164,254
St. Louis city	1988	2,786,578	560,780	516,315	464,553	313,942	286,558	112,890	99,929	47,638	527,243	240,671	159,823	85,398
	1982	1,698,226	403,441	370,713	263,692	175,082	155,703	73,184	52,794	28,381	231,862	200,328	76,024	57,774
Saline	1988	124,432	22,739	21,934	7,872	23,898	17,686	3,489	3,498	1,936	29,650	8,025	8,952	9,370
	1982	91,828	21,194	20,402	6,205	13,758	9,779	3,435	2,848	1,752	15,568	8,500	5,455	6,927
Schuyler	1988	15,947	3,305	3,039	958	41		293	484	484	6,963	2,988	339	
	1982	12,720	2,464	2,259	828	50		428	665	665	3,937	3,004	390	
Scotland	1988	22,368	5,173	4,990	1,754	938		1,912	451	362	3,587	3,948	1,981	305
	1982	16,734	4,229	4,071	1,199	923		1,307	496	408	1,936	3,044	1,533	390
Scott	1988	223,387	43,770	42,922	20,492	40,987	35,192	4,342	8,309	4,570	45,695	16,554	26,655	3,581
	1982	163,739	38,519	37,698	14,384	24,546	20,378	3,732	5,769	3,657	30,664	14,229	15,229	3,874
Shannon	1988	10,527	5,477	5,300	789	1,043		153	121		1,195	501	282	104
	1982	9,807	4,981	4,809	668	629		241	148		702	1,007	231	148
Shelby	1988	19,225	6,418	5,841	1,511	947		656	645	645	1,057	3,697	668	896
	1982	16,028	5,178	4,703	1,048	935		686	614	614	610	3,300	618	991
Stoddard	1988	131,824	22,291	21,508	9,255	15,570	10,851	2,132	2,763	1,383	50,850	10,850	6,603	3,311
	1982	96,246	19,740	19,008	7,119	9,916	6,614	2,430	2,784	1,629	27,235	10,525	5,225	2,820
Stone	1988	47,164	14,426	13,644	3,721	1,155		487	970	650	9,214	2,603	9,470	785
	1982	31,175	10,834	10,228	2,841	906		567	706	492	4,582	2,398	4,192	468
Sullivan	1988	12,568	3,529	3,422	426	560		104	299	95	1,466	890	1,568	21
	1982	11,338	3,327	3,219	413	628		164	384	144	851	1,201	918	32
Taney	1988	159,106	33,823	32,615	26,406	24,208	20,779	4,024	3,403	2,833	21,130	8,099	12,244	4,202
	1982	101,256	22,506	21,660	18,703	11,349	9,523	2,706	2,091	1,845	11,179	7,680	6,543	2,954
Texas	1988	100,584	22,348	21,586	4,339	8,509	6,280	954	1,219	518	32,196	6,705	12,800	1,839
	1982	71,986	17,916	17,270	3,570	5,354	3,889	971	899	483	18,292	6,074	8,046	1,552
Vernon	1988	61,744	8,883	8,507	6,175	12,938	10,529	1,624	4,157	1,757	14,938	4,078	3,210	1,298
	1982	55,087	10,175	9,724	5,401	8,904	6,978	2,108	3,298	1,598	10,823	4,785	2,971	1,142
Warren	1988	47,511	12,528	12,380	5,627	4,968	4,166	566	1,531	944	9,320	4,866	3,562	388
	1982	36,832	11,242	11,088	4,439	2,715	2,246	662	953	617	5,327	4,577	3,152	389
Washington	1988	53,848	14,475	13,827	3,120	9,424	8,109	191	429	429	10,624	4,780	4,808	1,004
	1982	42,857	12,758	12,163	2,370	6,125	5,167	289	523	523	7,070	5,424	3,096	898
Wayne	1988	29,302	10,750	10,551	1,436	1,619		372	1,285	1,036	7,627	854	2,816	482
	1982	23,759	8,856	8,674	1,273	1,118		439	1,107	960	4,726	1,197	2,293	754
Webster	1988	62,690	17,713	16,916	6,265	4,072	3,646	1,086	1,364	499	10,788	10,457	3,078	1,048
	1982	46,489	11,705	11,155	3,865	3,900	3,409	986	994	394	6,403	9,998	2,130	1,241
Worth	1988	7,260	2,390	2,289	669	166		125	458	308	1,295	1,194	577	80
	1982	7,021	2,416	2,310	494	151		162	542	415	1,187	978	579	111
Wright	1988	35,646	9,953	9,790	2,312	8,377	6,438	721	716	716	5,360	1,304	1,826	1,266
	1982	33,570	10,683	10,488	1,758	6,616	4,951	770	739	739	4,277	1,376	1,551	1,499
TOTAL METRO COUNTIES	1988	24,611,355	4,475,161	4,249,084	2,593,307	3,538,611	3,207,930	1,092,216	1,030,237	478,977	6,035,329	1,887,076	1,400,824	668,172
	1982	15,801,025	3,419,143	3,240,755	1,591,288	2,157,789	1,932,627	811,180	629,771	334,080	2,985,040	1,598,935	700,937	464,836
TOTAL STATE	1988	32,870,251	6,338,273	6,051,104	3,221,763	4,580,173	4,007,640	1,323,187	1,280,480	616,248	8,009,696	2,659,541	2,053,063	843,104
	1982	21,655,411	4,887,753	4,658,383	2,036,689	2,789,671	2,402,358	1,015,368	821,621	451,232	4,062,785	2,298,908	1,100,268	613,992
MONTANA														
BILLINGS	1988	925,670	199,481	193,589	96,365	119,495	84,863	36,796	47,367	23,578	221,250	58,646	49,624	17,504
	1982	782,708	156,968	152,030	77,221	103,246	71,677	40,001	41,338	23,146	155,810	57,753	61,688	26,234
Yellowstone	1988	925,670	199,481	193,589	96,365	119,495	84,863	36,796	47,367	23,578	221,250	58,646	49,624	17,504
	1982	782,708	156,968	152,030	77,221	103,246	71,677	40,001	41,338	23,146	155,810	57,753	61,688	26,234
GREAT FALLS	1988	525,152	106,557	103,260	55,226	78,873	62,650	18,626	28,165	8,213	129,160	34,017	26,171	14,060
	1982	452,936	87,799	84,912	46,510	56,758	43,562	24,164	26,805	9,590	98,128	35,938	21,458	18,278
Cascade	1988	525,152	106,557	103,260	55,226	78,873	62,650	18,626	28,165	8,213	129,160	34,017	26,171	14,060
	1982	452,936	87,799	84,912	46,510	56,758	43,562	24,164	26,805	9,590	98,128	35,938	21,458	18,278
ALL COUNTIES														
Beaverhead	1988	34,480	11,086	10,489	3,484	792		1,646	1,623	1,291	6,587	3,864	2,724	550
	1982	36,284	9,666	9,126	4,038	643		2,036	2,281	1,959	7,948	2,918	2,961	609

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
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METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
MONTANA (continued)														
ALL COUNTIES (continued)														
Big Horn	1988	35,994	11,258	10,990	2,874	1,175		1,460	170	170	7,384	8,900	762	669
	1982	39,248	11,159	10,872	3,240	844		1,690	236	236	9,205	9,708	983	408
Blaine	1988	20,461	7,083	6,691	1,437			766	246	246	6,305	1,222	1,701	899
	1982	19,668	6,534	6,160	1,756			1,040	253	253	5,387	1,516	1,730	424
Broadwater	1988	8,880	3,861	3,839	1,191	376			161	100	529	494	718	865
	1982	10,483	3,481	3,455	1,533	121						2,559	673	806
Carbon	1988	20,034	5,862	5,789	3,343	192		512			2,323	1,119	2,402	2,830
	1982	24,763	11,163	11,005	4,228	57		691	184		2,624	2,249	1,215	612
Carter	1988	2,277	884	867	215	98						497	185	
	1982	4,005	1,512	1,481	386	140		123			56	554	835	132
Cascade	1988	525,152	106,557	103,260	55,226	78,873	62,650	18,626	28,165	8,213	129,160	34,017	26,171	14,060
	1982	452,936	87,799	84,912	46,510	56,758	43,562	24,164	26,805	9,590	98,128	35,938	21,458	18,278
Chouteau	1988	14,287	4,209	4,140	944	271		310	558	558	4,361	1,647	1,072	623
	1982	13,739	4,175	4,097	1,324	105		268	159	159	2,711	1,933	1,571	406
Custer	1988	78,098	29,850	29,766	9,331	5,621	4,750	3,802	1,838	866	4,868	10,435	4,922	3,751
	1982	75,326	18,362	18,275	8,924	4,645	3,827	4,557	2,157	1,108	7,928	11,630	9,515	2,474
Daniels	1988	5,578	1,400	1,358	703	104		253	136		1,311		1,205	359
	1982	8,371	1,941	1,877	1,130			372	73		2,342	125	758	905
Dawson	1988	48,492	13,862	13,727	4,488	3,641	2,436	1,954	1,628	978	7,797	7,920	2,441	2,134
	1982	77,787	16,454	16,261	6,222	3,040	1,997	5,718	2,883	1,994	14,638	15,754	6,882	2,232
Deer Lodge	1988	39,976	13,485	12,656	4,859	638		1,434	881	179	10,084	1,164	1,630	4,228
	1982	37,413	12,180	11,408	4,721	506		1,565	652	161	9,044	1,611	1,940	2,774
Fallon	1988	10,688	4,172	4,160	880	266		367	144	40	2,866	220	667	435
	1982	19,848	7,798	7,759	1,644	1,564		538	260	82	3,764	693	1,382	921
Fergus	1988	48,850	10,945	10,393	4,586	3,111		3,069	1,739	1,019	11,202	5,065	4,476	1,927
	1982	49,874	15,536	14,723	4,854	582		4,330	2,325	1,589	10,359	3,841	3,363	1,736
Flathead	1988	390,207	92,651	89,015	45,279	43,146	35,419	11,571	18,989	9,189	88,822	18,071	29,134	8,740
	1982	271,075	85,496	81,977	30,651	9,002	7,160	13,516	12,020	6,429	47,064	14,944	19,491	9,188
Gallatin	1988	357,232	68,390	65,348	37,851	24,442	18,519	14,584	16,232	5,469	72,392	40,247	27,213	16,644
	1982	272,682	51,244	48,867	29,091	19,285	14,476	13,245	17,086	6,883	45,069	29,878	24,077	8,943
Garfield	1988	4,472	1,966	1,940	388	290						277	1,102	449
	1982	2,747	1,413	1,391	444	129							280	127
Glacier	1988	47,622	11,428	10,264	4,464	2,477		3,028	1,107	1,047	9,592	6,174	5,410	1,752
	1982	49,454	11,871	10,641	4,193	2,762		3,684	1,093	1,055	8,642	6,892	5,504	1,483
Golden Valley	1988	1,027	756	690	271									
	1982	969	353	323	278						50	49		
Granite	1988	6,539	1,627	1,596	747			121			1,159	2,238		149
	1982	7,333	1,553	1,522	849			119			1,567	2,174	180	127
Hill	1988	90,963	25,490	23,730	9,102	9,906	5,376	5,436	4,198	1,688	16,194	7,513	5,218	2,581
	1982	93,629	21,964	20,405	8,860	7,540	3,861	6,938	2,824	1,191	16,076	7,725	8,045	5,664
Jefferson	1988	15,051	6,115	6,026	3,149	462			82	82	515	2,452	1,516	370
	1982	8,439	3,220	3,166	1,248	203		367	376	376	389	1,082	278	423
Judith Basin	1988	2,570	442	426	690	201			139		575	460		
	1982	4,495	1,452	1,397	795				60		628	787	167	
Lake	1988	84,075	25,462	24,767	8,503	2,129		1,954	1,568	193	14,350	14,447	5,897	4,315
	1982	63,474	21,247	20,627	7,230	1,602		2,794	1,357	180	11,276	6,199	4,347	2,015
Lewis and Clark	1988	304,054	80,207	76,944	33,611	33,368	20,256	7,609	14,805	9,547	47,504	24,113	12,948	8,757
	1982	247,977	66,427	63,597	29,652	13,542	7,874	18,368	11,873	8,365	47,553	17,266	15,841	8,241
Liberty	1988	6,369	2,657	2,600	485			223			859	408	198	1,338
	1982	7,286	2,544	2,484	564			101	67		2,695	426	45	371
Lincoln	1988	71,531	25,448	24,758	6,618	2,853		1,773	1,580	1,580	14,136	8,147	3,133	2,375
	1982	54,368	20,817	20,212	5,568	2,086		2,221	661	661	7,686	6,121	1,621	1,516
McCone	1988	5,914	3,032	3,022	331	104					301	1,396	249	501
	1982	10,652	6,795	6,770	388	86					276	2,613	216	
Madison	1988	14,173	4,295	4,078	2,719	115		216			505	1,760	1,932	817
	1982	14,956	3,859	3,653	2,606	46		222	149		1,208	2,258	1,783	820
Meagher	1988	5,157	2,078	2,047	1,074						1,262	182	106	111
	1982	7,119	2,629	2,584	743				48		2,009	780	239	97
Mineral	1988	11,982	4,377	4,349	1,961						654	2,121	381	437
	1982	10,637	3,129	3,104	1,700				644	644	488	1,946	275	159
Missoula	1988	583,283	113,468	109,263	59,170	69,183	59,728	23,611	28,456	11,533	136,508	50,031	32,562	10,982
	1982	430,909	90,250	86,733	43,470	42,911	36,323	22,579	20,980	9,898	88,914	48,410	17,800	12,319
Musselshell	1988	12,841	4,835	4,769	1,294	313		363	586	586	1,121	2,665	1,092	
	1982	12,835	4,681	4,609	1,711	474		246	335	335	911	2,634	885	43

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			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
MONTANA (continued)														
ALL COUNTIES (continued)														
Park	1988	61,794	19,252	17,920	5,966	561		2,573	1,028	164	11,500	8,271	2,174	2,393
	1982	53,904	15,284	14,198	8,125	489		2,639	1,035	184	7,829	7,219	2,871	2,193
Petroleum	1988	450	105	77	53							292		
	1982	767	60	44	313							255		
Phillips	1988	19,678	5,310	5,075	2,150	867		967	172		3,965	2,068	2,505	1,386
	1982	21,996	5,232	4,990	2,526	862		1,401	118		3,682	3,874	2,245	992
Pondera	1988	25,088	5,316	5,106	1,936	711		1,108	837	837	10,359	2,100	855	1,071
	1982	27,831	6,906	6,622	1,855	1,265		1,475	1,142	1,142	10,943	1,252	1,129	1,101
Powder River	1988	2,981			428			138			808	680	149	83
	1982	5,520			689			186			2,744	755	150	556
Powell	1988	23,225	7,614	7,547	2,585	670		193			6,611	1,398	1,596	837
	1982	23,428	6,074	6,009	2,776	428		444	468	468	4,302	3,743	1,401	859
Prairie	1988	1,407	75	73	341						500		182	53
	1982	3,686	766	743	561	108					1,103		717	103
Ravalli	1988	74,914	26,436	25,468	7,981	1,913		3,038	1,999	871	10,938	7,091	7,585	3,258
	1982	53,781	15,888	15,277	6,827	1,432		3,387	1,273	576	8,000	5,976	4,389	1,712
Richland	1988	51,944	7,868	7,759	5,603	4,744		3,055	2,509	396	13,719	3,152	4,549	1,945
	1982	88,363	19,942	19,624	10,376	5,663		4,058	3,260	682	19,391	9,219	9,612	2,257
Roosevelt	1988	49,951	14,929	14,851	2,770	1,261		1,891	340	340	9,071	11,992	4,370	1,483
	1982	57,212	10,757	10,679	5,989	2,125		2,674	617	617	14,414	11,928	3,985	1,031
Rosebud	1988	35,513	12,501	12,328	3,088	547		794	589	589	8,841	5,490	1,896	648
	1982	40,656	15,646	15,399	4,838	1,059		237	187	187	9,625	3,109	2,549	332
Sanders	1988	19,576	8,720	8,212	2,142	242		119			944	3,933	1,232	1,256
	1982	17,204	7,774	7,307	2,238	643		235	174		763	1,083	1,303	1,004
Sheridan	1988	22,627	5,998	5,956	3,523	112		1,609	1,449	39	2,154	1,743	2,691	1,263
	1982	24,683	7,275	7,209	4,346			2,150	2,056	67	950	3,332	3,577	416
Silver Bow	1988	210,171	45,192	40,896	26,899	15,135	9,446	5,583	12,900	6,309	43,695	18,522	12,810	12,676
	1982	182,373	49,101	44,345	21,894	14,402	8,374	6,016	10,664	5,825	28,337	19,204	9,455	8,529
Stillwater	1988	27,328	5,491	5,092	2,134	484		577	255	255	3,437	11,761	2,434	606
	1982	19,115	1,248	1,156	1,350	635		525	274	274	3,474	8,165	1,838	549
Sweet Grass	1988	13,575	851	832	1,623			272	164		4,843	3,291	963	800
	1982	11,390	2,822	2,753	887	220		707	100		1,237	3,195	1,515	389
Teton	1988	14,758	3,816	3,695	896	222		264	203	203	4,760	1,575	1,705	978
	1982	16,547	4,294	4,150	1,281	1,184		394	202	202	5,012	1,736	1,412	466
Toole	1988	18,155	5,938	5,839	2,975			1,072	675	675	2,086	2,273	788	1,529
	1982	21,612	5,788	5,681	3,679	412		1,286	644	644	2,059	3,910	1,290	870
Treasure	1988	766	125	117	130							334	177	
	1982	661	289	270	93							167	112	
Valley	1988	37,827	9,901	9,201	3,754	2,728		1,513	805	805	7,270	5,194	2,249	1,923
	1982	48,700	10,826	10,041	4,334	2,445		1,302	1,366	1,366	8,196	10,174	4,254	1,077
Wheatland	1988	4,805	2,248	2,226	420			360			695	654	356	
	1982	6,530	2,064	2,041	505	87		508	106	106	1,007	1,452	302	280
Wibaux	1988	616			101							515		
	1982	5,721	1,766	1,743	638	513			146	146		1,974	174	125
Yellowstone	1988	925,670	199,481	193,589	96,365	119,495	84,863	36,796	47,367	23,578	221,250	58,646	49,624	17,504
	1982	782,708	156,968	152,030	77,221	103,246	71,677	40,001	41,338	23,146	155,810	57,753	61,688	26,234
TOTAL METRO COUNTIES	**1988**	**1,450,822**	**306,038**	**296,849**	**151,591**	**198,368**	**147,513**	**55,422**	**75,532**	**31,791**	**350,410**	**92,663**	**75,795**	**31,564**
	1982	1,235,644	244,767	236,942	123,731	160,004	115,239	64,165	68,143	32,736	253,938	93,691	83,146	44,512
TOTAL STATE	**1988**	**4,551,128**	**1,066,405**	**1,045,616**	**485,131**	**433,839**	**303,443**	**166,610**	**196,323**	**89,635**	**968,722**	**410,241**	**280,057**	**145,340**
	1982	3,955,199	955,474	917,788	423,892	305,891	199,131	201,117	173,011	88,780	745,513	402,688	272,308	135,328
NEBRASKA														
LINCOLN	**1988**	**1,274,967**	**247,440**	**237,493**	**154,050**	**173,730**	**137,616**	**65,819**	**59,856**	**29,263**	**260,036**	**76,114**	**74,829**	**44,963**
	1982	923,287	185,074	177,281	104,038	127,890	99,573	51,821	38,335	21,398	161,713	81,091	54,094	33,653
Lancaster	1988	1,274,967	247,440	237,493	154,050	173,730	137,616	65,819	59,856	29,263	260,036	76,114	74,829	44,963
	1982	923,287	185,074	177,281	104,038	127,890	99,573	51,821	38,335	21,398	161,713	81,091	54,094	33,653
OMAHA	**1988**	**4,402,049**	**827,048**	**789,739**	**497,152**	**539,899**	**501,897**	**197,212**	**336,557**	**240,760**	**972,206**	**369,476**	**275,087**	**128,688**
	1982	2,919,090	607,436	578,792	308,704	377,294	347,012	140,213	176,150	135,809	543,054	311,005	153,128	94,209
Douglas	1988	3,311,816	640,995	610,252	400,994	403,847	378,538	165,445	319,349	235,394	674,372	192,509	221,315	91,158
	1982	2,200,852	461,779	438,759	243,372	287,785	266,142	118,384	165,214	132,107	390,153	171,046	122,656	70,084

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NEBRASKA (continued)														
OMAHA (continued)														
Sarpy	1988	348,133	65,778	63,052	30,307	65,730	65,039	9,738	5,647	464	37,532	43,838	13,938	6,955
	1982	254,211	54,708	52,337	23,318	51,887	51,133	8,619	3,643	403	45,762	38,596	9,595	5,516
Washington	1988	53,697	9,097	8,183	6,476	2,852		1,425	1,344	199	18,166	4,678	4,575	559
	1982	46,414	9,243	8,299	4,980	3,032		1,573	1,453	253	11,811	5,757	3,833	585
Pottawattamie, Iowa	*1988*	*688,403*	*111,178*	*108,252*	*59,375*	*67,470*	*58,310*	*20,604*	*10,217*	*4,703*	*192,136*	*128,451*	*35,259*	*30,016*
	1982	*417,413*	*81,706*	*79,397*	*37,034*	*34,590*	*29,737*	*11,637*	*5,840*	*3,046*	*95,328*	*95,606*	*17,044*	*18,024*
ALL COUNTIES														
Adams	1988	205,247	32,382	31,533	21,298	43,769	22,659	9,351	6,353	2,911	52,256	9,912	13,059	5,278
	1982	151,288	21,519	20,718	15,096	29,489	14,851	10,531	4,963	2,558	32,704	11,763	10,580	3,555
Antelope	1988	43,121	4,842	4,570	3,711	1,346		266	608	224	19,647	4,768	4,127	1,046
	1982	28,943	4,136	3,895	1,887	1,148		343	533	188	10,326	4,972	2,773	736
Arthur	1988	1,551	893	885	205							453		
	1982	830	435	430	87							308		
Banner	1988	112										112		
	1982	75										75		
Blaine	1988	2,251	94	69	113						459	39	283	
	1982	1,770	90	66	78						278	47	220	
Boone	1988	45,399	9,897	9,376	3,695	2,903		1,096	480	480	17,248	2,472	4,614	852
	1982	28,256	6,472	6,120	1,954	2,438		907	449	449	7,938	2,493	3,071	641
Box Butte	1988	63,256	18,945	18,137	6,270	4,397		2,925	1,566	1,382	14,950	1,751	4,130	2,435
	1982	53,126	17,643	16,856	4,657	3,344		3,136	1,171	1,068	9,520	3,211	3,065	2,136
Boyd	1988	7,560	2,743	2,561	619	275		68	128		1,196	485	1,374	
	1982	5,889	2,067	1,925	502	252		88	119		770	867	783	
Brown	1988	22,563	6,473	6,142	2,599	318		305	446	135	6,939	714	2,488	375
	1982	16,549	5,061	4,793	1,604	330		410	477	178	4,355	669	1,695	414
Buffalo	1988	275,171	53,153	50,503	37,116	24,928	20,225	17,667	10,804	7,260	73,472	22,976	14,342	3,724
	1982	190,260	40,597	38,496	22,803	15,291	12,117	12,332	8,752	6,586	39,777	21,979	11,575	2,847
Burt	1988	43,322	9,225	9,099	4,214	1,266		1,551	2,860	1,391	8,445	6,427	3,818	1,911
	1982	26,497	6,439	6,339	2,076	868		1,101	2,104	1,211	3,887	4,953	2,114	1,166
Butler	1988	20,645	4,879	4,698	1,945	980		116	479	84	3,073	3,677	3,416	634
	1982	17,996	4,363	4,193	1,428	995		165	489	101	2,206	4,241	1,997	795
Cass	1988	57,260	14,158	13,814	7,260	1,603		268	367	157	19,051	7,527	3,792	770
	1982	45,647	11,412	11,113	5,017	1,977		399	417	204	11,150	8,903	3,122	719
Cedar	1988	30,219	7,757	7,200	2,459	306		330	903	134	5,755	4,314	6,202	597
	1982	23,981	5,373	4,978	2,034	353		467	621	96	3,637	4,706	4,820	590
Chase	1988	29,773	8,346	8,289	1,519	292		463	716		14,806	1,613	676	616
	1982	21,408	7,310	7,048	1,141	351		519	615		7,787	1,605	830	804
Cherry	1988	51,670	13,634	12,641	3,427	4,202		2,144	2,104	1,808	13,618	4,874	2,387	532
	1982	31,172	7,792	7,210	1,867	2,831		1,537	1,275	1,155	6,052	4,149	1,687	539
Cheyenne	1988	142,894	15,415	14,642	5,910	12,895		2,749	2,382	2,382	14,823	6,538	3,183	5,072
	1982	80,571	11,018	10,445	3,390	6,558		2,317	1,046	1,046	9,099	5,611	2,068	2,701
Clay	1988	31,417	7,216	6,765	2,846	196		109	367		13,856	2,448	3,105	65
	1982	17,455	4,414	4,129	1,561	118		109	324		5,594	2,365	1,609	67
Colfax	1986	35,202	9,258	8,241	5,418	3,527		550	415	415	8,139	2,918	3,049	189
	1982	29,028	8,049	7,151	3,750	2,494		622	502	502	5,830	3,490	2,568	286
Cuming	1988	66,729	14,263	14,201	5,339	744		2,657	592	213	21,902	10,533	4,097	1,207
	1982	39,685	9,049	8,992	2,677	660		1,881	522	220	11,231	7,269	2,280	911
Custer	1988	88,042	17,206	16,114	5,371	10,325		2,609	2,262	555	24,091	10,197	6,317	3,323
	1982	52,379	11,132	10,405	3,029	5,003		2,356	1,378	380	11,470	7,314	3,915	2,240
Dakota	1988	71,520	12,638	11,750	10,515	533		440	5,237	1,294	15,073	9,262	4,521	1,453
	1982	53,422	11,006	10,211	7,205	508		578	2,990	833	8,308	10,240	2,956	1,347
Dawes	1998	53,186	13,135	12,153	5,786	2,210		1,520	1,070	1,070	16,875	2,305	3,066	1,466
	1982	43,559	11,506	10,624	4,618	1,660		2,494	1,383	1,383	10,011	2,863	2,466	1,222
Dawson	1988	164,834	29,593	28,782	15,341	8,848		4,861	4,375	3,098	42,336	23,317	12,164	5,239
	1982	107,769	21,838	21,198	7,986	6,489		4,316	3,156	2,433	20,738	18,084	9,393	3,390
Deuel	1988	30,610	944	873	5,149			172	644	644	4,587	16,998	1,466	186
	1982	20,270	605	560	2,471			179	510	510	2,111	12,908	901	181
Dixon	1988	11,458	3,050	2,835	1,726	166		281	233	233	2,682	597	1,952	297
	1982	8,933	2,266	2,103	1,282	171		352	211	211	1,607	1,045	1,051	385
Dodge	1988	238,110	51,325	49,639	23,492	23,685	18,514	6,672	6,600	2,724	77,775	13,421	13,502	7,058
	1982	179,084	38,890	37,536	18,018	17,437	13,384	6,571	5,097	2,434	46,518	14,734	9,865	5,709
Douglas	1988	3,311,816	640,995	610,252	400,994	403,847	378,538	165,445	319,349	235,394	674,372	192,509	221,315	91,158
	1982	2,200,852	461,779	438,759	243,372	287,785	266,142	118,384	165,214	132,107	390,153	171,046	122,656	70,084

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 / U S CENSUS 1982 — METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
NEBRASKA (continued)														
ALL COUNTIES (continued)														
Dundy	1988	13,216	2,127	1,930	1,038	513		501	133		5,804	384	1,341	196
	1982	7,547	1,460	1,322	589	397		450	107		1,965	468	912	169
Fillmore	1988	43,386	6,970	6,518	5,659	5,667		2,049	1,826		7,236	2,355	7,152	1,079
	1982	23,938	4,450	4,153	3,115	2,465		1,278	788		3,033	2,596	3,367	871
Franklin	1988	16,397	4,048	3,949	1,689	215		186	283	283	3,477	959	2,524	274
	1982	11,712	3,283	3,196	1,125	221		234	257	257	2,052	1,171	1,548	299
Frontier	1988	12,560	2,477	2,427	643						4,530	620	2,309	166
	1982	7,695	1,451	1,419	307						1,957	762	1,534	134
Furnas	1988	30,238	7,755	7,254	2,276	372		115	1,427	933	12,227	1,934	1,773	1,042
	1982	20,675	5,804	5,419	1,574	402		154	831	608	6,759	1,702	1,265	852
Gage	1988	141,968	22,858	22,153	12,494	12,251	9,054	7,643	4,084	1,044	42,958	11,852	9,540	3,800
	1982	101,343	21,738	21,027	8,023	8,040	5,868	6,797	2,902	993	22,506	12,231	6,005	2,763
Garden	1988	6,705	2,146	2,011	990	163		47	111		352	557	584	203
	1982	6,004	1,719	1,608	853	179		68	129		223	954	675	283
Garfield	1988	20,770	5,283	5,062	258			328	220	220	2,155	5,087	4,538	558
	1982	10,282	2,492	2,384	124			153	137	137	1,021	3,523	1,377	423
Gosper	1988	4,249	1,060	1,029	1,274							511	1,081	
	1982	2,818	769	746	625							517	634	
Grant	1988	4,184	576	514	623	502			467		123	66	1,612	
	1982	2,606	552	491	292	330			311		86	65	741	
Greeley	1988	14,333	2,667	2,575	1,127	723		252	88		1,917	3,050	2,308	633
	1982	9,676	1,294	1,247	522	449		240	55		923	3,693	1,430	467
Hall	1988	412,016	44,582	42,162	43,377	80,159	75,809	25,891	25,434	13,908	101,642	28,032	28,615	6,079
	1982	296,700	38,324	36,172	28,963	60,164	56,781	20,753	13,193	8,180	59,926	27,271	20,159	4,886
Hamilton	1988	35,412	7,055	6,687	2,530	2,551		1,064	1,375	297	10,806	2,718	3,457	2,325
	1982	26,511	4,989	4,721	1,573	2,223		899	1,222	316	6,240	4,198	2,212	1,664
Harlan	1988	23,077	4,147	3,882	2,216	971		782	750	501	7,782	1,817	3,164	315
	1982	14,766	2,846	2,659	1,532	898		635	709	495	3,619	770	1,891	369
Hayes	1988	5,149	2,034	1,783	972							1,243		
	1982	2,810	977	855	411							677		
Hitchcock	1988	8,080	2,432	2,326	742			41	116		723	119	2,500	86
	1982	5,390	1,694	1,617	499			47	87		532	48	1,298	81
Holt	1988	84,642	17,667	16,789	4,781	7,293		3,047	2,308	927	26,578	8,158	7,177	1,590
	1982	60,729	12,314	11,678	2,636	4,317		2,236	1,360	662	10,362	7,602	4,282	1,079
Hooker	1988	3,382	1,061	1,040	158	171					1,099	323	235	70
	1982	2,751	1,036	1,014	99	154					514	427	181	74
Howard	1988	25,667	5,990	4,943	2,334	754		412	1,594	1,594	6,400	2,562	2,575	376
	1982	16,181	3,468	2,855	1,262	572		382	1,241	1,241	2,832	2,989	1,521	357
Jefferson	1988	53,638	10,332	8,761	3,345	9,105	5,782	1,596	3,773	1,132	13,506	4,419	2,846	1,596
	1982	39,533	8,448	7,150	2,413	4,883	2,990	1,847	2,216	747	8,471	4,939	2,217	1,289
Johnson	1988	19,414	2,108	1,975	2,226	1,177		263	928	207	2,638	6,287	1,751	529
	1982	14,473	1,876	1,755	1,179	890		307	711	177	1,225	5,341	1,425	572
Kearney	1988	28,001	1,258	1,067	3,634	1,991		206	2,640	586	5,024	2,462	7,310	676
	1982	18,969	1,039	880	2,226	1,681		165	2,291	520	2,434	1,831	4,370	790
Keith	1988	119,244	15,236	14,833	8,517	5,750		3,015	3,528	1,910	36,569	29,177	10,190	1,353
	1982	67,742	10,069	9,783	4,495	3,860		2,254	2,443	1,450	16,263	19,090	5,370	844
Keya Paha	1988	3,228	757	704	309							1,088		
	1982	2,136	446	415	137							902		
Kimball	1988	28,973	7,630	7,255	2,680	1,195		574	1,395		8,664	2,021	1,487	518
	1982	24,344	6,505	6,173	2,209	1,169		756	1,403		5,308	2,477	1,520	643
Knox	1988	33,209	7,084	6,225	3,672	779		364	645	141	9,711	3,099	4,077	490
	1982	26,930	6,053	5,309	2,940	549		590	677	140	5,549	3,786	3,376	394
Lancaster	1988	1,274,967	247,440	237,493	154,050	173,730	137,616	65,819	59,856	29,263	260,036	76,114	74,829	44,963
	1982	923,287	185,074	177,281	104,038	127,890	99,573	51,821	38,335	21,398	161,713	81,091	54,094	33,653
Lincoln	1988	240,483	38,519	37,024	25,233	37,994	31,190	11,148	10,049	4,821	55,793	22,968	11,391	9,604
	1982	189,656	32,678	31,348	15,826	27,136	21,784	10,311	7,606	4,129	36,675	26,984	10,040	6,431
Logan	1988	1,042	246	242	183	325						169	119	
	1982	810	202	199	131	241						142	94	
Loup	1988	657	387	382	80								190	
	1982	618	371	365	76								171	
McPherson	1988	2,008	1,482	1,443								526		
	1982	1,079	685	665								394		
Madison	1988	241,975	53,011	51,520	18,597	32,879	28,283	15,378	22,872	10,577	46,696	17,089	12,413	6,474
	1982	173,104	39,786	38,591	13,382	19,899	16,918	12,668	12,606	6,910	27,441	16,697	10,307	5,491

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

SaMM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
NEBRASKA (continued)														
ALL COUNTIES (continued)														
Merrick	1988	43,638	11,770	11,153	3,329	282		436	443	296	4,560	15,325	5,881	282
	1982	26,422	6,900	6,525	1,850	239		514	373	252	2,306	10,327	2,688	255
Morrill	1988	16,191	3,182	2,986	1,029	1,374		157	133	133	7,284	912	1,002	113
	1982	14,162	3,114	2,917	939	1,429		245	168	168	4,787	1,207	1,098	163
Nance	1988	10,244	3,970	3,885	1,750	367		165	151	151	621	1,211	1,516	73
	1982	7,079	2,828	2,762	892	285		180	138	138	322	874	1,073	80
Nemaha	1988	31,226	6,774	6,370	3,355	2,484		729	378	111	8,710	3,494	3,077	841
	1982	26,638	5,771	5,417	2,934	2,599		827	397	126	5,717	4,008	2,230	769
Nuckolls	1988	27,266	7,187	6,850	1,721	1,562		1,352	628	379	2,709	4,072	1,602	601
	1982	24,481	6,232	5,927	1,327	1,691		1,339	584	412	2,159	4,727	1,289	783
Otoe	1988	97,971	24,282	22,180	7,001	10,277		3,895	1,666	666	30,208	8,718	4,091	2,653
	1982	67,612	18,033	16,440	4,599	5,693		3,156	1,146	466	17,216	9,079	3,190	1,756
Pawnee	1988	14,508	3,214	3,006	1,018			142	654	654	3,898	1,684	2,772	445
	1982	10,353	2,427	2,266	547			141	427	427	2,669	1,978	1,220	360
Perkins	1988	12,305	1,719	1,658	653	589		383	77		2,187	798	4,651	233
	1982	8,408	1,565	1,505	387	438		400	0		954	912	2,721	218
Phelps	1988	84,586	16,509	15,299	4,832	2,477		2,341	4,012	3,074	26,930	4,065	11,109	2,888
	1982	51,714	10,766	9,957	2,646	2,206		2,737	2,339	1,891	11,637	5,414	6,109	1,813
Pierce	1988	33,946	6,049	5,708	3,399	174		151	640	487	8,417	9,989	3,183	321
	1982	24,357	3,798	3,577	2,239	170		198	473	385	5,971	8,223	1,671	241
Platte	1988	169,241	35,489	33,566	21,375	19,927	18,014	13,492	6,164	2,901	34,949	9,500	9,976	3,275
	1982	128,042	28,928	27,306	14,017	13,382	11,924	9,839	4,987	2,770	23,120	9,947	7,807	2,519
Polk	1988	22,695	4,131	3,953	2,146	2,513		880	94		2,293	4,722	2,102	936
	1982	15,076	2,545	2,430	974	1,808		869	79		1,019	3,898	958	967
Red Willow	1988	106,961	18,662	17,630	11,011	12,615	8,020	8,080	4,513	1,936	34,330	4,361	4,441	2,549
	1982	78,331	15,989	15,074	7,016	8,004	4,917	6,836	3,361	1,647	20,699	5,343	3,738	1,737
Richardson	1988	52,689	13,670	13,479	4,124	4,391		2,744	2,513	1,588	12,564	3,239	3,239	1,929
	1982	40,707	10,439	10,273	2,923	3,474		2,268	1,636	1,144	9,067	3,757	2,211	1,365
Rock	1988	10,614	1,261	1,252	1,238	310		133			2,770	1,454	2,129	450
	1982	7,462	1,179	1,167	604	235		117			1,694	1,630	1,187	359
Saline	1988	66,903	15,990	15,169	6,025	8,163		595	7,031	7,031	7,259	8,222	3,210	3,252
	1982	43,401	9,378	8,879	4,164	4,625		591	4,959	4,959	4,005	6,558	2,143	1,946
Sarpy	1988	348,133	65,778	63,052	30,307	65,730	65,039	9,738	5,647	464	87,532	43,838	13,938	6,955
	1982	254,411	54,708	52,337	23,318	51,887	51,133	8,619	3,643	403	45,762	38,596	9,595	5,516
Saunders	1988	67,582	20,305	19,490	6,109	2,317		1,342	5,178	4,640	11,851	6,762	4,706	909
	1982	50,019	14,358	13,755	3,912	2,081		1,264	5,160	4,683	6,713	7,728	2,576	876
Scotts Bluff	1988	268,703	70,301	66,932	26,535	27,891	24,837	13,404	10,872	7,497	58,141	20,364	18,906	3,385
	1982	205,899	53,451	50,788	16,481	18,524	16,167	12,683	7,929	5,970	40,819	20,244	15,103	3,313
Seward	1988	67,973	13,032	12,348	7,130	8,267		1,427	3,822	2,660	15,480	9,073	4,304	2,142
	1982	50,661	10,038	9,492	4,672	4,843		1,761	2,740	2,124	9,345	9,609	3,264	1,542
Sheridan	1988	46,451	13,276	12,503	4,124	373		2,961	738	738	7,697	4,151	3,423	1,625
	1982	33,577	9,319	8,759	2,905	357		2,614	711	711	5,229	4,068	1,963	1,259
Sherman	1988	10,346	2,050	1,929	1,128			92	830	830	1,208	1,780	1,408	272
	1982	7,514	1,475	1,385	598			110	636	636	992	1,690	734	301
Sioux	1988	3,485	405	399	92	1,501		108			760	197	422	
	1982	2,447	333	328	71	960		99			453	233	298	
Stanton	1988	7,430	1,044	988	2,949	207			65		371	1,244	970	
	1982	5,359	796	752	1,488	143			50		251	1,656	467	
Thayer	1988	45,401	10,972	10,899	3,582	1,210		191	77		8,902	14,431	1,089	1,430
	1982	30,264	6,426	6,371	1,902	870		214	64		4,168	12,404	668	1,243
Thomas	1988	3,763	500	438	531						1,421	232	377	
	1982	3,284	553	482	349						1,029	339	301	
Thurston	1988	27,601	9,063	8,857	2,473	648		455	688	688	8,362	10,403	1,900	911
	1982	19,629	3,620	3,530	884	305		316	330	330	2,798	8,496	986	607
Valley	1988	29,813	6,550	6,252	1,772	3,278		397	251		4,814	1,876	4,779	1,417
	1982	19,170	4,675	4,454	1,028	1,600		497	267		3,036	1,463	2,508	822
Washington	1988	53,697	9,097	8,183	6,476	2,852		1,425	1,344	199	18,166	4,678	4,575	559
	1982	46,414	9,243	8,299	4,980	3,032		1,573	1,453	253	11,811	5,757	3,833	585
Wayne	1988	45,205	10,527	10,010	5,396	5,636		870	932	372	12,006	2,420	3,763	969
	1982	34,236	7,308	6,936	3,779	3,356		1,039	783	352	8,618	2,354	3,278	1,220
Webster	1988	15,335	1,605	1,464	1,818			615	677	313	5,387	1,521	2,310	854
	1982	10,371	1,155	1,050	961			596	566	290	2,546	1,871	1,378	738
Wheeler	1988	1,008	353	313	540									
	1982	859	312	277	424									

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
NEBRASKA (continued)														
ALL COUNTIES (continued)														
York	1988	96,665	19,362	18,847	11,219	8,820	5,826	4,594	1,523	106	24,535	5,496	9,525	2,272
	1982	67,330	15,307	14,870	6,765	5,442	3,425	3,520	1,063	102	14,600	5,917	6,894	1,655
TOTAL METRO COUNTIES	**1988**	**5,060,133**	**975,948**	**930,730**	**602,342**	**646,692**	**581,193**	**242,867**	**391,433**	**266,614**	**1,055,179**	**326,601**	**319,178**	**145,088**
	1982	3,478,386	721,810	686,887	382,913	471,102	416,848	180,975	211,635	154,994	617,747	306,730	193,134	111,185
TOTAL STATE	**1988**	**10,046,783**	**1,958,963**	**1,866,770**	**1,078,231**	**1,127,026**	**849,406**	**438,630**	**578,983**	**370,246**	**2,298,194**	**811,198**	**691,909**	**265,019**
	1982	6,995,198	1,458,722	1,387,077	687,141	797,237	597,974	352,321	342,467	234,858	1,321,138	768,975	449,255	203,351
NEVADA														
LAS VEGAS	**1988**	**4,784,603**	**1,016,542**	**974,138**	**562,426**	**536,076**	**482,541**	**240,149**	**209,967**	**88,045**	**1,061,162**	**279,847**	**282,000**	**143,648**
	1982	3,064,241	683,124	653,327	337,055	363,820	323,349	170,378	135,644	66,399	566,823	280,391	142,959	109,531
Clark	1988	4,784,603	1,016,542	974,138	562,426	536,076	482,541	240,149	209,967	88,045	1,061,162	279,847	282,000	143,648
	1982	3,064,241	683,124	653,327	337,055	363,820	323,349	170,378	135,644	66,399	566,823	280,391	142,959	109,531
RENO	**1988**	**2,127,787**	**383,653**	**370,305**	**179,259**	**313,689**	**292,938**	**80,096**	**88,382**	**43,232**	**499,923**	**129,334**	**124,399**	**84,512**
	1982	1,506,102	313,275	301,774	143,100	205,447	190,470	69,103	55,906	31,863	275,679	146,483	75,899	44,095
Washoe	1988	2,127,787	383,653	370,305	179,259	313,689	292,938	80,096	88,382	43,232	499,923	129,334	124,399	84,512
	1982	1,506,102	313,275	301,774	143,100	205,447	190,470	69,103	55,906	31,863	275,679	146,483	75,899	44,095
ALL COUNTIES														
Carson City	1988	383,962	86,245	83,676	30,275	41,331	38,118	5,152	21,442	13,679	105,442	22,522	39,358	14,136
	1982	216,913	54,884	53,144	19,793	15,398	13,982	4,908	7,189	5,075	42,672	20,626	14,285	13,307
Churchill	1988	94,013	23,411	22,903	12,190	1,578		3,544	1,495	1,306	22,622	8,637	8,897	6,045
	1982	67,210	21,853	21,336	5,401	1,153		2,770	2,009	1,817	16,786	9,204	3,030	124
Clark	1988	4,784,603	1,016,542	974,138	562,426	536,076	482,541	240,149	209,967	88,045	1,061,162	279,847	282,000	143,648
	1982	3,064,241	683,124	653,327	337,055	363,820	323,349	170,378	135,644	66,399	566,823	280,391	142,959	109,531
Douglas	1988	113,305	28,125	27,409	21,292	160		6,246	3,330	2,672	6,738	17,123	9,245	6,914
	1982	85,233	23,518	22,875	7,279	61		7,173	3,068	2,556	4,569	18,411	3,602	1,762
Elko	1988	136,052	31,415	30,885	13,803	4,887	4,020	3,502	3,832	2,228	28,392	21,619	9,206	11,843
	1982	115,884	26,316	25,820	11,240	2,833	2,231	3,186	2,304	1,395	20,358	27,597	4,732	5,985
Esmeralda	1988	2,978	145	106	157	883						1,661		
	1982	3,284	50	37	426	648						1,838	258	
Eureka	1988	2,750	972	943	759				186	116		833		
	1982	2,839	851	823	483						196	1,194		
Humboldt	1988	73,504	16,494	16,163	6,481	1,401		3,204	1,098	853	14,537	16,645	6,567	1,791
	1982	75,458	20,099	19,657	7,973	750		2,729	900	755	6,567	24,360	6,287	
Lander	1988	12,612	5,222	5,114	1,310			161			1,380	2,356	1,209	698
	1982	15,403	5,093	4,978	2,548			138	130		1,116	3,608	1,316	801
Lincoln	1988	6,668	2,205	2,151	326	1,837					106	1,727		467
	1982	8,316	2,054	1,998	1,155	1,603			60		337	2,455		262
Lyon	1988	60,205	21,271	20,655	5,007	729		417	1,036	443	5,327	15,850	3,832	1,275
	1982	45,458	16,572	16,069	3,694	1,004		787	794	428	6,229	5,533	3,298	871
Mineral	1988	26,874	9,656	9,555	1,442	969		671			5,953	3,160	550	1,258
	1982	21,832	7,009	6,922	1,334	1,569		352	101		2,509	3,680	1,113	356
Nye	1988	49,330	17,794	17,288	5,849	467		132	85		7,060	6,592	6,876	1,394
	1982	40,398	13,074	12,681	2,906	326		379	161		5,319	7,774	4,281	999
Pershing	1988	22,079	4,859	4,815	2,076	1,223					1,160	10,743	905	278
	1982	27,823	4,973	4,918	2,328	529		214	64		1,569	15,916	592	93
Storey	1988	5,674	569	496	3,059							199		
	1982	4,428	589	512	1,492				74		127	270	49	
Washoe	1988	2,127,787	383,653	370,305	179,259	313,689	292,938	80,096	88,382	43,232	499,923	129,334	124,399	84,512
	1982	1,506,102	313,275	301,774	143,100	205,447	190,470	69,103	55,906	31,863	275,679	146,483	75,899	44,095
White Pine	1988	45,501	5,555	5,410	4,453	1,266		1,660	1,396	1,229	9,110	8,270	3,024	1,530
	1982	42,072	13,170	12,800	4,168	1,917		1,957	1,012	931	6,369	5,463	3,404	1,235
TOTAL METRO COUNTIES	**1988**	**6,912,390**	**1,400,195**	**1,344,443**	**781,685**	**849,765**	**775,479**	**320,245**	**298,349**	**131,277**	**1,561,085**	**409,181**	**406,399**	**228,160**
	1982	4,570,343	996,399	938,101	480,213	569,267	513,819	239,481	191,550	98,262	842,502	426,874	218,858	153,626
TOTAL STATE	**1988**	**7,947,897**	**1,654,133**	**1,592,312**	**880,164**	**906,696**	**817,617**	**344,934**	**332,249**	**153,803**	**1,768,912**	**547,118**	**496,068**	**275,789**
	1982	5,343,074	1,206,608	1,139,443	553,069	597,058	530,732	264,074	209,416	111,219	957,225	574,803	265,105	179,421

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
NEW HAMPSHIRE														
MANCHESTER - NASHUA	**1988**	**3,478,783**	**605,012**	**571,948**	**286,416**	**554,411**	**437,832**	**164,902**	**181,870**	**102,300**	**803,811**	**185,739**	**204,152**	**73,144**
	1982	1,683,090	352,099	332,194	132,455	244,503	190,571	88,656	74,395	46,927	307,521	130,352	86,364	42,727
Hillsborough	1988	3,478,783	605,012	571,948	286,416	554,411	437,832	164,902	181,870	102,300	803,811	185,739	204,152	73,144
	1982	1,683,090	352,099	332,194	132,455	244,503	190,571	88,656	74,395	46,927	307,521	130,352	86,364	42,727
PORTSMOUTH - DOVER - ROCHESTER	**1988**	**3,176,212**	**663,535**	**618,764**	**283,433**	**231,712**	**205,376**	**122,182**	**98,766**	**49,153**	**772,511**	**168,824**	**278,541**	**75,139**
	1982	1,629,826	388,266	361,362	135,866	124,817	109,052	79,040	63,950	35,765	299,432	125,672	100,487	43,676
Rockingham	1988	2,479,131	491,958	457,655	228,556	198,936	176,893	91,422	76,598	40,651	597,778	127,282	231,315	58,361
	1982	1,239,540	286,165	265,681	105,536	104,886	92,015	60,994	52,265	30,754	222,343	92,090	79,270	32,326
Strafford	1988	697,081	171,577	161,109	54,877	32,776	28,483	30,760	22,168	8,502	174,733	41,542	47,226	16,778
	1982	390,286	102,101	95,681	30,330	19,931	17,017	18,046	11,685	5,011	77,089	33,582	21,217	11,350
ALL COUNTIES														
Belknap	1988	635,647	138,660	133,855	55,863	31,215	23,038	20,147	24,056	11,352	188,823	29,661	51,934	12,538
	1982	296,207	75,757	72,986	24,518	16,102	11,374	10,829	10,340	5,225	66,912	20,545	20,966	6,473
Carroll	1988	361,450	75,013	70,434	44,008	21,671	15,988	22,798	19,213	13,348	49,160	18,030	36,013	6,004
	1982	203,014	48,884	45,808	22,682	10,887	7,727	12,935	7,681	5,725	20,297	15,997	18,470	3,721
Cheshire	1988	551,140	94,687	90,048	40,952	42,040	29,784	19,663	12,935	5,376	140,000	16,407	50,354	7,276
	1982	281,553	63,863	60,614	21,466	24,235	16,846	10,594	6,770	3,342	52,349	14,336	19,152	5,061
Coos	1988	305,237	68,059	66,911	21,914	20,833	14,514	8,551	8,859	8,519	76,154	15,189	19,557	7,691
	1982	161,844	42,560	41,759	10,574	11,930	7,847	5,272	4,034	3,925	28,986	14,369	9,231	4,537
Grafton	1988	795,670	227,394	222,633	64,113	61,775	50,515	31,695	39,323	28,331	139,483	41,302	70,736	10,971
	1982	420,591	129,554	126,190	31,613	34,166	27,440	17,309	16,035	12,487	55,851	34,449	28,287	7,543
Hillsborough	1988	3,478,783	605,012	571,948	286,416	554,411	437,832	164,902	181,870	102,300	803,811	185,739	204,152	73,144
	1982	1,683,090	352,099	332,194	132,455	244,503	190,571	88,656	74,395	46,927	307,521	130,352	86,364	42,727
Merrimack	1988	960,880	243,192	235,115	84,543	80,098	58,303	28,240	23,903	10,187	239,881	39,131	83,621	19,389
	1982	519,883	136,254	121,467	40,893	49,757	35,415	16,055	11,942	5,896	101,640	43,302	37,336	13,004
Rockingham	1988	2,479,131	491,958	457,655	228,556	198,936	176,893	91,422	76,598	40,651	597,778	127,282	231,315	58,361
	1982	1,239,540	286,165	265,681	105,536	104,886	92,015	60,994	52,265	30,754	222,343	92,090	79,270	32,326
Strafford	1988	697,081	171,577	161,109	54,877	32,776	28,483	30,760	22,168	8,502	174,733	41,542	47,226	16,778
	1982	390,286	102,101	95,681	30,330	19,931	17,017	18,046	11,685	5,011	77,089	33,582	21,217	11,350
Sullivan	1988	262,978	58,765	52,440	13,278	19,941	16,409	10,643	7,383	3,749	64,819	12,887	35,757	10,592
	1982	157,633	40,364	35,949	7,611	10,623	8,482	7,860	5,016	2,937	29,289	12,170	17,086	6,731
TOTAL METRO COUNTIES	**1988**	**6,654,995**	**1,268,547**	**1,190,712**	**569,849**	**786,123**	**643,208**	**287,084**	**280,636**	**151,453**	**1,576,322**	**354,563**	**482,693**	**148,283**
	1982	3,312,916	740,365	693,556	268,321	369,320	299,603	167,696	138,345	82,692	606,953	256,024	186,851	86,403
TOTAL STATE	**1988**	**10,527,997**	**2,174,317**	**2,062,148**	**894,520**	**1,063,696**	**851,759**	**428,821**	**416,308**	**232,315**	**2,474,642**	**527,170**	**830,665**	**222,744**
	1982	5,353,641	1,277,601	1,208,729	427,678	527,050	414,734	248,549	200,263	122,229	962,277	411,192	337,379	133,473
NEW JERSEY														
ATLANTIC CITY	**1988**	**2,811,388**	**580,724**	**517,572**	**356,244**	**250,196**	**211,440**	**136,304**	**137,281**	**56,445**	**542,058**	**149,308**	**151,107**	**86,236**
	1982	1,749,648	411,021	365,700	245,610	153,014	124,081	89,366	58,945	27,810	242,678	134,437	73,453	48,457
Atlantic	1988	1,893,346	338,718	303,122	206,782	199,125	177,652	106,374	101,344	39,914	328,725	110,277	104,094	58,070
	1982	1,171,502	251,914	224,991	140,616	117,830	102,300	66,498	44,438	20,358	147,121	94,638	45,564	31,297
Cape May	1988	918,042	242,006	214,450	149,462	51,071	33,788	29,930	35,937	16,531	213,333	39,028	47,013	28,166
	1982	578,146	159,107	140,709	104,994	35,184	21,781	22,868	14,507	7,452	95,557	39,799	27,889	17,160
BERGEN - PASSAIC	**1988**	**12,316,648**	**2,463,568**	**2,208,473**	**1,006,772**	**1,318,710**	**1,180,680**	**915,812**	**980,931**	**535,088**	**2,575,635**	**633,329**	**510,009**	**357,074**
	1982	7,264,844	1,574,171	1,406,711	627,705	829,851	730,243	542,141	391,533	241,632	1,173,738	613,493	256,047	200,291
Bergen	1988	8,746,343	1,886,167	1,720,707	678,786	799,888	706,335	680,929	733,013	376,511	1,954,545	466,224	363,148	280,137
	1982	5,161,032	1,180,685	1,074,971	438,848	546,135	474,982	393,368	284,430	165,871	889,607	464,756	182,912	155,063
Passaic	1988	3,570,305	577,401	487,766	327,986	518,822	474,345	234,883	247,918	158,577	621,090	167,105	146,861	76,937
	1982	2,103,812	393,486	331,740	188,857	283,716	255,261	148,773	107,103	76,761	284,131	148,737	73,135	45,228
JERSEY CITY	**1988**	**3,144,366**	**873,086**	**790,444**	**240,343**	**163,379**	**110,643**	**280,618**	**201,422**	**116,945**	**527,386**	**186,150**	**118,017**	**110,751**
	1982	1,913,702	553,686	500,281	154,124	86,805	55,115	176,973	84,655	53,581	254,149	172,503	59,482	62,568
Hudson	1988	3,144,366	873,086	790,444	240,343	163,379	110,643	280,618	201,422	116,945	527,386	186,150	118,017	110,751
	1982	1,913,702	553,686	500,281	154,124	86,805	55,115	176,973	84,655	53,581	254,149	172,503	59,482	62,568
MIDDLESEX - SOMERSET - HUNTERDON	**1988**	**8,093,664**	**1,779,857**	**1,639,497**	**626,920**	**936,148**	**856,454**	**572,024**	**695,585**	**330,853**	**1,563,518**	**533,600**	**347,936**	**284,514**
	1982	4,700,901	1,129,799	1,038,683	382,672	516,237	466,611	306,720	278,916	148,755	708,880	463,155	186,199	117,977

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S&MM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
NEW JERSEY (continued)														
MIDDLESEX - SOMERSET - HUNTERDON (continued)														
Hunterdon	1988	736,622	161,365	153,091	55,672	31,412	23,951	56,069	58,344	40,650	125,795	60,568	48,523	16,416
	1982	470,691	111,541	105,612	37,292	19,091	14,059	33,014	24,513	17,794	60,464	55,515	30,209	9,196
Middlesex	1988	5,101,817	1,135,833	1,032,177	392,810	688,623	653,304	406,191	478,974	182,026	829,142	343,225	202,404	139,345
	1982	3,036,217	721,645	654,484	245,779	394,717	369,467	221,286	197,153	88,968	386,902	300,868	111,821	80,697
Somerset	1988	2,255,225	482,659	454,229	178,438	216,113	179,199	109,764	158,267	108,177	608,581	129,807	97,009	48,753
	1982	1,193,993	296,613	278,587	99,601	102,429	83,085	52,420	57,290	41,993	261,514	106,772	44,169	28,084
MONMOUTH - OCEAN	**1988**	**7,548,537**	**1,710,885**	**1,563,309**	**635,613**	**711,278**	**635,517**	**366,777**	**384,080**	**223,288**	**2,141,595**	**438,865**	**359,628**	**195,265**
	1982	4,494,485	1,111,982	1,014,872	419,295	438,691	385,143	221,116	172,921	110,619	934,989	396,322	196,597	121,401
Monmouth	1988	4,323,549	988,152	906,960	402,307	436,696	399,762	219,718	232,996	139,864	1,154,759	271,078	190,158	111,145
	1982	2,681,107	657,759	602,514	264,170	269,676	243,108	139,338	113,386	75,194	521,679	248,573	105,652	72,325
Ocean	1988	3,224,988	722,733	656,349	233,306	274,582	235,755	147,059	151,084	83,424	986,836	167,787	169,470	84,120
	1982	1,813,378	454,223	412,358	155,125	169,015	142,035	81,778	59,535	35,425	413,310	147,749	90,945	49,076
NEWARK	**1988**	**13,135,365**	**2,993,191**	**2,731,624**	**1,151,803**	**1,068,089**	**934,820**	**829,883**	**1,055,331**	**559,204**	**3,020,725**	**716,607**	**566,584**	**400,827**
	1982	8,429,136	2,094,687	1,908,697	747,914	672,644	569,181	548,962	453,006	267,760	1,459,055	718,805	315,212	241,374
Essex	1988	5,635,092	1,315,664	1,180,725	512,236	542,891	486,069	448,001	472,187	262,542	1,048,505	282,115	218,072	200,243
	1982	3,354,818	813,141	728,293	308,767	361,716	314,163	261,703	184,528	114,842	463,129	254,745	104,721	107,881
Morris	1988	3,580,754	852,126	802,216	296,561	401,041	363,798	181,168	278,737	146,666	818,371	198,578	162,226	79,600
	1982	2,266,146	605,116	568,541	192,521	218,161	195,226	116,365	108,849	62,554	393,808	195,947	94,118	50,925
Sussex	1988	628,750	174,339	164,687	45,435	28,935	17,062	16,517	22,138	11,426	169,873	46,775	32,252	16,805
	1982	425,870	132,876	125,269	32,364	19,483	10,958	14,649	10,299	5,947	76,840	49,577	19,368	11,937
Union	1988	3,290,769	651,062	583,996	297,571	95,222	67,891	184,197	282,269	138,570	983,976	189,139	154,034	104,179
	1982	2,382,302	543,554	486,594	214,262	73,284	48,834	156,245	149,330	84,417	525,278	218,536	97,005	70,631
TRENTON	**1988**	**2,614,177**	**583,746**	**547,205**	**231,775**	**330,264**	**281,865**	**168,985**	**164,631**	**81,932**	**462,898**	**145,403**	**94,759**	**86,114**
	1982	1,521,404	353,363	330,585	134,227	190,496	158,392	92,999	68,939	38,033	218,407	138,221	49,373	44,797
Mercer	1988	2,614,177	583,746	547,205	231,775	330,264	281,865	168,985	164,631	81,932	462,898	145,403	94,759	86,114
	1982	1,521,404	353,363	330,585	134,227	190,496	158,392	92,999	68,939	38,033	218,407	138,221	49,373	44,797
VINELAND - MILLVILLE - BRIDGETON	**1988**	**872,736**	**233,100**	**217,525**	**51,678**	**85,067**	**80,689**	**39,719**	**36,217**	**15,340**	**216,007**	**40,501**	**34,688**	**30,866**
	1982	602,035	169,410	157,777	39,310	61,758	57,742	30,988	19,071	9,089	106,850	52,758	20,653	19,019
Cumberland	1988	872,736	233,100	217,525	51,678	85,067	80,689	39,719	36,217	15,340	216,007	40,501	34,688	30,866
	1982	602,035	169,410	157,777	39,310	61,758	57,742	30,988	19,071	9,089	106,850	52,758	20,653	19,019
ALL COUNTIES														
Atlantic	1988	1,893,346	338,718	303,122	206,782	199,125	177,652	106,374	101,344	39,914	328,725	110,277	104,094	58,070
	1982	1,171,502	251,914	224,991	140,616	117,830	102,300	66,498	44,438	20,358	147,121	94,638	45,564	31,297
Bergen	1988	8,746,343	1,886,167	1,720,707	678,786	799,888	706,335	680,929	733,013	376,511	1,954,545	466,224	363,148	280,137
	1982	5,161,032	1,180,685	1,074,971	438,848	546,135	474,982	393,368	284,430	165,871	889,607	464,756	182,912	155,063
☐ Burlington	1988	2,569,206	449,182	407,964	233,525	337,362	299,708	104,926	135,393	66,039	816,887	153,677	84,026	58,809
	1982	1,710,255	337,163	305,615	161,847	237,201	208,804	75,993	57,601	31,937	404,580	166,548	51,757	34,077
☐ Camden	1988	3,610,275	676,093	620,021	306,902	398,516	373,556	211,685	252,113	141,475	841,833	163,459	167,766	127,284
	1982	2,301,518	497,650	455,470	204,154	254,433	233,930	136,616	114,316	71,331	402,798	195,238	85,156	70,880
Cape May	1988	918,042	242,006	214,450	149,462	51,071	33,788	29,930	35,937	16,531	213,333	39,028	47,013	28,166
	1982	578,146	159,107	140,709	104,994	35,184	21,781	22,868	14,507	7,452	95,557	39,799	27,889	17,160
Cumberland	1988	872,736	233,100	217,525	51,678	85,067	80,689	39,719	36,217	15,340	216,007	40,501	34,688	30,866
	1982	602,035	169,410	157,777	39,310	61,758	57,742	30,988	19,071	9,089	106,850	52,758	20,653	19,019
Essex	1988	5,635,092	1,315,664	1,180,725	512,236	542,891	486,069	448,001	472,187	262,542	1,048,505	282,115	218,072	200,243
	1982	3,354,818	813,141	728,293	308,767	361,716	314,163	261,703	184,528	114,842	463,129	254,745	104,721	107,881
☐ Gloucester	1988	1,538,208	353,440	332,356	83,203	252,855	231,947	64,588	50,609	31,158	393,732	66,109	66,957	37,971
	1982	1,008,764	230,193	216,031	65,246	166,913	151,908	44,524	24,815	16,785	194,013	85,507	36,217	25,333
Hudson	1988	3,144,366	873,086	790,444	240,343	163,379	110,643	280,618	201,422	116,945	527,386	186,150	118,017	110,751
	1982	1,913,702	553,686	500,281	154,124	86,805	55,115	176,973	84,655	53,581	254,149	172,503	59,482	62,568
Hunterdon	1988	736,622	161,365	153,091	55,672	31,412	23,951	56,069	58,344	40,650	125,795	60,568	48,523	16,416
	1982	470,691	111,541	105,612	37,292	19,091	14,059	33,014	24,513	17,794	60,464	55,515	30,209	9,196
Mercer	1988	2,614,177	583,746	547,205	231,775	330,264	281,865	168,985	164,631	81,932	462,898	145,403	94,759	86,114
	1982	1,521,404	353,363	330,585	134,227	190,496	158,392	92,999	68,939	38,033	218,407	138,221	49,373	44,797
Middlesex	1988	5,101,817	1,135,833	1,032,177	392,810	688,623	653,304	406,191	478,974	182,026	829,142	343,225	202,404	139,345
	1982	3,036,217	721,645	654,484	245,779	394,717	369,467	221,286	197,153	88,968	386,902	300,868	111,821	80,697
Monmouth	1988	4,323,549	988,152	906,960	402,307	436,696	399,762	219,718	232,996	139,864	1,154,759	271,078	190,158	111,145
	1982	2,681,107	657,759	602,514	264,170	269,676	243,108	139,338	113,386	75,194	521,679	248,573	105,652	72,325
Morris	1988	3,580,754	852,126	802,216	296,561	401,041	363,798	181,168	278,737	146,666	818,371	198,578	162,226	79,600
	1982	2,266,146	605,116	568,541	192,521	218,161	195,226	116,365	108,849	62,554	393,808	195,947	94,118	50,925
Ocean	1988	3,224,988	722,733	656,349	233,306	274,582	235,755	147,059	151,084	83,424	986,836	167,787	169,470	84,120
	1982	1,813,378	454,223	412,358	155,125	169,015	142,035	81,778	59,535	35,425	413,310	147,749	90,945	49,076

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
NEW JERSEY (continued)														
ALL COUNTIES (continued)														
Passaic	1988	3,570,305	577,401	487,766	327,986	518,822	474,345	234,883	247,918	158,577	621,090	167,105	146,861	76,937
	1982	2,103,812	393,486	331,740	188,857	283,716	255,261	148,773	107,103	75,761	284,131	148,737	73,135	45,228
□ Salem	1988	267,111	50,416	48,932	22,244	13,877	10,442	9,868	17,315	9,781	77,738	29,772	12,563	10,904
	1982	199,588	46,593	45,130	17,471	10,321	7,293	7,703	8,576	5,601	39,896	34,290	8,372	6,631
Somerset	1988	2,255,225	482,659	454,229	178,438	216,113	179,199	109,764	158,267	108,177	608,581	129,807	97,009	48,753
	1982	1,193,993	296,613	278,587	99,601	102,429	83,085	52,420	57,290	41,993	261,514	106,772	44,169	28,084
Sussex	1988	628,750	174,339	164,687	45,435	28,935	17,062	16,517	22,138	11,426	169,873	46,775	32,252	16,805
	1982	425,870	132,876	125,269	32,364	19,483	10,958	14,649	10,299	5,947	76,840	49,577	19,368	11,937
Union	1988	3,290,769	651,062	583,996	297,571	95,222	67,891	184,197	282,269	138,570	983,976	189,139	154,034	104,179
	1982	2,382,302	543,554	486,594	214,262	73,284	48,834	156,245	149,330	84,417	525,278	218,536	97,005	70,631
□ Warren	1988	628,871	146,825	136,729	36,472	31,439	24,690	20,381	18,763	7,650	164,651	77,548	37,673	19,441
	1982	410,496	100,399	93,310	27,634	19,028	14,484	12,922	9,404	4,386	68,414	79,471	22,086	12,807
TOTAL METRO COUNTIES	**1988**	**59,150,552**	**12,894,113**	**11,761,651**	**4,983,494**	**5,897,180**	**5,232,451**	**3,721,570**	**4,129,671**	**2,175,198**	**13,344,663**	**3,334,325**	**2,551,713**	**1,726,056**
	1982	36,306,776	8,610,117	7,838,862	3,227,209	3,637,392	3,162,927	2,287,023	1,742,738	1,027,319	6,208,447	3,250,748	1,360,604	1,005,612
TOTAL STATE	**1988**	**59,150,552**	**12,894,113**	**11,761,651**	**4,983,494**	**5,897,180**	**5,232,451**	**3,721,570**	**4,129,671**	**2,175,198**	**13,344,663**	**3,334,325**	**2,551,713**	**1,726,056**
	1982	36,306,776	8,610,117	7,838,862	3,227,209	3,637,392	3,162,927	2,287,023	1,742,738	1,027,319	6,208,447	3,250,748	1,360,604	1,005,612
NEW MEXICO														
ALBUQUERQUE	**1988**	**3,551,958**	**582,663**	**544,048**	**403,740**	**494,620**	**430,530**	**159,337**	**196,253**	**103,891**	**922,604**	**207,509**	**197,119**	**120,294**
	1982	2,295,888	497,813	463,898	253,071	257,537	220,649	119,529	121,032	73,334	485,766	183,260	120,100	62,310
Bernalillo	1988	3,551,958	582,663	544,048	403,740	494,820	430,530	159,337	196,253	103,891	922,604	207,509	197,119	120,294
	1982	2,295,888	497,813	463,898	253,071	257,537	220,649	119,529	121,032	73,334	485,766	183,260	120,100	62,310
LAS CRUCES	**1988**	**539,540**	**107,601**	**105,023**	**57,004**	**77,950**	**66,438**	**22,687**	**21,412**	**11,154**	**114,990**	**46,746**	**44,138**	**14,996**
	1982	402,747	85,564	83,348	39,104	44,692	37,078	19,433	15,977	9,728	81,916	51,808	19,348	10,614
Dona Ana	1988	539,540	107,601	105,023	57,004	77,950	66,438	22,687	21,412	11,154	114,990	46,746	44,138	14,996
	1982	402,747	85,564	83,348	39,104	44,692	37,078	19,433	15,977	9,728	81,916	51,808	19,348	10,614
SANTA FE	**1988**	**753,824**	**122,079**	**113,638**	**98,970**	**79,506**	**67,932**	**43,019**	**33,002**	**19,416**	**134,987**	**41,400**	**50,566**	**26,277**
	1982	516,721	114,525	107,559	56,661	28,589	28,225	35,632	20,417	12,874	96,913	36,195	36,972	21,701
Los Alamos	1988	71,129	31,171	26,549	8,796	1,933		3,146			1,412	6,136	5,208	2,776
	1982	53,728	18,285	15,544	4,718	5,286		3,285	1,030	525	1,506	7,602	2,496	1,532
Santa Fe	1988	682,695	90,908	87,089	90,174	77,573	67,932	39,873	33,002	19,416	133,575	35,264	45,358	23,501
	1982	462,993	96,240	92,015	51,943	33,303	28,225	32,347	19,387	12,349	95,407	28,593	34,476	20,169
ALL COUNTIES														
Bernalillo	1988	3,551,958	582,663	544,048	403,740	494,820	430,530	159,337	196,253	103,891	922,604	207,509	197,119	120,294
	1982	2,295,888	497,813	463,898	253,071	257,537	220,649	119,529	121,032	73,334	485,766	183,260	120,100	62,310
Catron	1988	2,360	401	353		158						1,359	43	
	1982	3,742	970	853	375			70	133		228	1,260	88	
Chaves	1988	269,574	67,899	65,331	30,682	36,626	34,966	10,291	7,662	4,552	55,521	19,818	16,581	8,208
	1982	288,958	65,216	62,625	25,489	21,614	20,515	14,699	11,467	7,490	58,855	34,305	28,139	5,211
Cibola	1988	75,831	13,912	13,427	9,647	6,520		2,624	876	317	12,240	20,012	2,323	2,795
	1982	76,663	27,172	26,175	8,248	10,763		1,826	2,484	1,043	8,232	7,512	2,109	2,694
Colfax	1988	70,850	14,333	13,909	12,006	4,345	1,579	2,659	544	324	11,548	11,123	6,800	4,712
	1982	72,401	17,228	16,685	7,811	4,966	1,610	4,678	1,100	747	10,242	13,016	5,269	1,933
Curry	1988	268,712	56,255	53,950	26,325	35,655	29,515	11,579	12,060	5,690	64,422	22,003	16,025	7,507
	1982	199,193	40,436	38,702	16,233	19,208	14,969	12,578	10,439	5,718	54,628	9,472	15,388	5,161
De Baca	1988	7,143	2,625	2,564	787			180	40	40	343	1,295	47	231
	1982	6,768	2,825	2,753	786			449	162	162	755	468	256	364
Dona Ana	1988	539,540	107,601	105,023	57,004	77,950	66,438	22,687	21,412	11,154	114,990	46,746	44,138	14,996
	1982	402,747	85,564	83,348	39,104	44,692	37,078	19,433	15,977	9,728	81,916	51,808	19,348	10,614
Eddy	1988	245,157	50,465	49,630	20,788	33,625	25,624	9,363	12,301	8,283	50,425	27,369	9,211	13,235
	1982	254,769	64,394	63,203	16,670	22,722	15,761	16,376	9,603	7,142	56,735	24,467	16,180	6,068
Grant	1988	137,554	41,927	41,498	13,740	8,014	4,516	6,359	3,244	1,564	20,651	22,468	7,889	8,358
	1982	94,359	33,565	33,155	5,934	6,180	3,180	5,800	2,323	1,377	17,739	7,042	5,466	3,244
Guadalupe	1988	26,102	3,372	3,274	3,673	1,015		283			669	13,828	92	
	1982	31,727	4,064	3,938	3,513	526		233	219	219	791	18,543	97	222
Harding	1988	2,560	150	127	96						166	1,392		
	1982	2,772	382	321	155	139			70		1,193	416	47	
Hidalgo	1988	25,947	5,585	5,561	2,198	99		290			3,909	12,172	672	461
	1982	28,560	6,274	6,235	1,646	398		183	46		2,868	15,550	720	93

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S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores Total ($000)	Food Stores Supermarkets ($000)	Eating & Drinking Places Total ($000)	General Merchandise Stores Total ($000)	General Merchandise Stores Department Stores ($000)	Apparel & Accessories Stores Total ($000)	Furniture/Home Furnishings/Appliance Stores Total ($000)	Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000)	Automotive Dealers Total ($000)	Gasoline Service Stations Total ($000)	Bldg. Mtls. & Hardware Dealers Total ($000)	Drug-stores Total ($000)
NEW MEXICO (continued)														
ALL COUNTIES (continued)														
Lea	1988	268,244	84,348	82,689	21,194	26,523	21,686	15,205	6,889	4,016	66,411	13,770	13,464	5,490
	1982	346,692	90,631	88,672	28,162	18,880	15,107	24,455	13,108	8,815	78,831	27,462	32,083	7,757
Lincoln	1988	85,327	17,023	16,398	12,247	13,153		5,538	1,866	806	15,760	5,175	5,356	1,666
	1982	80,087	21,213	20,394	10,122	6,166		3,038	1,865	873	13,129	3,959	9,984	334
Los Alamos	1988	71,129	31,171	26,549	8,796	1,933		3,146			1,412	6,136	5,208	2,776
	1982	53,728	18,285	15,544	4,718	5,286		3,285	1,030	525	1,506	7,602	2,496	1,532
Luna	1988	83,902	23,491	22,719	4,715	7,127	4,268	1,749	2,156	2,156	16,486	17,507	4,073	1,855
	1982	64,216	20,640	19,923	3,259	5,100	2,879	2,477	492	492	9,248	12,797	3,321	1,844
McKinley	1988	330,075	67,127	64,977	35,692	31,528	15,126	11,622	10,952	7,697	58,325	62,317	18,986	7,884
	1982	280,703	73,732	71,229	28,786	27,646	11,896	10,678	9,350	7,131	36,397	51,713	14,495	5,438
Mora	1988	2,538	728	686	110						46	1,518	11	
	1982	4,822	1,223	1,151	169	805			390	390	139	1,649	54	
Otero	1988	232,578	55,421	52,526	19,372	21,755	14,582	7,229	13,410	6,039	67,917	10,735	14,810	5,297
	1982	185,005	38,088	36,026	18,692	14,081	8,786	10,712	8,838	4,448	44,527	14,416	13,592	4,286
Quay	1988	54,578	13,316	12,843	8,058	6,582	2,686	1,531	327	327	8,116	11,064	1,231	1,469
	1982	58,202	15,644	15,058	8,484	5,595	1,942	1,683	770	770	8,142	12,027	1,222	1,028
Rio Arriba	1988	103,983	30,966	30,495	9,310	6,054		2,177	1,423	418	15,238	13,527	13,151	6,513
	1982	78,399	25,538	25,101	6,685	6,486		2,836	974	292	11,799	9,057	8,221	578
Roosevelt	1988	78,684	24,490	23,587	6,363	3,996		3,380	1,363	570	20,413	658	3,112	3,558
	1982	56,579	15,802	15,190	6,858	3,035		3,197	1,024	497	16,374	1,564	2,294	2,451
Sandoval	1988	87,343	22,820	21,597	13,898	3,430		1,090	3,725	3,725	2,443	20,001	8,484	4,433
	1982	50,767	19,612	18,524	6,152	4,957		412	868	868	1,272	11,221	1,699	810
San Juan	1988	494,073	114,379	112,583	39,000	69,063	56,329	18,567	18,635	9,381	130,726	39,222	25,537	11,003
	1982	436,909	110,628	108,674	37,109	36,045	28,855	23,170	12,016	6,670	100,740	43,555	33,821	7,505
San Miguel	1988	88,016	28,550	27,811	11,614	7,947	2,312	2,898	1,549	892	14,575	5,756	5,302	3,892
	1982	72,190	22,046	21,433	7,046	7,788	1,916	3,391	1,538	1,038	8,075	7,817	7,288	1,994
Santa Fe	1988	682,693	90,908	87,089	90,174	77,573	67,932	39,873	33,002	19,416	133,575	35,264	45,358	23,501
	1982	462,993	96,240	92,015	51,943	33,303	28,225	32,347	19,387	12,349	95,407	28,593	34,476	20,169
Sierra	1988	40,218	11,537	11,114	8,613	3,419		313	481		4,548	3,277	3,786	2,576
	1982	27,596	8,942	8,597	4,964	2,307		331	244		2,850	3,108	1,907	1,433
Socorro	1988	41,928	10,622	10,191	6,677	4,201		1,694	129	11	7,607	6,594	2,146	1,304
	1982	43,693	12,880	12,335	4,256	3,134		1,158	567	58	13,334	3,993	1,759	520
Taos	1988	128,472	36,079	34,447	15,374	15,225		7,758	738	556	13,791	9,058	7,735	1,644
	1982	90,649	26,507	25,257	12,886	6,632		5,120	1,267	1,042	9,730	7,497	5,759	1,385
Torrance	1988	33,706	7,340	7,035	1,849			318			10,469	8,385	761	1,316
	1982	27,390	4,327	4,137	1,655	480			166	166	8,992	8,020	160	588
Union	1988	14,659	3,876	3,795	2,556	830		278	487	110	1,280	2,449	858	1,118
	1982	16,696	4,039	3,945	2,143	1,150		735	771	200	1,181	4,387	1,305	269
Valencia	1988	195,049	72,873	71,917	14,630	8,949		2,442	2,938	1,217	55,198	8,700	17,318	5,201
	1982	122,861	50,770	50,004	6,347	8,983		3,227	1,648	768	32,269	4,273	8,899	3,179
TOTAL METRO COUNTIES	**1988**	**4,845,322**	**812,343**	**762,709**	**559,714**	**652,276**	**564,900**	**225,043**	**250,667**	**134,461**	**1,172,581**	**295,655**	**291,823**	**161,567**
	1982	3,215,356	697,902	654,805	348,836	340,818	285,952	174,594	157,426	95,936	664,595	271,263	176,420	94,625
TOTAL STATE	**1988**	**8,340,485**	**1,694,253**	**1,619,743**	**910,910**	**1,008,115**	**778,089**	**352,460**	**354,462**	**193,152**	**1,901,824**	**648,307**	**497,627**	**273,293**
	1982	6,318,724	1,522,690	1,455,100	629,471	586,604	413,368	328,106	251,368	154,352	1,273,890	631,829	398,042	161,014
NEW YORK														
ALBANY - SCHENECTADY - TROY	**1988**	**6,254,323**	**1,480,336**	**1,380,637**	**480,370**	**555,988**	**466,620**	**335,226**	**381,241**	**184,283**	**1,489,776**	**345,327**	**283,067**	**219,720**
	1982	3,811,347	967,899	895,835	322,837	378,259	311,893	226,659	155,893	88,209	634,913	328,595	151,170	131,890
Albany	1988	3,060,444	531,715	481,415	236,518	295,474	240,764	230,699	239,923	107,449	815,554	128,707	89,842	87,568
	1982	1,704,538	335,401	303,069	154,593	191,066	152,303	135,830	87,378	46,378	313,965	111,954	48,007	47,465
Greene	1988	254,062	79,980	78,484	15,773	12,632	10,854	5,597	5,678	5,678	57,176	25,344	16,699	7,112
	1982	175,626	55,526	54,380	12,517	9,592	8,031	5,081	3,482	3,482	29,051	23,897	9,677	5,330
Montgomery	1988	282,225	72,899	70,461	18,849	27,463	25,459	10,890	10,153	4,855	54,393	36,966	10,300	16,143
	1982	191,869	51,097	49,290	12,449	17,271	15,684	8,935	4,761	2,733	23,528	34,754	6,015	10,919
Rensselaer	1988	715,450	255,680	246,335	59,180	34,016	29,083	12,126	23,188	18,175	165,821	43,166	34,450	33,862
	1982	454,996	162,688	156,429	37,620	23,608	19,887	12,666	12,466	10,345	71,125	45,729	17,818	23,495
Saratoga	1988	839,710	237,332	223,478	83,347	72,132	67,039	27,718	34,235	16,935	172,644	51,741	59,467	24,287
	1982	579,287	159,129	149,541	56,375	55,478	50,913	22,602	16,808	9,356	91,024	55,968	34,154	17,799
Schenectady	1988	1,102,432	302,730	280,464	66,703	114,271	93,421	48,196	68,064	31,191	224,188	59,403	72,309	50,748
	1982	705,031	198,058	183,126	49,283	81,244	65,075	41,345	30,998	15,715	106,220	56,293	35,499	26,882

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
NEW YORK (continued)														
BINGHAMTON	**1988**	**1,632,078**	**395,035**	**381,152**	**137,468**	**163,493**	**127,778**	**79,842**	**90,207**	**54,161**	**382,152**	**102,217**	**71,293**	**72,071**
	1982	1,164,910	300,487	289,224	100,158	127,956	98,534	61,318	49,064	33,125	202,931	109,109	43,382	49,835
Broome	1988	1,465,655	337,156	335,386	128,457	153,925	120,676	78,643	87,178	51,777	341,559	86,940	63,155	67,173
	1982	1,039,034	255,839	253,991	93,806	121,213	93,718	60,235	47,372	31,771	181,333	92,764	37,612	46,266
Tioga	1988	166,423	57,879	45,766	9,011	9,568	7,102	1,199	3,029	2,384	40,593	15,277	8,138	4,898
	1982	125,876	44,648	35,233	6,352	6,743	4,816	1,083	1,692	1,354	21,598	16,345	5,770	3,569
BUFFALO	**1988**	**6,110,235**	**1,595,199**	**1,441,067**	**632,758**	**617,262**	**519,635**	**354,418**	**338,666**	**172,747**	**1,346,170**	**301,864**	**217,170**	**282,775**
	1982	4,147,981	1,141,404	1,029,069	433,572	461,487	381,762	261,808	175,480	100,022	684,015	323,273	132,404	190,189
Erie	1988	6,110,235	1,595,199	1,441,067	632,758	617,262	519,635	354,418	338,666	172,747	1,346,170	301,864	217,170	282,775
	1982	4,147,981	1,141,404	1,029,069	433,572	461,487	381,762	261,808	175,480	100,022	684,015	323,273	132,404	190,189
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***1988***	***7,217,490***	***1,903,667***	***1,728,295***	***735,748***	***748,598***	***631,602***	***417,220***	***383,789***	***195,320***	***1,588,127***	***343,654***	***252,051***	***328,445***
	1982	*5,002,201*	*1,380,459*	*1,251,222*	*519,232*	*574,329*	*476,358*	*309,383*	*201,395*	*114,259*	*827,854*	*374,262*	*160,543*	*228,343*
ELMIRA	**1988**	**632,743**	**124,372**	**115,339**	**52,679**	**120,919**	**113,002**	**31,277**	**27,347**	**11,439**	**142,389**	**36,616**	**29,242**	**26,767**
	1982	436,952	96,926	89,708	36,097	77,586	71,496	24,915	15,613	7,604	75,987	37,629	16,393	17,874
Chemung	1988	632,743	124,372	115,339	52,679	120,919	113,002	31,277	27,347	11,439	142,389	36,616	29,242	26,767
	1982	436,952	96,926	89,708	36,097	77,586	71,496	24,915	15,613	7,604	75,987	37,629	16,393	17,874
GLENS FALLS	**1988**	**826,078**	**219,715**	**206,748**	**70,660**	**73,417**	**61,911**	**38,717**	**24,483**	**11,874**	**180,791**	**47,660**	**51,822**	**33,778**
	1982	522,954	141,489	134,174	49,775	51,008	42,376	25,460	12,242	6,862	80,225	46,498	28,329	20,187
Warren	1988	597,225	145,154	137,695	49,829	64,601	55,417	35,460	20,153	10,551	139,082	38,144	43,914	22,275
	1982	376,120	90,105	85,306	37,509	45,994	38,719	22,719	10,345	6,138	65,805	34,006	23,955	13,097
Washington	1988	228,853	74,561	71,053	20,831	8,816	6,494	3,257	4,330	1,323	41,709	9,516	7,908	11,503
	1982	146,834	51,384	48,868	12,266	5,014	3,657	2,741	1,897	724	17,420	12,492	4,374	7,090
JAMESTOWN - DUNKIRK	**1988**	**735,358**	**205,119**	**194,013**	**76,209**	**67,918**	**54,334**	**21,205**	**30,927**	**12,848**	**180,777**	**35,018**	**47,034**	**29,794**
	1982	557,824	154,521	145,864	56,757	60,923	46,951	21,738	19,887	9,277	100,097	46,628	30,703	19,969
Chautauqua	1988	735,358	205,119	194,013	76,209	67,918	54,334	21,205	30,927	12,848	180,777	35,018	47,034	29,794
	1982	557,824	154,521	145,864	56,757	60,923	46,951	21,738	19,887	9,277	100,097	46,628	30,703	19,969
NASSAU - SUFFOLK	**1988**	**24,431,910**	**5,046,861**	**4,324,707**	**1,817,363**	**2,320,482**	**2,030,698**	**1,444,341**	**1,988,274**	**1,131,454**	**5,121,143**	**1,027,829**	**1,249,103**	**660,091**
	1982	14,136,906	3,204,654	2,740,205	1,122,429	1,466,337	1,260,372	898,128	768,574	480,710	2,125,013	997,680	586,867	384,540
Nassau	1988	14,484,980	2,759,823	2,387,200	1,150,571	1,385,908	1,242,352	925,996	1,383,968	802,175	2,898,213	606,587	517,795	346,683
	1982	8,230,516	1,727,832	1,491,574	672,894	880,205	775,858	563,684	508,876	322,759	1,185,153	570,317	241,343	211,146
Suffolk	1988	9,946,930	2,287,038	1,937,507	666,792	934,574	788,346	518,345	604,306	329,279	2,222,930	421,242	731,308	313,408
	1982	5,906,390	1,476,822	1,248,631	449,535	586,132	484,514	334,444	259,698	157,951	939,860	427,363	345,524	173,394
NEW YORK	**1988**	**52,563,406**	**10,632,951**	**8,872,168**	**6,872,403**	**5,566,938**	**4,651,299**	**4,642,312**	**4,457,969**	**2,296,629**	**7,231,904**	**1,501,611**	**1,647,076**	**1,870,802**
	1982	30,340,789	6,931,826	5,783,796	3,765,017	3,308,010	2,670,687	2,890,731	1,789,451	1,051,795	2,998,007	1,339,838	789,413	999,993
Bronx	1988	3,091,409	903,078	766,340	260,223	190,338	131,826	213,657	250,048	135,837	491,114	117,977	107,451	149,346
	1982	2,132,854	724,424	613,514	158,090	130,111	82,563	162,863	122,056	75,223	236,412	115,899	52,359	81,769
Kings	1988	8,714,683	2,318,298	1,805,403	583,665	766,717	597,093	629,871	726,570	460,603	1,329,390	295,898	337,494	378,836
	1982	4,988,562	1,444,642	1,122,798	356,812	463,143	347,083	415,901	297,718	205,585	502,952	251,488	160,866	186,023
New York (Manhattan)	1988	20,498,676	2,531,443	1,994,608	4,164,265	2,656,461	2,284,503	2,690,472	2,161,421	999,644	1,104,206	155,646	332,878	661,041
	1982	10,856,507	1,500,521	1,179,960	2,125,194	1,447,846	1,207,741	1,526,685	783,243	424,215	398,836	108,934	142,958	339,830
Putnam	1988	391,731	92,951	87,481	19,638	17,981	16,577	4,966	16,030	8,202	112,381	24,400	29,817	16,806
	1982	272,769	70,705	66,412	16,132	14,594	13,033	5,855	7,673	4,561	54,031	26,228	19,134	10,726
Queens	1988	8,197,550	2,092,654	1,777,475	950,333	645,811	462,310	426,150	526,963	295,974	1,621,607	365,119	301,432	338,854
	1982	5,111,766	1,465,717	1,242,489	563,091	424,639	290,567	320,053	236,818	145,363	709,176	338,169	142,460	189,274
Richmond	1988	1,702,888	452,637	393,422	124,221	181,235	164,642	117,441	107,886	56,816	331,164	61,367	81,074	55,943
	1982	1,084,079	310,583	269,414	76,107	129,605	115,539	76,270	46,160	27,010	154,963	88,086	43,429	34,068
Rockland	1988	1,673,957	377,195	338,550	157,672	156,763	143,940	81,617	82,646	37,010	462,701	83,645	86,436	55,748
	1982	1,114,627	275,378	246,673	107,908	129,392	117,230	62,778	41,411	21,193	206,302	88,097	50,018	38,592
Westchester	1988	8,292,512	1,864,695	1,708,889	612,386	951,632	850,408	478,138	586,405	302,543	1,779,341	397,559	370,494	214,228
	1982	4,779,625	1,139,855	1,042,536	361,683	568,680	496,931	320,326	254,372	148,645	735,335	332,937	178,189	119,711
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***1988***	***131,581,665***	***27,475,724***	***23,955,906***	***13,345,025***	***13,263,618***	***11,409,408***	***9,719,048***	***10,342,264***	***5,466,943***	***24,443,493***	***5,584,901***	***5,295,542***	***4,034,535***
	1982	*77,146,645*	*17,898,154*	*15,589,527*	*7,694,718*	*7,939,187*	*6,551,964*	*5,953,251*	*4,201,032*	*2,493,028*	*10,613,207*	*5,226,960*	*2,660,609*	*2,275,202*
NIAGARA FALLS	**1988**	**1,107,255**	**308,468**	**287,228**	**102,990**	**131,336**	**111,967**	**62,802**	**45,123**	**22,573**	**241,957**	**41,790**	**34,881**	**45,670**
	1982	854,220	239,055	222,153	85,660	112,842	94,596	47,575	25,915	14,237	143,839	50,989	28,139	38,154
Niagara	1988	1,107,255	308,468	287,228	102,990	131,336	111,967	62,802	45,123	22,573	241,957	41,790	34,881	45,670
	1982	854,220	239,055	222,153	85,660	112,842	94,596	47,575	25,915	14,237	143,839	50,989	28,139	38,154

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NEW YORK (continued)														
ORANGE COUNTY	**1988**	**2,032,363**	**533,400**	**503,591**	**118,613**	**215,312**	**167,034**	**109,144**	**115,529**	**47,605**	**431,965**	**127,980**	**119,936**	**57,868**
	1982	1,238,717	335,454	316,078	82,739	143,834	109,397	65,503	50,729	24,606	199,706	117,275	65,674	33,942
Orange	1988	2,032,363	533,400	503,591	118,613	215,312	167,034	109,144	115,529	47,605	431,965	127,980	119,936	57,868
	1982	1,238,717	335,454	316,078	82,739	143,834	109,397	65,503	50,729	24,606	199,706	117,275	65,674	33,942
POUGHKEEPSIE	**1988**	**1,712,281**	**446,133**	**426,018**	**129,369**	**182,346**	**162,285**	**96,201**	**86,176**	**43,391**	**368,183**	**77,745**	**89,208**	**53,571**
	1982	1,114,542	298,363	284,345	83,087	117,611	103,447	63,923	38,119	22,443	182,924	84,607	50,667	32,574
Dutchess	1988	1,712,281	446,133	426,018	129,369	182,346	162,285	96,201	86,176	43,391	368,183	77,745	89,208	53,571
	1982	1,114,542	298,363	284,345	83,087	117,611	103,447	63,923	38,119	22,443	182,924	84,607	50,667	32,574
ROCHESTER	**1988**	**6,705,230**	**1,586,829**	**1,506,573**	**639,029**	**630,462**	**567,576**	**276,454**	**415,414**	**198,987**	**1,696,357**	**373,511**	**306,182**	**264,901**
	1982	4,326,406	1,046,354	992,388	411,038	455,480	402,199	210,319	184,902	100,635	859,490	363,939	178,567	175,199
Livingston	1988	258,036	77,582	76,974	28,256	12,307	11,211	5,670	5,596	1,556	59,415	24,173	18,634	6,913
	1982	192,013	56,879	56,320	19,030	10,252	9,191	4,249	3,376	1,247	31,203	26,774	11,901	5,446
Monroe	1988	5,375,137	1,253,245	1,181,985	523,001	498,522	444,011	219,698	373,389	178,255	1,380,723	298,390	219,392	210,753
	1982	3,332,460	799,877	752,896	325,628	348,208	304,407	160,571	159,858	86,179	689,116	268,740	121,262	135,691
Ontario	1988	656,581	136,116	130,896	62,707	95,839	94,491	41,211	23,273	10,791	145,921	27,608	31,880	27,068
	1982	442,424	90,123	86,495	41,214	72,571	71,137	34,424	12,907	7,187	68,039	32,823	18,787	16,051
Orleans	1988	132,533	44,735	43,019	11,286	2,761	2,345	3,620	4,849	4,053	27,036	4,639	10,338	8,011
	1982	105,754	35,877	34,431	9,305	2,331	1,903	3,915	3,498	2,972	15,644	6,189	6,662	6,227
Wayne	1988	282,943	75,151	73,699	13,779	21,033	15,518	6,255	8,307	4,332	83,262	18,701	25,938	12,156
	1982	253,755	63,598	62,246	15,861	22,118	15,561	7,160	5,263	3,050	55,488	29,413	19,955	11,784
SYRACUSE	**1988**	**4,305,309**	**1,069,451**	**980,225**	**399,996**	**384,519**	**335,599**	**245,104**	**260,671**	**136,648**	**1,052,575**	**192,059**	**217,501**	**184,207**
	1982	2,765,490	740,711	678,069	259,436	268,198	229,648	169,536	118,966	70,397	504,397	209,382	112,845	130,928
Madison	1988	278,166	70,142	66,493	38,810	12,183	10,163	7,997	7,963	4,255	74,027	10,336	17,191	14,131
	1982	203,404	59,538	56,328	24,491	9,964	8,141	5,617	4,889	2,964	39,509	13,388	10,077	12,752
Onondaga	1988	3,468,488	844,056	769,175	311,581	326,319	288,318	227,287	236,918	121,701	847,380	148,496	167,025	141,681
	1982	2,190,477	568,236	516,794	204,319	230,846	200,129	154,932	104,869	60,838	402,314	164,759	83,689	97,133
Oswego	1988	558,655	155,253	144,557	49,605	46,017	37,118	9,820	15,790	10,692	131,168	33,227	33,285	28,395
	1982	371,609	112,937	104,947	30,626	27,388	21,378	8,987	9,208	6,595	62,574	31,235	19,079	21,043
UTICA - ROME	**1988**	**1,887,180**	**471,219**	**434,675**	**153,587**	**166,991**	**139,238**	**127,345**	**103,848**	**60,704**	**413,235**	**90,931**	**89,814**	**98,635**
	1982	1,284,075	336,653	309,876	111,084	129,260	104,825	85,824	47,339	30,307	201,661	113,005	51,593	66,380
Herkimer	1988	311,244	86,184	81,705	24,505	41,275	37,775	12,007	14,767	8,411	54,875	21,646	16,856	19,131
	1982	207,607	59,908	56,681	17,235	27,893	24,993	8,939	8,066	5,137	25,201	20,530	9,488	11,492
Oneida	1988	1,575,936	385,035	352,970	129,082	125,716	101,463	115,338	89,081	52,293	358,360	69,285	72,958	79,504
	1982	1,076,468	276,745	253,195	93,849	101,367	79,832	76,885	39,273	25,170	176,460	92,475	42,105	54,888
ALL COUNTIES														
Albany	1988	3,060,444	551,715	481,415	236,518	295,474	240,764	230,699	239,923	107,449	815,554	128,707	89,842	87,568
	1982	1,704,538	335,401	303,069	154,593	191,066	152,303	135,830	87,378	46,378	313,965	111,954	48,007	47,465
Allegany	1988	194,772	68,882	67,174	17,292	10,775	9,077	3,931	5,318	1,489	50,078	8,288	8,096	7,911
	1982	129,068	45,900	44,672	11,138	7,805	6,494	3,499	3,060	1,107	27,989	9,130	4,571	5,056
Bronx	1988	3,091,409	903,078	766,340	260,223	190,338	131,826	213,657	250,048	135,837	491,114	117,977	107,451	149,346
	1982	2,132,854	724,424	613,514	158,090	130,111	82,563	162,863	122,056	75,223	236,412	115,899	52,359	81,769
Broome	1988	1,465,655	337,156	335,386	128,457	153,925	120,676	78,643	87,178	51,777	341,559	86,940	63,155	67,173
	1982	1,039,034	255,839	253,991	93,806	121,213	93,718	60,235	47,372	31,771	181,333	92,764	37,612	46,266
Cattaraugus	1988	456,713	112,939	107,595	48,859	57,504	44,994	23,925	20,686	11,296	103,928	17,000	33,571	15,291
	1982	291,434	80,001	76,063	29,677	36,192	27,853	18,821	9,467	5,877	50,101	18,188	19,018	11,315
Cayuga	1988	393,680	97,477	87,288	30,355	34,954	30,461	21,425	10,077	6,015	110,178	31,817	20,726	13,085
	1982	279,967	74,930	66,965	20,500	27,830	23,738	15,993	5,426	3,650	57,569	31,583	12,490	11,036
Chautauqua	1988	735,358	205,119	194,013	76,209	67,918	54,334	21,205	30,927	12,848	180,777	35,018	47,034	29,794
	1982	557,824	154,521	145,864	56,757	60,923	46,951	21,738	19,887	9,277	100,097	46,628	30,703	19,969
Chemung	1988	632,743	124,372	115,339	52,679	120,919	113,002	31,277	27,347	11,439	142,389	36,616	29,242	26,767
	1982	436,952	96,926	89,708	36,097	77,586	71,496	24,915	15,613	7,604	75,987	37,629	16,393	17,874
Chenango	1988	251,988	74,878	73,139	17,336	17,972	16,602	7,053	6,986	3,544	68,021	7,237	8,373	11,203
	1982	159,761	48,117	46,905	10,906	9,590	8,738	5,353	3,653	2,082	33,568	10,036	5,619	7,496
Clinton	1988	481,517	97,713	93,357	42,661	48,047	42,259	32,646	19,904	6,810	109,735	29,921	26,136	18,302
	1982	338,640	73,716	70,289	31,034	32,844	28,344	23,073	10,917	4,470	59,892	27,713	15,130	12,170
Columbia	1988	309,420	91,760	87,285	21,449	14,811	12,225	5,407	10,290	5,987	54,925	24,089	37,918	8,690
	1982	207,008	62,056	58,913	14,306	10,403	8,432	4,631	5,847	3,670	29,854	24,144	19,461	5,326
Cortland	1988	256,453	58,047	57,490	33,936	10,708	10,311	10,116	11,393	1,909	67,875	11,264	20,210	16,994
	1982	184,522	48,582	48,020	22,001	8,759	8,375	10,255	6,842	1,466	37,599	13,080	11,566	11,759
Delaware	1988	305,969	96,010	94,483	25,021	21,854	19,133	6,348	7,069	4,380	54,249	16,789	21,981	14,458
	1982	179,533	56,751	55,737	12,926	11,423	9,699	4,699	3,396	2,400	26,117	15,070	11,577	7,889

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
NEW YORK (continued)														
ALL COUNTIES (continued)														
Dutchess	1988	1,712,281	446,133	426,018	129,369	182,346	162,285	96,201	86,176	43,391	368,183	77,745	89,208	53,571
	1982	1,114,542	298,363	284,345	83,087	117,611	103,447	63,923	38,119	22,443	182,924	84,607	50,667	32,574
Erie	1988	6,110,235	1,595,199	1,441,067	632,758	617,262	519,635	354,418	338,666	172,747	1,346,170	301,864	217,170	282,775
	1982	4,147,981	1,141,404	1,029,069	433,572	461,487	381,762	261,808	175,480	100,022	684,015	323,273	132,404	190,189
Essex	1988	183,692	59,493	58,011	22,234	13,073	10,415	5,979	2,348	913	26,638	9,309	13,799	5,028
	1982	128,788	40,979	39,880	14,689	7,493	5,829	4,810	1,244	512	14,652	12,169	8,444	3,521
Franklin	1988	246,643	67,520	65,734	16,257	15,093	12,412	7,609	6,682	3,089	39,583	6,371	25,796	16,693
	1982	162,442	46,588	45,265	10,810	10,161	8,138	5,702	3,610	1,971	18,258	6,718	13,539	9,496
Fulton	1988	271,111	67,729	65,240	16,952	15,531	8,323	16,301	9,913	2,113	75,751	15,115	17,054	17,679
	1982	189,030	50,299	48,355	12,384	12,751	6,630	13,986	5,162	1,305	38,647	16,064	10,923	12,905
Genesee	1988	282,675	76,092	73,255	27,834	18,082	11,759	15,509	18,099	10,569	63,287	18,177	18,792	12,880
	1982	208,472	55,214	53,050	22,001	14,955	9,423	11,418	10,603	6,763	34,860	22,519	13,952	9,390
Greene	1988	254,062	79,980	78,484	15,773	12,632	10,854	5,597	5,678	5,678	57,176	25,344	16,699	7,112
	1982	175,626	55,526	54,380	12,517	9,592	8,031	5,031	3,482	3,482	29,051	23,897	9,677	5,330
Hamilton	1988	15,876	5,116	5,034	2,752	1,062		163	455	455	2,255	548	2,459	
	1982	14,055	4,556	4,473	2,493	1,091		337	351	351	1,390	653	2,016	
Herkimer	1988	311,244	86,184	81,705	24,505	41,275	37,775	12,007	14,767	8,411	54,875	21,646	16,856	19,131
	1982	207,607	59,908	56,681	17,235	27,893	24,993	8,939	8,066	5,137	25,201	20,530	9,488	11,492
Jefferson	1988	640,028	144,255	141,234	53,157	68,375	49,986	34,824	29,455	19,029	152,054	32,174	37,817	34,738
	1982	377,197	89,305	87,260	31,881	40,732	28,657	19,930	12,517	9,134	66,418	34,793	19,534	20,949
Kings	1988	8,714,683	2,318,298	1,805,403	583,665	766,717	597,093	629,871	726,570	460,603	1,329,390	295,898	337,494	378,836
	1982	4,988,562	1,444,643	1,122,798	356,812	463,143	347,083	415,901	297,718	205,585	502,952	251,488	160,866	186,023
Lewis	1988	79,214	24,983	24,645	8,377	5,115		1,665	2,679	1,463	16,460	5,671	2,147	5,497
	1982	54,413	17,586	17,313	5,362	3,545		1,170	1,269	733	9,709	6,043	1,264	3,156
Livingston	1988	258,036	77,582	76,974	28,256	12,307	11,211	5,670	5,596	1,556	59,415	24,173	18,634	6,913
	1982	192,013	56,879	56,320	19,030	10,252	9,191	4,249	3,376	1,247	31,203	26,774	11,901	5,446
Madison	1988	278,166	70,142	66,493	38,810	12,183	10,163	7,997	7,963	4,255	74,027	10,336	17,191	14,131
	1982	203,404	59,538	56,328	24,491	9,964	8,141	5,617	4,889	2,964	39,509	13,388	10,077	12,752
Monroe	1988	5,375,137	1,253,245	1,181,985	523,001	498,522	444,011	219,698	373,389	178,255	1,380,723	298,390	219,392	210,753
	1982	3,332,460	799,877	752,896	325,628	348,208	304,407	160,571	159,858	86,179	689,116	268,740	121,262	135,691
Montgomery	1988	282,225	72,899	70,461	18,849	27,463	25,459	10,890	10,153	4,855	54,393	36,966	10,300	16,143
	1982	191,869	51,097	49,290	12,449	17,271	15,684	8,935	4,761	2,783	23,528	34,754	6,015	10,919
Nassau	1988	14,484,980	2,759,823	2,387,200	1,150,571	1,385,908	1,242,352	925,996	1,383,968	802,175	2,898,213	606,587	517,795	346,683
	1982	8,230,516	1,727,632	1,491,574	672,894	880,205	775,858	563,684	508,876	322,759	1,185,153	570,317	241,343	211,146
New York (Manhattan)	1988	20,498,676	2,531,443	1,994,608	4,164,265	2,656,461	2,284,503	2,690,472	2,161,421	999,644	1,104,206	155,646	332,878	661,041
	1982	10,856,507	1,500,521	1,179,960	2,125,194	1,447,846	1,207,741	1,526,685	783,241	454,218	398,836	108,934	142,958	339,830
Niagara	1988	1,107,255	308,468	287,228	102,990	131,336	111,967	62,802	45,123	22,573	241,957	41,790	34,881	45,670
	1982	854,220	239,055	222,153	85,660	112,842	94,596	47,575	25,915	14,237	143,639	50,989	28,139	38,154
Oneida	1988	1,575,936	385,036	352,970	129,082	125,716	101,463	115,338	89,081	52,293	358,360	69,285	72,958	79,504
	1982	1,076,468	276,745	253,195	93,849	101,367	79,832	76,885	39,273	25,170	176,460	92,475	42,105	54,888
Onondaga	1988	3,468,488	844,056	769,175	311,581	326,319	288,318	227,287	236,918	121,701	847,380	148,496	167,025	141,681
	1982	2,190,477	568,236	516,794	204,319	230,846	200,129	154,932	104,869	60,838	402,314	164,759	83,689	97,310
Ontario	1988	656,581	136,116	130,896	62,707	95,839	94,491	41,211	23,273	10,791	145,921	27,608	31,880	27,068
	1982	442,424	90,123	86,495	41,214	72,571	71,137	34,424	12,907	7,187	68,039	32,823	18,794	19,481
Orange	1988	2,032,363	533,400	503,591	118,613	215,312	167,034	109,144	115,529	47,605	431,965	127,980	119,9[illegible]	57,868
	1982	1,238,717	335,454	316,078	82,739	143,834	109,397	65,503	50,729	24,606	199,706	117,275	65,8[illegible]	33,942
Orleans	1988	132,533	44,735	43,019	11,286	2,761	2,345	3,620	4,849	4,053	27,036	4,639	10,338	8,011
	1982	105,754	35,877	34,431	9,305	2,331	1,903	3,915	3,498	2,972	15,644	6,189	6,662	6,227
Oswego	1988	558,655	155,253	144,557	49,605	46,017	37,118	9,820	15,790	10,692	131,168	33,227	33,285	28,395
	1982	371,609	112,937	104,947	30,626	27,388	21,378	8,987	9,208	6,595	62,574	31,233	19,079	21,043
Otsego	1988	322,270	77,087	75,121	30,003	24,176	21,297	7,718	5,419	2,153	96,869	8,163	31,340	13,805
	1982	224,020	59,248	57,622	21,492	19,101	16,216	6,904	3,348	1,536	48,147	10,254	17,615	10,009
Putnam	1988	391,731	92,951	87,481	19,638	17,981	16,577	4,966	16,030	8,202	112,381	24,400	29,817	16,806
	1982	272,769	70,705	66,412	16,132	14,594	13,033	5,855	7,673	4,561	54,031	26,228	19,134	10,726
Queens	1988	8,197,550	2,092,654	1,777,475	950,333	645,811	462,310	426,150	526,963	295,974	1,621,607	365,119	301,432	338,854
	1982	5,111,766	1,465,717	1,242,489	563,091	424,639	290,567	320,053	236,818	145,363	709,176	338,169	142,460	189,274
Rensselaer	1988	715,450	255,680	246,335	59,180	34,016	29,083	12,126	23,188	18,175	165,821	43,166	34,450	33,862
	1982	454,996	162,688	156,429	37,620	23,608	19,887	12,666	12,466	10,345	71,125	45,729	17,818	23,495
Richmond	1988	1,702,888	452,637	393,422	124,221	181,235	164,642	117,441	107,886	56,816	331,164	61,367	81,074	55,943
	1982	1,084,079	310,583	269,414	76,107	129,605	115,539	76,270	46,160	27,010	154,963	58,086	43,429	34,068
Rockland	1988	1,673,957	377,195	338,550	157,672	156,763	143,940	81,617	82,646	37,010	462,701	83,645	86,436	55,748
	1982	1,114,627	275,378	246,673	107,908	129,392	117,230	62,778	41,411	21,193	206,302	88,097	50,018	38,592
St. Lawrence	1988	528,310	127,758	122,674	47,513	35,249	32,211	14,658	24,378	8,503	136,892	14,422	35,382	42,282
	1982	355,522	97,876	93,793	32,244	23,993	21,587	14,734	12,393	5,444	66,647	14,165	22,412	25,649

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
NEW YORK (continued)														
ALL COUNTIES (continued)														
Saratoga	1988	839,710	237,332	223,478	83,347	72,132	67,039	27,718	34,235	16,935	172,644	51,741	59,467	24,287
	1982	579,287	159,129	149,541	56,375	55,478	50,910	22,602	16,808	9,556	91,024	55,968	34,154	17,799
Schenectady	1988	1,102,432	302,730	280,464	66,703	114,271	93,421	48,196	68,064	31,191	224,188	59,403	72,309	50,748
	1982	705,031	198,058	183,126	49,283	81,244	65,075	41,545	30,998	15,715	106,220	56,293	35,499	26,882
Schoharie	1988	137,939	45,048	42,513	8,602	8,641	8,157	3,023	4,704	1,436	28,682	6,650	10,218	3,101
	1982	90,312	28,778	27,104	5,840	5,581	5,214	2,554	2,248	846	13,303	6,894	5,021	3,086
Schuyler	1988	47,848	11,539	11,259	4,389	135		760	357	85	17,777	2,222	3,443	1,562
	1982	42,267	12,981	12,640	3,426	200		729	423	126	10,387	2,895	3,428	2,033
Seneca	1988	143,600	43,481	43,016	10,054	6,487	6,162	1,624	4,488	754	43,203	8,336	9,930	7,153
	1982	102,041	32,390	31,980	8,626	4,530	4,297	1,896	3,223	733	21,373	10,265	6,528	6,170
Steuben	1988	468,423	128,032	123,856	47,342	35,892	30,955	18,477	17,891	13,124	96,109	23,478	35,165	25,973
	1982	346,403	92,648	89,448	31,124	31,518	26,402	16,618	10,333	8,129	55,451	31,846	21,736	17,873
Suffolk	1988	9,946,930	2,287,038	1,937,507	666,792	934,574	788,346	518,345	604,306	329,279	2,222,930	421,242	731,308	313,408
	1982	5,906,390	1,476,822	1,248,631	449,535	586,132	484,514	334,444	259,698	157,951	939,860	427,363	345,524	173,394
Sullivan	1988	447,130	125,675	119,655	30,015	50,223	44,374	6,548	8,002	4,661	93,714	20,385	40,928	11,669
	1982	285,933	80,543	76,534	24,789	25,457	21,864	4,726	3,920	2,592	43,776	22,024	20,832	7,809
Tioga	1988	166,423	57,879	45,766	9,011	9,568	7,102	1,199	3,029	2,384	40,593	15,277	8,138	4,898
	1982	125,876	44,648	35,233	6,352	6,743	4,816	1,083	1,692	1,354	21,598	16,345	5,770	3,569
Tompkins	1988	529,404	136,002	128,105	53,079	48,076	41,187	19,398	35,236	8,113	114,730	31,386	38,125	17,221
	1982	357,234	89,866	84,479	39,362	33,734	27,880	17,706	16,386	4,674	58,478	30,175	20,216	13,879
Ulster	1988	1,015,719	266,649	248,806	88,758	97,466	89,333	37,702	28,798	13,690	202,332	58,415	45,436	30,143
	1982	681,558	174,634	162,624	62,288	66,546	60,175	26,878	15,027	8,154	99,417	63,383	25,693	18,351
Warren	1988	597,225	145,154	137,695	49,829	64,601	55,417	35,460	20,153	10,551	139,082	38,144	43,914	22,275
	1982	376,120	90,105	85,306	37,509	45,994	38,719	22,719	10,345	6,138	65,805	34,006	23,955	13,097
Washington	1988	228,853	74,561	71,053	20,831	8,816	6,494	3,257	4,330	1,323	41,709	9,516	7,908	11,503
	1982	146,834	51,384	48,868	12,266	5,014	3,657	2,741	1,897	724	17,420	12,492	4,374	7,090
Wayne	1988	282,943	75,151	73,699	13,779	21,033	15,518	6,255	8,307	4,332	83,262	18,701	25,938	12,156
	1982	253,755	63,598	62,246	15,861	22,118	15,561	7,160	5,263	3,050	55,488	29,413	19,955	11,784
Westchester	1988	8,292,512	1,864,695	1,708,889	612,386	951,632	830,408	478,138	586,405	302,543	1,779,341	397,559	370,494	214,228
	1982	4,779,625	1,139,855	1,042,536	361,683	568,680	496,931	320,326	254,372	148,645	735,335	352,937	178,189	119,711
Wyoming	1988	180,061	47,762	46,760	17,432	6,452	5,599	3,624	8,492	2,904	53,153	8,158	12,724	6,552
	1982	114,306	35,390	34,578	10,989	4,621	3,866	3,102	3,763	1,443	24,897	8,672	7,431	4,460
Yates	1988	74,764	18,708	18,213	9,885	4,142		1,820	1,253	167	18,075	5,937	7,442	3,680
	1982	59,650	16,868	16,390	7,813	2,749		1,635	937	158	10,187	7,631	4,948	2,640
TOTAL METRO COUNTIES	1988	110,935,749	24,115,088	21,056,141	11,683,494	11,197,383	9,508,976	7,864,388	8,365,875	4,385,343	20,279,374	4,302,158	4,453,329	3,900,650
	1982	66,703,113	15,929,796	13,910,784	6,919,686	7,158,791	5,928,183	5,053,437	3,452,174	2,040,229	8,996,205	4,168,447	2,266,146	2,291,654
TOTAL STATE	1988	119,200,968	26,285,723	23,137,083	12,415,038	11,867,278	10,066,208	8,172,641	8,666,247	4,519,994	22,175,927	4,723,480	5,018,337	4,262,240
	1982	72,266,689	17,445,598	15,361,136	7,419,787	7,612,395	6,296,034	5,294,596	3,607,539	2,119,555	9,954,891	4,624,554	2,591,110	2,535,077
NORTH CAROLINA														
ASHEVILLE	1988	1,448,851	287,560	280,789	128,234	186,879	132,431	77,704	75,023	40,506	307,509	97,405	97,996	70,799
	1982	848,523	187,053	182,285	76,462	101,326	67,471	49,505	33,782	20,722	162,252	79,021	56,513	32,508
Buncombe	1988	1,448,851	287,560	280,789	128,234	186,879	132,431	77,704	75,023	40,506	307,509	97,405	97,996	70,799
	1982	848,523	187,053	182,285	76,462	101,326	67,471	49,505	33,782	20,722	162,252	79,021	56,513	32,508
BURLINGTON	1988	955,595	176,408	167,397	81,177	95,199	66,544	73,384	60,906	41,987	246,131	84,726	41,541	37,732
	1982	517,969	116,989	110,792	42,554	45,863	29,930	47,376	25,878	19,236	109,147	53,206	23,850	18,056
Alamance	1988	955,595	176,408	167,397	81,177	95,199	66,544	73,384	60,906	41,987	246,131	84,726	41,541	37,732
	1982	517,969	116,989	110,792	42,554	45,863	29,930	47,376	25,878	19,236	109,147	53,206	23,850	18,056
CHARLOTTE - GASTONIA - ROCK HILL	1988	8,136,005	1,748,464	1,704,877	661,987	915,762	768,476	437,442	492,459	255,403	2,090,031	480,244	429,363	288,886
	1982	4,720,304	1,206,226	1,173,444	405,789	465,417	381,038	284,084	218,315	130,549	976,496	370,083	243,490	149,097
Cabarrus	1988	646,062	139,853	136,112	41,539	77,311	63,649	35,492	37,515	29,551	168,795	32,680	40,661	24,748
	1982	394,622	101,833	98,911	26,923	43,846	34,154	23,134	19,907	16,377	87,498	24,090	21,873	13,599
Gaston	1988	1,122,144	267,112	261,893	90,700	203,179	169,419	26,128	36,583	17,936	278,043	44,836	49,473	55,609
	1982	633,365	184,238	180,279	50,535	88,296	70,999	25,845	21,978	12,090	114,070	38,547	34,415	26,116
Lincoln	1988	197,612	51,334	49,491	15,899	18,212		4,186	7,251	5,829	40,872	9,747	17,157	12,466
	1982	126,061	39,419	37,927	9,608	9,519		3,437	4,765	4,013	23,094	7,476	11,617	5,858
Mecklenburg	1988	4,267,996	692,670	673,291	381,610	455,152	416,287	263,327	331,772	155,840	1,184,856	287,855	224,270	122,637
	1982	2,501,701	519,851	504,303	239,568	245,913	222,096	171,003	134,789	74,019	558,762	216,265	120,504	67,516
Rowan	1988	743,450	279,668	274,356	41,592	45,807	26,951	50,495	27,747	11,583	143,498	36,267	32,144	29,203
	1982	408,330	159,599	156,257	26,025	22,611	11,880	26,448	13,340	6,583	64,861	29,848	17,362	12,899

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
NORTH CAROLINA (continued)														
CHARLOTTE - GASTONIA - ROCK HILL (continued)														
Union	1988	425,437	108,867	105,584	23,451	56,318	40,220	27,284	14,797	11,442	104,289	16,609	34,263	12,583
	1982	233,660	69,627	67,394	13,782	23,765	15,773	15,141	6,916	5,674	48,787	11,604	19,787	7,104
York, S. C.	*1988*	*733,304*	*208,960*	*204,150*	*67,196*	*59,783*	*51,950*	*30,530*	*36,794*	*23,222*	*169,678*	*52,250*	*31,395*	*31,640*
	1982	*422,565*	*131,659*	*128,373*	*39,348*	*31,467*	*26,136*	*19,076*	*16,620*	*11,793*	*79,424*	*42,253*	*17,842*	*16,005*
FAYETTEVILLE	**1988**	**1,609,140**	**314,564**	**307,626**	**150,902**	**265,717**	**197,013**	**38,747**	**157,106**	**74,573**	**395,004**	**88,697**	**56,190**	**45,668**
	1982	974,013	210,620	205,565	91,724	145,818	101,728	41,228	71,768	40,878	194,465	82,811	49,502	20,689
Cumberland	1988	1,609,140	314,564	307,626	150,902	265,717	197,013	38,747	157,106	74,573	395,004	88,697	56,190	45,668
	1982	974,013	210,620	205,565	91,724	145,818	101,728	41,228	71,768	40,878	194,465	82,811	49,502	20,689
GREENSBORO - WINSTON-SALEM - HIGH POINT	**1988**	**6,723,213**	**1,245,957**	**1,210,154**	**648,525**	**824,619**	**644,935**	**354,672**	**481,264**	**290,474**	**1,521,337**	**458,552**	**306,666**	**249,172**
	1982	3,934,099	869,667	843,009	375,259	423,292	319,611	226,773	214,788	144,750	758,007	334,837	187,345	131,438
Davidson	1988	577,901	135,488	130,464	49,786	38,744	29,314	28,356	36,719	24,397	119,438	47,997	30,884	29,188
	1982	350,674	90,228	86,709	29,550	19,439	13,479	18,425	18,625	13,415	66,156	35,334	20,648	13,848
Davie	1988	87,485	20,086	19,045	5,699	3,344		2,706	16,123	16,123	13,180	11,065	5,797	4,627
	1982	59,720	16,898	15,992	3,906	1,805		1,532	7,167	7,167	7,806	9,584	4,726	2,477
Forsyth	1988	2,356,473	414,235	398,527	229,702	299,399	231,876	130,992	134,140	72,290	630,757	154,622	106,011	81,498
	1982	1,350,769	286,699	275,278	133,528	157,879	117,453	86,598	64,103	39,332	288,446	103,369	61,813	45,680
Guilford	1988	3,029,795	515,299	506,319	310,330	420,511	346,562	154,426	266,873	162,392	616,057	201,863	110,536	97,511
	1982	1,763,785	363,500	356,456	174,059	216,076	173,650	97,437	109,796	75,451	322,639	150,923	67,107	52,589
Randolph	1988	462,187	103,294	100,329	35,496	56,139	37,183	33,367	15,903	9,259	89,454	30,299	36,721	21,983
	1982	267,388	68,989	66,875	21,618	24,535	15,029	19,456	9,138	5,963	43,288	23,197	20,927	10,504
Stokes	1988	86,461	20,472	19,259	7,897	1,115		3,052	6,397	2,751	23,403	4,558	6,599	6,470
	1982	57,851	15,427	14,484	5,620	690		1,973	2,857	1,408	12,859	5,177	5,430	2,870
Yadkin	1988	122,911	37,083	36,211	9,615	5,367		1,773	5,109	3,262	29,048	8,148	10,118	7,895
	1982	83,912	27,926	27,215	6,978	2,868		1,352	3,102	2,014	16,813	7,253	6,694	3,470
HICKORY	**1988**	**1,433,966**	**317,062**	**306,620**	**120,477**	**144,981**	**105,061**	**79,121**	**81,277**	**47,694**	**311,730**	**56,241**	**94,522**	**74,519**
	1982	840,858	213,589	206,141	74,674	74,396	50,279	50,039	37,385	24,720	150,238	45,773	60,482	33,329
Alexander	1988	79,906	23,811	22,650	7,381	3,135		2,116	3,418	2,458	17,336	1,595	9,671	5,086
	1982	53,772	17,185	16,315	4,912	2,079		1,624	2,199	1,720	8,663	2,506	6,793	2,412
Burke	1988	312,588	96,262	95,283	27,613	24,829	18,636	16,288	12,830	4,908	47,060	11,479	27,120	19,614
	1982	195,246	64,958	64,170	17,850	11,795	8,489	11,649	6,752	3,080	22,528	10,022	17,879	8,903
Catawba	1988	1,041,472	196,989	188,687	85,483	117,017	86,425	60,717	65,029	40,328	247,334	43,167	57,731	49,819
	1982	591,840	131,446	125,656	51,912	60,522	41,790	36,766	28,434	19,920	119,047	33,245	35,810	22,014
JACKSONVILLE	**1988**	**642,986**	**116,910**	**114,303**	**59,274**	**94,488**	**66,292**	**10,169**	**50,872**	**31,973**	**200,609**	**22,508**	**34,853**	**20,488**
	1982	415,439	92,216	89,979	40,534	56,888	36,995	12,185	28,842	20,403	101,075	20,445	25,515	9,963
Onslow	1988	642,986	116,910	114,303	59,274	94,488	66,292	10,169	50,872	31,973	200,609	22,508	34,853	20,488
	1982	415,439	92,216	89,979	40,534	56,888	36,995	12,185	28,842	20,403	101,075	20,445	25,515	9,963
RALEIGH - DURHAM	**1988**	**4,795,120**	**896,921**	**869,365**	**461,281**	**636,085**	**471,350**	**268,233**	**337,985**	**154,613**	**1,105,889**	**255,681**	**218,885**	**220,785**
	1982	2,792,602	641,165	620,437	273,018	344,676	242,773	160,271	141,248	75,268	524,465	217,634	131,334	97,695
Durham	1988	1,284,963	239,750	231,710	118,994	187,869	140,643	70,431	83,171	36,547	298,259	80,537	47,837	62,059
	1982	747,552	166,119	160,229	68,325	101,958	73,098	41,016	36,834	19,492	145,277	65,303	30,093	28,689
Franklin	1988	88,780	28,335	27,548	6,090	6,660		1,908	2,147	928	14,025	4,364	12,490	6,533
	1982	62,736	21,761	21,114	4,553	4,231		2,161	1,330	611	8,294	4,977	7,742	3,232
Orange	1988	524,077	148,261	142,544	67,800	33,440	21,639	23,346	26,929	12,260	65,281	26,335	36,590	21,441
	1982	295,381	90,764	87,090	39,473	17,509	10,066	14,494	12,450	6,817	29,427	21,242	19,512	10,103
Wake	1988	2,897,300	480,575	467,563	268,397	408,116	309,068	172,548	225,738	104,878	728,324	144,445	121,968	130,752
	1982	1,686,933	362,521	352,006	160,667	220,978	159,609	102,600	90,634	48,348	341,467	126,112	73,987	55,671
WILMINGTON	**1988**	**1,060,263**	**190,347**	**183,793**	**102,510**	**166,037**	**116,367**	**39,339**	**42,059**	**27,017**	**260,416**	**44,759**	**79,344**	**36,098**
	1982	615,501	132,333	127,523	58,505	86,478	57,558	39,753	29,001	20,689	119,648	33,775	38,590	18,262
New Hanover	1988	1,060,263	190,347	183,793	102,510	166,037	116,367	39,339	42,059	27,017	260,416	44,759	79,344	36,098
	1982	615,501	132,333	127,523	58,505	86,478	57,558	39,753	29,001	20,689	119,648	33,775	38,590	18,262
ALL COUNTIES														
Alamance	1988	955,595	176,408	167,397	81,177	95,199	66,544	73,384	60,906	41,987	246,131	84,720	41,541	37,732
	1982	517,969	116,989	110,792	42,554	45,863	29,930	47,376	25,878	19,236	109,147	53,206	23,850	18,056
Alexander	1988	79,906	23,811	22,650	7,381	3,135		2,116	3,418	2,458	17,336	1,595	9,671	5,086
	1982	53,772	17,185	16,315	4,912	2,079		1,624	2,199	1,720	8,663	2,506	6,793	2,412
Alleghany	1988	36,233	7,780	7,506	2,369	1,848		502	704	704	7,523	1,510	6,818	2,167
	1982	25,973	6,439	6,200	1,704	1,086		668	568	568	4,123	2,027	5,097	1,362
Anson	1988	83,106	22,590	21,657	4,986	4,514		3,203	4,731	4,121	20,322	6,746	6,968	4,750
	1982	63,554	20,833	19,933	4,184	2,589		2,487	3,412	3,112	11,945	7,163	4,218	2,863

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

SaMM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
NORTH CAROLINA (continued)														
ALL COUNTIES (continued)														
Ashe	1988	106,557	22,192	21,818	5,790	8,832	5,853	4,275	3,558	3,079	28,804	5,223	9,291	3,750
	1982	73,097	18,047	17,709	4,048	5,165	3,288	3,368	2,715	2,445	15,695	4,158	6,602	2,252
Avery	1988	78,229	23,133	22,728	5,099	4,545		967	1,885	1,885	10,980	2,023	16,433	4,293
	1982	49,490	16,039	15,728	3,314	3,373		1,187	922	922	5,761	1,933	9,831	1,947
Beaufort	1988	223,484	55,465	53,268	12,570	25,925	12,037	8,440	7,678	7,678	54,470	8,594	21,907	11,385
	1982	169,038	50,474	48,379	10,289	15,979	6,411	6,700	5,788	5,788	33,392	10,579	16,282	6,513
Bertie	1988	56,866	16,361	16,142	2,223	1,537		752	2,294	1,077	19,359	2,613	3,281	2,105
	1982	39,359	14,506	14,285	1,601	1,064		623	1,202	638	9,791	2,346	2,442	1,158
Bladen	1988	98,912	31,717	30,463	4,158	8,066		2,959	3,348	3,209	24,496	3,707	4,559	5,920
	1982	72,451	25,028	23,991	2,796	4,927		2,652	2,018	1,936	13,698	5,812	3,697	3,327
Brunswick	1988	222,774	75,577	72,764	32,162	16,082		3,834	5,459	5,459	24,696	13,670	21,168	10,617
	1982	117,246	47,652	45,787	15,119	7,690		2,045	2,112	2,112	9,444	8,281	10,529	3,878
Buncombe	1988	1,448,851	287,560	280,789	128,234	186,879	132,431	77,704	75,023	40,506	307,509	97,405	97,996	70,799
	1982	848,523	187,053	182,285	76,462	101,326	67,471	49,505	33,782	20,722	162,252	79,021	56,513	32,508
Burke	1988	312,588	96,262	95,283	27,613	24,829	18,636	16,288	12,830	4,908	47,060	11,479	27,120	19,614
	1982	195,246	64,958	64,170	17,850	11,795	8,489	11,649	6,752	3,080	22,528	10,022	17,879	8,903
Cabarrus	1988	646,062	139,853	136,112	41,539	77,311	63,649	35,492	37,515	29,551	168,795	32,680	40,661	24,748
	1982	394,622	101,833	98,911	26,923	43,846	34,154	23,134	19,907	16,377	87,498	24,090	21,873	13,599
Caldwell	1988	399,330	102,645	100,942	23,773	30,384	15,863	12,939	41,229	34,601	102,459	13,121	19,256	19,784
	1982	235,554	68,891	67,613	14,339	16,568	7,365	7,656	18,386	15,961	54,589	10,439	12,489	9,428
Camden	1988	17,590	6,772	6,688	844	471			524	524	1,234	1,962	244	120
	1982	10,701	2,921	2,880	606	288			288	288	441	1,642	192	78
Carteret	1988	335,775	54,223	51,394	33,254	34,806	19,631	9,380	19,685	10,493	69,920	22,109	50,807	13,398
	1982	197,370	42,843	40,527	22,810	17,984	8,751	5,317	10,269	6,342	29,664	18,899	24,354	6,250
Caswell	1988	28,699	9,406	9,296	424	2,465		55	1,577	1,577	8,150	503	2,008	1,482
	1982	19,886	8,223	8,110	348	1,773		69	676	676	3,808	720	1,014	1,208
Catawba	1988	1,041,472	196,989	188,687	85,483	117,017	86,425	60,717	65,029	40,328	247,334	43,167	57,731	49,819
	1982	591,840	131,446	125,656	51,912	60,522	41,790	36,766	28,434	19,920	119,047	33,245	35,810	22,014
Chatham	1988	139,965	40,347	38,636	10,246	10,633		5,353	4,908	3,606	38,540	8,056	6,175	4,371
	1982	88,367	27,724	26,496	6,392	5,202		3,633	2,554	1,946	19,834	9,485	3,261	2,282
Cherokee	1988	118,289	37,922	37,351	10,112	9,843		5,489	10,206	7,781	12,007	4,113	10,411	5,207
	1982	68,363	23,369	22,970	5,382	5,113		3,529	4,860	3,872	5,280	4,448	5,843	2,548
Chowan	1988	67,906	20,172	20,109	3,163	9,839		2,649	2,149	1,708	15,479	2,956	2,900	3,078
	1982	46,863	15,500	15,440	2,558	6,055		1,593	1,291	1,079	7,302	4,398	2,216	1,868
Clay	1988	25,838	3,960	3,802	255	523		179	1,400	256	11,375	1,331	4,463	874
	1982	21,421	3,894	3,732	277	601		298	910	169	6,786	2,677	3,685	1,133
Cleveland	1988	433,080	121,867	120,795	38,849	46,687	29,738	15,590	21,078	13,786	98,269	28,622	16,100	23,674
	1982	284,386	88,038	87,091	25,922	26,386	15,781	12,436	11,952	8,517	50,972	24,581	11,969	12,787
Columbus	1988	258,249	54,993	52,581	13,443	20,599	5,251	15,531	8,620	6,600	60,092	12,464	31,321	17,222
	1982	186,004	48,132	45,929	10,624	14,210	2,973	12,309	6,057	4,841	36,023	11,821	20,117	8,231
Craven	1988	508,757	120,770	119,344	40,411	60,988	43,827	9,687	18,933	11,073	154,191	26,781	25,785	17,114
	1982	319,197	86,423	85,232	24,155	36,907	23,983	10,735	15,275	10,278	74,003	18,982	21,628	8,010
Cumberland	1988	1,609,140	314,564	307,626	150,902	265,717	197,013	38,747	157,106	74,573	395,004	88,697	56,190	45,668
	1982	974,013	210,620	205,565	91,724	145,818	101,728	41,228	71,768	40,878	194,465	82,811	49,502	20,689
Currituck	1988	33,775	14,592	14,262	2,837	358		133	1,513	1,513	608	10,278	404	419
	1982	22,700	10,826	10,561	1,600	327		142	720	720	358	6,488	337	316
Dare	1988	189,607	50,928	47,725	35,802	13,853		7,950	8,015	7,725	14,396	6,653	25,421	2,320
	1982	114,929	35,845	33,525	22,476	6,091		5,370	3,653	3,559	6,886	5,135	13,531	1,115
Davidson	1988	577,901	135,488	130,464	49,786	38,744	29,314	28,356	36,719	24,397	119,438	47,997	30,884	29,188
	1982	350,674	90,228	86,709	29,550	19,439	13,479	18,425	18,625	13,415	66,156	35,334	20,648	13,848
Davie	1988	87,485	20,086	19,045	5,699	3,344		2,706	16,123	16,123	13,180	11,065	5,797	4,627
	1982	59,720	16,898	15,992	3,906	1,805		1,532	7,167	7,167	7,806	9,584	4,726	2,477
Duplin	1988	165,837	55,276	54,071	11,045	10,131		5,696	10,128	7,718	34,904	9,742	6,870	8,832
	1982	116,750	40,211	39,258	7,737	6,243		5,221	6,026	4,787	20,566	9,640	4,744	4,355
Durham	1988	1,284,963	239,750	231,710	118,994	187,869	140,643	70,431	83,171	36,547	298,259	80,537	47,837	62,059
	1982	747,552	166,119	160,229	68,325	101,958	73,098	41,016	36,834	19,492	145,277	65,303	30,093	28,689
Edgecombe	1988	238,529	65,782	59,610	14,807	24,257	15,526	9,207	12,685	8,917	47,251	16,952	9,150	13,182
	1982	162,170	52,777	47,730	9,357	14,886	8,551	5,826	8,258	6,276	25,773	13,518	6,756	6,564
Forsyth	1988	2,356,473	414,235	398,527	229,702	299,399	231,876	130,992	134,140	72,290	630,757	154,622	106,011	81,498
	1982	1,350,769	286,699	275,278	133,528	157,879	117,453	86,598	64,103	39,332	288,446	103,369	61,813	45,680
Franklin	1988	88,780	28,335	27,548	6,090	6,660		1,908	2,147	928	14,025	4,364	12,490	6,533
	1982	62,736	21,761	21,114	4,553	4,231		2,161	1,330	611	8,294	4,977	7,742	3,232
Gaston	1988	1,122,144	267,112	261,893	90,700	203,179	169,419	26,128	36,583	17,936	278,043	44,836	49,473	55,609
	1982	633,365	184,238	180,279	50,535	88,296	70,999	25,845	21,978	12,090	114,070	38,547	34,415	26,116

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982			Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
METRO AREA County	Year	Total Retail Sales ($000)	Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
NORTH CAROLINA (continued)														
ALL COUNTIES (continued)														
Gates	1988	20,981	7,112	6,714	1,649	475		43	117		7,684	1,743	384	934
	1982	13,975	4,950	4,645	877	455		53	100		4,050	1,481	221	878
Graham	1988	15,676	5,940	5,809	1,283	1,316		377	484	484	865	569	3,270	669
	1982	13,300	5,263	5,136	1,009	819		517	404	404	505	965	2,291	693
Granville	1988	133,061	43,045	42,639	7,814	8,556	2,971	8,040	4,697	3,535	26,723	3,584	8,529	12,320
	1982	84,831	28,922	28,592	5,130	6,243	1,916	5,408	2,352	1,846	14,386	4,801	4,279	6,710
Greene	1988	25,475	6,422	6,105	1,803	1,307		565	1,757	875	5,342	3,265	1,180	435
	1982	18,486	4,927	4,674	1,256	1,227		672	1,034	524	2,986	2,545	897	362
Guilford	1988	3,029,795	515,299	506,319	310,330	420,511	346,562	154,426	266,873	162,392	616,057	201,863	110,536	97,511
	1982	1,763,785	363,500	356,456	174,059	216,076	173,650	97,437	109,796	75,451	322,639	150,923	67,107	52,589
Halifax	1988	363,994	78,463	77,371	25,199	58,078	46,799	16,653	29,981	22,599	53,053	48,123	19,193	16,048
	1982	218,653	55,043	54,170	15,817	26,452	20,176	10,304	15,839	12,635	28,272	32,997	10,316	7,819
Harnett	1988	278,652	69,670	66,543	25,301	29,205	12,328	6,181	14,216	12,164	38,773	27,627	31,264	18,360
	1982	174,155	50,227	47,878	14,810	15,099	5,359	5,252	7,084	6,278	19,531	21,354	19,076	9,188
Haywood	1988	348,929	73,780	69,731	23,515	14,774	5,569	10,203	13,985	9,081	98,777	40,931	25,709	15,788
	1982	203,813	50,184	47,335	15,403	8,212	2,537	6,778	6,662	4,681	45,612	26,353	16,011	8,400
Henderson	1988	551,512	103,812	102,192	40,147	28,344	24,250	50,670	23,035	15,614	162,933	29,622	54,048	20,180
	1982	304,431	68,818	67,610	22,828	15,424	12,758	28,662	9,359	6,884	76,726	19,794	30,708	10,459
Hertford	1988	117,460	34,105	32,572	9,653	15,935	11,680	2,262	6,532	4,011	19,951	6,198	9,809	6,460
	1982	88,195	26,026	24,806	7,923	10,607	7,241	2,359	4,859	3,225	12,414	6,971	7,116	3,708
Hoke	1988	36,049	15,946	15,857	2,151	4,092		506	1,604	1,604	5,660	381	2,167	2,712
	1982	29,746	12,841	12,743	1,995	2,894		706	1,478	1,478	4,123	785	1,787	1,567
Hyde	1988	13,571	6,238	5,853	2,302	1,561		84	368	368	433	1,064	246	278
	1982	9,982	4,236	3,966	1,602	925		96	299	299	310	1,473	154	205
Iredell	1988	530,755	141,270	135,197	48,977	54,683	31,747	26,843	21,481	14,936	114,325	23,994	40,447	25,933
	1982	314,923	89,212	85,208	28,798	27,255	13,625	17,981	13,492	10,050	55,917	20,862	25,179	13,903
Jackson	1988	143,536	40,448	39,479	12,939	14,685		4,952	6,112	4,931	30,008	4,421	10,275	9,989
	1982	83,465	26,438	25,752	8,719	7,048		3,611	2,965	2,475	14,315	4,537	5,396	4,610
Johnston	1988	498,846	100,422	93,890	41,426	26,771	20,633	20,096	41,313	27,367	99,027	88,160	28,509	20,634
	1982	278,545	68,446	63,867	20,011	11,858	8,450	13,501	18,760	13,232	44,041	53,039	16,883	9,750
Jones	1988	23,336	3,074	2,900	632	2,949		93	501	257	7,040	1,041	575	219
	1982	16,874	2,828	2,662	703	2,169		102	332	191	3,685	1,406	463	185
Lee	1988	304,972	83,086	81,737	21,851	22,749	16,471	14,653	10,437	6,682	79,014	12,327	29,401	10,109
	1982	188,006	58,678	57,611	13,925	12,665	8,610	12,085	5,929	4,128	40,074	8,858	14,912	6,251
Lenoir	1988	370,788	89,912	88,407	24,839	48,087	37,793	22,638	18,538	11,466	80,250	14,738	21,569	14,226
	1982	255,014	63,551	62,363	18,593	29,385	22,400	17,712	12,470	8,593	48,449	14,524	17,075	9,317
Lincoln	1988	197,612	51,334	49,491	15,899	18,212		4,186	7,251	5,829	40,872	9,747	17,157	12,466
	1982	126,061	39,419	37,927	9,608	9,519		3,437	4,765	4,013	23,094	7,476	11,617	5,858
McDowell	1988	183,060	49,489	47,396	16,160	16,171	4,308	7,581	5,266	2,449	44,848	13,402	10,956	10,370
	1982	113,277	33,579	32,095	9,150	8,069	1,740	5,947	3,279	1,655	22,422	11,715	6,992	4,694
Macon	1988	143,036	31,289	29,590	12,329	14,542		5,548	8,260	5,780	13,406	4,490	31,068	7,224
	1982	95,202	23,583	22,257	7,878	8,551		4,563	3,628	2,661	6,153	6,265	20,234	3,941
Madison	1988	35,904	6,562	6,040	1,902	1,642		1,296	1,345	531	8,698	2,243	2,157	2,584
	1982	27,169	6,024	5,534	1,760	1,011		1,461	1,010	511	5,109	3,397	1,652	1,404
Martin	1988	111,993	28,959	27,710	13,172	15,502	9,704	5,607	5,397	4,426	19,533	5,563	2,238	4,982
	1982	80,292	24,217	23,125	8,623	9,869	5,490	3,813	3,294	2,795	11,384	5,513	1,543	2,636
Mecklenburg	1988	4,267,996	692,670	673,291	381,610	455,152	416,287	263,327	331,772	155,840	1,184,856	287,855	224,270	122,637
	1982	2,501,701	519,851	504,303	239,568	245,913	222,096	171,003	134,789	74,019	558,762	216,265	120,504	67,516
Mitchell	1988	57,094	12,344	12,066	4,572	1,792		3,073	6,603	5,582	16,150	1,556	4,074	4,154
	1982	46,435	10,535	10,277	3,814	1,160		2,669	3,012	2,613	13,569	2,849	3,458	2,245
Montgomery	1988	86,382	22,100	21,735	6,578	3,539		3,138	4,151	3,524	17,537	4,678	4,644	6,115
	1982	56,408	17,631	17,305	4,700	2,245		1,724	2,355	2,064	9,176	4,123	3,578	2,858
Moore	1988	290,723	65,447	64,577	23,421	19,583	14,623	13,617	12,705	10,186	90,707	11,240	14,141	12,007
	1982	197,191	60,649	59,725	16,083	9,635	6,695	11,599	7,192	5,985	42,761	11,560	9,910	7,169
Nash	1988	573,782	102,141	98,533	70,276	74,749	57,827	39,186	25,558	18,354	122,230	35,371	34,233	22,364
	1982	359,205	84,109	80,976	39,481	41,326	30,698	26,411	14,016	10,917	59,121	27,207	22,422	11,533
New Hanover	1988	1,060,263	190,347	183,793	102,510	166,037	116,367	39,339	42,059	27,017	260,416	44,759	79,344	36,098
	1982	615,501	132,333	127,523	58,505	86,478	57,558	39,753	29,001	20,689	119,648	33,775	38,590	18,262
Northampton	1988	47,016	14,976	14,304	2,751	1,135		286	232		7,360	2,559	7,489	1,683
	1982	34,906	12,846	12,246	2,384	734		389	222		3,835	2,604	4,798	1,043
Onslow	1988	642,986	116,910	114,303	59,274	94,488	66,292	10,169	50,872	31,973	200,609	22,508	34,853	20,488
	1982	415,439	92,216	89,979	40,534	56,888	36,995	12,185	28,842	20,403	101,075	20,445	25,515	9,963
Orange	1988	524,077	148,261	142,544	67,800	33,440	21,639	23,346	26,929	12,260	65,281	26,335	36,590	21,441
	1982	295,381	90,764	87,090	39,473	17,509	10,066	14,494	12,450	6,817	29,427	21,242	19,512	10,103

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

SaMM ESTIMATES 1988 U.S. CENSUS 1982			Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls & Hardware Dealers	Drug-stores
METRO AREA County	Year	Total Retail Sales ($000)	Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
NORTH CAROLINA (continued)														
ALL COUNTIES (continued)														
Pamlico	1988	50,242	13,197	13,072	3,148	944		53	149		21,785	1,335	1,854	745
	1982	26,773	8,008	7,917	1,886	816		56	274		8,438	1,746	1,090	578
Pasquotank	1988	252,815	33,208	32,017	18,454	29,932	28,181	10,103	14,162	9,071	61,965	17,433	37,551	10,307
	1982	154,257	27,802	26,752	10,692	16,579	15,241	7,313	7,885	5,535	30,806	12,994	21,190	6,304
Pender	1988	69,328	34,150	33,631	3,575	2,393		558	784	334	8,357	4,848	6,305	3,394
	1982	49,239	23,009	22,614	2,549	1,694		666	588	317	4,826	4,794	4,765	1,724
Perquimans	1988	23,354	3,542	3,499	2,480	979		892	453	77	8,765	1,248	886	287
	1982	20,038	4,153	4,094	1,862	782		783	363	90	6,048	1,335	870	355
Person	1988	140,441	37,670	37,116	8,218	7,001		7,842	7,185	2,810	36,858	5,738	6,134	8,638
	1982	97,577	28,256	27,785	5,713	5,588		5,911	4,157	1,972	21,715	5,755	3,774	4,714
Pitt	1988	655,548	113,575	110,423	61,865	73,276	45,742	55,390	44,732	20,349	169,798	35,361	36,338	19,253
	1982	429,177	93,057	90,294	41,289	41,288	24,339	33,895	21,912	11,542	92,677	31,172	24,681	10,695
Polk	1988	43,400	11,058	10,619	3,123	1,243		1,082	1,282	670	11,348	5,158	963	2,644
	1982	34,096	9,621	9,221	2,763	968		946	998	540	6,378	4,826	669	1,951
Randolph	1988	462,187	103,294	100,329	35,496	56,139	37,183	33,367	15,903	9,259	89,454	30,299	36,721	21,983
	1982	267,388	68,989	66,875	21,618	24,535	15,029	19,456	9,138	5,963	43,288	23,197	20,927	10,504
Richmond	1988	249,885	63,689	61,298	16,221	27,822	21,572	9,269	13,818	11,677	59,384	11,789	16,978	12,791
	1982	161,088	45,383	43,592	12,225	15,308	10,881	7,467	8,456	7,451	29,484	9,708	12,279	7,377
Robeson	1988	509,078	103,518	102,480	34,981	29,294	15,386	32,541	29,601	20,329	95,339	53,280	49,211	21,429
	1982	344,182	83,370	82,368	23,142	18,037	8,297	25,388	18,643	13,405	50,657	41,391	29,769	11,507
Rockingham	1988	482,642	143,184	140,840	38,742	47,997	17,457	25,691	42,922	32,813	69,858	23,284	28,498	24,746
	1982	292,761	95,738	93,983	24,058	24,411	7,216	19,771	21,192	16,805	32,477	19,566	17,488	13,732
Rowan	1988	743,450	279,668	274,356	41,592	45,807	26,951	50,495	27,747	11,583	143,498	36,267	32,144	29,203
	1982	408,330	159,599	156,257	26,025	22,611	11,680	26,448	13,340	6,583	64,861	29,848	17,362	12,899
Rutherford	1988	361,893	87,673	86,376	25,010	31,286	19,017	10,384	19,026	14,813	101,355	16,572	25,186	17,440
	1982	205,959	55,452	54,522	14,672	15,406	8,340	8,072	10,021	8,288	46,281	12,473	15,321	9,088
Sampson	1988	193,180	47,740	45,741	10,007	22,160	9,007	7,249	12,792	7,812	38,568	15,537	12,377	11,342
	1982	141,373	38,675	36,983	7,711	13,418	4,524	6,806	7,892	5,152	24,678	12,505	9,667	6,242
Scotland	1988	195,955	55,115	53,144	16,880	29,132	19,353	4,836	8,358	6,694	37,854	11,875	15,572	6,076
	1982	125,554	44,791	43,103	10,049	13,775	8,057	3,732	4,774	4,091	20,522	8,843	8,681	3,334
Stanly	1988	245,917	61,305	59,734	18,073	20,768	11,370	12,965	10,910	6,963	53,164	20,612	15,658	15,675
	1982	161,804	43,771	42,565	11,758	10,302	5,060	10,121	6,261	4,389	31,463	17,512	10,639	7,475
Stokes	1988	86,461	20,472	19,259	7,897	1,115		3,052	6,397	2,751	23,403	4,558	6,599	6,470
	1982	57,851	15,427	14,484	5,620	690		1,973	2,857	1,408	12,859	5,177	5,430	2,870
Surry	1988	474,014	88,544	86,986	27,103	39,873	26,333	31,503	22,344	10,556	107,474	29,966	28,694	25,716
	1982	288,216	65,814	64,527	16,798	19,687	11,856	20,140	12,696	6,660	53,623	22,954	19,349	12,451
Swain	1988	58,202	18,035	17,308	8,764	2,745		1,140	1,190	967	7,763	3,385	3,368	2,467
	1982	44,286	14,102	13,506	7,007	1,980		1,346	1,072	886	3,994	3,803	2,139	1,254
Transylvania	1988	108,833	31,630	29,776	8,359	8,576		3,305	4,473	1,589	19,194	10,677	6,136	6,169
	1982	80,186	26,193	24,608	6,075	5,883		2,867	2,192	886	11,823	8,999	4,926	3,695
Tyrrell	1988	5,666	1,471	1,431	116	113		85	48		915	959	1,469	
	1982	6,876	1,687	1,638	160	152		148	56		631	1,883	1,403	
Union	1988	425,437	108,867	105,584	23,451	56,318	40,220	27,284	14,797	11,442	104,289	16,609	34,263	12,583
	1982	233,660	69,627	67,394	13,782	23,765	15,773	15,141	8,916	5,674	48,787	11,604	19,787	7,104
Vance	1988	242,132	42,615	41,709	18,671	35,865	14,513	11,702	12,856	8,496	54,719	13,953	20,867	11,057
	1982	147,545	38,423	37,533	10,705	15,274	5,183	7,978	6,991	4,946	26,628	13,010	10,533	5,099
Wake	1988	2,897,300	480,575	467,563	268,397	408,116	309,068	172,548	225,738	104,878	728,324	144,445	121,968	130,752
	1982	1,686,933	362,521	352,004	160,667	220,978	159,609	102,600	90,634	48,348	341,467	126,112	73,987	55,671
Warren	1988	51,847	18,177	17,943	1,952	2,723		1,047	4,112	3,861	8,982	3,265	2,350	2,916
	1982	30,429	11,880	11,704	1,278	1,509		1,021	2,417	2,272	3,352	3,224	1,314	1,281
Washington	1988	45,648	14,109	13,934	2,907	5,767		1,585	3,007	2,712	7,249	2,800	1,568	2,461
	1982	35,960	12,998	12,811	2,720	2,905		1,334	1,878	1,715	5,610	2,556	1,146	1,627
Watauga	1988	280,815	58,626	54,929	30,328	20,121	7,153	19,635	20,982	16,020	60,462	14,178	19,852	12,199
	1982	171,522	39,217	36,672	19,230	9,587	2,953	12,258	8,755	7,005	29,276	12,098	14,726	5,990
Wayne	1988	578,853	113,332	107,031	44,146	79,110	66,275	13,492	29,515	17,873	151,556	41,841	18,797	21,970
	1982	382,467	82,000	77,287	27,708	46,096	36,779	16,936	17,924	12,287	83,957	31,176	21,642	11,008
Wilkes	1988	310,228	67,340	65,559	21,496	27,231	18,123	14,500	6,555	4,009	69,739	19,064	35,465	13,509
	1982	197,689	47,363	46,019	13,601	14,151	8,678	9,868	4,032	2,776	37,920	17,279	24,601	7,318
Wilson	1988	451,751	80,005	76,334	35,947	58,612	44,039	20,051	20,953	13,853	117,135	28,265	28,818	21,736
	1982	290,641	66,235	63,071	23,928	35,352	24,986	14,289	11,375	8,160	58,255	22,600	19,434	10,365
Yadkin	1988	122,911	37,083	36,211	9,615	5,367		1,773	5,109	3,262	29,048	8,148	10,118	7,895
	1982	83,912	27,926	27,215	6,978	2,868		1,332	3,102	2,014	16,813	7,253	6,694	3,470
Yancey	1988	47,441	15,806	15,152	3,706	3,010		610	706	706	8,400	2,426	5,024	3,884
	1982	37,283	13,185	12,614	2,473	2,198		552	447	447	5,833	3,676	4,200	2,212

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982			Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
METRO AREA County	Year	Total Retail Sales ($000)	Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
NORTH CAROLINA (continued)														
TOTAL METRO COUNTIES	**1988**	**26,071,835**	**5,085,233**	**4,940,774**	**2,347,171**	**3,269,984**	**2,516,519**	**1,348,281**	**1,742,157**	**941,018**	**6,268,978**	**1,536,563**	**1,327,965**	**1,012,507**
	1982	15,236,743	3,538,199	3,430,802	1,399,171	1,712,687	1,261,247	892,138	784,387	485,422	3,016,369	1,195,332	798,689	495,032
TOTAL STATE	**1988**	**41,374,913**	**8,~94,069**	**8,436,755**	**3,562,707**	**4,707,365**	**3,324,469**	**2,034,752**	**2,533,254**	**1,488,168**	**9,686,836**	**2,530,031**	**2,453,199**	**1,713,609**
	1982	25,005,089	6,206,760	6,010,249	2,172,135	2,507,667	1,668,435	1,390,035	1,218,976	805,993	4,778,788	2,006,360	1,523,170	863,409
NORTH DAKOTA														
BISMARCK	**1988**	**645,615**	**111,580**	**103,489**	**62,265**	**114,120**	**105,234**	**23,934**	**27,942**	**14,146**	**165,432**	**49,110**	**33,283**	**18,049**
	1982	485,128	83,925	77,577	44,557	69,342	62,919	25,442	20,436	11,814	113,140	51,963	27,048	15,523
Burleigh	1988	520,680	87,526	81,899	49,998	113,480	105,234	23,449	25,198	12,560	118,938	31,504	20,697	16,626
	1982	379,360	63,017	58,849	34,373	68,545	62,919	22,978	17,745	10,043	80,169	34,628	14,625	14,173
Morton	1988	124,935	24,054	21,590	12,267	640		1,485	2,744	1,586	46,494	17,606	12,586	1,423
	1982	105,768	20,908	18,728	10,184	797		2,464	2,691	1,771	32,971	17,335	12,423	1,350
FARGO - MOORHEAD	**1988**	**1,106,004**	**156,935**	**150,099**	**114,296**	**155,997**	**142,450**	**41,740**	**47,632**	**21,398**	**291,410**	**97,058**	**62,612**	**21,759**
	1982	844,103	130,871	124,831	83,899	104,195	94,253	39,396	34,880	18,992	190,451	99,258	44,688	19,276
Cass	1988	834,396	92,883	87,920	82,030	140,951	133,187	32,415	27,621	14,744	247,200	69,639	35,733	12,772
	1982	656,220	81,106	76,618	62,378	97,229	90,553	31,041	23,381	14,346	163,958	77,211	29,630	12,785
Clay, Minn.	*1988*	*271,608*	*64,052*	*62,179*	*32,266*	*15,046*	*9,263*	*9,325*	*20,011*	*6,654*	*44,210*	*27,419*	*26,879*	*8,987*
	1982	*187,883*	*49,765*	*48,213*	*21,521*	*6,966*	*3,700*	*8,355*	*11,499*	*4,646*	*26,493*	*22,047*	*15,058*	*6,491*
GRAND FORKS	**1988**	**506,890**	**62,654**	**60,150**	**36,760**	**118,661**	**100,528**	**24,313**	**29,587**	**14,786**	**139,743**	**30,738**	**26,678**	**6,832**
	1982	386,000	52,985	50,767	30,884	73,824	61,213	24,089	22,019	13,172	93,549	32,432	19,224	6,170
Grand Forks	1988	506,890	62,654	60,150	36,760	118,661	100,528	24,313	29,587	14,786	139,743	30,738	26,678	6,832
	1982	386,000	52,985	50,767	30,884	73,824	61,213	24,089	22,019	13,172	93,549	32,432	19,224	6,170
ALL COUNTIES														
Adams	1988	23,151	8,012	7,375	2,434	1,889		997			3,440	381	1,260	1,029
	1982	14,992	5,697	5,234	1,348	1,233		752			1,664	496	1,031	925
Barnes	1988	93,435	15,770	14,136	6,378	7,412		4,032	2,491	2,079	31,304	11,910	6,778	3,219
	1982	62,803	11,884	10,631	4,537	4,039		3,875	1,712	1,520	16,177	9,850	4,554	2,296
Benson	1988	8,019	2,798	2,753	1,342	88		229	155		432	2,336	420	98
	1982	6,805	2,085	2,048	1,082	98		313	158		421	1,849	492	124
Billings	1988	2,024	542	530	1,114							255		
	1982	1,419	432	421	570							313		
Bottineau	1988	39,420	6,767	6,659	3,763	798		1,899	1,480	1,480	10,920	4,142	5,819	1,299
	1982	34,211	5,758	5,655	3,144	855		1,841	1,424	1,424	7,836	5,339	4,395	1,014
Bowman	1988	19,382	4,971	4,888	2,351	589		494	396	396	6,223	987	1,480	737
	1982	19,755	4,955	4,863	2,347	671		433	485	485	5,089	1,632	1,638	1,175
Burke	1988	12,614	2,145	2,066	2,024	325		104	282	282	3,617	1,473	817	251
	1982	11,987	2,051	1,971	1,448	281		143	262	262	2,484	2,560	591	304
Burleigh	1988	520,680	87,526	81,899	49,998	113,480	105,234	23,449	25,198	12,560	118,938	31,504	20,697	16,626
	1982	379,360	63,017	58,849	34,373	68,545	62,919	22,978	17,745	10,043	80,169	34,628	14,625	14,173
Cass	1988	834,396	92,883	87,920	82,030	140,951	133,187	32,415	27,621	14,744	247,200	69,639	35,733	12,772
	1982	656,220	81,106	76,618	62,378	97,229	90,553	31,041	23,381	14,346	163,958	77,211	29,630	12,785
Cavalier	1988	31,144	6,856	6,031	2,157	351		1,016	1,597	977	7,497	1,029	3,666	1,209
	1982	23,678	5,739	5,038	1,857	383		1,385	1,253	794	4,022	1,735	2,373	1,008
Dickey	1988	35,137	7,365	7,126	3,935	742		1,273	774	280	9,029	1,128	5,025	1,756
	1982	23,057	5,502	5,313	2,606	666		1,186	740	291	5,001	1,203	2,437	1,383
Divide	1988	11,507	3,120	3,108	1,101	464		616			2,522	887	2,230	190
	1982	10,789	2,675	2,659	954	467		685			2,059	1,491	1,811	303
Dunn	1988	12,410	3,837	3,785	983				37		5,926	834	143	109
	1982	10,423	3,000	2,954	970				50		4,332	979	195	183
Eddy	1988	13,168	3,221	2,564	764	115		328	165	165	3,888	901	770	279
	1982	12,036	2,492	1,980	670	121		456	194	194	2,813	1,685	927	367
Emmons	1988	28,243	7,900	7,372	1,625	461		965	353	353	7,963	2,478	4,644	373
	1982	16,618	4,459	4,153	1,066	364		923	249	249	4,174	2,153	2,125	392
Foster	1988	34,803	6,329	5,907	2,156	500		887	315	172	10,758	4,513	6,942	671
	1982	24,468	4,321	4,025	1,566	465		1,004	311	205	7,310	3,594	3,863	735
Golden Valley	1988	19,026	2,780	1,685	1,556	110		242	285	125	8,837	2,608	1,941	80
	1982	17,391	2,626	1,590	1,405	124		374	347	174	5,404	4,720	1,491	121
Grand Forks	1988	506,890	62,654	60,150	36,760	118,661	100,528	24,313	29,587	14,786	139,743	30,738	26,678	6,832
	1982	386,000	52,985	50,767	30,884	73,824	61,213	24,089	22,019	13,172	93,549	32,432	19,224	6,170
Grant	1988	14,689	2,818	2,670	1,041			88	54		4,735	336	2,422	444
	1982	9,781	2,144	2,029	731			98	54		3,252	511	1,367	381

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 / U.S. CENSUS 1982			Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
METRO AREA / County	Year	Total Retail Sales ($000)	Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
NORTH DAKOTA (continued)														
ALL COUNTIES (continued)														
Griggs	1988	10,313	4,592	4,554	842	301		224			1,746	293	1,390	181
	1982	7,600	2,906	2,876	578	299		297			1,230	446	932	246
Hettinger	1988	20,271	5,963	5,908	1,722	423		137	52		9,633	1,112	260	697
	1982	12,790	3,522	3,482	1,122	313		153	47		4,990	1,504	236	707
Kidder	1988	6,704	1,572	1,480	642				85		1,054	1,794	883	145
	1982	4,600	777	729	312				54		467	1,934	531	113
La Moure	1988	17,579	4,801	4,741	1,837	213		185	51		3,992	581	4,481	349
	1982	12,216	3,181	3,136	1,301	174		233	52		2,457	860	2,664	402
Logan	1988	18,685	3,517	3,454	1,069			96	283	283	10,598	1,520	1,080	203
	1982	10,682	2,111	2,069	531			102	214	214	4,685	1,833	691	214
McHenry	1988	16,279	4,156	3,380	1,723	37		162	141		4,018	2,158	2,269	614
	1982	15,275	3,299	2,677	1,592	47		265	152		2,835	2,960	2,388	673
McIntosh	1988	23,956	7,317	6,170	2,542	113		277	360	360	9,640	755	2,615	506
	1982	14,401	4,446	3,742	1,256	92		281	262	262	3,891	881	1,435	549
McKenzie	1988	40,206	14,301	13,190	4,371			968	410	209	5,973	4,482	5,694	1,018
	1982	25,528	7,674	7,064	3,138			1,016	328	162	3,414	4,056	2,819	1,064
McLean	1988	51,983	17,487	16,542	3,736	343		1,092	851	172	7,189	7,179	6,410	1,071
	1982	35,510	9,826	9,277	3,096	308		791	742	182	4,085	6,430	4,108	983
Mercer	1988	57,339	13,669	12,944	8,122	1,074		875	1,115	681	13,532	3,265	11,370	1,441
	1982	36,042	9,139	8,637	4,518	806		647	890	633	7,221	2,801	7,056	1,625
Morton	1988	124,935	24,054	21,590	12,267	640		1,485	2,744	1,586	46,494	17,606	12,586	1,423
	1982	105,768	20,908	18,728	10,184	797		2,464	2,691	1,771	32,971	17,335	12,423	1,350
Mountrail	1988	33,631	10,109	9,554	2,657	689		587	418	311	10,960	1,026	3,911	1,641
	1982	26,968	7,304	6,890	2,659	569		819	441	341	6,706	1,948	3,245	1,556
Nelson	1988	37,204	6,795	5,720	2,854	811		355	121		7,111	1,886	9,902	528
	1982	23,575	3,795	3,189	1,861	658		371	102		3,213	2,238	6,102	504
Oliver	1988	1,983	589	561	670							108	534	
	1982	1,463	442	420	412							140	386	
Pembina	1988	50,591	12,386	11,544	3,844	671		1,049	426	277	18,827	2,969	3,340	1,679
	1982	35,115	8,588	7,988	3,286	422		919	292	192	10,587	3,272	2,892	1,225
Pierce	1988	46,421	9,187	8,653	3,693	3,216		1,764	631	432	16,625	2,279	5,123	715
	1982	31,002	5,726	5,383	2,366	1,523		1,887	594	460	10,112	3,035	2,850	844
Ramsey	1988	110,993	22,997	21,711	9,117	5,876	4,710	5,746	3,510	2,832	34,345	5,872	7,494	4,406
	1982	82,159	14,869	14,009	7,177	3,633	2,692	6,223	2,923	2,466	19,761	6,517	6,051	4,019
Ransom	1988	33,200	8,875	8,783	4,837	507		1,723	1,050	584	6,153	1,078	4,672	1,641
	1982	19,664	4,651	4,594	2,531	176		1,533	692	459	3,173	1,333	2,801	1,008
Renville	1988	13,287	4,087	3,959	651			208	123		1,409	3,822	1,120	337
	1982	9,313	2,290	2,213	476			195	87		716	3,364	901	354
Richland	1988	97,852	18,501	17,456	5,804	10,615	6,917	3,520	7,766	4,607	24,326	6,520	6,731	1,716
	1982	67,387	13,164	12,396	4,081	5,835	3,636	3,583	4,901	3,176	13,624	6,533	5,292	1,374
Rolette	1988	42,308	15,222	14,465	1,772	591		1,227	359	138	11,908	5,911	3,255	1,195
	1982	32,473	10,589	10,042	1,560	617		1,286	400	199	7,835	5,978	2,457	949
Sargent	1988	12,565	4,102	3,745	1,655	703		219	137		1,067	1,357	1,887	204
	1982	9,798	2,491	2,269	1,388	603		263	142		1,004	1,297	898	233
Sheridan	1988	3,758	484	461	304				147	147	1,238	248	1,132	94
	1982	3,745	604	574	267				169	169	885	440	1,115	122
Sioux	1988	6,626	1,806	1,770	725	862		203			89	1,359	359	
	1982	4,027	1,245	1,217	284	442		141			51	842	218	
Slope	1988	1,767	121	88	1,089									
	1982	962	67	49	540									
Stark	1988	257,973	38,960	38,372	15,453	16,067	9,609	11,608	11,832	5,912	94,762	23,089	25,213	6,380
	1982	205,761	34,644	34,054	14,337	11,271	6,133	11,751	9,315	5,321	62,739	21,093	19,563	6,104
Steele	1988	9,400	496	476	909	761					6,301	165	469	
	1982	6,471	394	376	444	641					4,057	204	411	
Stutsman	1988	168,857	34,166	33,194	16,632	9,117	6,111	10,450	7,518	4,528	47,968	15,523	10,409	3,701
	1982	126,793	23,190	22,485	12,286	6,257	3,958	9,878	4,997	3,078	30,211	15,396	7,564	3,887
Towner	1988	21,740	4,198	3,960	1,925	159		186			8,993	542	4,680	664
	1982	13,327	2,805	2,642	1,329	151		230			4,610	722	2,347	822
Traill	1988	38,351	5,774	5,606	4,598	294		449	987	678	16,089	2,414	4,309	2,007
	1982	29,633	4,346	4,212	3,348	260		613	599	464	10,635	3,774	3,281	1,605
Walsh	1988	102,443	19,188	18,574	5,559	9,075	4,547	4,147	3,388	1,945	33,930	9,298	10,950	2,214
	1982	66,351	13,096	12,653	3,918	5,577	2,604	3,379	1,841	1,098	19,228	8,124	6,091	1,631
Ward	1988	466,782	64,771	61,482	37,345	78,091	77,234	21,799	29,440	16,369	128,056	36,751	31,550	11,629
	1982	353,573	51,394	48,686	28,494	48,375	47,833	20,352	21,101	13,267	88,846	34,836	25,013	9,458

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
NORTH DAKOTA (continued)														
ALL COUNTIES (continued)														
Wells	1988	40,537	9,410	9,169	3,341	1,733		1,751	1,047	584	14,384	635	2,641	1,487
	1982	26,527	6,343	6,169	2,528	915		1,723	767	484	7,649	739	1,863	1,030
Williams	1988	248,239	50,835	49,561	17,226	12,138	4,494	11,913	16,738	8,059	68,783	24,586	21,928	10,320
	1982	188,681	36,598	35,610	13,459	8,886	3,096	11,331	12,392	6,736	44,932	24,076	16,900	7,472
TOTAL METRO COUNTIES	**1988**	**1,986,901**	**267,117**	**251,559**	**181,055**	**373,732**	**338,949**	**81,662**	**85,150**	**43,676**	**552,375**	**149,487**	**95,694**	**37,453**
	1982	1,527,348	218,016	204,962	137,819	240,395	214,685	80,572	65,836	39,332	370,647	161,606	75,902	34,478
TOTAL STATE	**1988**	**4,496,896**	**772,762**	**731,441**	**385,045**	**542,056**	**452,571**	**177,752**	**182,520**	**99,093**	**1,290,165**	**356,262**	**338,112**	**108,180**
	1982	3,366,973	579,352	547,335	290,595	349,012	284,637	174,302	137,571	84,293	828,534	371,322	246,293	95,962
OHIO														
AKRON	**1988**	**4,035,493**	**859,983**	**814,090**	**383,665**	**440,445**	**395,700**	**145,738**	**209,548**	**95,403**	**895,818**	**333,797**	**301,782**	**140,104**
	1982	2,874,499	718,594	678,868	308,917	347,303	307,364	110,191	89,385	45,987	478,004	338,895	153,335	95,396
Portage	1988	631,937	145,005	137,831	58,520	50,261	44,115	6,601	16,447	10,597	182,518	56,434	49,381	16,443
	1982	443,106	115,747	109,802	47,498	31,708	27,043	6,215	8,629	6,160	95,619	64,680	28,174	11,861
Summit	1988	3,403,556	714,978	676,259	325,145	390,184	351,585	139,137	193,101	84,806	713,300	277,363	252,401	123,661
	1982	2,431,393	602,847	569,066	261,419	315,595	280,321	103,976	80,756	39,827	382,385	274,215	125,161	83,535
CANTON	**1988**	**2,424,925**	**525,949**	**494,319**	**213,371**	**276,945**	**253,332**	**111,268**	**136,781**	**63,080**	**526,180**	**198,355**	**160,173**	**78,432**
	1982	1,794,045	452,653	424,596	175,771	218,204	197,251	90,963	66,212	34,555	309,722	203,240	85,045	54,897
Carroll	1988	89,837	17,184	16,354	5,012	8,804	4,913	1,897	3,006	1,376	30,032	7,028	5,720	783
	1982	68,175	15,769	14,977	4,402	5,713	3,075	1,960	1,589	847	20,059	6,862	2,951	625
Stark	1988	2,335,098	508,765	477,965	208,359	268,141	248,419	109,371	133,775	61,704	498,148	191,327	154,453	77,649
	1982	1,725,870	436,884	409,619	171,369	212,491	194,176	89,003	64,623	33,708	289,663	196,378	82,094	54,272
CINCINNATI	**1988**	**9,968,101**	**2,047,949**	**1,823,680**	**1,031,541**	**1,562,337**	**1,400,581**	**395,840**	**454,415**	**238,681**	**2,130,020**	**760,058**	**385,711**	**418,184**
	1982	6,506,565	1,501,213	1,335,890	728,404	992,366	882,848	279,165	269,027	160,986	1,056,477	704,887	241,302	238,731
Clermont	1988	735,103	141,319	132,029	48,043	120,918	114,455	18,150	46,098	27,924	202,203	50,387	43,636	19,746
	1982	496,926	129,686	120,920	35,692	80,054	74,535	11,645	17,878	11,883	105,615	48,103	20,387	12,649
Hamilton	1988	6,718,996	1,353,005	1,184,100	708,586	1,083,814	971,127	306,219	295,232	152,192	1,518,412	429,881	233,895	259,333
	1982	4,411,909	960,150	838,619	519,811	697,484	620,092	213,894	200,150	119,099	758,337	414,909	161,996	154,752
Warren	1988	436,453	125,978	117,401	44,619	60,598	53,351	8,666	20,297	14,535	57,989	44,792	29,238	18,208
	1982	318,430	90,454	84,127	37,294	41,101	35,548	7,351	9,672	7,471	34,427	50,948	14,924	12,728
Dearborn, Ind.	*1988*	*152,190*	*38,270*	*36,783*	*11,307*	*16,322*		*2,528*	*5,993*	*1,622*	*36,905*	*12,594*	*7,295*	*7,860*
	1982	*102,376*	*28,454*	*27,295*	*8,938*	*8,547*		*2,134*	*3,488*	*1,220*	*17,111*	*12,845*	*4,263*	*7,077*
Boone, Ky.	*1988*	*642,686*	*90,862*	*84,788*	*70,014*	*141,274*	*127,264*	*25,217*	*20,390*	*2,031*	*107,715*	*87,920*	*28,278*	*24,340*
	1982	*371,544*	*62,163*	*57,892*	*37,336*	*81,639*	*73,259*	*17,682*	*7,076*	*925*	*46,826*	*69,009*	*14,374*	*10,208*
Campbell, Ky.	*1988*	*420,580*	*98,656*	*91,377*	*46,245*	*30,042*	*26,966*	*20,939*	*21,666*	*8,134*	*78,436*	*34,130*	*18,042*	*35,880*
	1982	*285,173*	*82,166*	*75,953*	*32,139*	*22,987*	*20,261*	*17,131*	*9,637*	*4,082*	*37,799*	*30,867*	*10,051*	*16,741*
Kenton, Ky.	*1988*	*862,093*	*199,859*	*177,202*	*102,727*	*109,369*	*107,418*	*14,121*	*44,739*	*32,243*	*128,360*	*100,354*	*25,327*	*52,817*
	1982	*520,207*	*148,140*	*131,084*	*57,194*	*60,554*	*59,153*	*9,328*	*21,126*	*16,306*	*56,362*	*78,206*	*15,307*	*24,576*
CINCINNATI - HAMILTON CONSOLIDATED AREA	***1988***	***11,285,434***	***4,342,581***	***2,102,280***	***1,163,501***	***1,714,233***	***1,542,871***	***420,758***	***521,720***	***283,806***	***2,471,247***	***859,385***	***447,331***	***463,933***
	1982	*7,431,277*	*1,757,236*	*1,577,501*	*826,331*	*1,097,298*	*980,620*	*301,121*	*297,180*	*181,333*	*1,232,977*	*813,638*	*269,884*	*270,814*
CLEVELAND	**1988**	**12,990,892**	**2,501,996**	**2,303,152**	**1,257,562**	**1,833,413**	**1,621,189**	**728,214**	**662,272**	**354,853**	**2,699,350**	**980,525**	**428,925**	**659,784**
	1982	8,686,076	2,038,628	1,874,085	872,757	1,195,977	1,043,623	451,496	369,794	220,912	1,411,301	931,478	271,470	383,861
Cuyahoga	1988	10,562,188	1,989,886	1,816,257	1,072,738	1,542,248	1,360,967	660,264	558,877	300,384	2,065,456	771,504	270,614	587,057
	1982	6,905,708	1,589,812	1,448,209	723,925	975,493	849,296	394,709	321,758	193,055	1,053,300	711,288	189,555	323,608
Geauga	1988	288,911	77,770	72,993	20,066	16,358	11,551	2,743	9,766	7,019	60,076	22,970	25,987	12,753
	1982	225,003	69,175	64,799	17,587	13,656	9,414	3,337	4,586	3,515	37,084	24,604	15,121	10,936
Lake	1988	1,603,039	302,115	287,579	126,345	240,655	220,297	51,629	68,038	35,700	444,977	111,969	94,651	31,079
	1982	1,115,462	259,197	246,236	96,869	175,822	159,408	41,460	31,700	18,570	237,561	110,728	45,524	27,366
Medina	1988	536,754	132,225	126,323	38,413	34,152	28,374	13,578	25,591	11,750	128,841	74,082	37,673	28,895
	1982	441,903	120,444	114,841	34,376	31,006	25,505	11,990	11,750	5,772	83,356	84,858	21,270	21,951
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***1988***	***18,465,255***	***3,693,324***	***3,430,117***	***1,748,628***	***2,455,057***	***2,182,767***	***918,162***	***942,372***	***484,496***	***3,952,321***	***1,444,057***	***793,632***	***858,729***
	1982	*12,601,107*	*3,029,193*	*2,809,252*	*1,272,518*	*1,682,428*	*1,477,259*	*596,900*	*492,486*	*286,348*	*2,088,364*	*1,402,047*	*458,242*	*519,060*
COLUMBUS	**1988**	**9,234,114**	**1,720,841**	**1,638,001**	**880,500**	**1,305,406**	**1,214,212**	**356,744**	**457,073**	**197,733**	**2,265,586**	**737,889**	**336,541**	**287,018**
	1982	5,960,488	1,318,968	1,253,573	646,031	770,514	707,986	249,102	272,506	137,195	1,116,896	682,825	220,221	173,698
Delaware	1988	240,720	51,329	50,263	18,055	10,992	9,152	5,748	7,182	3,339	73,843	29,615	15,059	6,068
	1982	171,780	43,241	42,259	16,187	7,714	6,298	4,555	2,591	1,318	38,714	31,090	7,453	5,856

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
OHIO (continued)														
COLUMBUS (continued)														
Fairfield	1988	428,591	102,629	99,355	39,767	42,703	31,972	20,736	24,244	13,701	86,423	42,859	24,566	11,380
	1982	319,084	90,413	87,354	33,093	28,553	20,687	14,235	11,654	7,101	56,211	41,818	13,036	9,731
Franklin	1988	7,496,866	1,339,720	1,270,251	727,931	1,145,273	1,075,697	303,676	379,109	160,212	1,856,044	538,605	207,626	233,789
	1982	4,693,056	986,349	933,343	523,388	662,510	616,059	201,787	231,368	116,319	890,301	481,329	155,044	132,302
Licking	1988	574,564	113,681	108,619	56,741	69,715	64,056	15,536	28,962	9,825	129,123	61,156	45,564	18,438
	1982	448,538	111,675	106,490	45,904	46,584	42,472	20,392	20,057	8,093	72,257	66,877	23,869	13,875
Madison	1988	163,933	37,236	36,582	12,810	10,498	9,193	1,842	5,533	3,829	46,331	24,617	6,943	6,271
	1982	106,682	28,415	27,861	8,962	6,552	5,711	1,134	1,853	1,353	22,209	23,626	3,388	4,159
Pickaway	1988	222,672	52,297	49,790	17,421	12,831	11,910	5,414	9,107	5,282	48,466	29,522	30,798	7,775
	1982	139,699	36,152	34,351	11,989	8,105	7,505	3,988	3,538	2,242	22,554	26,904	14,171	5,189
Union	1988	106,768	23,949	23,141	7,775	13,394	12,232	3,792	2,936	1,545	25,356	11,515	5,985	3,297
	1982	81,649	22,723	21,915	6,508	10,496	9,254	3,011	1,445	769	14,650	11,181	3,260	2,586
DAYTON - SPRINGFIELD	1988	5,975,710	1,238,128	1,180,330	536,830	791,464	711,693	253,264	289,389	140,027	1,424,946	501,045	208,754	185,345
	1982	4,178,696	969,712	922,987	431,595	575,041	509,932	178,248	181,250	99,402	726,832	474,190	143,503	119,343
Clark	1988	755,259	153,257	145,391	58,631	117,612	103,236	30,167	30,009	12,873	167,303	82,685	37,685	25,522
	1982	573,587	141,421	133,896	53,346	95,787	82,749	21,741	16,504	8,055	93,905	71,490	20,398	17,736
Greene	1988	663,616	140,768	137,548	48,533	46,918	43,142	15,808	15,921	11,026	247,060	64,283	22,296	12,458
	1982	462,941	119,768	116,795	38,257	33,269	30,012	12,769	8,411	6,185	130,810	66,225	11,988	10,208
Miami	1988	487,199	96,923	93,033	31,477	43,108	38,448	21,416	18,144	9,188	115,108	39,641	22,830	13,272
	1982	364,952	88,907	85,168	26,828	36,570	31,279	17,144	10,120	5,677	66,666	40,899	11,843	10,376
Montgomery	1988	4,069,636	847,180	804,358	398,189	583,826	526,867	185,873	225,315	106,940	895,475	314,436	125,943	133,993
	1982	2,777,216	619,616	587,128	313,164	409,415	365,892	126,594	146,215	79,485	435,451	295,576	99,274	81,023
HAMILTON - MIDDLETOWN	1988	1,317,333	294,632	278,600	131,960	151,896	142,290	24,918	67,305	45,125	341,227	99,327	61,620	45,749
	1982	924,712	256,023	241,611	97,927	104,932	97,772	21,956	28,153	20,347	176,500	108,751	28,582	32,083
Butler	1988	1,317,333	294,632	278,600	131,960	151,896	142,290	24,918	67,305	45,125	341,227	99,327	61,620	45,749
	1982	924,712	256,023	241,611	97,927	104,932	97,772	21,956	28,153	20,347	176,500	108,751	28,582	32,083
LIMA	1988	1,039,824	189,034	182,680	92,442	164,529	136,448	37,773	53,813	23,143	220,599	121,696	54,798	31,851
	1982	718,055	154,427	148,982	68,342	119,121	97,200	27,156	22,934	11,401	115,606	108,979	29,509	21,963
Allen	1988	832,968	145,103	139,975	76,039	151,529	125,080	33,106	42,368	18,185	177,134	86,651	43,995	24,953
	1982	559,553	113,132	108,918	52,759	108,513	88,226	22,435	16,648	8,372	90,234	78,742	23,575	16,867
Auglaize	1988	206,856	43,931	42,705	16,403	13,000	11,368	4,667	11,445	4,958	43,465	35,045	10,803	6,898
	1982	158,502	41,295	40,064	15,583	10,608	8,974	4,721	6,286	3,029	25,372	30,237	5,934	5,096
LORAIN - ELYRIA	1988	1,438,870	331,345	312,875	107,401	181,199	165,878	44,210	70,552	36,240	357,153	129,735	62,925	58,841
	1982	1,038,532	271,971	256,299	90,844	139,148	126,272	35,213	33,307	19,449	199,059	131,674	33,437	39,803
Lorain	1988	1,438,870	331,345	312,875	107,401	181,199	165,878	44,210	70,552	36,240	357,153	129,735	62,925	58,841
	1982	1,038,532	271,971	256,299	90,844	139,148	126,272	35,213	33,307	19,449	199,059	131,674	33,437	39,803
MANSFIELD	1988	856,667	146,639	137,819	59,143	161,024	132,603	34,427	39,117	21,748	203,516	83,110	53,401	23,913
	1982	601,620	123,920	116,235	52,722	105,977	86,068	25,033	16,981	10,349	109,662	78,429	27,288	16,162
Richland	1988	856,667	146,639	137,819	59,143	161,024	132,603	34,427	39,117	21,748	203,516	83,110	53,401	23,913
	1982	601,620	123,920	116,235	52,722	105,977	86,068	25,033	16,981	10,349	109,662	78,429	27,288	16,162
PARKERSBURG - MARIETTA	1988	1,005,725	179,028	174,200	87,906	150,999	142,318	37,596	53,103	35,067	236,262	84,414	61,719	47,342
	1982	749,921	171,257	166,237	64,191	116,645	108,175	31,631	28,964	20,820	135,174	83,921	36,503	29,746
Washington	1988	342,645	65,359	63,045	31,500	33,045	30,770	8,339	21,035	14,768	73,511	42,962	25,549	23,465
	1982	269,143	67,791	65,260	25,084	25,970	23,787	8,160	9,227	7,219	41,611	47,730	12,443	16,229
Wood, W. Va.	*1988*	*663,080*	*113,669*	*111,155*	*56,406*	*117,954*	*111,548*	*29,257*	*32,068*	*20,299*	*162,751*	*41,452*	*36,170*	*23,877*
	1982	*480,778*	*103,466*	*100,977*	*39,107*	*90,675*	*84,388*	*23,471*	*19,737*	*13,601*	*93,563*	*36,191*	*24,060*	*13,517*
STEUBENVILLE - WEIRTON	1988	763,512	199,466	191,275	67,023	91,682	85,769	23,651	37,709	19,702	141,819	72,004	47,679	39,262
	1982	558,505	164,065	156,946	48,089	71,950	64,962	22,443	19,389	11,302	88,092	61,612	28,105	21,889
Jefferson	1988	410,862	91,428	87,383	28,331	59,823	54,667	13,876	23,022	10,281	88,249	31,424	25,531	14,327
	1982	347,769	90,390	86,220	25,221	52,401	46,861	15,295	12,448	6,535	63,777	33,148	15,678	11,891
Brooke, W. Va.	*1988*	*124,065*	*35,299*	*31,598*	*16,025*	*8,753*	*8,380*	*3,504*	*7,190*	*5,150*	*19,445*	*18,111*	*5,198*	*8,356*
	1982	*75,491*	*23,890*	*21,344*	*9,211*	*4,770*	*4,510*	*2,443*	*3,663*	*2,696*	*8,595*	*14,161*	*3,093*	*3,772*
Hancock, W. Va.	*1988*	*228,585*	*72,739*	*72,294*	*22,667*	*23,066*	*22,722*	*6,271*	*7,497*	*4,271*	*34,125*	*22,469*	*16,950*	*16,579*
	1982	*135,245*	*49,785*	*49,382*	*13,657*	*13,879*	*13,591*	*4,705*	*3,278*	*2,071*	*15,720*	*14,303*	*9,334*	*6,226*
TOLEDO	1988	4,768,305	910,779	855,514	439,969	806,165	663,182	155,057	316,793	121,429	1,023,318	401,333	173,683	198,630
	1982	3,054,037	687,224	644,127	325,727	481,811	391,147	119,725	122,160	55,800	514,707	377,337	87,369	117,132
Fulton	1988	215,813	43,864	42,169	9,481	11,968	6,401	2,529	18,528	8,707	71,133	17,872	18,581	7,766
	1982	149,486	36,844	35,349	9,460	8,431	4,324	2,368	8,431	4,200	38,797	18,113	9,458	5,858
Lucas	1988	3,785,815	706,014	658,800	359,660	693,406	563,417	129,456	247,146	91,967	805,605	276,474	132,186	158,883
	1982	2,411,988	536,923	500,020	267,798	411,128	330,437	101,636	91,393	40,835	407,874	262,268	66,458	91,491

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

SMM ESTIMATES: 1988 U.S. CENSUS: 1982			Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
METRO AREA County	Year	Total Retail Sales ($000)	Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
OHIO (continued)														
TOLEDO (continued)														
Wood	1988	766,677	160,901	154,545	70,828	100,791	93,364	23,072	51,119	20,755	146,580	106,987	22,916	31,981
	1982	492,563	113,457	108,758	48,469	62,252	56,386	15,721	22,336	10,765	68,036	96,956	11,453	19,783
YOUNGSTOWN - WARREN	**1988**	**2,990,073**	**574,105**	**548,335**	**257,265**	**425,747**	**389,447**	**115,233**	**164,504**	**93,161**	**604,569**	**280,149**	**159,929**	**114,433**
	1982	2,240,739	524,918	500,404	209,755	350,246	316,962	95,866	88,207	55,899	344,732	275,176	81,935	75,124
Mahoning	1988	1,659,833	308,332	294,897	136,445	218,710	204,971	56,260	109,811	65,452	335,813	179,451	78,953	71,293
	1982	1,246,041	298,784	285,195	109,887	187,326	173,957	51,511	55,614	36,963	188,210	167,690	36,812	42,482
Trumbull	1988	1,330,240	265,773	253,438	120,820	207,037	184,476	58,973	54,693	27,709	268,756	100,698	80,976	43,140
	1982	994,698	226,134	215,209	99,868	162,920	143,005	44,355	32,593	18,936	156,522	107,486	45,123	32,642
ALL COUNTIES														
Adams	1988	73,220	16,207	15,023	2,393	5,116		475	1,765	965	25,334	6,582	7,621	2,938
	1982	64,506	18,661	17,264	2,847	4,102		558	1,139	707	18,547	7,328	4,477	3,112
Allen	1988	832,968	145,103	139,975	76,039	151,529	125,080	33,106	42,368	18,185	177,134	86,651	43,995	24,953
	1982	559,553	113,132	108,918	52,759	108,513	88,226	22,435	16,648	8,372	90,234	78,742	23,575	16,867
Ashland	1988	228,694	56,630	54,526	19,451	13,876	12,470	8,711	11,947	6,008	62,560	24,282	12,028	7,356
	1982	159,255	46,287	44,479	16,140	9,931	8,690	5,714	5,099	2,985	30,596	24,640	5,875	5,635
Ashtabula	1988	533,941	141,432	134,188	40,403	60,453	41,691	15,079	19,822	8,580	122,459	61,093	27,639	17,051
	1982	389,949	112,440	106,470	31,989	45,202	30,699	12,600	9,680	4,547	70,399	62,577	13,680	10,365
Athens	1988	267,202	60,714	57,993	26,685	22,200	18,340	8,316	13,497	3,576	57,093	20,241	16,783	6,434
	1982	190,830	54,012	51,488	19,842	17,213	13,499	5,202	7,366	2,543	29,687	20,415	7,937	4,860
Auglaize	1988	206,856	43,931	42,705	16,403	13,000	11,368	4,667	11,445	4,958	43,465	35,045	10,803	6,898
	1982	158,502	41,295	40,064	15,583	10,608	8,974	4,721	6,286	3,029	25,372	30,237	5,934	5,096
☐ Belmont	1988	542,002	119,098	115,212	33,873	140,313	118,355	22,331	25,203	13,318	80,929	42,317	17,807	18,764
	1982	375,616	100,267	96,802	29,117	86,410	71,436	20,041	9,374	5,633	41,822	42,064	10,810	10,954
Brown	1988	69,118	23,618	22,593	6,764	1,967		541	1,914	1,405	10,914	8,593	5,757	1,918
	1982	64,298	24,616	23,500	7,069	1,232		793	827	644	7,271	10,162	3,430	1,780
Butler	1988	1,317,333	294,632	278,600	131,960	151,896	142,290	24,918	67,305	45,125	341,227	99,327	61,620	45,749
	1982	924,712	256,023	241,611	97,927	104,932	97,772	21,956	28,153	20,347	176,500	108,751	28,582	32,083
Carroll	1988	89,837	17,184	16,354	5,012	8,804	4,913	1,897	3,006	1,376	30,032	7,028	5,720	783
	1982	68,175	15,769	14,977	4,402	5,713	3,075	1,960	1,589	847	20,059	6,862	2,951	625
Champaign	1988	125,317	42,500	41,421	7,060	7,621	5,780	3,839	4,836	4,498	20,295	10,807	14,673	5,611
	1982	95,822	36,171	35,184	6,527	5,467	3,844	2,878	2,273	2,145	11,872	15,064	6,265	3,575
Clark	1988	755,259	153,257	145,391	58,631	117,612	103,236	30,167	30,009	12,873	167,303	82,685	37,685	25,522
	1982	573,587	141,421	133,896	53,346	95,787	82,749	21,741	16,504	8,055	93,905	71,490	20,398	17,736
Clermont	1988	735,103	141,319	132,029	48,043	120,918	114,455	18,150	46,098	27,924	202,203	50,387	43,636	19,746
	1982	496,926	129,686	120,920	35,692	80,054	74,535	11,645	17,878	11,883	105,615	48,103	20,387	12,649
Clinton	1988	172,676	44,214	43,297	11,328	8,013	5,935	4,451	8,540	6,021	54,942	15,204	8,053	5,314
	1982	138,985	39,992	39,085	10,291	6,586	4,487	4,000	4,687	3,475	33,069	19,282	5,617	4,106
Columbiana	1988	529,070	135,238	129,875	34,252	48,836	37,928	14,298	24,789	14,180	137,376	41,055	50,587	16,770
	1982	407,265	121,400	116,355	29,062	37,743	28,597	13,438	12,974	8,079	83,420	48,195	25,357	13,960
Coshocton	1988	137,067	38,549	38,341	11,758	12,336	9,764	6,166	6,130	1,709	22,210	10,106	12,415	5,110
	1982	105,309	33,322	33,075	9,993	9,771	7,409	4,999	3,036	1,040	12,185	11,315	7,331	4,179
Crawford	1988	186,760	51,450	51,172	17,473	13,176	10,980	6,433	6,622	3,126	36,962	16,259	12,154	9,115
	1982	158,414	47,297	46,947	15,244	10,804	8,421	6,046	4,178	2,153	24,604	19,619	7,619	7,307
Cuyahoga	1988	10,562,188	1,989,886	1,816,257	1,072,738	1,542,248	1,360,967	660,264	558,877	300,384	2,065,456	771,504	270,614	587,057
	1982	6,905,708	1,589,812	1,448,209	723,925	975,493	849,296	394,709	321,758	193,055	1,053,300	711,288	189,555	323,608
Darke	1988	234,718	45,650	44,304	16,530	14,979	12,072	9,652	9,700	4,762	76,778	19,496	25,563	6,730
	1982	169,982	41,011	39,722	14,359	12,612	9,765	7,519	4,452	2,338	42,505	18,629	14,936	4,820
Defiance	1988	204,146	44,633	43,252	12,304	20,166	15,353	5,766	9,821	3,365	51,227	24,690	11,952	6,519
	1982	155,517	38,643	37,373	11,812	16,664	11,771	5,414	5,213	2,216	28,075	22,344	6,779	4,650
Delaware	1988	240,720	51,329	50,263	18,055	10,992	9,152	5,748	7,182	3,339	73,843	29,615	15,059	6,068
	1982	171,780	43,241	42,259	16,187	7,714	6,298	4,555	2,591	1,318	38,714	31,090	7,453	5,856
Erie	1988	482,187	84,114	81,235	49,168	78,577	72,933	21,316	25,459	16,332	106,504	36,937	31,062	14,200
	1982	386,651	78,986	76,130	44,108	65,081	60,042	19,326	12,954	9,186	67,315	42,793	16,147	11,890
Fairfield	1988	428,591	102,629	99,355	39,767	42,703	31,972	20,736	24,244	13,701	86,423	42,859	24,566	11,380
	1982	319,084	90,413	87,354	33,093	28,553	20,687	14,235	11,654	7,101	56,211	41,818	13,036	9,731
Fayette	1988	149,612	41,374	39,351	13,132	10,025	9,936	6,949	4,125	1,160	21,890	31,022	7,756	6,141
	1982	112,471	29,856	28,340	10,127	7,068	7,007	5,969	2,119	744	11,032	32,166	4,260	4,170
Franklin	1988	7,496,866	1,339,720	1,270,251	727,931	1,145,273	1,075,697	303,676	379,109	160,212	1,856,044	538,605	207,626	233,789
	1982	4,693,056	986,349	933,343	523,388	662,510	616,059	201,787	231,368	116,319	890,301	481,329	155,044	132,302
Fulton	1988	215,813	43,864	42,169	9,481	11,968	6,401	2,529	18,528	9,707	71,133	17,872	18,581	7,766
	1982	149,486	36,844	35,349	9,460	8,431	4,324	2,368	8,431	4,200	38,797	18,113	9,458	5,858
Gallia	1988	158,699	32,298	31,888	11,656	17,466	16,076	6,904	10,015	6,494	33,516	16,572	11,447	6,525
	1982	128,868	33,016	32,533	11,625	12,113	10,889	6,962	5,559	3,857	20,615	18,289	5,866	5,121

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
OHIO (continued)														
ALL COUNTIES (continued)														
Geauga	1988	288,911	77,770	72,993	20,066	16,358	11,551	2,743	9,766	7,019	60,076	22,970	25,987	12,753
	1982	225,003	69,175	64,799	17,587	13,656	9,414	3,337	4,586	3,515	37,084	24,604	15,121	10,936
Greene	1988	663,616	140,768	137,548	48,533	46,918	43,142	15,808	15,921	11,026	247,060	64,283	22,296	12,458
	1982	462,941	119,768	116,795	38,257	33,269	30,012	12,769	8,411	6,185	130,810	66,225	11,988	10,208
Guernsey	1988	174,837	43,367	38,554	20,649	22,120	20,466	5,884	9,109	5,155	29,154	24,018	8,964	2,367
	1982	153,835	40,196	35,664	18,425	19,453	17,571	6,794	4,374	2,721	18,785	27,083	5,300	3,552
Hamilton	1988	6,718,996	1,353,005	1,184,100	708,586	1,083,814	971,127	306,219	295,232	152,192	1,518,412	429,881	233,895	259,333
	1982	4,411,909	960,150	838,619	519,811	697,484	620,092	213,894	200,150	119,099	758,337	414,909	161,996	154,752
Hancock	1988	343,023	61,108	58,185	29,362	44,812	44,211	7,549	19,414	8,692	99,909	24,922	23,157	10,344
	1982	308,205	68,762	65,343	33,464	41,540	40,870	8,486	10,970	5,749	65,375	33,282	14,760	9,676
Hardin	1988	122,101	39,312	39,191	10,452	9,164	4,701	4,786	7,072	5,383	21,491	10,304	7,381	5,647
	1982	83,498	30,388	30,234	8,385	5,750	2,555	2,962	2,861	2,359	9,792	10,210	4,004	3,978
Harrison	1988	38,593	11,695	11,471	1,493	559		183	957	268	15,615	2,449	2,943	1,306
	1982	37,175	13,427	13,144	2,174	648		385	999	325	9,943	3,935	2,846	1,291
Henry	1988	155,659	31,562	31,170	8,144	9,406		1,709	7,835	1,686	40,390	13,530	14,938	6,961
	1982	101,815	26,573	26,190	7,331	6,732		1,559	2,900	749	20,217	13,088	7,655	3,893
Highland	1988	138,939	39,958	37,701	10,609	9,773	7,438	3,800	5,012	3,143	30,947	7,585	9,549	9,573
	1982	99,239	34,869	32,835	8,227	6,636	4,857	3,283	2,468	1,688	15,539	8,339	4,307	6,443
Hocking	1988	98,597	21,255	20,746	6,173	10,506	5,467	2,194	1,802	457	24,075	9,669	5,753	3,183
	1982	75,324	18,888	18,398	5,458	7,022	3,212	2,998	1,184	370	12,996	10,248	3,009	2,618
Holmes	1988	95,230	20,464	17,653	6,509	2,604		431	4,066	1,904	18,270	6,320	30,790	1,257
	1982	75,342	18,558	15,978	6,193	1,976		754	3,071	1,584	12,399	7,596	18,656	1,263
Huron	1988	255,801	50,339	48,332	19,776	25,165	23,657	5,011	15,337	7,869	80,093	18,015	15,975	11,751
	1982	201,220	54,058	51,800	18,513	16,885	15,520	4,933	8,303	4,642	45,551	21,134	9,359	8,393
Jackson	1988	118,214	25,166	24,137	7,747	12,406	8,507	2,128	5,062	2,822	24,087	12,813	7,690	8,588
	1982	98,552	26,488	25,354	7,263	9,590	6,044	1,548	2,610	1,550	14,601	15,741	3,830	7,821
Jefferson	1988	410,862	91,428	87,383	28,331	59,823	54,667	13,876	23,022	10,281	88,249	31,424	25,531	14,327
	1982	347,769	90,390	86,220	25,221	52,401	46,861	15,295	12,448	6,535	63,777	33,148	15,678	11,891
Knox	1988	195,103	50,482	48,530	15,400	20,377	14,427	8,488	7,701	4,962	45,554	16,855	9,569	7,662
	1982	153,685	44,995	43,169	14,761	16,433	11,051	7,386	4,033	2,740	27,066	16,742	5,141	6,475
Lake	1988	1,603,039	302,115	287,579	126,345	240,655	220,297	51,629	68,038	35,700	444,977	111,969	94,651	31,079
	1982	1,115,462	259,197	246,236	96,869	175,822	159,408	41,460	31,700	18,570	237,561	110,728	45,524	27,366
☐ Lawrence	1988	171,395	48,627	48,082	13,540	14,386	13,217	7,149	15,109	7,165	26,547	21,377	6,453	10,739
	1982	161,935	47,533	46,907	12,999	13,087	11,702	7,783	8,247	4,754	21,204	29,206	4,779	10,090
Licking	1988	374,564	113,681	108,619	56,741	69,715	64,056	15,536	28,962	9,825	129,123	61,156	45,564	18,438
	1982	448,538	111,675	106,490	45,904	46,584	42,472	20,392	20,057	8,093	72,257	66,877	23,869	13,875
Logan	1988	158,187	38,522	34,808	9,433	9,380	5,472	6,992	5,224	3,293	39,734	11,671	11,572	6,849
	1982	121,328	30,901	27,866	10,321	8,660	4,573	6,315	3,098	2,082	24,623	12,730	6,518	5,521
Lorain	1988	1,438,870	331,345	312,875	107,401	181,199	165,878	44,210	70,552	36,240	357,153	129,735	62,925	58,841
	1982	1,038,532	271,971	256,299	90,844	139,148	126,272	35,213	33,307	19,449	199,059	131,674	33,437	39,803
Lucas	1988	3,785,815	706,014	658,800	359,660	693,406	563,417	129,456	247,146	91,967	805,605	276,474	132,186	158,883
	1982	2,411,988	536,923	500,020	267,798	411,128	330,437	101,636	91,393	40,835	407,874	262,268	66,458	91,491
Madison	1988	163,933	37,236	36,582	12,810	10,498	9,193	1,842	5,533	3,829	46,331	24,617	6,943	6,271
	1982	106,682	28,415	27,861	8,962	6,552	5,711	1,134	1,853	1,353	22,209	23,626	3,388	4,159
Mahoning	1988	1,659,833	308,332	294,897	136,445	218,710	204,971	56,260	109,811	65,452	335,813	179,451	78,953	71,293
	1982	1,246,041	298,784	285,195	109,887	187,326	173,957	51,511	55,614	36,963	188,210	167,690	36,812	42,482
Marion	1988	329,668	65,275	62,970	24,516	52,400	46,898	13,986	16,429	10,873	73,680	27,163	20,686	9,051
	1982	274,642	64,226	61,835	24,445	46,541	41,161	11,753	8,476	6,103	49,497	26,907	13,796	8,249
Medina	1988	536,754	132,225	126,323	38,413	34,152	28,374	13,578	25,591	11,750	128,841	74,082	37,673	28,895
	1982	441,903	120,444	114,841	34,376	31,006	25,505	11,990	11,750	5,772	83,356	84,858	21,270	21,951
Meigs	1988	65,337	16,379	15,981	4,247	2,710	1,840	1,145	7,645	6,946	12,514	3,707	7,773	4,211
	1982	63,073	21,801	21,231	4,096	2,827	1,835	1,267	4,833	4,541	9,290	5,732	4,784	3,498
Mercer	1988	150,578	33,722	32,782	11,800	21,048	15,807	3,868	6,919	3,150	32,556	11,346	16,019	5,154
	1982	119,374	31,330	30,395	12,017	13,911	9,526	4,518	4,190	2,136	19,346	13,556	9,390	3,720
Miami	1988	487,199	96,923	93,033	31,477	43,108	38,448	21,416	18,144	9,188	115,108	39,641	22,830	13,272
	1982	364,952	88,907	85,168	26,828	36,570	31,279	17,144	10,120	5,677	66,666	40,899	11,843	10,376
Monroe	1988	46,876	16,188	15,536	1,663	2,013		2,003	768	221	14,811	3,132	2,146	1,242
	1982	38,898	15,349	14,702	1,439	2,266		2,046	579	205	8,376	3,839	1,424	1,543
Montgomery	1988	4,069,636	847,180	804,358	398,189	583,826	526,867	185,873	225,315	106,940	895,475	314,436	125,943	133,993
	1982	2,777,216	619,616	587,128	313,164	409,415	365,892	126,594	146,215	79,485	435,451	295,576	99,274	81,025
Morgan	1988	35,863	11,710	11,186	2,249	755		574	1,164		11,464	2,908	2,433	906
	1982	28,686	9,817	9,358	2,068	1,069		697	1,071		5,306	4,006	1,607	1,238
Morrow	1988	60,735	13,311	12,683	5,150	3,617		639	1,116	1,116	14,568	15,923	1,199	1,095
	1982	51,486	14,475	13,764	4,555	2,032		812	806	806	7,954	15,575	715	1,502

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
OHIO (continued)														
ALL COUNTIES (continued)														
Muskingum	1988	452,524	91,267	89,166	35,701	66,166	60,410	14,671	24,360	13,129	92,473	35,593	40,141	14,666
	1982	343,258	85,230	83,101	34,092	46,821	42,144	13,481	10,749	6,603	55,967	36,608	21,162	11,396
Noble	1988	41,069	10,405	10,283	1,661	364		449	1,646		14,789	3,984	5,329	798
	1982	33,269	9,610	9,480	1,661	409		500	1,083		9,997	4,227	3,480	1,030
Ottawa	1988	267,791	57,881	56,650	30,067	10,503	8,722	2,038	10,228	6,124	78,416	33,678	16,180	6,739
	1982	172,970	43,217	42,214	26,270	5,607	4,502	2,098	3,773	2,411	32,530	32,494	7,121	4,025
Paulding	1988	43,562	12,458	12,283	2,774	260		324	3,778	2,794	12,827	3,457	4,421	1,998
	1982	41,327	12,528	12,326	3,398	414		554	2,912	2,222	8,683	6,694	2,804	1,858
Perry	1988	68,065	22,700	21,793	3,952	3,638		670	1,644	732	18,244	4,727	3,806	2,591
	1982	60,965	22,243	21,312	4,602	3,339		829	1,029	531	12,068	7,619	2,809	2,033
Pickaway	1988	222,672	52,297	49,790	17,421	12,831	11,910	5,414	9,107	5,282	48,466	29,522	30,798	7,775
	1982	139,699	36,152	34,351	11,989	8,105	7,505	3,988	3,538	2,242	22,554	26,904	14,171	5,189
Pike	1988	99,657	24,185	23,143	7,082	5,135	4,289	3,545	3,488	2,664	20,652	10,026	12,602	6,248
	1982	71,305	21,126	20,176	5,503	3,109	2,582	2,373	1,506	1,225	10,697	11,962	6,918	3,895
Portage	1988	631,937	145,005	137,831	58,520	50,261	44,115	6,601	16,447	10,597	182,518	56,434	49,381	16,443
	1982	443,106	115,747	109,802	47,498	31,708	27,043	6,215	8,629	6,160	95,619	64,680	28,174	11,861
Preble	1988	103,753	26,780	26,307	11,637	2,263		960	2,848	2,485	16,327	14,913	19,538	3,766
	1982	84,984	27,192	26,660	9,689	1,172		1,016	1,321	1,201	10,244	17,723	9,524	2,894
Putnam	1988	124,573	30,319	29,726	10,303	1,925		1,924	6,517	2,477	33,815	9,490	14,127	6,263
	1982	85,203	25,736	25,182	8,678	1,109		1,480	2,663	1,223	17,689	9,193	8,280	4,779
Richland	1988	856,667	146,639	137,819	59,143	161,024	132,603	34,427	39,117	21,748	203,516	83,110	53,401	23,913
	1982	601,620	123,920	116,235	52,722	105,977	86,068	25,033	16,981	10,349	109,662	78,429	27,288	16,162
Ross	1988	285,063	62,884	60,259	22,854	50,629	47,749	6,583	17,731	13,236	51,039	26,049	13,004	11,343
	1982	236,590	61,337	58,659	23,433	39,622	36,630	8,089	7,945	6,286	29,668	28,002	11,194	8,509
Sandusky	1988	352,205	85,488	79,473	28,017	24,449	20,133	8,041	16,880	6,210	93,470	40,941	18,709	13,591
	1982	233,859	67,234	62,379	20,583	15,793	12,614	6,732	7,551	3,132	43,689	35,730	9,440	9,212
Scioto	1988	414,596	82,744	81,324	34,207	58,378	55,678	16,092	28,992	17,219	99,876	31,287	22,360	11,188
	1982	332,006	83,514	81,917	29,205	48,586	46,022	13,594	15,065	9,657	59,556	36,183	13,121	9,426
Seneca	1988	265,520	57,974	56,901	21,301	21,880	16,190	11,073	14,343	7,930	36,917	30,401	27,479	11,108
	1982	204,613	56,139	54,990	17,592	16,659	12,060	10,009	8,018	4,731	22,400	30,167	14,036	7,936
Shelby	1988	157,942	39,907	39,167	18,099	9,836	8,100	4,424	6,205	3,915	34,939	18,270	11,971	6,424
	1982	123,878	38,568	37,777	14,333	7,957	6,350	3,616	3,009	2,135	21,177	17,038	6,537	4,276
Stark	1988	2,335,098	508,765	477,965	208,359	268,141	248,419	109,371	133,775	61,704	498,148	191,327	154,453	77,649
	1982	1,725,870	436,884	409,619	171,369	212,491	194,176	89,003	64,623	33,708	289,663	196,378	82,094	54,272
Summit	1988	3,403,556	714,978	676,259	325,145	390,184	351,585	139,137	193,101	84,806	713,300	277,363	252,401	123,661
	1982	2,431,393	602,847	569,066	261,419	315,595	280,321	103,976	80,756	39,827	382,385	274,215	125,161	83,535
Trumbull	1988	1,330,240	265,773	253,438	120,820	207,037	184,476	58,973	54,693	27,709	268,756	100,698	80,976	43,140
	1982	994,698	226,134	215,209	99,868	162,920	143,005	44,355	32,593	18,936	156,522	107,486	45,123	32,642
Tuscarawas	1988	415,146	84,705	78,988	30,430	40,577	33,357	10,733	25,425	15,368	102,533	40,169	27,733	11,292
	1982	350,914	85,387	79,465	30,761	38,028	30,117	14,297	14,796	10,109	68,912	42,439	16,835	10,644
Union	1988	106,768	23,949	23,141	7,775	13,394	12,232	3,792	2,936	1,545	25,356	11,513	5,985	3,297
	1982	81,649	22,723	21,915	6,508	10,496	9,254	3,011	1,445	769	14,650	11,181	3,260	2,586
Van Wert	1988	110,578	25,837	19,290	9,388	6,141	4,787	2,675	3,217	1,402	39,432	8,451	6,082	4,609
	1982	100,355	26,422	19,688	8,787	5,748	4,132	2,729	1,771	889	25,824	14,360	4,420	4,188
Vinton	1988	17,841	4,683	4,523	920	206		57	523	269	3,950	858	5,147	316
	1982	15,983	4,667	4,498	1,210	350		104	481	238	2,880	1,645	3,133	539
Warren	1988	436,453	125,978	117,401	44,619	60,598	53,351	8,666	20,297	14,535	57,989	44,792	29,238	18,208
	1982	318,430	90,454	84,127	37,294	41,101	35,548	7,351	9,672	7,471	34,427	50,948	14,924	12,726
Washington	1988	342,645	65,359	63,045	31,500	33,045	30,770	8,339	21,035	14,768	73,511	42,962	25,549	23,465
	1982	269,143	67,791	65,260	25,084	25,970	23,787	8,160	9,227	7,219	41,611	47,730	12,443	16,229
Wayne	1988	461,258	108,193	100,778	31,701	36,905	28,626	7,456	28,335	17,495	130,576	39,856	48,909	11,552
	1982	354,929	100,372	93,308	28,482	32,381	24,301	7,777	12,788	8,419	77,448	40,993	27,632	8,982
Williams	1988	178,745	40,166	39,135	16,316	12,950	12,022	6,952	2,766	2,120	35,725	26,714	14,792	5,927
	1982	128,629	32,973	32,063	11,839	9,840	8,984	5,695	1,391	1,114	19,383	24,037	7,220	4,184
Wood	1988	766,677	160,901	154,545	70,828	100,791	93,364	23,072	51,119	20,755	146,580	106,987	22,916	31,981
	1982	492,563	113,457	108,758	48,469	62,252	56,386	15,721	22,336	10,765	68,036	96,956	11,453	19,783
Wyandot	1988	96,861	18,530	17,682	8,551	4,820		2,155	6,768	1,229	23,714	12,185	9,962	3,164
	1982	71,308	17,148	16,331	7,075	2,742		1,853	3,420	822	14,231	11,321	6,156	2,224
TOTAL METRO COUNTIES	1988	56,429,672	11,238,245	10,492,967	5,268,600	8,051,130	7,181,916	2,391,576	2,913,143	1,432,125	12,612,102	4,530,101	2,384,640	2,188,582
	1982	38,455,227	9,003,309	8,400,622	3,965,606	5,404,781	4,765,538	1,689,118	1,557,885	873,890	6,569,814	4,377,082	1,402,711	1,358,755
TOTAL STATE	1988	66,522,189	13,573,787	12,729,913	6,069,290	9,001,777	7,950,128	2,682,664	3,400,451	1,699,044	15,020,790	5,486,419	3,160,959	2,537,044
	1982	46,315,071	11,144,763	10,447,353	4,682,969	6,156,027	5,359,871	1,955,858	1,807,508	1,023,847	7,980,705	5,408,078	1,837,210	1,630,989

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
OKLAHOMA														
ENID	**1988**	**390,187**	**91,432**	**88,202**	**35,278**	**34,235**	**28,088**	**27,947**	**22,805**	**10,138**	**97,367**	**24,700**	**23,243**	**14,062**
	1982	382,498	85,579	82,391	36,409	34,036	26,568	29,839	21,622	11,122	88,612	26,144	22,743	14,298
Garfield	1988	390,187	91,432	88,202	35,278	34,235	28,088	27,947	22,805	10,138	97,367	24,700	23,243	14,062
	1982	382,498	85,579	82,391	36,409	34,036	26,568	29,839	21,622	11,122	88,612	26,144	22,743	14,298
LAWTON	**1988**	**607,035**	**151,000**	**146,375**	**57,666**	**105,215**	**90,871**	**30,752**	**26,725**	**17,379**	**135,981**	**17,090**	**29,900**	**13,385**
	1982	498,181	120,508	116,585	47,752	79,587	66,169	26,026	26,009	19,005	113,172	18,402	22,366	7,676
Comanche	1988	607,035	151,000	146,375	57,666	105,215	90,871	30,752	26,725	17,379	135,981	17,090	29,900	13,385
	1982	498,181	120,508	116,585	47,752	79,587	66,169	26,026	26,009	19,005	113,172	18,402	22,366	7,676
OKLAHOMA CITY	**1988**	**7,377,849**	**1,440,610**	**1,393,130**	**747,918**	**809,459**	**610,526**	**414,295**	**511,876**	**261,650**	**1,912,408**	**361,691**	**548,327**	**165,814**
	1982	5,795,863	1,184,861	1,143,264	583,285	680,173	480,772	371,747	290,648	169,499	1,441,729	356,621	349,490	106,925
Canadian	1988	384,244	89,263	88,741	26,298	40,737	27,002	9,849	10,518	5,990	139,653	24,453	22,010	5,082
	1982	313,828	69,184	68,643	21,543	28,821	16,912	9,557	8,423	5,523	122,175	20,677	16,486	3,515
Cleveland	1988	1,208,759	206,745	200,630	97,412	121,350	73,092	78,913	39,302	19,237	457,178	54,206	66,112	21,419
	1982	803,272	144,076	139,537	71,741	87,476	49,030	56,760	25,021	13,902	275,675	46,095	34,827	13,528
Logan	1988	92,498	29,805	29,608	5,797	8,164	6,705	2,837	1,095	1,095	26,624	6,096	3,926	3,820
	1982	82,178	26,632	26,404	6,206	7,221	5,760	2,818	844	844	22,170	6,261	3,155	2,541
McClain	1988	99,971	30,243	29,563	7,039	11,632	8,976	2,625	2,500	2,500	26,448	7,097	7,865	2,596
	1982	84,805	26,972	26,314	6,150	10,329	7,344	2,681	1,487	1,487	22,748	6,438	4,400	1,708
Oklahoma	1988	5,278,255	989,045	950,839	572,949	592,785	466,265	308,334	445,929	224,873	1,212,536	254,808	415,441	124,202
	1982	4,235,447	839,448	805,417	443,058	513,400	375,713	287,637	244,737	140,811	954,179	261,107	265,537	78,889
Pottawatomie	1988	314,122	95,509	93,749	38,423	34,791	28,456	11,737	12,532	7,955	49,969	15,031	32,973	8,695
	1982	276,333	78,549	76,949	34,587	32,926	26,013	12,294	10,136	6,932	44,782	16,043	25,085	6,744
TULSA	**1988**	**4,429,594**	**953,489**	**932,985**	**428,625**	**526,002**	**439,249**	**281,322**	**304,300**	**158,712**	**999,858**	**281,679**	**272,359**	**96,957**
	1982	3,801,929	874,324	853,774	359,907	418,320	337,451	244,536	195,942	116,253	881,574	278,136	201,271	69,662
Creek	1988	276,353	91,003	90,325	17,602	34,069	22,124	6,768	9,396	6,717	67,942	21,123	13,292	6,372
	1982	223,091	80,384	79,627	15,354	24,191	14,364	6,633	6,709	5,115	52,551	16,885	7,974	4,449
Osage	1988	71,622	22,696	22,197	5,767	2,239		4,309	1,066	345	15,969	5,779	7,638	3,703
	1982	71,690	25,026	24,427	4,973	2,004		4,757	1,070	379	14,497	7,789	5,643	2,952
Rogers	1988	161,232	51,861	50,185	12,387	12,964	11,005	4,487	3,046	2,272	32,576	15,408	15,040	2,251
	1982	156,349	47,835	46,198	12,478	12,640	10,098	5,528	2,789	2,269	33,430	16,917	12,940	1,608
Tulsa	1988	3,848,193	759,678	742,289	387,388	463,863	393,747	263,475	286,063	146,814	877,161	236,004	231,223	83,090
	1982	3,286,504	695,187	677,922	322,226	367,560	301,699	225,750	181,602	106,284	776,411	232,648	170,694	59,571
Wagoner	1988	72,194	28,251	27,989	5,481	12,867	12,373	2,283	4,729	2,564	6,210	3,365	5,066	1,541
	1982	64,295	25,892	25,600	4,876	11,925	11,290	1,868	3,772	2,206	4,685	3,897	4,020	1,082
ALL COUNTIES														
Adair	1988	33,707	10,496	10,289	2,497	4,777	4,687	634	1,300	927	7,663	1,500	2,044	668
	1982	34,530	11,941	11,683	2,328	4,987	4,894	967	977	722	6,738	1,920	1,458	883
Alfalfa	1988	34,246	18,364	18,115	1,444	1,118		557	500		2,870	4,800	1,291	2,171
	1982	26,669	14,225	14,003	1,208	886		515	400		1,889	4,525	856	1,135
Atoka	1988	55,343	15,473	14,998	2,714	9,291		1,002	763	763	10,149	5,353	6,255	1,800
	1982	44,435	13,118	12,690	2,098	6,491		1,147	533	533	8,504	5,242	4,264	1,444
Beaver	1988	11,526	4,758	4,675	1,165			401	102		1,324	939	1,454	500
	1982	12,482	4,838	4,744	1,327			631	105		1,433	1,240	1,292	522
Beckham	1988	218,018	51,758	51,341	13,937	33,819	28,829	10,482	9,922	5,298	40,383	20,926	20,746	4,843
	1982	188,014	47,878	47,398	13,777	25,476	20,641	10,950	6,790	4,242	32,846	21,839	14,325	4,078
Blaine	1988	57,321	14,385	13,904	3,524	5,034		1,633	1,075	661	14,603	5,861	5,055	1,868
	1982	61,606	16,652	16,065	3,918	5,693		2,344	1,246	811	12,207	7,738	4,842	1,839
Bryan	1988	121,198	30,231	29,363	9,995	11,139	6,381	6,412	6,082	2,576	29,081	5,851	6,265	6,044
	1982	113,528	28,081	27,221	9,876	9,650	4,783	6,842	5,252	2,714	27,155	5,483	4,990	4,047
Caddo	1988	171,715	46,681	46,031	7,656	19,423	12,842	5,188	6,679	5,269	55,675	8,100	7,470	3,779
	1982	134,372	39,156	38,533	6,731	13,250	7,961	4,477	5,049	4,239	38,908	8,844	5,772	2,810
Canadian	1988	384,244	89,263	88,741	26,298	40,737	27,002	9,849	10,518	5,990	139,653	24,453	22,010	5,082
	1982	313,828	69,184	68,643	21,543	28,821	16,912	9,557	8,423	5,523	122,175	20,677	16,486	3,515
Carter	1988	265,788	63,460	61,040	25,075	26,028	19,432	19,975	11,438	5,505	54,765	14,325	15,825	6,578
	1982	234,936	56,717	54,446	19,416	25,517	17,425	19,514	9,145	5,067	47,184	17,405	12,092	5,051
Cherokee	1988	104,277	33,459	32,979	5,274	12,288	10,199	4,792	2,526	1,663	17,112	9,220	8,918	3,939
	1982	98,058	33,011	32,474	6,376	13,615	10,831	4,356	2,431	1,726	14,961	9,367	5,819	2,435
Choctaw	1988	52,912	13,918	13,613	3,591	10,806	8,829	1,890	1,670	999	11,096	3,050	1,436	1,919
	1982	47,539	13,699	13,370	2,595	8,271	6,594	1,752	1,433	987	10,229	3,887	972	1,368
Cimarron	1988	16,326	4,854	4,830	1,313	718		200	200	200	3,581	3,532	707	600
	1982	13,690	3,720	3,694	1,196	543		186	195	195	3,045	3,364	524	419

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
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METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
OKLAHOMA (continued)														
ALL COUNTIES (continued)														
Cleveland	1988	1,208,759	206,745	200,630	97,412	121,350	73,092	78,913	39,302	19,237	457,178	54,206	66,112	21,419
	1982	803,272	144,076	139,537	71,741	87,476	49,030	56,760	25,021	13,902	275,675	46,095	34,827	13,528
Coal	1988	9,595	3,578	3,516	490	1,147			75		756	369	2,752	57
	1982	9,405	3,418	3,351	454	1,521			73		848	485	2,163	67
Comanche	1988	607,035	151,000	146,375	57,666	105,215	90,871	30,752	26,725	17,379	135,981	17,090	29,900	13,385
	1982	498,181	120,508	116,585	47,752	79,587	66,169	26,026	26,009	19,005	113,172	18,402	22,366	7,676
Cotton	1988	24,140	4,409	4,291	573	828		271	410	169	14,200	800	313	349
	1982	23,118	5,450	5,293	879	1,094		481	510	229	10,685	1,548	339	430
Craig	1988	89,430	16,865	16,369	6,118	10,510	8,664	2,330	2,173	712	26,561	12,953	6,254	1,325
	1982	69,637	13,207	12,793	5,440	7,500	6,142	2,260	1,535	664	18,811	11,717	4,154	1,272
Creek	1988	276,353	91,003	90,325	17,602	34,069	22,124	6,768	9,396	6,717	67,942	21,123	13,392	6,372
	1982	223,091	80,384	79,627	15,354	24,191	14,364	6,633	6,709	5,115	52,551	16,885	7,974	4,449
Custer	1988	312,345	68,622	67,017	31,112	33,276	20,351	16,160	16,627	9,561	71,715	18,387	30,935	7,159
	1982	218,516	51,534	50,229	21,395	21,255	11,338	12,749	10,457	6,952	48,872	16,985	15,899	3,922
Delaware	1988	80,941	25,706	24,906	3,629	13,365	12,925	3,239	3,637	921	9,117	4,827	9,194	1,564
	1982	64,050	19,666	19,017	3,658	9,602	9,276	2,718	2,843	921	7,646	4,950	6,738	1,161
Dewey	1988	18,977	8,938	8,844	1,358	151		112	119		3,164	2,100	735	
	1982	16,431	8,088	7,987	1,282	160		131	117		2,461	1,778	699	
Ellis	1988	22,348	4,881	4,821	1,278	1,065		580	269	269	6,564	1,351	3,246	1,643
	1982	22,364	4,778	4,711	1,196	1,088		876	307	307	6,939	1,968	2,223	1,538
Garfield	1988	390,187	91,432	88,202	35,278	34,235	28,088	27,947	22,805	10,138	97,367	24,700	23,243	14,062
	1982	382,498	85,579	82,391	36,409	34,036	26,568	29,839	21,622	11,122	88,612	26,144	22,743	14,298
Garvin	1988	140,552	48,849	48,081	8,761	8,018		6,021	5,762	5,330	32,254	12,055	8,529	4,361
	1982	123,904	39,714	39,013	7,496	6,865		6,715	4,583	4,341	28,660	13,708	6,709	3 428
Grady	1988	192,341	51,235	50,275	15,888	17,728	11,712	9,534	8,055	2,484	45,782	15,358	10,147	7,486
	1982	168,423	43,685	42,781	12,413	17,072	10,118	9,110	5,551	2,000	40,181	15,281	8,534	5,673
Grant	1988	24,076	5,891	5,799	1,364	186		57	567	567	11,801	1,526	945	687
	1982	20,484	5,685	5,587	1,294	214		75	502	502	8,080	2,246	813	700
Greer	1988	16,265	6,547	6,443	814	346		980	636	636	2,218	612	496	1,834
	1982	16,107	6,210	6,099	1,028	383		1,022	733	733	1,918	1,004	579	1,357
Harmon	1988	12,010	4,786	4,678	152	186		124	365	365	2,122	634	1,180	1,634
	1982	10,146	3,753	3,662	203	223		162	308	308	1,904	609	1,018	1,035
Harper	1988	13,090	4,924	4,863	835	150		208	145	145	3,441	1,372	492	510
	1982	13,255	4,483	4,417	989	184		336	163	163	3,174	1,969	570	567
Haskell	1988	39,498	10,850	10,508	1,014	7,049	5,779	930	973	233	8,725	3,070	4,476	970
	1982	39,353	11,373	10,993	980	5,561	4,451	1,319	1,002	263	9,935	3,757	3,115	791
Hughes	1988	56,128	16,453	16,173	2,123	9,883	8,334	1,364	1,224	903	14,157	1,475	2,377	2,230
	1982	43,643	13,172	12,922	2,129	6,676	5,568	1,460	922	703	10,758	1,477	1,788	1,504
Jackson	1988	203,913	40,714	36,665	12,971	13,897	9,864	12,436	9,925	5,087	58,037	7,190	27,791	5,882
	1982	146,176	27,986	25,153	11,429	12,551	8,189	10,673	6,221	3,714	40,944	5,888	14,229	3,623
Jefferson	1988	19,856	6,035	5,839	1,798	358		529	717	523	4,821	1,463	1,930	1,091
	1982	20,822	6,505	6,282	2,165	328		898	859	666	4,826	1,848	1,162	925
Johnston	1988	12,670	7,436	7,115	641	48		196	296	296	623	523	675	1,305
	1982	13,546	7,503	7,165	731	73		245	374	374	827	890	849	894
Kay	1988	319,860	75,394	73,612	27,927	30,515	16,296	20,077	13,129	6,481	65,494	32,294	18,460	13,813
	1982	263,981	63,690	61,896	21,724	24,339	11,650	16,976	10,840	6,005	59,039	31,856	12,787	8,537
Kingfisher	1988	95,640	18,210	17,665	4,390	8,152	7,293	2,130	641	641	30,417	14,153	9,718	2,567
	1982	78,268	17,244	16,694	3,653	7,416	6,358	2,487	635	635	23,287	11,698	5,316	1,812
Kiowa	1988	48,085	15,359	15,010	1,491	3,200		1,892	1,641	371	13,064	2,787	3,490	2,029
	1982	47,637	15,612	15,227	1,710	3,050		2,353	1,513	388	12,986	2,889	2,595	1,769
Latimer	1988	22,551	10,321	9,325	1,009	1,452		1,006	79		1,481	1,150	2,248	565
	1982	21,441	10,003	9,020	867	1,369		807	89		1,540	1,260	2,132	614
Le Flore	1988	124,052	44,668	44,049	5,452	19,535	14,097	3,100	4,943	3,134	23,360	4,011	11,779	3,116
	1982	109,136	37,700	37,104	5,399	14,402	9,779	3,643	3,490	2,307	23,503	4,045	10,191	2,479
Lincoln	1988	97,294	28,485	27,590	8,821	6,645		2,702	3,691	3,364	13,807	10,590	14,637	2,081
	1982	85,097	25,408	24,561	7,423	5,901		2,288	3,360	3,163	13,106	10,459	9,939	1,738
Logan	1988	92,498	29,805	29,608	5,797	8,164	6,705	2,837	1,095	1,095	26,624	6,096	3,926	3,820
	1982	82,178	26,632	26,404	6,206	7,221	5,760	2,818	844	844	22,170	6,261	3,155	2,541
Love	1988	15,228	5,489	4,728	1,890	138		109	275	275	2,494	2,974	371	100
	1982	14,845	6,017	5,173	1,897	166		149	253	253	1,654	3,361	397	79
McClain	1988	99,971	30,243	29,563	7,039	11,632	8,976	2,625	2,500	2,500	26,448	7,097	7,865	2,596
	1982	84,805	26,972	26,314	6,150	10,329	7,344	2,681	1,487	1,487	22,748	6,438	4,400	1,708
McCurtain	1988	124,659	36,097	34,995	8,085	20,864	18,788	4,831	4,881	3,775	20,745	9,054	7,900	4,837
	1982	114,048	34,216	33,105	6,697	16,597	14,889	4,522	4,287	3,583	21,028	7,955	7,323	3,656

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
OKLAHOMA (continued)														
ALL COUNTIES (continued)														
McIntosh	1988	80,650	17,796	17,510	7,259	10,223	8,839	1,561	1,880	1,490	21,927	5,728	8,014	2,063
	1982	65,561	17,068	16,761	4,783	6,482	5,338	1,927	1,836	1,573	16,608	6,149	5,653	1,456
Major	1988	48,201	8,341	8,239	2,802	3,054		1,021	257	257	17,795	8,704	3,459	866
	1982	48,014	8,668	8,546	2,811	2,849		1,423	283	283	17,089	8,901	2,651	1,127
Marshall	1988	42,036	14,282	13,808	2,499	1,947		563	600	297	13,162	1,890	2,671	1,147
	1982	40,653	13,201	12,737	2,866	2,357		871	606	290	11,735	2,236	2,533	1,107
Mayes	1988	150,909	47,038	46,228	8,615	24,768	21,389	4,402	8,235	3,962	22,180	13,270	9,778	2,590
	1982	113,265	37,322	36,608	7,545	13,695	11,603	4,504	4,631	2,638	17,652	10,489	7,216	1,906
Murray	1988	60,424	14,742	14,522	2,966	4,783	4,019	664	758	401	22,721	1,518	3,761	1,734
	1982	57,287	15,603	15,339	2,650	5,072	4,160	911	901	508	19,251	2,278	3,217	1,198
Muskogee	1988	358,930	85,418	83,830	31,933	40,603	33,358	28,151	15,123	7,144	77,307	28,405	19,920	9,719
	1982	315,636	78,627	77,012	26,897	35,785	27,618	23,883	12,207	6,653	72,444	23,446	15,386	6,146
Noble	1988	50,412	14,449	14,053	3,448	2,957		808	1,442		8,014	7,455	3,822	2,101
	1982	47,077	13,033	12,650	3,546	2,499		1,143	1,397		7,051	8,071	3,223	1,394
Nowata	1988	26,260	6,541	5,788	2,378	3,364	2,859	404	500	500	5,144	874	3,623	717
	1982	28,995	6,818	6,022	2,237	4,310	3,515	675	571	571	6,086	1,501	2,971	758
Okfuskee	1988	25,537	10,431	10,197	1,431	1,291		570	900	900	2,566	2,251	3,222	755
	1982	23,871	9,349	9,122	1,169	1,294		751	852	852	2,708	2,766	2,580	811
Oklahoma	1988	5,278,255	989,045	950,839	572,949	592,785	466,265	308,334	445,929	224,873	1,212,536	254,808	415,441	124,202
	1982	4,235,447	839,448	805,417	443,058	513,400	375,713	287,637	244,737	140,811	954,179	261,107	265,537	78,889
Okmulgee	1988	139,004	43,608	41,788	8,157	23,186	21,944	7,778	5,127	4,767	24,017	7,349	7,476	3,498
	1982	144,071	44,352	42,417	9,331	21,198	19,831	8,441	4,648	4,428	26,247	11,055	6,517	2,988
Osage	1988	71,622	22,696	22,197	5,767	2,239		4,309	1,066	345	15,969	5,779	7,638	3,703
	1982	71,690	25,026	24,427	4,973	2,004		4,757	1,070	379	14,497	7,789	5,643	2,952
Ottawa	1988	147,695	44,241	41,538	8,705	18,237	13,778	9,825	5,064	4,321	20,337	18,301	10,295	6,509
	1982	132,414	39,215	36,745	8,759	15,180	10,870	8,827	3,725	3,290	20,132	18,951	7,040	4,116
Pawnee	1988	46,740	11,761	11,663	2,966	7,194	6,342	1,496	1,235	1,049	9,667	3,703	2,244	2,841
	1982	50,256	14,996	14,842	3,376	5,914	5,001	1,384	1,344	1,164	9,926	6,066	1,959	2,019
Payne	1988	324,089	87,951	86,485	31,258	43,789	29,284	18,140	11,826	4,797	54,355	17,177	25,943	11,013
	1982	280,804	74,638	73,248	29,537	35,064	20,930	17,363	9,833	4,673	46,357	20,046	20,596	6,704
Pittsburg	1988	159,714	37,306	36,193	13,249	32,842	27,314	4,168	5,744	3,737	31,968	6,322	12,036	4,622
	1982	153,809	40,776	39,480	11,900	26,384	21,215	4,441	5,240	3,867	32,211	9,370	8,546	3,151
Pontotoc	1988	212,802	50,715	49,271	16,685	29,143	18,935	12,554	10,055	4,562	45,760	11,249	13,005	5,448
	1982	165,640	42,466	41,174	12,486	19,949	11,640	12,257	6,905	3,515	34,859	9,034	8,956	3,541
Pottawatomie	1988	314,122	95,509	93,749	38,423	34,791	28,486	11,737	12,532	7,955	49,969	15,031	32,973	8,695
	1982	276,333	78,549	76,949	34,587	32,926	26,013	12,294	10,136	6,932	44,782	16,043	25,085	6,744
Pushmataha	1988	26,843	10,336	10,159	1,719	1,846		137	739	523	6,445	1,697	900	1,295
	1982	27,441	10,340	10,141	1,666	1,647		216	784	621	6,352	2,554	820	1,318
Roger Mills	1988	30,834	12,702	12,489	1,949	1,189		427	192		5,709	5,534	150	971
	1982	17,929	6,411	6,291	1,108	549		268	139		3,845	3,527	92	703
Rogers	1988	161,232	51,861	50,185	12,387	12,964	11,005	4,487	3,046	2,272	32,576	15,408	15,040	2,251
	1982	156,349	47,835	46,198	12,478	12,640	10,098	5,528	2,789	2,269	33,430	16,917	12,940	1,608
Seminole	1988	97,650	41,605	40,593	5,152	9,611	6,498	3,817	3,449	2,576	18,185	6,149	4,308	2,354
	1982	103,085	36,873	35,905	6,436	9,199	5,954	5,244	3,347	2,509	22,052	9,888	3,479	2,358
☐ Sequoyah	1988	81,816	27,810	27,301	3,599	7,598	6,983	1,258	3,545	2,111	14,370	11,867	7,217	1,500
	1982	84,792	28,715	28,134	4,598	8,555	7,751	1,901	2,746	1,718	15,978	13,099	4,811	1,086
Stephens	1988	214,873	57,236	55,638	18,953	19,423	3,739	10,358	8,089	4,549	53,291	10,049	19,516	7,504
	1982	227,575	58,445	56,700	16,669	21,397	3,530	12,871	8,780	5,630	59,900	13,238	15,805	6,854
Texas	1988	111,517	28,203	27,861	11,268	9,866		7,152	4,230	2,133	11,031	14,376	9,874	4,439
	1982	79,421	21,493	21,191	7,093	7,324		5,146	3,161	1,784	8,935	10,162	5,902	2,627
Tillman	1988	31,047	8,249	8,210	2,111	3,679		1,559	1,121	602	5,885	3,790	908	1,496
	1982	32,296	8,973	8,913	2,085	3,175		1,640	1,176	749	6,425	4,247	762	1,138
Tulsa	1988	3,848,193	759,678	742,289	387,388	463,863	393,747	263,475	286,063	146,814	877,161	236,004	231,223	83,090
	1982	3,286,504	695,187	677,922	322,226	367,560	301,699	225,750	181,602	106,284	776,411	232,648	170,694	59,571
Wagoner	1988	72,194	28,251	27,989	5,481	12,867	12,373	2,283	4,729	2,564	6,210	3,365	5,066	1,541
	1982	64,295	25,892	25,600	4,876	11,925	11,290	1,868	3,772	2,206	4,685	3,897	4,020	1,082
Washington	1988	295,477	78,688	78,059	26,738	33,591	27,932	15,241	15,573	7,104	58,866	21,434	21,482	6,832
	1982	267,825	65,778	65,121	25,223	35,180	28,402	16,258	12,859	6,455	49,673	20,198	18,235	5,729
Washita	1988	63,858	22,860	22,699	4,193	2,300		1,700	1,473	1,295	11,949	7,438	7,132	968
	1982	56,561	18,609	18,441	3,814	2,200		1,807	1,428	1,272	12,621	7,070	4,982	730
Woods	1988	68,101	16,895	16,202	5,908	7,100	5,440	2,849	4,836	2,339	17,900	2,473	3,921	2,441
	1982	59,117	15,847	15,167	4,972	6,846	4,827	2,502	3,312	1,797	14,648	2,646	3,002	1,789
Woodward	1988	218,804	49,925	48,658	18,420	35,281	28,854	10,884	9,533	5,161	48,227	13,513	18,673	4,403
	1982	180,091	42,596	41,432	13,863	25,334	19,728	10,968	7,932	4,749	38,497	14,740	12,566	3,116

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988 U.S. CENSUS: 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
OKLAHOMA (continued)														
TOTAL METRO COUNTIES	**1988**	**12,886,481**	**2,664,341**	**2,587,993**	**1,273,086**	**1,482,509**	**1,175,717**	**755,574**	**869,251**	**449,990**	**3,159,984**	**697,027**	**881,046**	**291,718**
	1982	10,563,263	2,293,987	2,224,148	1,031,951	1,220,711	918,711	674,049	536,967	317,597	2,541,065	692,402	600,681	199,647
TOTAL STATE	**1988**	**19,196,809**	**4,364,439**	**4,244,029**	**1,742,017**	**2,196,909**	**1,661,543**	**1,045,877**	**1,110,744**	**584,559**	**4,509,614**	**1,164,211**	**1,355,715**	**483,918**
	1982	16,070,649	3,804,620	3,692,709	1,440,150	1,811,563	1,293,760	957,906	729,947	437,878	3,713,080	1,173,518	944,837	340,033
OREGON														
EUGENE - SPRINGFIELD	**1988**	**1,624,546**	**331,628**	**308,685**	**175,118**	**222,863**	**163,058**	**61,383**	**91,248**	**50,966**	**372,582**	**110,274**	**79,369**	**42,056**
	1982	1,237,952	280,175	260,274	129,137	173,827	125,209	55,241	60,079	38,036	232,513	104,189	57,715	36,319
Lane	1988	1,624,546	331,628	308,685	175,118	222,863	163,058	61,383	91,248	50,966	372,582	110,274	79,369	42,056
	1982	1,237,952	280,175	260,274	129,137	173,827	125,209	55,241	60,079	38,036	232,513	104,189	57,715	36,319
MEDFORD	**1988**	**861,723**	**156,128**	**146,757**	**77,063**	**144,233**	**99,691**	**29,636**	**39,467**	**17,629**	**168,926**	**48,956**	**39,240**	**19,428**
	1982	661,061	129,361	121,355	57,905	93,071	62,973	27,631	26,054	12,812	125,011	54,816	28,833	15,610
Jackson	1988	861,723	156,128	146,757	77,063	144,233	99,691	29,636	39,467	17,629	168,926	48,956	39,240	19,428
	1982	661,061	129,361	121,355	57,905	93,071	62,973	27,631	26,054	12,812	125,011	54,816	28,833	15,610
PORTLAND	**1988**	**8,944,810**	**1,482,608**	**1,401,920**	**988,290**	**1,654,748**	**1,425,954**	**465,217**	**488,319**	**196,930**	**1,899,341**	**512,762**	**302,557**	**151,553**
	1982	6,060,275	1,160,549	1,094,921	671,737	1,073,677	912,119	306,590	271,704	129,066	1,044,927	505,687	207,454	110,165
Clackamas	1988	1,388,504	383,266	372,501	134,927	243,291	150,066	42,271	55,275	29,741	258,719	82,580	68,857	25,590
	1982	970,994	290,087	281,380	87,385	160,699	97,178	29,705	31,629	19,644	146,209	85,296	45,051	19,468
Multnomah	1988	4,877,758	682,769	635,094	570,684	1,013,744	932,252	287,330	292,352	106,670	876,006	295,417	124,432	62,049
	1982	3,334,473	544,472	505,448	410,253	624,000	567,905	181,886	166,287	71,903	510,732	286,864	86,730	48,483
Washington	1988	2,373,691	350,551	330,944	254,014	386,200	343,636	123,539	129,466	54,801	657,147	115,960	94,645	47,072
	1982	1,545,155	266,385	250,986	156,581	280,949	247,036	87,959	67,460	33,906	332,320	116,205	64,028	29,905
Yamhill	1988	304,857	66,022	63,381	28,665	11,513		11,877	11,226	5,718	107,469	18,805	14,623	16,842
	1982	209,653	59,605	57,107	17,518	8,029		7,040	6,328	3,613	55,666	17,322	11,645	12,309
PORTLAND - VANCOUVER CONSOLIDATED AREA	***1988***	***9,927,612***	***1,727,152***	***1,636,806***	***1,112,180***	***1,827,422***	***1,586,724***	***499,485***	***530,635***	***215,415***	***2,071,581***	***561,456***	***335,346***	***197,996***
	1982	*6,746,202*	*1,343,663*	*1,270,452*	*754,334*	*1,185,406*	*1,015,206*	*334,453*	*296,182*	*141,948*	*1,142,736*	*560,888*	*238,886*	*138,500*
SALEM	**1988**	**1,365,625**	**259,714**	**248,465**	**147,434**	**230,568**	**185,832**	**64,064**	**70,593**	**25,140**	**288,865**	**94,627**	**73,233**	**45,457**
	1982	1,034,814	218,258	208,455	108,684	172,859	137,770	50,729	44,360	18,392	185,745	96,022	53,433	33,061
Marion	1988	1,260,603	215,654	204,913	132,564	226,675	185,832	62,634	67,716	24,676	278,303	85,039	64,595	41,333
	1982	945,907	179,577	170,325	97,450	169,976	137,770	49,362	42,170	18,025	179,237	85,349	45,526	30,404
Polk	1988	105,022	44,060	43,552	14,870	3,893		1,430	2,877	464	10,562	9,588	8,638	4,124
	1982	88,907	38,681	38,160	11,234	2,883		1,367	2,190	367	6,508	10,673	7,907	2,657
ALL COUNTIES														
Baker	1988	79,166	21,772	20,144	9,627	4,830		3,377	2,123	1,145	20,580	5,618	1,687	1,335
	1982	59,963	18,527	17,107	6,978	3,131		2,762	1,264	773	11,562	5,916	1,602	1,664
Benton	1988	343,032	82,771	78,661	49,313	37,904	27,610	15,857	17,122	6,420	63,165	15,867	11,062	12,777
	1982	250,508	65,124	61,767	31,903	30,605	21,737	12,361	9,840	4,213	36,750	18,027	8,076	10,139
Clackamas	1988	1,388,504	383,266	372,501	134,927	243,291	150,066	42,271	55,275	29,741	258,719	82,580	68,857	25,590
	1982	970,994	290,087	281,380	87,385	160,699	97,178	29,705	31,629	19,644	146,209	85,296	45,051	19,468
Clatsop	1988	231,276	63,773	61,359	35,396	5,250		13,751	9,232	4,993	41,964	10,074	11,004	14,719
	1982	151,192	43,611	41,877	23,382	3,778		9,201	5,035	3,072	20,378	10,270	8,122	10,250
Columbia	1988	120,474	41,424	40,400	13,029	1,646		3,862	9,613	5,371	17,061	9,789	4,372	12,474
	1982	89,641	33,699	32,801	10,098	1,421		3,166	5,284	3,300	10,348	8,477	3,703	7,390
Coos	1988	323,854	80,942	77,183	29,033	22,857	16,947	16,895	14,093	6,550	70,374	18,976	24,011	14,748
	1982	267,951	70,516	67,107	24,302	18,635	13,112	13,648	10,555	5,546	45,847	24,740	19,568	12,819
Crook	1988	47,107	19,843	19,497	3,949	1,387		3,651	541	332	7,476	2,375	2,167	1,337
	1982	34,084	14,864	14,576	2,637	1,323		2,654	447	315	4,158	2,051	1,685	987
Curry	1988	111,225	32,314	31,236	12,871	4,363		2,282	5,375	2,602	20,432	7,762	14,175	4,885
	1982	67,253	20,419	19,699	8,205	2,249		1,424	2,280	1,261	10,050	7,702	7,125	3,521
Deschutes	1988	402,009	89,584	86,521	40,908	42,298	21,697	26,502	14,932	8,362	79,993	31,962	26,792	18,648
	1982	315,139	79,364	76,499	30,850	27,567	13,877	18,607	7,970	5,003	51,047	30,857	24,483	17,143
Douglas	1988	497,157	121,970	117,931	44,660	45,332	21,770	19,168	20,594	12,089	118,610	53,913	18,802	20,568
	1982	351,045	93,377	90,105	34,344	30,874	14,184	12,855	10,470	6,711	71,464	44,578	12,618	14,986
Gilliam	1988	4,796	453	422	1,160						1,440	957	537	69
	1982	4,784	647	600	870						995	1,431	533	85
Grant	1988	26,077	8,758	8,425	1,527	941		1,028	1,123	695	7,098	871	1,054	1,742
	1982	21,022	7,954	7,635	1,274	787		1,079	846	597	3,903	1,393	778	1,274
Harney	1988	32,782	8,921	8,839	3,319	1,447		454	871	871	7,230	3,047	4,365	168
	1982	26,163	7,632	7,546	2,520	945		444	632	632	4,492	4,324	2,701	205

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
OREGON (continued)														
ALL COUNTIES (continued)														
Hood River	1988	103,162	28,130	27,300	13,118	5,382		1,816	3,991	2,147	21,685	6,073	10,578	1,556
	1982	70,969	22,686	21,972	7,843	4,239		1,650	1,783	1,087	13,105	4,874	5,890	1,584
Jackson	1988	861,723	156,128	146,757	77,063	144,233	99,691	29,636	39,467	17,629	168,926	48,956	39,240	19,428
	1982	661,061	129,361	121,355	57,905	93,071	62,973	27,631	26,054	12,812	125,011	54,816	28,833	15,610
Jefferson	1988	67,228	20,834	20,246	6,964	1,230		1,859	1,296	800	20,302	5,751	4,370	1,650
	1982	47,818	15,952	15,470	4,947	906		1,287	633	446	11,751	5,142	2,605	1,770
Josephine	1988	400,446	82,558	76,283	33,254	30,532	24,759	18,598	18,137	6,300	111,299	39,849	24,096	15,799
	1982	285,788	64,785	59,743	24,334	21,747	17,147	13,524	9,892	3,736	63,440	38,823	19,136	11,044
Klamath	1988	364,891	86,566	83,670	36,426	40,208	27,039	17,349	19,094	11,079	81,734	23,744	19,089	17,713
	1982	262,355	66,589	64,233	25,398	29,310	19,122	13,965	9,852	6,488	48,110	22,238	14,826	12,676
Lake	1988	36,619	10,429	10,073	3,300	180		306	1,147	710	9,898	2,841	3,937	1,715
	1982	29,636	9,231	8,897	2,662	175		468	1,013	715	6,330	2,919	3,248	1,400
Lane	1988	1,624,546	331,628	308,685	175,118	222,863	163,058	61,383	91,248	50,966	372,582	110,274	79,369	42,056
	1982	1,237,952	280,175	260,274	129,137	173,827	125,209	55,241	60,079	38,036	232,513	104,189	57,715	36,319
Lincoln	1988	200,425	36,221	33,319	40,045	6,988	5,079	4,318	5,056	3,269	31,311	18,658	24,844	14,577
	1982	164,264	38,726	35,553	30,408	5,660	3,994	4,094	3,299	2,335	19,747	21,113	15,876	10,452
Linn	1988	509,374	114,009	111,506	45,854	59,275	45,271	12,858	19,463	7,758	116,724	59,868	29,635	24,380
	1982	361,782	76,221	74,399	33,900	44,194	33,114	11,769	11,891	5,398	73,552	52,443	18,691	15,982
Malheur	1988	188,864	37,457	36,182	19,111	22,564	7,864	11,000	5,347	2,655	48,201	11,824	11,813	6,985
	1982	137,741	32,985	31,798	13,768	14,366	4,884	6,836	3,596	2,029	27,147	11,794	8,806	5,596
Marion	1988	1,260,603	215,654	204,913	132,564	226,675	185,832	62,634	67,716	24,676	278,303	85,039	64,595	41,333
	1982	945,907	179,577	170,295	97,450	169,976	137,770	49,362	42,170	18,025	179,237	85,349	45,526	30,404
Morrow	1988	23,320	5,155	4,946	2,804	546		653	286	174	5,505	4,018	1,515	464
	1982	17,921	4,073	3,900	2,222	564		549	254	178	2,613	4,136	1,318	569
Multnomah	1988	4,877,758	682,769	635,094	570,684	1,013,744	932,252	287,530	292,352	106,670	876,006	295,417	124,432	62,049
	1982	3,334,473	544,472	505,448	410,253	624,000	567,905	181,886	166,287	71,903	510,732	286,864	86,730	48,483
Polk	1988	105,022	44,060	43,552	14,870	3,893		1,430	2,877	464	10,562	9,588	8,638	4,124
	1982	88,907	38,681	38,160	11,234	2,883		1,367	2,190	367	6,508	10,673	7,907	2,657
Sherman	1988	10,314	420	390	3,710	227						5,023	445	263
	1982	8,307	449	415	2,469	182						4,487	333	204
Tillamook	1988	101,695	31,555	30,450	10,831	2,612		2,865	3,889	2,007	21,169	5,598	10,499	2,487
	1982	80,427	27,277	26,269	9,240	2,063		3,177	2,256	1,317	12,697	7,042	6,912	2,230
Umatilla	1988	377,000	101,689	99,876	35,244	14,762	10,214	16,186	12,394	8,026	99,652	30,372	21,940	18,795
	1982	290,892	80,185	78,599	26,679	11,591	7,854	13,085	7,577	5,381	66,169	31,494	14,892	15,576
Union	1988	129,513	31,112	30,814	12,173	3,512		4,963	6,983	4,051	31,517	10,493	7,157	12,475
	1982	91,688	23,834	23,558	9,100	1,895		4,131	3,752	2,440	18,099	10,437	5,190	8,250
Wallowa	1988	38,140	11,718	11,240	2,505	629		719	783	481	13,421	1,748	2,889	1,462
	1982	26,806	8,803	8,427	1,828	733		912	567	399	7,813	1,580	1,897	1,111
Wasco	1988	153,424	24,005	23,268	16,294	18,770	9,230	8,166	5,440	2,980	40,742	6,757	8,559	12,424
	1982	121,283	20,909	20,226	12,928	13,956	6,729	6,835	3,644	2,236	26,986	8,411	6,894	10,307
Washington	1988	2,373,691	350,551	330,944	254,014	386,200	343,636	123,539	129,466	54,801	657,147	115,960	94,645	47,072
	1982	1,545,155	266,385	250,986	156,581	280,949	247,036	87,959	67,460	33,906	332,320	116,205	64,028	29,905
Wheeler	1988	4,166	837	785	650	311					1,993	37		
	1982	3,508	848	792	440	312					1,547	53		
Yamhill	1988	304,857	66,022	63,381	28,665	11,513		11,877	11,226	5,718	107,469	18,805	14,623	16,842
	1982	209,653	59,605	57,107	17,518	8,029		7,040	6,328	3,613	55,666	17,322	11,645	12,309
TOTAL METRO COUNTIES	**1988**	**12,796,704**	**2,230,078**	**2,105,827**	**1,387,905**	**2,252,412**	**1,874,535**	**620,300**	**689,627**	**290,665**	**2,729,714**	**766,619**	**494,399**	**258,494**
	1982	8,994,102	1,788,343	1,685,005	967,463	1,513,434	1,238,071	440,191	402,197	198,306	1,588,196	760,714	347,435	195,155
TOTAL STATE	**1988**	**17,724,240**	**3,425,298**	**3,256,793**	**1,914,980**	**2,628,395**	**2,092,015**	**828,783**	**888,557**	**392,542**	**3,840,290**	**1,160,484**	**795,773**	**494,709**
	1982	12,634,032	2,737,630	2,596,575	1,352,992	1,786,642	1,393,825	600,674	516,829	263,914	2,258,296	1,147,466	564,943	374,369
PENNSYLVANIA														
ALLENTOWN - BETHLEHEM	**1988**	**4,620,814**	**941,559**	**877,757**	**402,057**	**513,328**	**450,560**	**198,900**	**206,803**	**101,388**	**1,153,067**	**288,269**	**198,801**	**140,578**
	1982	3,008,001	703,590	654,592	249,644	338,120	290,267	137,702	104,390	59,466	527,629	286,243	110,491	86,578
Carbon	1988	210,526	68,642	63,426	13,024	5,922	3,024	3,625	9,046	4,282	54,082	11,406	14,082	8,498
	1982	153,894	55,283	50,981	9,367	4,981	2,227	3,798	5,570	2,874	26,568	14,488	8,529	5,800
Lehigh	1988	2,646,626	447,767	417,890	251,228	397,023	356,897	114,054	142,801	68,804	638,565	131,177	95,432	73,648
	1982	1,635,127	329,393	306,804	145,234	251,622	223,142	75,374	68,652	38,921	280,246	120,344	49,796	40,404
Northampton	1988	1,134,791	278,325	259,712	101,333	78,944	65,949	60,840	36,193	20,652	295,769	68,138	51,614	38,991
	1982	808,484	218,515	203,497	67,409	62,489	50,414	45,608	20,764	13,285	152,401	71,940	30,080	27,567

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
PENNSYLVANIA (continued)														
ALLENTOWN - BETHLEHEM (continued)														
Warren, N. J.	*1988*	*628,871*	*146,825*	*136,729*	*36,472*	*31,439*	*24,690*	*20,381*	*18,763*	*7,650*	*164,651*	*77,548*	*37,673*	*19,441*
	1982	*410,496*	*100,399*	*93,310*	*27,634*	*19,028*	*14,484*	*12,922*	*9,404*	*4,386*	*68,414*	*79,471*	*22,086*	*12,807*
ALTOONA	**1988**	**888,923**	**185,576**	**176,315**	**59,563**	**122,278**	**102,785**	**47,852**	**50,480**	**25,184**	**235,185**	**60,269**	**46,840**	**33,181**
	1982	610,467	153,751	145,788	43,382	87,831	71,824	36,033	28,219	15,992	117,647	44,778	30,742	21,457
Blair	1988	888,923	185,576	176,315	59,563	122,278	102,785	47,852	50,480	25,184	235,185	60,269	46,840	33,181
	1982	610,467	153,751	145,788	43,382	87,831	71,824	36,033	28,219	15,992	117,647	44,778	30,742	21,457
BEAVER COUNTY	**1988**	**963,061**	**295,806**	**282,519**	**63,258**	**163,858**	**145,945**	**33,289**	**44,400**	**20,424**	**155,499**	**59,231**	**39,466**	**39,256**
	1982	751,924	220,869	210,530	53,799	137,338	120,198	31,542	26,743	14,304	93,081	71,972	25,376	27,520
Beaver	1988	963,061	295,806	282,519	63,258	163,858	145,945	33,289	44,400	20,424	155,499	59,231	39,466	39,256
	1982	751,924	220,869	210,530	53,799	137,338	120,198	31,542	26,743	14,304	93,081	71,972	25,376	27,520
ERIE	**1988**	**1,673,366**	**361,290**	**340,982**	**168,356**	**192,659**	**147,053**	**81,219**	**85,298**	**30,893**	**396,084**	**142,902**	**78,779**	**57,920**
	1982	1,184,298	286,748	270,093	107,119	140,685	104,183	59,373	51,495	21,651	207,800	148,966	45,375	41,847
Erie	1988	1,673,366	361,290	340,982	168,356	192,659	147,053	81,219	85,298	30,893	396,084	142,902	78,779	57,920
	1982	1,184,298	286,748	270,093	107,119	140,685	104,183	59,373	51,495	21,651	207,800	148,966	45,375	41,847
HARRISBURG - LEBANON - CARLISLE	**1988**	**4,850,710**	**1,069,788**	**1,014,006**	**393,630**	**538,858**	**466,189**	**170,864**	**189,591**	**85,925**	**1,183,969**	**371,935**	**188,091**	**141,271**
	1982	2,892,765	682,295	644,678	234,588	319,122	271,257	112,052	105,674	54,647	496,493	307,273	118,258	88,039
Cumberland	1988	1,998,751	467,196	445,101	165,980	203,369	185,515	63,620	66,465	30,535	421,067	165,959	58,473	57,917
	1982	1,105,560	256,150	243,551	87,935	109,776	98,808	38,618	44,949	23,547	158,076	121,301	44,550	34,924
Dauphin	1988	1,912,506	427,017	404,646	172,065	237,244	192,116	83,064	82,264	33,623	460,809	143,132	91,108	62,405
	1982	1,175,790	279,232	264,078	109,155	143,577	113,453	56,694	38,813	18,459	203,545	128,790	49,193	38,872
Lebanon	1988	796,732	141,812	131,536	47,363	93,556	88,558	23,575	36,933	20,567	250,444	53,037	34,283	17,306
	1982	512,984	121,577	112,543	31,655	62,883	58,996	16,222	19,458	11,830	109,197	46,547	22,193	11,695
Perry	1988	142,721	33,763	32,723	8,222	4,689		605	3,929	1,200	51,649	9,807	4,227	3,643
	1982	98,431	25,336	24,506	5,843	2,886		518	2,454	811	25,675	10,635	2,322	2,548
JOHNSTOWN	**1988**	**1,159,876**	**297,885**	**280,202**	**78,141**	**127,435**	**115,348**	**39,981**	**52,214**	**28,510**	**268,704**	**72,485**	**85,549**	**40,702**
	1982	937,393	242,412	227,577	64,585	116,195	102,837	35,545	37,195	22,160	171,282	87,287	57,976	30,169
Cambria	1988	823,665	217,821	204,493	53,247	106,053	97,519	34,549	34,224	15,642	155,226	54,966	61,300	31,954
	1982	681,438	176,054	164,954	44,224	98,541	88,983	30,581	24,773	12,958	105,249	63,497	42,008	22,828
Somerset	1988	336,211	80,064	75,709	24,894	21,382	17,829	5,432	17,885	12,868	113,478	17,519	24,249	8,748
	1982	255,955	66,358	62,623	20,361	17,654	13,854	4,964	12,422	9,205	66,033	23,790	15,968	7,341
LANCASTER	**1988**	**2,876,877**	**631,535**	**550,554**	**246,410**	**277,952**	**207,044**	**125,645**	**165,331**	**80,597**	**695,433**	**113,427**	**200,930**	**86,643**
	1982	1,677,169	405,521	352,819	148,425	176,729	127,844	77,183	84,085	45,301	291,951	117,268	95,095	48,136
Lancaster	1988	2,876,877	631,535	550,554	246,410	277,952	207,044	125,645	165,331	80,597	695,433	113,427	200,930	86,643
	1982	1,677,169	405,521	352,819	148,425	176,729	127,844	77,183	84,085	45,301	291,951	117,268	95,095	48,136
PHILADELPHIA	**1988**	**35,844,743**	**7,350,426**	**6,599,167**	**3,306,048**	**4,023,558**	**3,611,419**	**2,135,791**	**1,674,431**	**859,520**	**8,532,686**	**1,852,132**	**1,525,513**	**1,262,465**
	1982	20,903,587	4,649,012	4,170,815	1,903,982	2,487,318	2,189,892	1,284,949	864,520	505,273	3,634,629	1,669,040	772,142	663,145
Bucks	1988	4,410,312	841,325	759,994	314,257	464,031	414,078	110,900	106,486	60,719	1,474,625	247,309	334,385	102,341
	1982	2,660,873	580,472	523,316	200,507	309,497	270,669	111,789	88,865	56,100	620,098	211,244	142,013	59,189
Chester	1988	2,103,271	415,583	381,402	169,556	109,871	88,776	58,182	126,110	48,597	623,268	124,117	132,952	67,344
	1982	1,287,982	299,631	274,441	107,127	87,450	68,970	43,839	56,568	25,737	274,094	114,993	71,962	40,355
Delaware	1988	4,681,109	1,005,034	881,500	368,735	564,303	530,120	290,786	228,734	99,055	1,106,449	244,752	221,164	152,979
	1982	2,582,339	605,478	530,000	204,111	371,397	345,020	156,208	94,180	46,619	447,210	205,038	91,477	79,167
Montgomery	1988	7,306,580	1,355,787	1,235,065	589,443	1,100,269	1,018,612	510,993	241,083	127,255	1,891,752	384,713	186,135	222,734
	1982	3,960,817	793,680	721,572	313,004	593,299	541,729	280,093	161,625	95,931	708,725	299,299	139,306	118,404
Philadelphia	1988	9,625,782	2,253,982	1,980,865	1,240,427	796,351	654,622	783,731	533,903	285,222	1,384,140	467,996	332,128	493,003
	1982	5,391,039	1,304,745	1,144,370	647,986	467,128	368,862	435,887	266,550	160,833	583,111	391,173	154,254	235,740
Burlington, N. J.	*1988*	*2,569,206*	*449,182*	*407,964*	*233,525*	*337,362*	*299,708*	*104,926*	*135,393*	*66,039*	*816,887*	*153,677*	*84,026*	*58,809*
	1982	*1,710,255*	*337,163*	*305,615*	*161,847*	*237,201*	*208,804*	*75,993*	*57,601*	*31,937*	*404,580*	*166,548*	*51,757*	*34,077*
Camden, N. J.	*1988*	*3,610,275*	*676,093*	*620,021*	*306,902*	*398,516*	*373,556*	*211,685*	*252,113*	*141,475*	*841,833*	*163,459*	*167,766*	*127,284*
	1982	*2,301,518*	*497,650*	*455,470*	*204,154*	*254,433*	*233,930*	*136,616*	*114,316*	*71,331*	*402,798*	*195,238*	*85,156*	*70,880*
Gloucester, N. J.	*1988*	*1,538,208*	*353,440*	*332,356*	*83,203*	*252,855*	*231,947*	*64,588*	*50,609*	*31,158*	*393,732*	*66,109*	*66,957*	*37,971*
	1982	*1,008,764*	*230,193*	*216,031*	*65,246*	*166,913*	*151,908*	*44,524*	*24,815*	*16,785*	*194,013*	*85,507*	*36,217*	*25,333*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***1988***	***43,452,959***	***8,917,087***	***8,044,776***	***3,909,321***	***4,993,605***	***4,477,403***	***2,512,191***	***2,113,570***	***1,079,443***	***10,188,871***	***2,355,559***	***1,829,252***	***1,587,444***
	1982	*25,582,455*	*5,717,077*	*5,154,269*	*2,287,397*	*3,071,880*	*2,702,323*	*1,536,950*	*1,066,756*	*620,073*	*4,404,568*	*2,140,823*	*938,293*	*814,439*
PITTSBURGH	**1988**	**13,247,975**	**2,994,802**	**2,767,497**	**1,335,433**	**1,657,025**	**1,535,893**	**672,644**	**701,583**	**375,559**	**3,062,010**	**790,197**	**616,051**	**477,048**
	1982	9,901,282	2,334,552	2,154,100	942,363	1,434,468	1,307,334	513,462	401,050	241,343	1,787,705	890,754	379,451	329,543
Allegheny	1988	9,272,046	2,070,068	1,892,530	1,020,481	1,177,392	1,095,036	520,551	503,185	253,257	2,061,120	513,625	357,493	341,323
	1982	6,841,666	1,580,925	1,442,466	710,993	1,019,873	932,764	383,626	281,124	161,646	1,207,212	570,136	204,990	234,847
Fayette	1988	729,357	205,543	194,599	51,578	92,347	84,362	33,669	26,725	12,406	157,231	37,306	46,354	31,672
	1982	612,476	166,347	157,177	41,574	93,309	83,689	28,885	19,460	10,249	97,836	53,165	32,760	23,659

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988 U.S. CENSUS: 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
PENNSYLVANIA (continued)														
PITTSBURGH (continued)														
Washington	1988	1,073,006	241,389	227,801	87,291	109,509	99,958	37,952	38,768	23,376	309,261	79,488	67,790	33,417
	1982	812,766	201,775	190,039	64,153	92,418	82,434	32,936	25,565	16,569	179,137	91,111	39,947	23,547
Westmoreland	1988	2,173,566	477,802	452,567	176,083	277,777	256,537	80,472	132,905	86,520	534,398	159,778	144,414	70,636
	1982	1,634,374	385,505	364,418	125,643	228,868	208,447	68,015	74,901	52,879	303,520	176,342	101,754	47,490
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***1988***	***14,211,036***	***3,290,608***	***3,050,016***	***1,398,691***	***1,820,883***	***1,681,838***	***705,933***	***745,983***	***395,983***	***3,217,509***	***849,428***	***655,517***	***516,304***
	1982	*10,653,206*	*2,555,421*	*2,364,630*	*996,162*	*1,571,806*	*1,427,532*	*545,004*	*427,793*	*255,647*	*1,880,786*	*962,726*	*404,827*	*357,063*
READING	**1988**	**2,626,914**	**490,490**	**432,772**	**228,216**	**292,504**	**255,090**	**289,626**	**135,146**	**71,658**	**663,537**	**132,160**	**91,779**	**65,366**
	1982	1,509,148	319,627	281,454	129,589	176,901	151,722	170,614	61,975	35,780	277,149	113,525	43,050	33,547
Berks	1988	2,626,914	490,490	432,772	228,216	292,504	255,090	289,626	135,146	71,658	663,537	132,160	91,779	65,366
	1982	1,509,148	319,627	281,454	129,589	176,901	151,722	170,614	61,975	35,780	277,149	113,525	43,050	33,547
SCRANTON - WILKES-BARRE	**1988**	**4,655,419**	**1,062,548**	**990,140**	**412,041**	**590,430**	**491,114**	**231,424**	**185,803**	**98,573**	**1,020,462**	**273,663**	**249,763**	**199,292**
	1982	2,985,140	747,605	695,518	260,432	388,041	314,803	161,287	98,582	57,544	463,105	252,513	123,004	114,354
Columbia	1988	301,955	83,254	76,664	25,868	32,510	27,204	12,021	12,884	3,076	68,064	18,377	22,312	9,205
	1982	220,961	62,269	57,226	19,817	24,613	19,933	9,835	7,284	2,099	34,912	19,289	13,538	7,980
Lackawanna	1988	1,539,130	315,637	297,451	141,104	215,352	182,814	101,110	54,969	32,227	340,325	85,703	78,354	80,095
	1982	945,589	233,523	219,630	78,128	136,402	113,359	62,051	28,161	17,994	146,800	78,030	38,524	42,618
Luzerne	1988	2,091,506	494,870	452,987	182,324	268,486	225,600	104,584	100,511	55,159	451,245	111,922	98,679	83,863
	1982	1,349,645	336,323	307,246	119,824	178,079	145,291	74,916	52,925	32,047	207,319	101,565	51,102	48,975
Monroe	1988	594,065	133,917	128,474	52,513	68,735	51,101	12,007	14,581	7,339	130,929	46,748	38,680	19,469
	1982	379,523	89,069	85,278	36,649	44,018	32,215	12,933	8,335	4,539	59,411	43,548	18,491	11,169
Wyoming	1988	128,769	34,870	34,564	10,232	5,347	4,395	1,702	2,858	1,072	29,899	10,913	11,738	6,660
	1982	89,422	26,421	26,138	6,014	4,929	4,005	1,552	1,877	865	14,663	10,081	6,349	3,612
SHARON	**1988**	**629,610**	**131,823**	**125,306**	**56,860**	**90,004**	**83,694**	**32,624**	**28,971**	**15,372**	**172,981**	**36,772**	**37,705**	**19,305**
	1982	506,626	126,106	119,633	45,850	68,045	62,766	24,714	20,689	12,372	107,675	47,458	24,579	13,958
Mercer	1988	629,610	131,823	125,306	56,860	90,004	83,694	32,624	28,971	15,372	172,981	36,772	37,705	19,305
	1982	506,626	126,106	119,633	45,850	68,045	62,766	24,714	20,689	12,372	107,675	47,458	24,579	13,958
STATE COLLEGE	**1988**	**676,418**	**137,627**	**128,670**	**72,866**	**65,637**	**61,422**	**30,064**	**34,020**	**15,048**	**149,627**	**33,951**	**65,096**	**21,690**
	1982	492,096	112,664	105,121	49,756	51,827	47,608	23,180	20,465	10,987	80,099	39,987	39,000	15,920
Centre	1988	676,418	137,627	128,670	72,866	65,637	61,422	30,064	34,020	15,048	149,627	33,951	65,096	21,690
	1982	492,096	112,664	105,121	49,756	51,827	47,608	23,180	20,465	10,987	80,099	39,987	39,000	15,920
WILLIAMSPORT	**1988**	**726,079**	**172,636**	**159,032**	**55,405**	**91,859**	**81,064**	**49,607**	**37,289**	**15,731**	**185,155**	**26,347**	**29,920**	**22,505**
	1982	516,292	137,552	126,462	37,288	64,836	55,981	34,841	21,049	10,379	98,193	31,568	23,161	16,880
Lycoming	1988	726,079	172,636	159,032	55,405	91,859	81,064	49,607	37,289	15,731	185,155	26,347	29,920	22,505
	1982	516,292	137,552	126,462	37,288	64,836	55,981	34,841	21,049	10,379	98,193	31,568	23,161	16,880
YORK	**1988**	**2,292,858**	**514,197**	**469,973**	**202,459**	**256,885**	**227,243**	**86,134**	**107,934**	**63,108**	**567,218**	**132,690**	**153,669**	**59,954**
	1982	1,579,679	387,589	354,144	135,609	185,434	160,889	64,144	65,359	41,822	283,234	134,053	88,074	39,823
Adams	1988	275,475	77,260	62,715	41,696	8,488	6,405	4,206	10,493	5,289	59,349	22,458	23,511	7,054
	1982	188,911	53,293	43,174	27,710	5,606	3,977	3,465	6,477	3,660	28,718	23,021	11,967	4,582
York	1988	2,017,383	436,937	407,258	160,763	248,397	220,838	81,928	97,441	57,819	507,869	110,232	130,158	52,900
	1982	1,390,768	334,296	310,970	107,899	179,828	156,912	60,679	58,882	38,162	254,516	111,032	76,107	35,241
ALL COUNTIES														
Adams	1988	275,475	77,260	62,715	41,696	8,488	6,405	4,206	10,493	5,289	59,349	22,458	23,511	7,054
	1982	188,911	53,293	43,174	27,710	5,606	3,977	3,465	6,477	3,660	28,718	23,021	11,967	4,582
Allegheny	1988	9,272,046	2,070,068	1,892,530	1,020,481	1,177,392	1,095,036	520,551	503,185	253,257	2,061,120	513,625	357,493	341,323
	1982	6,841,666	1,580,925	1,442,466	710,993	1,019,873	932,764	383,626	281,124	161,646	1,207,212	570,136	204,990	234,847
Armstrong	1988	340,609	103,640	96,663	27,763	16,213	14,798	10,481	13,811	7,441	90,218	23,720	23,359	15,795
	1982	247,594	80,361	74,802	18,374	15,174	13,654	7,118	8,470	5,085	46,192	30,750	14,420	10,519
Beaver	1988	963,061	295,806	282,519	63,258	163,858	145,945	33,289	44,400	20,424	155,499	59,231	39,466	39,256
	1982	751,924	220,869	210,530	53,799	137,338	120,198	31,542	26,743	14,304	93,081	71,972	25,376	27,520
Bedford	1988	242,230	50,498	49,576	34,320	2,889	1,561	4,568	5,576	3,402	61,166	42,229	11,187	9,457
	1982	170,079	34,803	34,099	23,410	3,186	1,605	2,858	4,650	3,054	29,013	42,093	7,306	5,571
Berks	1988	2,626,914	490,490	432,772	228,216	292,504	255,090	289,626	135,146	71,658	663,537	132,160	91,779	65,366
	1982	1,509,148	319,627	281,454	129,589	176,901	151,722	170,614	61,975	35,780	277,149	113,525	43,050	33,547
Blair	1988	888,923	185,576	176,315	59,563	122,278	102,785	47,852	50,480	25,184	235,185	60,269	46,840	33,181
	1982	610,467	153,751	145,788	43,382	87,831	71,824	36,033	28,219	15,992	117,647	44,778	30,742	21,457
Bradford	1988	275,556	67,406	61,120	16,298	16,536	14,520	9,232	9,216	3,751	84,304	15,174	19,275	16,631
	1982	207,220	54,955	49,730	11,938	13,104	11,230	8,054	5,837	2,741	49,050	17,400	14,019	11,621
Bucks	1988	4,410,312	841,325	759,994	314,257	464,031	414,078	110,900	106,486	60,719	1,474,625	247,309	334,383	102,341
	1982	2,660,873	580,472	523,316	200,507	309,497	270,669	111,789	88,865	56,100	620,098	211,244	142,013	59,189

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

SaMM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
PENNSYLVANIA (continued)														
ALL COUNTIES (continued)														
Butler	1988	752,911	151,432	141,519	71,413	106,801	100,734	26,009	43,970	21,321	108,393	55,436	41,007	24,312
	1982	576,311	134,318	125,276	52,940	69,202	64,322	22,657	25,202	13,840	111,389	70,899	28,361	18,131
Cambria	1988	823,665	217,821	204,493	53,247	106,053	97,519	34,549	34,329	15,642	155,226	54,966	61,300	31,954
	1982	681,438	176,054	164,954	44,224	98,541	88,983	30,581	24,773	12,955	105,249	63,497	42,008	22,828
Cameron	1988	23,609	8,796	8,700	1,421	1,452		556	282	97	3,406	1,539	533	1,744
	1982	19,871	6,776	6,690	1,129	1,589		467	274	126	1,627	2,747	559	1,142
Carbon	1988	210,526	68,642	63,426	13,024	5,922	3,024	3,625	9,046	4,282	54,082	11,406	14,082	8,498
	1982	153,894	55,283	50,981	9,367	4,981	2,227	3,798	5,570	2,874	26,568	14,488	8,529	5,800
Centre	1988	676,418	137,627	128,670	72,866	65,637	61,422	30,064	34,020	15,048	149,627	35,951	65,096	21,690
	1982	492,096	112,664	105,121	49,756	51,827	47,608	23,180	20,465	10,987	80,099	39,987	39,000	15,920
Chester	1988	2,103,271	415,583	381,402	169,556	109,871	88,776	58,182	126,110	48,597	623,268	124,117	132,952	67,344
	1982	1,287,982	299,631	274,441	107,127	87,450	68,970	43,839	56,568	25,737	274,094	114,993	71,962	40,355
Clarion	1988	196,808	41,659	41,233	22,874	16,033	13,829	12,055	6,452	3,685	43,754	19,595	14,249	8,995
	1982	163,762	38,701	38,229	15,758	11,147	9,331	10,218	4,799	3,130	27,701	25,644	10,562	6,333
Clearfield	1988	496,818	113,337	108,451	25,863	55,552	41,791	16,115	23,185	14,500	144,665	35,036	35,758	14,189
	1982	400,302	95,405	91,111	21,324	41,865	30,382	15,300	14,499	9,984	87,588	52,597	26,824	10,842
Clinton	1988	231,410	44,603	44,247	11,680	16,655	9,668	15,314	7,820	2,270	56,136	31,696	9,764	7,516
	1982	168,229	36,478	36,115	9,145	9,347	5,104	11,921	4,839	1,784	28,269	34,177	6,320	4,868
Columbia	1988	301,955	83,254	76,664	25,868	32,510	27,204	12,021	12,884	3,076	68,064	18,377	22,312	9,205
	1982	220,961	62,269	57,226	19,817	24,613	19,933	9,835	7,284	2,099	34,912	19,289	13,538	7,980
Crawford	1988	420,410	96,079	93,056	45,166	41,992	30,258	17,099	14,452	7,584	100,440	28,410	32,116	10,409
	1982	336,682	85,470	82,615	32,647	34,395	23,888	14,826	9,930	5,664	60,405	33,724	23,425	9,891
Cumberland	1988	1,998,751	467,196	445,101	165,980	203,369	185,515	63,620	66,465	30,535	421,067	165,959	58,473	57,917
	1982	1,105,560	256,150	243,551	87,935	109,776	98,808	38,618	44,949	23,547	158,076	121,301	44,550	34,924
Dauphin	1988	1,912,506	427,017	404,646	172,065	237,244	192,116	83,064	82,264	33,623	460,809	143,132	91,108	62,405
	1982	1,175,790	279,232	264,078	109,155	143,577	113,453	56,694	38,813	18,459	203,545	128,790	49,193	38,872
Delaware	1988	4,681,109	1,005,034	881,500	368,735	564,303	530,120	290,786	228,734	99,055	1,106,449	244,752	221,164	152,979
	1982	2,582,339	605,478	530,000	204,111	371,397	345,020	156,208	94,180	46,619	447,210	205,038	91,477	79,167
Elk	1988	149,436	47,712	47,226	7,330	10,865	8,357	3,867	6,789	4,111	37,934	7,055	9,880	8,509
	1982	114,635	36,805	36,358	5,853	8,788	6,273	3,755	4,402	3,010	22,520	9,062	6,191	5,984
Erie	1988	1,673,366	361,290	340,982	168,356	192,659	147,053	81,219	85,298	30,893	396,084	142,902	78,779	57,920
	1982	1,184,298	286,748	270,093	107,119	140,685	104,183	59,373	51,495	21,651	207,800	148,966	45,375	41,847
Fayette	1988	729,357	205,543	194,599	51,578	92,347	84,362	33,669	26,725	12,406	157,231	37,306	46,354	31,672
	1982	612,476	166,347	157,177	41,574	93,309	83,689	28,885	19,460	10,249	97,836	53,165	32,760	23,659
Forest	1988	18,534	6,243	5,116	2,197	380		135	107		2,882	502	4,905	
	1982	13,552	4,090	3,999	1,591	419		184	105		1,772	872	3,105	
Franklin	1988	516,354	113,661	93,563	45,533	54,845	52,110	29,820	18,213	7,448	131,202	26,212	28,452	20,593
	1982	444,892	111,329	91,461	36,264	48,480	45,659	26,194	11,974	5,791	81,590	34,377	25,157	17,771
Fulton	1988	31,408	10,962	10,803	3,110	934		105	709	709	10,809	1,447	1,384	906
	1982	27,998	9,696	9,536	2,735	1,143		174	490	490	6,926	3,500	902	1,223
Greene	1988	185,384	53,145	52,561	10,636	18,588	15,836	3,532	5,032	4,301	56,166	12,165	8,125	6,559
	1982	122,181	37,505	37,020	7,107	12,093	9,912	2,693	3,080	2,771	28,109	13,704	5,044	3,776
Huntingdon	1988	164,389	48,941	48,415	13,776	8,607	5,839	4,959	4,223	3,204	29,343	7,052	18,291	4,312
	1982	120,480	35,405	34,955	9,425	6,672	4,228	4,567	2,663	2,213	15,768	8,361	7,776	3,401
Indiana	1988	462,026	64,666	62,088	39,968	87,406	73,975	15,666	20,540	14,958	131,190	29,247	25,296	15,239
	1982	334,527	58,509	56,064	27,187	56,851	46,971	14,999	12,691	9,954	74,919	35,606	16,837	9,411
Jefferson	1988	210,530	52,308	51,742	9,324	12,883	8,951	5,365	7,693	5,504	54,785	33,793	11,328	6,747
	1982	172,179	42,787	42,240	9,727	10,548	6,892	6,030	5,493	4,156	30,006	38,182	8,106	5,795
Juniata	1988	71,189	16,998	16,713	4,616	3,671		441	1,674	778	26,921	5,993	4,643	2,339
	1982	50,601	13,795	13,538	3,142	2,614		433	1,134	610	14,918	7,145	2,732	1,538
Lackawanna	1988	1,539,130	315,637	297,451	141,104	215,352	182,814	101,110	54,969	32,227	340,325	85,703	78,354	80,095
	1982	945,589	233,523	219,630	78,128	136,402	113,359	62,051	28,161	17,994	146,800	78,030	38,524	42,618
Lancaster	1988	2,876,877	631,535	550,554	246,410	277,952	207,044	125,645	165,331	80,597	695,433	113,427	200,930	86,643
	1982	1,677,169	405,521	352,819	148,425	176,729	127,844	77,183	84,085	45,301	291,951	117,268	95,095	48,136
Lawrence	1988	480,872	134,182	121,628	35,212	49,419	43,731	14,422	17,623	10,589	112,262	39,063	24,441	16,437
	1982	395,477	113,135	102,346	27,594	40,584	35,095	15,507	12,599	8,334	67,576	51,592	15,797	14,452
Lebanon	1988	796,732	141,812	131,536	47,363	93,556	88,558	23,575	36,933	20,567	250,444	53,037	34,283	17,306
	1982	512,984	121,577	112,543	31,655	62,883	58,996	16,222	19,458	11,830	109,197	46,547	22,193	11,695
Lehigh	1988	2,646,626	447,767	417,890	251,228	397,023	356,897	114,054	142,801	68,804	638,565	131,177	95,432	73,648
	1982	1,635,127	329,393	306,804	145,234	251,622	223,142	75,374	68,652	38,921	280,246	120,344	49,796	40,404
Luzerne	1988	2,091,500	494,870	452,987	182,324	268,486	225,600	104,584	100,511	55,159	451,245	111,922	98,679	83,863
	1982	1,349,645	336,323	307,246	119,824	178,079	145,291	74,916	52,925	32,047	207,319	101,565	51,102	48,975
Lycoming	1988	726,079	172,636	159,032	55,405	91,859	81,064	49,607	37,289	15,731	185,155	26,347	29,920	22,505
	1982	516,292	137,552	126,462	37,288	64,836	55,981	34,841	21,049	10,379	98,193	31,568	23,161	16,880

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988 U.S. CENSUS: 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
PENNSYLVANIA (continued)														
ALL COUNTIES (continued)														
McKean	1988	230,630	54,117	52,977	18,644	24,588	19,836	6,829	7,908	4,037	63,005	14,157	13,028	12,054
	1982	175,073	49,825	48,679	13,694	17,660	13,557	6,134	5,175	3,060	34,747	15,074	8,578	7,938
Mercer	1988	629,610	131,823	125,306	56,860	90,004	83,694	32,624	28,971	15,372	172,981	36,772	37,705	19,305
	1982	506,626	126,106	119,633	45,850	68,045	62,766	24,714	20,689	12,372	107,675	47,458	24,579	13,958
Mifflin	1988	197,022	49,070	48,687	16,797	18,381	15,250	4,316	5,697	4,864	36,788	11,124	20,064	12,999
	1982	163,584	41,662	41,255	12,446	16,155	13,024	5,718	4,796	4,283	21,159	16,115	12,619	11,153
Monroe	1988	594,065	133,917	128,474	52,513	68,735	51,101	12,007	14,581	7,039	130,929	46,748	38,680	19,469
	1982	379,523	89,069	85,278	36,649	44,018	32,215	12,933	8,335	4,539	59,411	43,548	18,491	11,169
Montgomery	1988	7,306,580	1,355,787	1,235,065	589,443	1,100,269	1,018,612	510,993	241,083	127,255	1,891,752	384,713	186,135	222,734
	1982	3,960,817	793,680	721,572	313,004	593,299	541,729	280,093	161,625	95,931	708,725	299,299	139,306	118,404
Montour	1988	104,117	19,638	19,469	6,844	2,359		1,376	3,317	1,996	51,975	3,122	3,763	4,758
	1982	62,847	13,150	13,011	6,041	1,768		1,182	2,000	1,378	23,765	3,940	2,488	3,031
Northampton	1988	1,134,791	278,325	259,712	101,333	78,944	65,949	60,840	36,193	20,652	295,769	68,138	51,614	38,991
	1982	808,484	218,515	203,497	67,409	62,489	50,414	45,608	20,764	13,285	152,401	71,940	30,080	27,567
Northumberland	1988	478,655	127,040	117,579	23,091	29,860	22,645	12,748	25,244	7,870	131,790	24,127	38,808	23,359
	1982	331,220	90,010	83,142	18,660	24,898	17,702	11,181	12,439	4,642	63,248	27,936	22,488	16,569
Perry	1988	142,721	33,763	32,723	8,222	4,689		605	3,929	1,200	51,649	9,807	4,227	3,643
	1982	98,431	25,336	24,506	5,843	2,886		518	2,454	811	25,675	10,635	2,322	2,548
Philadelphia	1988	9,625,782	2,253,982	1,980,865	1,240,427	796,351	654,622	783,731	533,903	285,222	1,384,140	467,996	332,128	493,003
	1982	5,391,039	1,304,745	1,144,370	647,986	467,128	368,862	435,887	266,550	160,833	583,111	391,173	154,254	235,740
Pike	1988	76,008	16,443	16,131	10,031	1,264		480	2,711	2,711	16,767	7,880	12,410	1,619
	1982	47,513	10,760	10,535	7,190	828		407	968	968	5,597	8,346	6,008	1,064
Potter	1988	59,521	17,468	17,221	2,819	333		862	2,639	1,413	19,907	3,404	6,583	2,409
	1982	44,679	15,345	15,097	2,351	455		1,352	1,737	1,013	9,412	4,447	4,162	2,085
Schuylkill	1988	882,453	226,630	201,165	60,877	131,856	120,330	34,443	57,442	19,781	152,482	43,530	36,459	43,316
	1982	547,326	166,844	147,801	36,381	76,547	68,248	22,369	22,733	9,038	68,864	38,124	19,354	23,575
Snyder	1988	354,395	55,619	55,169	28,097	76,631	70,752	17,052	17,868	6,394	93,203	9,035	14,790	5,482
	1982	175,048	32,709	32,379	15,696	35,061	32,252	9,017	6,011	2,610	35,967	8,158	6,262	3,068
Somerset	1988	336,211	80,064	75,709	24,894	21,382	17,829	5,432	17,885	12,868	113,478	17,519	24,249	8,748
	1982	255,955	66,358	62,623	20,361	17,654	13,854	4,964	12,422	9,205	66,033	23,790	15,968	7,341
Sullivan	1988	28,805	6,733	6,516	1,929	3,965		227	215		7,323	2,492	2,728	994
	1982	16,644	3,846	3,716	1,144	2,531		222	151		2,606	2,589	1,802	757
Susquehanna	1988	144,720	35,608	30,179	9,870	1,881		1,348	4,712	1,971	44,413	19,718	5,908	5,272
	1982	94,791	25,280	21,384	6,767	1,213		978	2,333	1,234	20,598	15,791	3,677	3,063
Tioga	1988	150,553	36,493	35,926	11,447	11,969	2,634	1,497	3,937	1,611	39,868	12,691	20,547	5,419
	1982	114,500	29,674	29,158	9,571	8,346	1,727	1,659	2,801	1,439	22,604	14,415	13,563	4,525
Union	1988	158,999	41,591	41,221	23,374	8,495	5,156	4,393	4,926	1,032	31,656	6,036	10,524	8,235
	1982	105,782	30,936	30,599	14,763	5,980	3,170	3,651	2,756	700	14,392	6,322	5,720	5,317
Venango	1988	283,849	60,394	58,619	20,529	43,839	38,460	12,743	12,892	6,219	74,071	17,735	13,152	8,835
	1982	225,605	57,207	55,417	18,197	30,689	26,267	12,045	8,257	4,526	37,241	24,124	9,950	7,259
Warren	1988	546,770	57,935	57,530	21,287	32,363	29,755	22,263	8,473	2,445	90,503	16,516	13,595	10,390
	1982	398,616	40,271	39,910	12,013	17 785	15,905	13,517	4,379	1,464	38,740	16,500	7,105	6,280
Washington	1988	1,073,006	241,389	227,801	87,291	109,509	99,958	37,952	38,768	23,376	309,261	79,488	67,790	33,417
	1982	812,766	201,775	190,039	64,153	92,418	82,434	32,936	25,565	16,569	179,137	91,111	39,947	23,547
Wayne	1988	301,790	64,556	63,553	15,962	15,967	11,402	10,007	18,362	8,715	62,325	31,157	24,088	10,659
	1982	160,966	39,835	39,137	9,358	8,753	6,037	5,414	6,727	3,665	22,114	21,974	12,027	5,753
Westmoreland	1988	2,173,566	477,802	452,567	176,083	277,777	256,537	80,472	132,905	86,520	534,398	159,778	144,414	70,636
	1982	1,634,374	385,505	364,418	125,643	228,868	208,447	68,015	74,901	52,879	303,520	176,342	101,754	47,490
Wyoming	1988	128,769	34,870	34,564	10,232	5,347	4,395	1,702	2,858	1,072	29,899	10,913	11,738	6,660
	1982	89,422	26,421	26,138	6,014	4,929	4,005	1,552	1,877	865	14,663	10,081	8,349	3,612
York	1988	2,017,383	436,937	407,258	160,763	248,397	220,838	81,928	97,441	57,819	507,869	110,232	130,158	52,900
	1982	1,390,768	334,296	310,970	107,899	179,828	156,912	60,679	58,882	38,162	254,516	111,032	76,107	35,241
TOTAL METRO COUNTIES	1988	**69,387,083**	**15,012,448**	**13,697,822**	**6,420,641**	**7,984,096**	**7,051,962**	**3,824,084**	**3,242,416**	**1,641,168**	**16,224,514**	**3,925,637**	**3,251,530**	**2,423,671**
	1982	44,024,834	10,344,488	9,442,898	3,947,530	5,495,315	4,770,279	2,496,566	1,785,354	1,024,582	7,567,867	3,715,921	1,785,558	1,427,819
TOTAL STATE	1988	**78,655,853**	**17,108,051**	**15,675,184**	**7,120,679**	**8,909,570**	**7,824,140**	**4,144,439**	**3,626,326**	**1,827,880**	**18,509,866**	**4,563,725**	**3,811,970**	**2,770,160**
	1982	50,775,600	12,022,165	11,020,302	4,449,092	6,131,185	5,282,714	2,759,367	2,001,748	1,147,339	8,774,259	4,452,228	2,144,804	1,671,525
RHODE ISLAND														
PROVIDENCE - PAWTUCKET - WOONSOCKET	1988	**6,377,299**	**1,293,726**	**1,120,866**	**671,378**	**712,039**	**632,138**	**323,137**	**299,587**	**149,689**	**1,278,861**	**417,006**	**300,349**	**281,800**
	1982	3,791,923	857,524	742,300	347,080	425,369	373,753	221,021	135,970	76,645	556,225	353,562	157,375	158,629

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 / U.S. CENSUS 1982 — METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
RHODE ISLAND (continued)														
PROVIDENCE - PAWTUCKET - WOONSOCKET (continued)														
Bristol	1988	218,371	51,025	48,260	27,548	6,355		8,597	4,441	3,117	57,307	17,811	12,886	9,427
	1982	141,752	37,513	35,411	14,040	3,937		6,450	2,253	1,668	27,876	18,205	7,610	6,289
Kent	1988	1,468,544	235,913	213,335	126,681	317,843	305,278	73,876	64,208	21,890	311,936	76,202	39,458	52,130
	1982	916,117	170,429	153,812	73,688	209,258	199,413	52,908	26,698	10,282	139,391	70,304	22,676	32,017
Providence	1988	3,837,187	829,791	702,128	422,904	347,968	302,405	207,177	193,774	112,858	743,202	266,478	159,151	196,756
	1982	2,271,040	540,812	456,699	211,370	188,892	160,503	140,852	91,335	58,855	321,463	218,976	86,758	106,984
Washington	1988	853,197	176,997	157,143	94,245	39,873	24,455	33,487	37,164	11,824	166,416	56,515	88,854	23,487
	1982	463,014	108,770	96,378	47,982	23,282	13,837	20,811	15,684	5,840	67,495	46,077	40,331	13,339
ALL COUNTIES														
Bristol	1988	218,371	51,025	48,260	27,548	6,355		8,597	4,441	3,117	57,307	17,811	12,886	9,427
	1982	141,752	37,513	35,411	14,040	3,937		6,450	2,253	1,668	27,876	18,205	7,610	6,289
Kent	1988	1,468,544	235,913	213,335	126,681	317,843	305,278	73,876	64,208	21,890	311,936	76,202	39,458	52,130
	1982	916,117	170,429	153,812	73,688	209,258	199,413	52,908	26,698	10,282	139,391	70,304	22,676	32,017
Newport	1988	708,341	105,673	95,800	119,958	40,789	24,991	24,131	23,195	15,003	203,732	28,990	33,638	24,715
	1982	370,888	65,945	59,665	57,287	22,723	12,750	15,805	9,364	6,657	76,401	26,536	18,186	13,723
Providence	1988	3,837,187	829,791	702,128	422,904	347,968	302,405	207,177	193,774	112,858	743,202	266,478	159,151	196,756
	1982	2,271,040	540,812	456,699	211,370	188,892	160,503	140,852	91,335	58,855	321,463	218,976	86,758	106,984
Washington	1988	853,197	176,997	157,143	94,245	39,873	24,455	33,487	37,164	11,824	166,416	56,515	88,854	23,487
	1982	463,014	108,770	96,378	47,992	23,282	13,837	20,811	15,684	5,840	67,495	46,077	40,331	13,339
TOTAL METRO COUNTIES	1988	6,377,299	1,293,726	1,120,866	671,378	712,039	632,138	323,137	299,587	149,689	1,278,861	417,006	300,349	281,800
	1982	3,791,923	857,524	742,300	347,080	425,369	373,753	221,021	135,970	76,645	556,225	353,562	157,375	158,629
TOTAL STATE	1988	7,085,640	1,399,399	1,216,666	791,336	752,828	657,129	347,268	322,782	164,692	1,482,593	445,996	333,987	306,515
	1982	4,162,811	923,469	801,965	404,367	448,092	386,503	236,826	145,334	83,302	632,626	380,098	175,561	172,352
SOUTH CAROLINA														
ANDERSON	1988	796,082	167,908	164,771	60,612	97,511	81,151	34,309	52,037	27,300	171,957	59,935	64,102	37,939
	1982	539,700	140,893	137,986	40,911	60,174	48,428	26,148	26,982	15,571	95,549	52,758	37,275	20,049
Anderson	1988	796,082	167,908	164,771	60,612	97,511	81,151	34,309	52,037	27,300	171,957	59,935	64,102	37,939
	1982	539,700	140,893	137,986	40,911	60,174	48,428	26,148	26,982	15,571	95,549	52,758	37,275	20,049
CHARLESTON	1988	3,053,705	672,769	651,937	324,148	338,184	271,574	161,790	204,493	111,826	772,290	173,017	132,642	88,891
	1982	1,917,608	477,677	461,588	198,742	208,337	165,278	106,723	93,562	58,077	387,904	163,683	98,615	49,498
Berkeley	1988	308,052	94,141	93,635	25,825	25,079	13,474	5,687	12,863	9,458	65,734	31,607	11,885	17,242
	1982	175,115	62,251	61,794	13,465	12,341	6,339	3,668	6,058	4,708	29,383	21,591	6,739	6,617
Charleston	1988	2,417,831	470,544	451,747	275,429	287,939	251,155	146,192	178,852	92,065	628,578	115,630	107,838	53,901
	1982	1,543,221	347,209	332,676	171,380	183,466	155,706	97,038	80,395	47,547	318,161	119,486	82,840	34,275
Dorchester	1988	327,822	108,084	106,555	22,894	25,166	6,945	9,911	12,778	10,303	77,978	25,780	12,919	17,748
	1982	199,272	68,217	67,118	13,897	12,530	3,233	6,017	7,109	5,822	40,360	22,606	9,036	8,606
CHARLOTTE - GASTONIA - ROCK HILL	1988	8,136,005	1,748,464	1,704,877	661,987	915,762	768,476	437,442	492,459	255,403	2,090,031	480,244	429,363	288,886
	1982	4,720,304	1,206,226	1,173,444	405,789	465,417	381,038	284,084	218,315	130,549	976,496	370,083	243,400	149,097
York	1988	733,304	208,960	204,150	67,196	59,783	51,950	30,530	36,794	23,222	169,678	52,250	31,395	31,640
	1982	422,565	131,659	128,373	39,348	31,467	26,136	19,076	16,620	11,793	79,424	42,253	17,842	16,005
Cabarrus, N. C.	*1988*	*646,062*	*139,853*	*136,112*	*41,539*	*77,311*	*63,649*	*35,492*	*37,515*	*29,551*	*168,795*	*32,680*	*40,661*	*24,748*
	1982	*394,622*	*101,833*	*98,911*	*26,923*	*43,846*	*34,154*	*23,134*	*19,907*	*16,377*	*87,498*	*24,090*	*21,873*	*13,599*
Gaston, N. C.	*1988*	*1,122,144*	*267,112*	*261,893*	*90,700*	*203,179*	*169,419*	*26,128*	*36,583*	*17,936*	*278,043*	*44,836*	*49,473*	*55,609*
	1982	*633,365*	*184,238*	*180,279*	*50,535*	*88,296*	*70,999*	*25,845*	*21,978*	*12,090*	*114,070*	*38,547*	*34,415*	*26,116*
Lincoln, N. C.	*1988*	*197,612*	*51,334*	*49,491*	*15,899*	*18,212*		*4,186*	*7,251*	*5,829*	*40,872*	*9,747*	*17,157*	*12,466*
	1982	*126,061*	*39,419*	*37,927*	*9,608*	*9,519*		*3,437*	*4,765*	*4,013*	*23,094*	*7,476*	*11,617*	*5,858*
Mecklenburg, N. C.	*1988*	*4,267,996*	*692,670*	*673,291*	*381,610*	*455,152*	*416,287*	*263,327*	*331,772*	*155,840*	*1,184,856*	*287,855*	*224,270*	*122,637*
	1982	*2,501,701*	*519,851*	*504,303*	*239,568*	*245,913*	*222,096*	*171,003*	*134,789*	*74,019*	*558,762*	*216,265*	*120,504*	*67,516*
Rowan, N. C.	*1988*	*743,450*	*279,668*	*274,356*	*41,592*	*45,807*	*26,951*	*50,495*	*27,747*	*11,583*	*143,498*	*36,267*	*32,144*	*29,203*
	1982	*408,330*	*159,599*	*156,257*	*26,025*	*22,611*	*11,880*	*26,448*	*13,340*	*6,583*	*64,861*	*29,848*	*17,362*	*12,899*
Union, N. C.	*1988*	*425,437*	*108,867*	*105,584*	*23,451*	*56,318*	*40,220*	*27,284*	*14,797*	*11,442*	*104,289*	*16,609*	*34,263*	*12,583*
	1982	*233,660*	*69,627*	*67,394*	*13,782*	*23,765*	*15,773*	*15,141*	*6,916*	*5,674*	*48,787*	*11,604*	*19,787*	*7,104*
COLUMBIA	1988	2,896,195	550,525	530,900	270,388	399,340	356,608	132,411	162,892	77,499	660,902	229,597	149,645	102,085
	1982	1,780,735	377,385	363,212	173,080	225,282	199,165	95,326	76,069	41,659	332,344	196,903	91,932	49,714
Lexington	1988	843,414	225,069	219,512	86,538	57,583	40,484	25,457	29,656	12,661	169,386	76,256	53,978	39,696
	1982	491,103	154,481	150,367	47,911	26,840	17,914	18,814	14,774	6,951	77,594	60,163	30,361	17,166

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
SOUTH CAROLINA (continued)														
COLUMBIA (continued)														
Richland	1988	2,052,781	325,456	311,388	183,830	341,757	316,124	106,954	133,236	64,838	491,516	153,341	90,667	62,389
	1982	1,289,632	222,904	212,845	125,169	198,442	181,251	76,512	61,295	34,708	254,750	136,740	61,571	32,548
FLORENCE	**1988**	**798,680**	**154,892**	**151,573**	**54,780**	**113,633**	**85,806**	**37,096**	**38,733**	**21,541**	**187,077**	**70,812**	**61,002**	**30,841**
	1982	511,175	115,210	112,517	34,854	63,463	45,385	29,330	22,247	13,826	97,421	56,156	37,163	15,835
Florence	1988	798,680	154,892	151,573	54,780	113,633	85,806	37,096	38,733	21,541	187,077	70,812	61,002	30,841
	1982	511,175	115,210	112,517	34,854	63,463	45,385	29,330	22,247	13,826	97,421	56,156	37,163	15,835
GREENVILLE - SPARTANBURG	**1988**	**4,144,892**	**911,817**	**900,416**	**352,477**	**486,725**	**404,009**	**209,148**	**293,166**	**158,782**	**854,322**	**298,121**	**235,931**	**158,387**
	1982	2,558,383	632,124	623,022	220,488	291,124	235,578	140,360	119,391	73,100	437,717	263,991	144,640	84,484
Greenville	1988	2,418,085	473,759	467,321	199,606	320,261	281,992	117,923	206,720	115,192	519,641	159,083	142,986	74,206
	1982	1,462,243	326,700	321,620	122,128	196,793	169,874	80,095	75,260	47,167	253,698	142,871	82,649	41,444
Pickens	1988	404,454	95,954	95,229	45,858	40,534	27,458	14,703	13,705	9,598	90,148	28,580	31,054	23,284
	1982	270,229	74,929	74,216	29,968	19,297	11,860	12,175	8,846	6,718	47,166	26,574	23,883	12,412
Spartanburg	1988	1,322,353	342,104	337,866	107,013	125,930	94,559	76,522	72,741	33,992	244,533	110,458	62,891	60,897
	1982	825,911	230,495	227,186	68,392	75,034	53,844	48,090	35,285	19,215	136,853	94,546	38,108	30,628
ALL COUNTIES														
Abbeville	1988	57,696	27,799	27,487	4,078	5,614	2,194	1,474	1,180	797	5,932	1,288	2,641	4,387
	1982	38,117	18,454	18,211	2,715	2,968	1,109	1,226	697	534	3,741	1,437	1,731	2,603
☐ Aiken	1988	615,815	149,656	147,331	41,724	77,499	51,047	35,864	18,030	11,860	128,524	46,683	40,890	34,518
	1982	356,210	105,463	103,619	23,924	36,484	22,449	21,404	8,016	5,564	61,199	38,357	19,813	16,145
Allendale	1988	31,327	12,742	12,661	1,275	117		1,095	1,227	1,227	7,742	1,825	2,089	957
	1982	26,407	11,798	11,699	1,125	146		983	945	945	4,544	2,382	1,603	689
Anderson	1988	796,082	167,908	164,771	60,612	97,511	81,151	34,309	52,037	27,300	171,957	59,935	64,102	37,939
	1982	539,700	140,893	137,986	40,911	60,174	48,428	26,148	26,982	15,571	95,549	52,758	37,275	20,049
Bamberg	1988	55,117	19,126	18,669	4,473	3,681		4,367	4,187	2,534	7,225	1,079	3,760	3,883
	1982	42,110	16,509	16,083	3,018	2,658		3,045	2,063	1,297	4,870	1,427	3,017	2,667
Barnwell	1988	65,275	28,406	28,235	4,336	2,585		3,663	3,828	3,695	8,029	1,865	4,051	5,281
	1982	44,695	20,732	20,566	2,610	1,599		2,838	1,982	1,920	5,460	1,654	2,567	2,432
Beaufort	1988	680,988	152,847	149,581	79,812	36,324	31,810	37,470	68,619	52,561	139,978	28,439	48,612	14,557
	1982	348,986	87,398	85,361	43,386	16,328	13,745	22,461	27,440	22,321	59,033	22,660	22,763	7,311
Berkeley	1988	308,052	94,141	93,635	25,825	25,079	13,474	5,687	12,863	9,458	65,734	31,607	11,885	17,242
	1982	175,115	62,251	61,794	13,465	12,341	6,339	3,668	6,058	4,708	29,383	21,591	6,739	6,617
Calhoun	1988	19,225	7,426	7,353	536	147		1,202	1,101	829	5,184	900	845	547
	1982	17,036	6,430	6,355	409	159		1,358	639	498	3,461	1,665	993	645
Charleston	1988	2,417,831	470,544	451,747	275,429	287,939	251,155	146,192	178,852	92,065	628,578	115,630	107,838	53,901
	1982	1,543,221	347,209	332,676	171,380	183,466	155,706	97,038	80,395	47,547	318,161	119,486	82,840	34,275
Cherokee	1988	207,486	61,361	58,885	18,538	25,204	18,589	15,579	9,433	7,276	28,952	15,374	11,523	11,243
	1982	136,073	44,853	42,957	11,447	13,894	9,916	10,646	4,523	3,753	15,110	14,362	7,976	5,692
Chester	1988	125,410	40,394	39,134	10,529	10,756		5,569	4,392	4,068	23,343	9,856	5,441	9,623
	1982	80,031	27,957	27,029	5,865	5,367		4,240	2,359	2,237	12,783	9,356	3,354	4,886
Chesterfield	1988	154,335	42,672	41,405	7,480	12,845		7,222	7,964	7,177	24,130	10,463	13,621	10,148
	1982	99,651	32,129	31,113	4,857	7,044		5,488	3,623	3,360	13,129	8,961	7,556	5,380
Clarendon	1988	99,522	17,958	17,666	6,683	6,231		4,288	4,967	4,573	23,019	18,937	5,759	5,647
	1982	73,906	16,001	15,709	4,575	3,514		3,940	2,509	2,323	13,720	18,287	3,722	2,974
Colleton	1988	173,131	45,841	45,001	14,590	10,230	9,553	10,674	15,713	5,000	17,606	27,273	8,092	10,043
	1982	100,850	28,249	27,676	7,449	5,252	4,775	6,279	6,104	2,109	8,447	21,901	4,571	4,653
Darlington	1988	271,005	57,264	55,351	17,192	23,693	9,975	10,841	10,868	8,266	71,333	22,186	17,093	18,773
	1982	177,541	46,031	44,406	12,093	13,707	4,790	7,566	5,922	4,764	34,958	19,446	10,653	9,025
Dillon	1988	176,654	39,309	38,598	17,456	12,571		9,962	10,253	7,598	23,494	20,018	8,302	9,533
	1982	100,562	24,844	24,345	8,538	6,232		5,886	4,219	3,447	12,642	16,412	4,219	3,960
Dorchester	1988	327,822	108,084	106,555	22,894	25,166	6,945	9,911	12,778	10,303	77,978	25,780	12,919	17,748
	1982	199,272	68,217	67,118	13,897	12,530	3,233	6,017	7,109	5,822	40,360	22,606	9,036	8,606
Edgefield	1988	61,429	14,981	14,818	2,024	515		1,585	2,401	650	30,178	2,875	1,889	1,862
	1982	42,970	11,577	11,429	1,232	560		1,859	1,577	558	17,713	2,974	2,070	1,257
Fairfield	1988	57,899	17,955	17,683	3,795	5,206		1,924	1,330	1,330	9,031	5,967	2,373	4,853
	1982	42,068	14,252	14,009	2,293	3,166		1,770	971	971	5,537	5,497	2,476	2,417
Florence	1988	798,680	154,892	151,573	54,780	113,633	85,806	37,096	38,733	21,541	187,077	70,812	61,002	30,841
	1982	511,175	115,210	112,517	34,854	63,463	45,385	29,330	22,247	13,826	97,421	56,156	37,163	15,835
Georgetown	1988	325,268	85,050	83,725	40,193	21,326	10,516	18,014	22,073	13,267	78,305	12,434	19,029	10,107
	1982	180,751	53,174	52,242	21,817	10,338	4,528	10,465	8,971	6,184	36,315	11,650	11,493	5,221
Greenville	1988	2,418,085	473,759	467,321	199,606	320,261	281,992	117,923	206,720	115,192	519,641	159,083	142,986	74,206
	1982	1,462,243	326,700	321,620	122,128	196,793	169,874	80,095	75,260	47,167	253,698	142,871	82,649	41,444

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988 U.S. CENSUS: 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores Total ($000)	Food Stores Supermarkets ($000)	Eating & Drinking Places Total ($000)	General Merchandise Stores Total ($000)	General Merchandise Stores Department Stores ($000)	Apparel & Accessories Stores Total ($000)	Furniture/ Home Furnishings/ Appliance Stores Total ($000)	Furniture/ Home Furnishings/ Appliance Stores Furniture & Home Furn. ($000)	Automotive Dealers Total ($000)	Gasoline Service Stations Total ($000)	Bldg. Mtls. & Hardware Dealers Total ($000)	Drug-stores Total ($000)
SOUTH CAROLINA (continued)														
ALL COUNTIES (continued)														
Greenwood	1988	403,667	79,526	78,360	29,370	48,478	37,010	18,824	22,396	13,595	69,409	14,299	23,437	18,039
	1982	249,218	60,791	59,779	17,498	25,583	19,044	14,096	11,741	8,099	33,839	14,558	15,987	9,133
Hampton	1988	86,155	25,227	24,986	3,174	4,507		4,891	3,914	3,914	18,539	9,236	6,546	3,769
	1982	60,484	19,068	18,849	1,921	2,867		4,460	2,323	2,323	10,250	8,818	4,832	1,967
Horry	1988	1,369,987	278,227	260,806	202,051	140,214	78,219	90,640	109,297	92,973	270,017	38,164	93,533	46,851
	1982	769,330	177,184	165,759	118,803	72,334	38,240	53,898	50,286	43,802	121,443	31,076	57,260	22,125
Jasper	1988	84,691	15,855	15,629	6,142	1,423		2,184	7,175	7,175	7,677	30,190	6,329	1,959
	1982	54,514	10,416	10,247	4,446	607		1,624	2,430	2,430	4,249	21,289	4,003	857
Kershaw	1988	250,427	60,112	59,494	17,264	26,577	12,790	7,045	10,488	8,361	69,736	24,440	11,468	11,465
	1982	142,276	39,431	38,948	9,587	13,003	5,491	3,926	5,026	4,289	30,444	20,350	7,752	4,915
Lancaster	1988	260,817	72,715	68,500	17,314	27,330	16,954	10,128	27,118	22,230	35,375	17,623	12,214	10,628
	1982	178,096	52,732	49,575	11,267	15,536	9,327	7,891	14,588	12,369	19,502	17,834	8,419	6,728
Laurens	1988	223,539	62,751	60,913	8,757	36,097	31,363	5,419	6,561	5,100	49,353	15,520	7,006	14,255
	1982	136,189	44,178	42,799	6,721	14,708	12,414	4,253	3,943	3,290	24,765	14,264	5,182	6,517
Lee	1988	56,729	13,100	12,874	3,635	2,571		2,493	4,457	2,370	14,417	9,051	3,348	159
	1982	36,911	9,257	9,079	2,404	1,639		1,659	1,876	1,157	7,471	7,906	2,014	147
Lexington	1988	843,414	225,069	219,512	86,558	57,583	40,484	25,457	29,656	12,661	169,386	76,256	58,978	39,696
	1982	491,103	154,481	150,367	47,911	26,840	17,914	18,814	14,774	6,951	77,594	60,163	30,361	17,166
McCormick	1988	11,391	4,083	3,996	563	553		121	665	665	1,350	1,523	69	923
	1982	10,830	4,614	4,506	487	514		148	536	536	846	1,836	83	791
Marion	1988	133,582	37,415	34,197	7,412	8,667	4,230	7,765	6,798	6,452	25,501	8,361	4,085	11,975
	1982	98,951	32,893	30,004	5,016	6,050	2,779	6,813	4,735	4,574	14,494	8,540	2,554	6,285
Marlboro	1988	98,014	33,635	33,115	7,349	5,979		4,615	4,100	3,559	22,635	3,212	3,001	4,505
	1982	67,304	25,182	24,744	4,305	3,705		4,002	2,177	1,977	12,209	3,538	2,475	2,775
Newberry	1988	158,805	43,434	41,799	10,176	18,203	8,973	8,602	10,821	9,324	29,206	13,995	6,781	6,947
	1982	106,022	31,621	30,371	7,066	9,099	4,176	6,288	5,690	5,086	17,068	12,302	5,505	4,228
Oconee	1988	224,852	56,614	54,661	13,517	16,939		7,906	11,630	10,262	54,273	24,819	9,284	13,486
	1982	148,571	42,579	41,028	9,053	9,799		5,919	6,310	5,746	29,322	18,469	6,932	6,958
Orangeburg	1988	412,771	79,228	76,730	31,161	35,979	22,350	22,730	27,088	20,619	95,199	37,061	36,442	18,137
	1982	275,566	60,300	58,283	20,612	22,533	12,608	15,222	12,325	9,981	53,066	34,706	21,544	10,226
Pickens	1988	404,454	95,954	95,229	45,858	40,534	27,458	14,703	13,705	9,598	90,148	28,580	31,054	23,284
	1982	270,229	74,929	74,216	29,968	19,297	11,860	12,175	8,846	6,718	47,166	26,574	23,883	12,412
Richland	1988	2,052,781	325,456	311,388	183,830	341,757	316,124	106,954	133,236	64,838	491,516	153,341	90,667	62,389
	1982	1,289,632	222,904	212,845	125,169	198,442	181,251	76,512	61,295	34,708	254,750	136,740	61,571	32,548
Saluda	1988	55,139	19,129	18,717	1,935	1,721		1,387	2,523	574	11,874	4,187	7,009	2,848
	1982	32,713	12,419	12,128	1,000	1,080		1,342	1,546	439	5,206	3,666	3,331	1,658
Spartanburg	1988	1,322,353	342,104	337,866	107,013	125,930	94,559	76,522	72,741	33,992	244,533	110,458	62,891	60,897
	1982	825,911	230,495	227,186	68,392	75,034	53,844	48,090	35,285	19,215	136,853	94,546	38,108	30,628
Sumter	1988	518,102	99,163	96,351	34,501	46,858	36,221	27,637	27,217	17,668	138,229	34,666	48,916	14,203
	1982	316,877	68,224	66,157	20,355	25,973	19,391	21,721	13,780	9,743	66,080	31,370	32,790	7,510
Union	1988	140,350	42,297	42,002	7,023	11,429		5,913	6,580	4,289	16,947	22,850	8,365	10,880
	1982	87,325	29,411	29,148	4,964	5,670		4,467	2,939	2,172	8,759	14,743	5,323	5,329
Williamsburg	1988	126,704	40,129	39,558	4,650	6,490		7,021	9,919	9,758	24,534	12,270	6,017	5,290
	1982	88,698	28,717	28,252	3,363	4,397		5,776	5,516	5,437	16,373	10,443	3,660	3,259
York	1988	733,304	208,960	204,150	67,196	59,783	51,950	30,530	36,794	23,222	169,678	52,250	31,395	31,640
	1982	422,565	131,659	128,373	39,348	31,467	26,136	19,076	16,620	11,793	79,424	42,253	17,842	16,005
TOTAL METRO COUNTIES	1988	13,038,673	2,816,527	2,751,078	1,171,325	1,572,675	1,302,145	641,148	806,145	432,030	2,944,750	930,415	716,607	484,301
	1982	8,086,376	1,980,411	1,930,317	731,347	916,331	742,419	438,367	362,887	219,590	1,491,558	814,101	447,280	251,730
TOTAL STATE	1988	20,216,162	4,550,298	4,430,018	1,810,309	2,189,735	1,632,892	1,011,398	1,274,428	791,766	4,402,502	1,432,661	1,165,577	802,064
	1982	12,498,005	3,189,816	3,099,163	1,113,644	1,244,360	904,752	691,922	585,198	400,261	2,218,407	1,249,880	727,690	414,950
SOUTH DAKOTA														
RAPID CITY	1988	680,512	117,208	113,419	65,449	119,491	105,162	28,556	32,525	16,132	165,383	47,026	39,616	21,461
	1982	472,704	87,808	84,800	45,855	62,569	54,484	22,892	24,174	14,128	100,459	44,499	30,081	12,257
Pennington	1988	680,512	117,208	113,419	65,449	119,491	105,162	28,556	32,525	16,132	165,383	47,026	39,616	21,461
	1982	472,704	87,808	84,800	45,855	62,569	54,484	22,892	24,174	14,128	100,459	44,499	30,081	12,257
SIOUX FALLS	1988	1,000,929	169,382	161,399	88,940	154,468	145,336	51,788	49,384	25,702	251,436	70,806	52,365	45,401
	1982	697,262	117,873	112,095	62,490	88,924	83,090	39,357	32,134	19,130	147,887	72,470	37,669	34,594
Minnehaha	1988	1,000,929	169,382	161,399	88,940	154,468	145,336	51,788	49,384	25,702	251,436	70,806	52,365	45,401
	1982	697,262	117,873	112,095	62,490	88,924	83,090	39,357	32,134	19,130	147,887	72,470	37,669	34,594

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
SOUTH DAKOTA (continued)														
ALL COUNTIES														
Aurora	1988	7,793	1,923	1,589	1,463	240		47	185	185	1,729	636	1,117	
	1982	4,963	1,070	883	743	155		46	157	157	1,158	557	584	
Beadle	1988	123,650	22,460	21,222	12,634	12,991	8,167	8,495	7,819	3,780	29,829	10,199	7,136	2,883
	1982	89,818	17,502	16,505	8,407	7,224	4,452	7,468	4,396	2,434	17,479	12,172	4,770	2,011
Bennett	1988	24,299	5,812	5,087	990	212		601	173		9,798	4,605	1,051	134
	1982	12,676	3,212	2,806	581	128		356	143		4,272	2,627	711	111
Bon Homme	1988	34,562	9,724	9,296	2,477	293		751	371	162	6,640	5,047	2,740	1,016
	1982	22,343	6,338	6,047	1,683	148		513	336	185	3,398	4,523	1,575	458
Brookings	1988	143,970	39,017	38,215	14,471	10,754	7,503	8,221	4,278	1,194	26,579	13,666	11,788	4,835
	1982	105,921	29,937	29,264	11,382	5,198	3,567	7,339	3,271	1,121	15,275	13,580	7,433	3,470
Brown	1988	273,352	47,165	45,532	31,411	34,430	33,604	14,721	13,583	5,575	70,331	20,053	16,411	9,946
	1982	203,409	36,958	37,536	20,236	22,996	22,285	12,170	10,240	4,812	43,295	20,509	12,723	7,505
Brule	1988	45,576	3,786	3,300	3,124	211		674	274		18,808	10,784	2,322	2,018
	1982	28,769	2,703	2,351	1,940	108		746	259		8,579	8,735	1,463	1,678
Buffalo	1988	2,610	1,391	1,349								420		
	1982	1,331	633	613								297		
Butte	1988	52,558	10,425	9,940	5,063	3,949		1,569	273	115	17,304	4,473	4,523	1,769
	1982	39,170	9,791	9,316	3,159	2,152		1,603	294	133	10,298	4,809	2,996	1,107
Campbell	1988	11,735	1,969	1,867	1,129			191	139		5,860	507	624	
	1982	5,471	1,109	1,051	357			111	66		2,376	391	276	
Charles Mix	1988	42,839	14,169	13,968	4,218	409		287	826	262	8,509	3,916	4,186	1,011
	1982	23,631	7,545	7,423	2,173	172		292	638	269	3,890	2,773	2,374	545
Clark	1988	15,150	1,242	973	1,442			376	332	332	6,030	1,517	1,836	994
	1982	10,152	1,390	1,087	979			396	291	291	2,953	1,114	1,230	997
Clay	1988	52,292	12,980	12,262	10,325	2,213		2,187	1,831	1,256	10,350	2,927	2,568	1,885
	1982	35,571	8,555	8,065	5,429	1,357		1,422	1,073	780	6,123	3,867	1,733	1,708
Codington	1988	188,961	40,790	40,064	11,982	17,855	8,591	14,945	9,443	4,499	36,923	20,125	13,004	7,131
	1982	129,132	28,154	27,597	8,527	9,230	4,213	10,291	5,582	2,997	22,443	17,092	8,771	4,336
Corson	1988	6,922	2,477	2,405	982	769		124	115		114	380	454	167
	1982	5,268	1,558	1,509	576	590		137	99		98	321	270	174
Custer	1988	27,596	8,235	8,171	4,447	970		91	173	173	4,037	4,216	738	807
	1982	17,787	4,985	4,938	2,635	375		91	139	139	1,822	3,610	662	653
Davison	1988	157,026	24,545	23,232	22,466	15,173	9,840	11,985	7,343	4,767	31,403	15,095	15,878	1,833
	1982	114,351	21,582	20,387	14,269	9,141	5,664	8,769	4,657	3,358	18,906	14,346	11,117	1,382
Day	1988	28,858	6,057	5,659	2,590	1,700		538	439	266	8,489	5,885	785	767
	1982	22,252	4,710	4,391	1,715	839		710	474	336	4,796	5,728	778	872
Deuel	1988	14,949	2,916	2,660	1,940	807		132	408	408	5,367	465	742	215
	1982	8,579	1,557	1,417	1,055	516		139	315	315	2,531	620	555	194
Dewey	1988	21,895	8,279	7,784	2,873	2,157		223	454	454	1,565	2,114	1,949	1,239
	1982	13,126	4,797	4,502	1,288	1,085		194	282	282	762	2,153	939	916
Douglas	1988	11,359	2,882	2,629	1,639	193		211	282		2,642	445	1,438	137
	1982	7,390	2,057	1,873	859	173		232	250		1,409	536	811	138
Edmunds	1988	25,616	5,351	5,052	1,570			531	983	983	10,285	2,985	1,916	479
	1982	15,041	3,096	2,918	799			459	633	633	4,316	3,154	896	375
Fall River	1988	37,317	10,246	9,705	3,484	1,417		555	810		1,912	3,607	4,127	1,186
	1982	29,816	8,018	7,579	2,950	863		801	963		1,211	3,459	2,592	1,155
Faulk	1988	8,061	1,270	1,054	649	1,658		257	122		521	186	2,285	231
	1982	5,551	918	762	446	1,036		230	87		379	148	1,375	180
Grant	1988	46,584	6,811	6,703	2,976	689		1,436	2,821	1,983	18,738	6,195	2,780	1,185
	1982	31,925	5,054	4,964	2,112	455		1,262	1,841	1,374	9,508	5,972	2,106	1,200
Gregory	1988	26,999	6,950	6,443	2,605	627		188	825	149	7,941	1,621	3,006	919
	1982	18,542	5,188	4,800	1,497	442		236	741	190	4,166	1,820	1,988	655
Haakon	1988	20,845	2,087	2,019	1,813	1,037		522	328	138	10,932	321	1,844	1,188
	1982	12,342	1,955	1,888	1,064	688		359	291	133	4,974	419	1,107	935
Hamlin	1988	19,114	3,129	2,982	1,870			67	157		498	5,036	2,603	379
	1982	11,265	1,872	1,780	917			56	106		182	3,850	1,141	299
Hand	1988	22,882	8,211	7,455	2,065	1,604		659	374	374	3,226	2,486	1,403	2,100
	1982	14,696	4,955	4,490	1,085	1,058		514	275	275	1,736	1,733	1,191	1,609
Hanson	1988	4,254	764	642	745				383	383	392	824	943	
	1982	3,490	636	534	407				312	312	264	1,049	635	
Harding	1988	4,541	623	564	1,070						128	1,049	818	194
	1982	3,136	400	361	499						75	1,067	499	126
Hughes	1988	107,197	19,995	18,995	7,650	11,032	9,057	6,069	4,892	2,502	33,917	6,653	4,392	3,575
	1982	79,767	17,846	16,921	5,996	5,687	4,541	5,444	3,183	1,763	19,391	7,385	3,532	2,153

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988 U.S. CENSUS: 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
SOUTH DAKOTA (continued)														
ALL COUNTIES (continued)														
Hutchinson	1988	40,667	9,329	8,094	2,819	1,421		638	324	324	4,724	3,221	6,002	10,469
	1982	26,361	6,500	5,628	1,832	680		727	334	334	2,877	2,918	3,820	4,994
Hyde	1988	7,694	2,003	1,427	92			590	187	187	2,377	432	704	167
	1982	5,005	1,580	1,123	64			445	130	130	838	460	473	119
Jackson	1988	16,599	2,574	2,426	1,042			95	121		201	10,113	1,249	
	1982	12,133	1,230	1,157	672			92	84		144	7,962	919	
Jerauld	1988	17,950	3,924	3,837	1,404	864					6,793	1,020	917	705
	1982	10,070	2,853	2,785	569	418					3,015	989	583	404
Jones	1988	23,045	5,190	5,013	1,236				665	665	9,082	5,802	433	
	1982	13,658	2,602	2,509	479				400	400	3,592	5,767	303	
Kingsbury	1988	20,984	6,196	4,991	2,252	1,108		170	1,053	805	2,197	2,248	1,437	966
	1982	15,665	4,857	3,905	1,462	587		213	1,003	783	1,143	2,338	1,151	705
Lake	1988	55,726	7,300	6,989	5,135	2,387		1,941	2,314	1,468	24,868	3,042	5,207	1,492
	1982	38,984	5,543	5,296	3,890	1,635		1,946	1,604	1,159	14,584	3,314	3,377	1,264
Lawrence	1988	97,679	25,921	24,741	13,030	4,296		4,115	2,497	1,614	27,523	7,903	4,640	2,687
	1982	72,818	20,660	19,680	9,874	2,764		3,777	1,914	1,345	14,957	9,065	3,239	1,813
Lincoln	1988	35,545	11,708	11,216	3,121	573		384	2,622	2,622	3,207	4,107	4,110	1,660
	1982	28,295	8,391	8,023	2,859	569		607	1,578	1,578	1,915	4,343	2,945	1,200
Lyman	1988	17,363	10,197	10,137	1,515						74	1,254	1,473	701
	1982	12,123	6,091	6,043	1,092						75	1,242	1,229	588
McCook	1988	26,567	3,598	2,856	1,982	493			159	159	10,398	3,742	3,292	222
	1982	17,386	2,351	1,862	1,313	353			129	129	4,028	5,175	2,153	191
McPherson	1988	9,398	2,382	2,334	1,374	137		253	197	197	522	615	853	584
	1982	7,132	1,775	1,736	776	118		308	211	211	335	946	704	423
Marshall	1988	17,272	3,898	3,782	2,099	542		135	361	361	3,834	1,464	1,468	499
	1982	13,995	2,834	2,745	1,441	485		178	396	396	2,372	2,223	1,166	498
Meade	1988	61,077	13,056	12,381	7,387	2,116		1,040	247	106	19,148	6,479	5,873	2,681
	1982	45,560	11,178	10,580	4,634	1,391		1,423	287	158	10,555	7,379	4,435	1,775
Mellette	1988	799	147	136	40	392		32				64		57
	1982	797	158	145	40	311		40				101		55
Miner	1988	13,311	1,854	1,549	1,913	378			62		1,226	343	3,405	372
	1982	8,617	1,382	1,153	1,151	210			62		942	420	1,744	273
Minnehaha	1988	1,000,929	169,382	161,399	88,940	154,468	145,336	51,788	49,384	25,702	251,436	70,806	52,365	45,401
	1982	697,262	117,873	112,095	62,490	88,924	83,090	39,357	32,134	19,130	147,887	72,470	37,669	34,594
Moody	1988	11,176	2,702	1,905	1,323	685		240	88	88	2,387	429	912	152
	1982	10,898	2,655	1,868	1,147	454		367	106	106	2,078	879	1,085	227
Pennington	1988	680,512	117,208	113,419	65,449	119,491	105,162	28,556	32,525	16,132	165,383	47,026	39,616	21,461
	1982	472,704	87,808	84,800	45,855	62,569	54,484	22,892	24,174	14,128	100,459	44,499	30,081	12,257
Perkins	1988	21,558	6,303	6,267	1,231	988		1,144	110	110	2,318	2,452	2,716	777
	1982	16,636	4,536	4,502	794	577		919	106	106	2,174	2,475	1,906	634
Potter	1988	16,024	4,062	3,898	948	121		198	110		3,524	3,486	1,626	505
	1982	11,172	2,886	2,764	655	100		211	104		1,976	2,882	906	502
Roberts	1988	37,860	5,658	5,110	4,458	6,686		165	700	190	6,692	4,649	6,087	807
	1982	26,558	4,562	4,112	3,103	3,464		178	690	229	4,078	4,413	3,828	821
Sanborn	1988	8,045	850	768	1,143			104	101		3,259	509	695	
	1982	4,910	663	598	544			93	74		1,279	527	380	
Shannon	1988	7,548	3,252	3,201	637				68		118	1,780		
	1982	6,887	3,290	3,231	535				56		96	1,302		
Spink	1988	38,496	9,252	8,248	4,864	576		911	285	195	11,677	6,218	1,996	777
	1982	25,233	5,860	5,213	2,779	491		958	274	207	6,004	5,129	1,306	764
Stanley	1988	12,910	6,608	6,584	2,553							366	2,044	
	1982	8,480	4,537	4,518	1,301							403	1,114	
Sully	1988	18,994	990	972	1,211						14,025	333	340	187
	1982	10,243	889	871	717						6,268	484	328	165
Todd	1988	16,073	7,836	7,813	741	1,378					1,009	3,891	874	
	1982	11,260	4,663	4,640	309	777					527	4,119	611	
Tripp	1988	48,969	8,814	8,667	2,390	6,610		1,909	2,324	597	14,721	5,890	3,901	803
	1982	29,474	6,248	6,132	1,418	2,825		1,300	1,417	446	7,068	5,288	2,220	447
Turner	1988	21,903	4,857	4,167	1,996	528		285	279		5,512	1,162	2,584	1,265
	1982	17,198	3,707	3,173	1,502	308		245	223		4,271	1,506	1,759	843
Union	1988	24,057	7,311	6,892	3,137	133		122	543	300	2,444	4,005	1,222	472
	1982	19,642	4,707	4,428	2,296	75		148	525	348	1,355	5,920	1,141	263
Walworth	1988	50,164	8,665	7,231	4,394	4,016		2,651	1,232	654	13,418	6,039	4,187	1,466
	1982	39,504	6,853	5,707	3,404	2,287		2,555	972	595	8,971	5,662	3,265	1,566

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
SOUTH DAKOTA (continued)														
ALL COUNTIES (continued)														
Yankton	1988	193,191	39,510	38,255	12,920	23,659	14,181	6,946	6,379	2,120	29,886	7,787	15,940	5,876
	1982	123,996	26,788	25,885	8,373	12,064	6,710	5,603	3,532	1,422	15,299	6,623	8,967	3,901
Ziebach	1988	2,439	906	854	233						103	58	454	209
	1982	1,815	653	615	176						66	66	272	130
TOTAL METRO COUNTIES	1988	1,681,441	286,590	274,818	154,389	273,959	250,498	80,344	81,909	41,834	416,819	117,832	91,981	66,862
	1982	1,169,966	205,681	196,895	108,345	151,493	137,574	62,249	56,308	33,258	248,346	116,969	67,750	46,851
TOTAL STATE	1988	4,283,886	847,124	806,377	409,172	457,436	341,441	181,065	165,373	84,556	1,034,883	377,173	296,029	153,643
	1982	2,989,152	617,244	586,080	275,311	256,252	189,006	146,968	113,913	65,629	589,293	369,705	203,912	108,358
TENNESSEE														
CHATTANOOGA	1988	2,876,668	606,319	593,786	229,918	377,319	310,687	126,701	176,033	89,440	718,629	237,049	108,823	79,524
	1982	1,869,737	479,922	468,493	152,348	221,970	181,158	95,500	79,671	46,586	350,833	221,797	72,602	48,844
Hamilton	1988	2,172,434	343,110	334,252	191,010	313,926	272,304	103,836	143,845	64,661	606,282	164,491	78,114	57,458
	1982	1,456,406	318,384	309,548	130,325	192,424	163,933	78,463	65,855	34,856	302,561	156,601	54,548	38,300
Marion	1988	96,504	23,405	23,023	4,760	11,596	6,436	4,934	3,772	3,721	21,874	8,364	2,488	5,508
	1982	73,074	21,088	20,703	3,906	5,832	3,056	3,510	2,555	2,526	12,704	11,431	2,244	2,975
Sequatchie	1988	33,482	14,744	14,645	1,725	1,144		205	477	477	7,566	2,327	267	1,288
	1982	22,118	10,837	10,743	968	967		224	356	356	3,194	2,788	268	667
Catoosa, Ga.	*1988*	*276,124*	*100,552*	*100,274*	*23,270*	*37,053*	*31,947*	*6,540*	*16,362*	*10,392*	*45,895*	*21,984*	*9,966*	*7,602*
	1982	*132,233*	*52,596*	*52,414*	*10,700*	*16,854*	*14,169*	*3,351*	*5,846*	*4,220*	*16,461*	*15,266*	*4,583*	*3,060*
Dade, Ga.	*1988*	*42,891*	*19,003*	*18,856*	*2,470*	*966*		*710*	*1,298*	*1,246*	*3,504*	*7,341*	*4,700*	*464*
	1982	*33,416*	*12,957*	*12,831*	*1,933*	*867*		*751*	*1,044*	*1,009*	*2,135*	*8,698*	*2,921*	*373*
Walker, Ga.	*1988*	*255,233*	*105,505*	*102,736*	*6,683*	*12,634*		*10,476*	*10,279*	*8,943*	*33,508*	*32,542*	*13,288*	*7,204*
	1982	*152,490*	*64,060*	*62,254*	*4,516*	*5,026*		*9,201*	*4,015*	*3,619*	*13,778*	*27,013*	*8,038*	*3,469*
CLARKSVILLE - HOPKINSVILLE	1988	851,391	143,774	141,704	73,189	121,978	102,792	24,735	34,350	14,818	263,631	43,193	45,665	32,409
	1982	591,134	126,627	124,564	53,924	79,659	64,290	21,170	21,042	10,967	144,035	42,749	35,230	18,260
Montgomery	1988	490,387	82,242	81,115	44,345	86,931	73,612	11,588	19,593	8,128	157,165	19,808	27,809	14,765
	1982	355,104	77,053	75,846	36,692	54,030	43,637	9,804	13,407	6,805	89,334	23,611	22,561	9,647
Christian, Ky.	*1988*	*361,004*	*61,532*	*60,589*	*28,844*	*35,047*	*29,180*	*13,147*	*14,757*	*6,690*	*106,466*	*23,385*	*17,856*	*17,644*
	1982	*236,030*	*49,574*	*48,718*	*17,232*	*25,629*	*20,653*	*11,366*	*7,635*	*4,162*	*54,701*	*19,138*	*12,669*	*8,613*
JACKSON	1988	657,059	96,617	90,330	42,706	137,839	114,621	38,491	28,455	13,323	142,184	36,385	46,129	20,343
	1982	400,985	78,800	73,527	31,896	75,318	61,516	23,575	15,447	8,305	67,024	36,286	25,791	11,151
Madison	1988	657,059	96,617	90,330	42,706	137,839	114,621	38,491	28,455	13,323	142,184	36,385	46,129	20,343
	1982	400,985	78,800	73,527	31,896	75,318	61,516	23,575	15,447	8,305	67,024	36,286	25,791	11,151
JOHNSON CITY - KINGSPORT - BRISTOL	1988	2,592,333	514,688	501,123	191,702	351,599	285,581	108,064	118,576	69,635	756,249	131,155	141,165	105,779
	1982	1,787,685	449,743	437,347	141,888	231,021	182,021	85,203	69,918	45,183	391,958	133,484	98,449	57,867
Carter	1988	143,176	38,082	37,445	11,513	19,866	13,997	3,824	7,569	5,846	28,011	6,099	10,981	8,207
	1982	114,585	36,637	35,954	9,551	14,596	9,935	4,001	4,554	3,709	17,050	6,948	8,738	5,788
Hawkins	1988	137,232	42,251	41,837	7,172	12,775	9,671	3,949	2,363	1,720	31,344	4,815	8,365	9,059
	1982	95,685	36,496	36,067	5,425	6,203	4,402	2,463	1,461	1,126	16,731	6,668	5,762	4,815
Sullivan	1988	1,100,901	166,954	164,167	75,550	150,260	125,357	53,159	46,190	24,950	398,338	54,285	40,753	46,010
	1982	751,148	158,776	155,814	60,210	106,558	85,826	40,867	28,439	17,683	197,241	53,064	31,031	25,188
Unicoi	1988	38,456	9,287	9,175	5,231	4,232		593	1,552	1,372	8,980	2,131	2,285	2,318
	1982	32,237	10,220	10,077	4,073	4,168		695	1,317	1,182	5,356	2,087	1,597	1,113
Washington	1988	627,367	139,137	134,971	52,136	98,326	95,678	23,900	29,701	14,663	152,532	31,927	34,070	25,884
	1982	419,713	112,112	108,539	35,993	56,652	54,720	16,885	17,880	10,436	83,324	29,722	23,355	12,469
Bristol city, Va.	*1988*	*248,467*	*33,124*	*31,369*	*20,271*	*51,258*	*40,878*	*15,495*	*12,069*	*6,366*	*66,599*	*11,944*	*16,334*	*4,748*
	1982	*186,745*	*32,640*	*30,851*	*13,837*	*34,481*	*27,138*	*15,478*	*7,815*	*4,450*	*36,308*	*15,067*	*12,500*	*3,995*
Scott, Va.	*1988*	*129,978*	*37,344*	*33,909*	*4,271*	*1,346*		*1,019*	*4,246*	*1,893*	*45,969*	*8,864*	*14,548*	*4,069*
	1982	*82,229*	*27,264*	*24,707*	*2,819*	*1,344*		*1,148*	*2,382*	*1,136*	*22,740*	*9,597*	*7,814*	*2,246*
Washington, Va.	*1988*	*166,756*	*48,509*	*48,250*	*15,558*	*13,536*		*6,125*	*14,886*	*12,825*	*24,476*	*11,090*	*13,829*	*5,484*
	1982	*105,343*	*35,598*	*35,338*	*9,980*	*7,019*		*3,666*	*6,070*	*5,461*	*13,208*	*10,331*	*7,652*	*2,253*
KNOXVILLE	1988	4,684,502	911,124	881,598	498,987	532,711	463,494	246,817	257,360	143,684	1,110,233	365,167	236,830	161,712
	1982	2,880,814	666,496	644,528	321,003	336,043	289,137	149,043	126,004	78,925	517,562	299,885	146,429	85,427
Anderson	1988	451,768	100,502	98,840	25,768	57,256	50,339	13,629	18,697	5,691	144,768	29,093	21,241	15,984
	1982	300,662	81,988	80,472	18,175	41,586	35,598	8,190	10,055	3,674	73,492	24,339	15,393	8,831
Blount	1988	582,659	110,709	109,170	31,657	67,411	62,256	7,882	22,552	12,924	263,383	24,389	23,190	14,437
	1982	378,532	91,145	89,699	25,072	46,474	42,540	7,233	14,958	9,556	124,047	25,200	19,623	12,096

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores Total ($000)	Food Stores Supermarkets ($000)	Eating & Drinking Places Total ($000)	General Merchandise Stores Total ($000)	General Merchandise Stores Department Stores ($000)	Apparel & Accessories Stores Total ($000)	Furniture/Home Furnishings/Appliance Stores Total ($000)	Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000)	Automotive Dealers Total ($000)	Gasoline Service Stations Total ($000)	Bldg. Mtls & Hardware Dealers Total ($000)	Drug-stores Total ($000)
TENNESSEE (continued)														
KNOXVILLE (continued)														
Grainger	1988	21,776	4,542	4,023	1,816	537		209	766	766	6,966	3,572	205	1,103
	1982	18,379	4,512	3,989	1,568	553		314	697	697	3,901	3,608	284	794
Jefferson	1988	93,742	30,287	29,939	7,426	8,957		2,262	4,288	3,212	9,328	11,665	5,068	7,302
	1982	72,882	27,631	27,259	5,229	5,113		1,861	2,316	1,891	5,020	11,873	3,954	4,301
Knox	1988	3,095,698	565,749	548,585	357,497	377,833	338,803	204,842	195,094	108,627	635,971	255,179	152,014	110,551
	1982	1,866,396	399,539	386,647	225,783	232,579	206,033	121,687	90,940	57,440	293,062	202,174	91,739	53,609
Sevier	1988	418,182	93,146	85,076	74,294	19,625	12,096	17,900	15,744	12,464	42,645	39,320	33,605	12,162
	1982	229,382	56,978	51,938	44,760	8,778	4,966	9,658	6,848	5,667	15,266	29,715	14,330	5,633
Union	1988	20,677	6,189	5,965	509	1,092		93	219		7,172	1,949	1,507	173
	1982	14,581	4,703	4,524	416	960		100	190		2,774	2,976	1,106	163
MEMPHIS	**1988**	**6,849,134**	**1,077,309**	**1,026,036**	**536,506**	**940,460**	**738,917**	**415,131**	**441,778**	**233,949**	**1,901,288**	**556,294**	**218,808**	**302,661**
	1982	4,308,708	964,239	915,473	346,953	545,412	420,582	252,648	199,681	120,012	864,494	512,894	143,605	144,147
Shelby	1988	6,093,711	889,962	843,992	495,235	871,553	694,414	393,118	423,757	221,830	1,745,038	420,606	160,636	279,056
	1982	3,816,663	838,055	793,187	321,947	506,288	396,809	238,721	189,654	113,178	771,142	402,894	112,099	130,915
Tipton	1988	103,116	22,540	21,911	5,307	14,828	7,666	3,217	2,743	1,000	27,806	5,528	8,265	3,339
	1982	86,674	24,303	23,578	4,495	9,951	4,828	2,843	1,923	767	17,226	8,521	7,111	2,346
Crittenden, Ark.	*1988*	*430,904*	*84,982*	*83,226*	*23,052*	*38,001*	*25,851*	*10,779*	*11,226*	*7,712*	*77,854*	*121,097*	*29,155*	*12,732*
	1982	*267,790*	*47,015*	*45,953*	*12,912*	*17,423*	*11,432*	*6,404*	*5,929*	*4,148*	*51,871*	*94,160*	*11,484*	*7,159*
De Soto, Miss.	*1988*	*221,403*	*79,825*	*76,907*	*12,912*	*16,078*	*10,986*	*8,017*	*4,052*	*3,407*	*50,590*	*9,063*	*20,752*	*7,534*
	1982	*137,581*	*54,866*	*52,755*	*7,599*	*11,750*	*7,513*	*4,680*	*2,175*	*1,919*	*24,255*	*7,319*	*12,911*	*3,727*
NASHVILLE	**1988**	**6,288,127**	**1,071,392**	**1,047,050**	**574,053**	**830,830**	**712,127**	**267,710**	**347,735**	**168,182**	**1,683,628**	**514,227**	**237,380**	**221,354**
	1982	4,212,811	929,382	906,521	410,085	540,735	458,701	194,656	173,489	95,429	850,444	482,195	159,771	122,136
Cheatham	1988	65,974	18,441	18,074	3,177	1,966		809	895	895	15,693	16,675	2,919	1,806
	1982	44,836	13,879	13,575	1,913	1,057		494	563	563	7,422	14,496	1,882	1,325
Davidson	1988	4,455,898	673,886	658,390	442,226	650,472	564,224	194,451	268,129	128,357	1,191,860	319,435	146,702	147,588
	1982	2,912,982	569,802	555,592	316,650	438,754	376,919	137,906	131,253	72,078	586,593	293,527	92,883	79,545
Dickson	1988	157,084	35,795	33,658	10,022	22,621	20,646	7,120	9,034	6,330	40,574	9,923	7,256	5,639
	1982	113,733	31,123	29,206	7,117	12,722	11,528	5,643	5,503	3,960	22,658	13,368	5,140	3,290
Robertson	1988	146,099	30,908	30,606	8,021	10,987	8,982	3,963	7,917	4,362	39,177	27,512	3,160	6,307
	1982	107,633	28,875	28,536	5,741	7,542	6,088	3,554	3,940	2,429	20,849	24,913	2,183	3,969
Rutherford	1988	511,129	104,886	102,722	42,739	59,801	52,087	34,275	25,946	18,168	110,672	49,136	27,165	21,904
	1982	351,096	91,617	89,548	30,527	32,904	28,367	21,798	13,618	10,298	59,637	46,316	19,795	10,716
Sumner	1988	384,145	83,265	82,134	26,186	38,358	28,562	9,648	15,085	4,831	111,840	21,812	28,054	19,226
	1982	275,722	80,931	79,674	18,280	21,823	15,624	9,649	7,848	2,890	59,539	25,003	21,412	11,148
Williamson	1988	317,852	70,221	68,068	24,029	23,185	17,621	8,956	12,379	2,620	111,883	26,152	8,063	10,751
	1982	234,074	66,300	64,140	17,392	13,754	10,153	9,040	6,319	1,489	65,292	26,203	6,323	7,521
Wilson	1988	249,946	53,990	53,398	17,653	23,440	20,005	8,488	8,350	2,619	61,929	43,582	14,061	8,133
	1982	172,735	46,855	46,250	12,465	12,179	10,022	6,572	4,445	1,722	28,454	38,369	10,153	4,622
ALL COUNTIES														
Anderson	1988	451,768	100,502	98,840	25,788	57,256	50,339	13,629	18,697	5,691	144,768	29,093	21,241	15,984
	1982	300,662	81,988	80,472	18,175	41,586	35,598	8,190	10,055	3,674	73,492	24,339	15,393	8,831
Bedford	1988	121,388	25,901	25,178	7,657	9,375	8,542	3,820	6,642	3,465	32,859	11,727	4,687	6,251
	1982	88,257	23,404	22,706	5,507	5,876	5,221	3,189	4,063	2,317	17,389	11,290	3,593	3,736
Benton	1988	58,949	23,958	23,359	2,915	7,646	4,547	917	1,177	822	10,052	6,515	2,645	1,222
	1982	48,718	19,393	18,871	2,803	5,275	3,089	1,378	1,207	934	6,838	7,058	2,206	813
Bledsoe	1988	19,584	4,139	3,963	860	423		191	659	659	7,759	610	2,371	1,331
	1982	15,088	4,155	3,970	447	442		215	605	605	3,675	1,082	2,471	1,098
Blount	1988	582,659	110,709	109,170	31,657	67,411	62,256	7,882	22,552	12,924	263,383	24,389	23,190	14,437
	1982	378,532	91,145	89,699	25,072	46,474	42,540	7,233	14,958	9,556	124,047	25,200	19,623	12,096
Bradley	1988	392,729	89,360	86,226	28,019	46,860	37,556	18,183	11,876	6,702	115,119	23,062	23,550	18,125
	1982	292,841	76,218	73,398	23,654	32,486	24,588	16,111	9,585	6,050	63,748	24,362	20,632	9,956
Campbell	1988	137,172	29,594	29,309	12,503	9,599	1,577	4,937	5,433	4,880	39,907	15,322	4,288	7,032
	1982	121,573	34,398	33,999	11,344	8,087	1,135	4,591	3,714	3,355	24,411	18,200	4,092	4,431
Cannon	1988	29,779	11,250	10,932	1,505	1,679		456	1,363	1,363	6,343	1,236	1,605	1,629
	1982	21,516	8,283	8,033	881	1,072		504	1,026	1,026	3,478	1,817	1,418	1,231
Carroll	1988	120,742	29,407	28,592	5,151	16,087	6,251	3,925	6,670	6,670	32,291	3,710	8,403	7,078
	1982	79,785	23,949	23,239	3,977	7,819	2,961	2,783	4,180	4,180	17,056	4,759	5,697	3,679
Carter	1988	143,176	38,082	37,445	11,513	19,866	13,997	3,824	7,569	5,846	28,011	6,099	10,981	8,207
	1982	114,585	36,637	35,954	9,551	14,596	9,935	4,001	4,554	3,709	17,050	6,948	8,738	5,788
Cheatham	1988	65,974	18,441	18,074	3,177	1,966		809	895	895	15,693	16,675	2,919	1,806
	1982	44,836	13,879	13,575	1,913	1,057		494	563	563	7,422	14,496	1,882	1,325

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METRO AREA County	Year	Total Retail Sales ($000)	Food Stores Total ($000)	Food Stores Supermarkets ($000)	Eating & Drinking Places Total ($000)	General Merchandise Stores Total ($000)	General Merchandise Stores Department Stores ($000)	Apparel & Accessories Stores Total ($000)	Furniture/Home Furnishings/Appliance Stores Total ($000)	Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000)	Automotive Dealers Total ($000)	Gasoline Service Stations Total ($000)	Bldg. Mtls. & Hardware Dealers Total ($000)	Drug-stores Total ($000)
TENNESSEE (continued)														
ALL COUNTIES (continued)														
Chester	1988	37,335	7,824	7,660	2,085	1,276		1,491	3,040	1,667	14,945	1,891	841	1,581
	1982	30,026	8,161	7,974	1,983	1,371		1,543	1,850	1,051	8,779	2,173	1,310	1,015
Claiborne	1988	76,683	20,013	19,621	6,509	8,845		1,201	7,733	3,990	8,039	4,205	6,873	3,978
	1982	51,287	16,009	15,665	4,418	4,225		1,011	3,884	2,274	4,044	3,664	4,744	1,927
Clay	1988	13,966	5,188	4,981	1,560	253		244	249		1,289	876	1,772	467
	1982	10,015	3,815	3,656	880	214		225	185		658	1,020	1,508	224
Cocke	1988	114,091	25,074	23,959	9,216	13,668	5,195	7,149	6,730	5,623	23,567	9,565	6,081	3,826
	1982	91,080	25,071	23,909	7,199	9,295	3,082	5,673	4,277	3,792	13,020	11,727	5,734	3,063
Coffee	1988	271,283	49,377	48,628	17,759	52,628	40,545	6,870	12,345	6,272	64,962	18,730	12,547	11,406
	1982	180,493	41,359	40,701	15,234	26,916	19,921	5,693	7,060	4,125	33,711	17,726	9,317	6,839
Crockett	1988	41,708	10,830	10,526	1,686	1,160		951	2,478	2,478	15,817	1,677	1,748	1,893
	1982	31,342	9,810	9,516	1,199	1,094		1,121	1,160	1,160	8,615	2,843	1,250	1,180
Cumberland	1988	181,123	34,250	32,847	15,592	22,212	19,406	6,223	4,782	3,469	50,496	18,072	8,914	8,415
	1982	123,066	29,113	27,866	10,076	11,220	9,495	4,868	2,398	1,920	24,701	20,186	7,158	4,630
Davidson	1988	4,455,898	673,886	658,390	442,226	650,472	564,224	194,451	268,129	128,357	1,191,860	319,435	146,702	147,588
	1982	2,912,982	569,802	555,592	316,650	438,754	376,919	137,706	131,253	72,078	586,593	293,527	92,883	79,545
Decatur	1988	38,173	7,642	7,194	1,419	2,572		632	777	248	14,010	5,577	1,636	1,343
	1982	32,245	8,135	7,642	1,348	2,826		531	812	279	8,135	6,134	1,202	889
De Kalb	1988	54,408	15,830	15,238	3,475	3,532		1,166	2,878	2,878	14,530	4,714	1,317	3,293
	1982	35,749	11,929	11,460	2,037	3,005		1,029	1,494	1,494	6,894	4,501	1,067	1,469
Dickson	1988	157,084	35,795	33,658	10,022	22,621	20,646	7,120	9,034	6,330	40,574	9,923	7,256	5,639
	1982	113,733	31,123	29,206	7,117	12,722	11,528	5,643	5,503	3,960	22,658	10,368	5,140	3,290
Dyer	1988	181,108	27,421	26,292	11,026	20,592	9,869	10,343	13,280	8,755	56,041	9,296	11,630	6,198
	1982	136,686	29,666	28,389	9,129	12,654	5,877	9,832	6,860	4,860	30,851	12,623	8,794	4,520
Fayette	1988	40,953	15,347	14,863	2,157	4,969		698	731	261	9,444	1,952	1,054	1,079
	1982	35,369	14,549	14,063	1,946	3,802		765	766	313	5,691	3,263	825	1,206
Fentress	1988	55,312	10,458	10,180	2,921	3,317		10,609	1,692	869	5,427	7,364	7,417	2,102
	1982	41,635	11,539	11,211	1,901	2,306		6,664	1,183	626	2,935	5,749	4,951	1,819
Franklin	1988	115,030	27,238	26,639	7,120	15,512	4,076	1,879	3,840	2,296	30,237	4,597	8,942	4,916
	1982	98,920	26,522	25,888	6,730	10,167	2,301	2,124	2,988	1,936	19,124	8,141	10,221	3,568
Gibson	1988	229,491	56,508	54,434	9,735	28,431	19,812	9,183	5,970	3,998	70,025	16,615	10,437	14,364
	1982	161,344	46,190	44,406	8,140	17,856	12,121	7,010	4,847	3,393	37,111	16,208	8,032	8,089
Giles	1988	122,406	21,685	20,911	7,612	11,196	7,137	4,608	6,868	5,640	24,992	17,806	3,588	8,575
	1982	89,734	20,955	20,167	5,142	7,798	4,809	3,906	4,391	3,853	11,746	17,709	3,343	4,282
Grainger	1988	21,776	4,542	4,023	1,816	537		209	766	766	6,966	3,572	205	1,103
	1982	18,379	4,512	3,989	1,568	553		314	697	697	3,901	3,608	284	794
Greene	1988	303,651	62,569	61,189	19,514	32,000	25,157	12,497	12,801	9,070	77,658	31,561	16,776	14,491
	1982	205,265	52,847	51,578	13,909	20,189	15,447	8,707	7,086	5,584	36,235	29,032	11,331	7,324
Grundy	1988	40,067	7,505	7,281	3,532	831		138	768	768	4,504	11,349	4,437	2,810
	1982	34,606	8,326	8,060	2,495	848		163	712	712	2,590	11,059	4,060	1,507
Hamblen	1988	342,148	74,892	73,510	21,414	38,584	30,886	16,861	8,604	3,514	101,130	18,404	25,961	9,107
	1982	246,837	65,185	63,854	16,969	28,572	21,524	13,374	6,710	3,061	51,752	17,574	21,116	7,106
Hamilton	1988	2,172,434	343,110	334,252	191,010	313,926	272,304	103,836	143,845	64,661	606,282	164,491	78,114	57,458
	1982	1,456,406	318,384	309,548	130,325	192,424	163,933	78,463	65,855	34,856	302,561	156,601	54,548	38,300
Hancock	1988	12,647	2,895	2,751	1,382	66		233	1,004	105	1,828	1,152	1,162	549
	1982	10,702	3,076	2,918	1,293	57		249	709	85	924	1,479	1,066	427
Hardeman	1988	89,591	21,711	21,344	3,153	7,074	5,279	1,404	2,556	1,153	23,777	6,167	9,707	3,397
	1982	63,866	20,118	19,738	2,258	4,493	3,286	1,113	1,491	742	12,391	6,458	7,093	1,891
Hardin	1988	90,493	14,083	13,703	5,510	18,201	9,824	3,108	3,415	2,014	25,166	3,527	5,337	3,587
	1982	72,934	15,147	14,709	4,892	12,112	6,339	2,601	2,815	1,689	15,501	5,099	5,258	2,264
Hawkins	1988	137,232	42,251	41,837	7,172	12,775	9,671	3,949	2,363	1,720	31,344	4,815	8,365	9,059
	1982	95,685	36,496	36,067	5,425	6,203	4,402	2,463	1,461	1,126	16,731	6,668	5,762	4,815
Haywood	1988	79,648	17,974	17,487	4,559	7,152	5,878	3,517	3,619	3,619	12,903	15,671	4,473	5,362
	1982	53,005	15,653	15,199	2,933	4,585	3,670	2,108	1,985	1,985	5,441	12,750	2,631	2,238
Henderson	1988	75,967	12,602	12,234	4,479	8,820	6,085	2,751	3,742	2,151	18,823	6,341	6,288	3,178
	1982	64,868	14,184	13,744	4,269	6,209	4,161	2,572	3,056	1,963	13,450	7,564	5,333	2,124
Henry	1988	152,094	32,595	30,779	9,836	21,404	9,900	9,110	6,684	1,679	34,521	8,982	7,075	8,546
	1982	105,346	27,807	26,206	7,971	12,223	5,373	6,829	3,808	1,161	17,175	10,375	5,202	4,434
Hickman	1988	32,895	12,077	11,790	1,157	674		282	816	816	4,007	4,967	4,514	1,641
	1982	26,893	10,631	10,359	1,027	688		403	686	686	2,149	4,953	2,904	1,439
Houston	1988	13,247	5,441	5,385	701	87		176	292		988	728	755	3,521
	1982	12,665	5,667	5,599	583	97		250	261		642	1,244	376	3,141
Humphreys	1988	55,601	17,733	17,614	3,582	6,953	3,516	457	1,228	1,228	13,455	5,882	1,357	1,945
	1982	53,668	17,552	17,400	3,645	6,258	3,107	777	873	873	11,287	7,194	1,979	1,391

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
TENNESSEE (continued)														
ALL COUNTIES (continued)														
Jackson	1988	14,941	5,318	4,946	1,356	321		191	1,065	552	1,153	1,125	1,173	842
	1982	14,105	4,935	4,581	1,058	340		218	897	563	1,076	1,831	921	706
Jefferson	1988	93,742	30,287	29,939	7,426	8,957		2,262	4,288	3,212	9,328	11,665	5,068	7,302
	1982	72,882	27,631	27,259	5,229	5,113		1,861	2,316	1,891	5,020	11,873	3,954	4,301
Johnson	1988	31,835	11,560	11,415	2,426	2,095		915	866	866	4,172	3,797	1,365	2,044
	1982	26,212	10,980	10,821	2,021	1,789		755	592	592	1,913	3,471	1,588	1,585
Knox	1988	3,095,698	565,749	548,585	357,497	377,833	338,803	204,842	195,094	108,627	635,971	255,179	152,014	110,551
	1982	1,866,396	399,539	386,647	225,783	232,579	206,033	121,687	90,940	57,440	293,062	202,174	91,739	53,609
Lake	1988	15,228	5,073	4,992	1,977	592		278	270	270	2,692	888	567	2,151
	1982	13,939	5,346	5,252	1,646	567		346	258	258	1,474	1,745	745	1,079
Lauderdale	1988	52,979	9,857	9,613	2,583	9,425	3,844	2,299	2,581	889	11,772	4,446	3,150	2,550
	1982	49,225	11,519	11,211	2,101	6,809	2,662	2,731	1,917	717	8,848	6,698	1,679	2,064
Lawrence	1988	152,778	25,134	23,628	7,128	18,437	9,907	6,358	13,797	10,227	43,137	12,046	7,552	8,211
	1982	115,744	25,499	23,924	5,801	10,794	5,642	5,601	7,688	5,953	25,820	12,682	6,887	4,996
Lewis	1988	32,838	8,881	8,732	740	3,272		385	469	191	9,455	2,113	2,021	1,310
	1982	23,682	7,091	6,959	686	1,641		410	463	195	4,948	2,636	1,335	1,158
Lincoln	1988	113,808	35,057	34,492	7,027	14,226	11,609	4,069	5,040	3,852	15,768	10,306	3,685	6,790
	1982	78,924	26,854	26,369	4,819	8,200	6,612	3,728	2,540	1,967	8,384	10,322	3,046	3,659
Loudon	1988	122,765	25,490	24,862	7,279	10,646	9,220	2,069	7,467	6,829	43,223	9,145	7,655	6,397
	1982	96,018	27,175	26,452	6,212	6,235	5,154	3,117	4,232	3,989	23,435	12,840	6,199	3,704
McMinn	1988	255,144	98,286	97,843	19,707	20,499	11,528	17,545	8,974	2,712	33,907	11,947	10,407	12,714
	1982	164,195	67,295	66,858	11,974	11,904	5,995	10,143	5,092	1,905	18,520	12,140	7,174	6,466
McNairy	1988	66,348	14,797	14,095	3,047	4,975	4,157	1,585	1,900	1,178	18,551	3,410	2,180	3,600
	1982	57,609	16,196	15,397	3,070	5,641	4,686	1,680	2,150	1,395	11,741	5,179	2,230	2,112
Macon	1988	46,121	15,183	14,243	1,325	4,015		1,186	1,165	219	6,967	3,197	4,384	2,999
	1982	38,242	14,825	13,880	1,202	2,643		1,450	1,114	257	3,766	3,910	3,541	1,552
Madison	1988	657,059	96,617	90,330	42,706	137,839	114,621	38,491	28,455	13,323	142,184	36,385	46,129	20,343
	1982	400,985	78,800	73,527	31,896	75,318	61,516	23,575	15,447	8,305	67,024	36,286	25,791	11,151
Marion	1988	96,504	23,405	23,023	4,760	11,596	6,436	4,934	3,772	3,721	21,874	8,364	2,488	5,508
	1982	73,074	21,088	20,703	3,906	5,832	3,056	3,510	2,555	2,526	12,704	11,431	2,244	2,975
Marshall	1988	94,130	22,427	22,023	3,960	9,487	5,553	2,029	5,547	1,999	32,850	4,659	2,605	5,340
	1982	69,607	20,552	20,142	3,362	6,152	3,299	1,992	3,130	1,220	18,775	5,651	2,104	3,103
Maury	1988	252,715	50,330	49,377	20,729	34,471	27,568	16,386	13,709	4,286	52,208	15,365	11,849	13,178
	1982	194,004	52,847	51,743	15,739	22,097	17,270	11,995	9,207	3,514	28,896	17,802	9,784	7,981
Meigs	1988	24,388	9,001	8,780	1,743	916		229	1,516	1,516	5,228	1,837	181	1,452
	1982	13,726	5,819	5,666	772	574		187	827	827	1,553	1,600	117	728
Monroe	1988	119,533	21,305	20,811	9,612	12,589	6,304	6,896	3,895	2,932	33,804	10,735	8,508	4,578
	1982	92,258	21,471	20,931	8,292	7,384	3,328	5,291	2,822	2,212	17,319	12,786	7,981	2,644
Montgomery	1988	490,387	82,242	81,115	44,345	86,931	73,612	11,588	19,593	8,128	157,165	19,808	27,809	14,765
	1982	355,104	77,053	75,846	36,692	54,030	43,637	9,804	13,407	6,805	89,334	23,611	22,561	9,647
Moore	1988	6,957	3,714	3,665	405	313					840	715	350	258
	1982	4,981	2,982	2,938	297	178					378	615	230	131
Morgan	1988	16,503	6,106	5,851	829	418		116	183		5,721	1,048	426	771
	1982	15,193	6,660	6,367	711	486		199	214		2,952	1,356	571	811
Obion	1988	182,067	38,836	38,370	13,563	20,071	10,959	10,022	5,211	3,124	49,883	10,218	11,429	7,094
	1982	128,875	30,153	29,731	11,286	12,907	6,925	7,536	3,196	2,107	26,576	11,742	8,323	4,165
Overton	1988	55,713	14,557	14,200	3,196	5,412		1,814	3,729	3,225	6,701	3,706	7,450	4,170
	1982	40,155	13,742	13,379	2,048	3,411		1,236	2,340	2,128	3,505	3,631	5,180	2,160
Perry	1988	9,659	5,166	5,029	648	42		189	708	708	945	636	471	323
	1982	9,415	4,809	4,672	645	49		245	655	655	578	796	607	362
Pickett	1988	17,079	3,846	3,649	556	564		202	1,304	1,304	5,354	2,746	319	187
	1982	10,373	2,910	2,756	315	386		207	785	785	2,118	2,177	293	139
Polk	1988	27,378	11,006	10,721	1,423	3,264		277	786	387	4,065	1,207	1,052	1,233
	1982	21,863	10,003	9,726	1,305	1,814		389	694	344	2,069	1,403	937	833
Putnam	1988	298,265	75,357	74,195	24,577	32,080	25,959	20,550	9,559	3,196	46,163	29,742	15,661	16,613
	1982	207,514	56,390	55,409	18,468	20,592	15,684	17,211	6,870	2,651	22,559	26,843	11,027	8,031
Rhea	1988	77,904	25,035	24,409	6,333	4,064		4,084	2,394	1,904	18,305	4,666	5,083	3,908
	1982	62,640	24,385	23,728	4,591	3,244		3,399	1,488	1,272	9,789	6,377	3,747	2,662
Roane	1988	235,738	63,319	62,752	13,767	22,276	15,323	7,642	9,780	3,595	78,342	10,955	8,579	11,757
	1982	162,610	51,194	50,634	10,957	12,333	7,890	6,552	5,932	2,359	43,687	10,400	7,245	6,942
Robertson	1988	146,099	30,908	30,606	8,021	10,987	8,982	3,963	7,917	4,362	39,177	27,512	3,160	6,307
	1982	107,633	28,875	28,536	5,741	7,542	6,088	3,554	3,940	2,429	20,849	24,913	2,183	3,969
Rutherford	1988	511,129	104,886	102,722	42,739	59,801	52,087	34,275	25,946	18,168	110,672	49,136	27,165	21,904
	1982	351,096	91,617	89,548	30,527	32,904	28,367	21,798	13,618	10,298	59,637	46,316	19,795	10,716

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
TENNESSEE (continued)														
ALL COUNTIES (continued)														
Scott	1988	62,131	20,058	19,826	2,508	6,310		1,555	577	577	11,013	3,226	2,113	4,781
	1982	51,624	19,230	18,970	2,311	6,358		1,174	582	582	6,076	3,766	1,579	2,706
Sequatchie	1988	33,482	14,744	14,645	1,725	1,144		205	477	477	7,566	2,327	267	1,288
	1982	22,118	10,837	10,743	968	967		224	356	356	3,194	2,788	268	667
Sevier	1988	418,182	93,146	85,076	74,294	19,625	12,096	17,900	15,744	12,464	42,645	39,320	33,605	12,162
	1982	229,382	56,978	51,938	44,760	8,778	4,966	9,658	6,848	5,667	15,266	29,715	14,330	5,633
Shelby	1988	6,093,711	889,962	843,992	495,235	871,553	694,414	393,118	423,757	221,830	1,745,038	420,606	160,636	279,056
	1982	3,816,663	838,055	793,187	321,947	506,288	396,809	238,721	189,654	113,178	771,142	402,894	112,099	130,915
Smith	1988	43,293	8,624	8,468	1,737	1,663		1,245	9,515	7,494	7,995	4,066	1,850	2,799
	1982	37,446	10,815	10,597	1,543	1,826		1,419	5,660	4,656	4,930	4,822	2,109	1,516
Stewart	1988	16,279	5,419	5,291	1,595	983		119	966	338	4,606	307	628	579
	1982	16,497	5,777	5,628	1,393	1,198		208	997	456	3,520	711	997	621
Sullivan	1988	1,100,901	166,954	164,167	75,550	150,260	125,357	53,159	46,190	24,950	398,338	54,285	40,753	46,010
	1982	751,148	158,776	155,814	60,210	106,558	85,826	40,867	28,439	17,683	197,241	53,064	31,031	25,188
Sumner	1988	384,145	83,265	82,134	26,186	38,358	28,562	9,648	15,085	4,831	111,840	21,812	28,054	19,226
	1982	275,722	80,931	79,674	18,280	21,823	15,624	9,649	7,848	2,890	59,539	25,003	21,412	11,148
Tipton	1988	103,116	22,540	21,911	5,307	14,828	7,666	3,217	2,743	1,000	27,806	5,528	8,265	3,339
	1982	86,674	24,303	23,578	4,495	9,951	4,828	2,843	1,923	767	17,226	8,521	7,111	2,346
Trousdale	1988	15,411	6,551	6,492	83	405		131	793	104	635	394	273	936
	1982	16,671	7,340	7,258	129	416		280	552	70	383	1,085	537	808
Unicoi	1988	38,456	9,287	9,175	5,231	4,232		593	1,552	1,372	8,980	2,131	2,285	2,318
	1982	32,237	10,220	10,077	4,073	4,168		695	1,317	1,182	5,356	2,087	1,597	1,113
Union	1988	20,677	6,189	5,965	509	1,092		93	219		7,172	1,949	1,507	173
	1982	14,581	4,703	4,524	416	960		100	190		2,774	2,976	1,106	163
Van Buren	1988	2,983	866	751	314	59		89	231		403	203	102	
	1982	2,770	968	839	289	47		79	150		257	254	98	
Warren	1988	147,406	37,312	35,934	9,434	17,083	8,266	8,888	7,262	5,433	29,738	6,855	9,879	6,983
	1982	112,529	32,965	31,684	7,689	10,321	4,783	7,946	4,705	3,860	17,919	7,768	7,582	4,184
Washington	1988	627,367	139,137	134,971	52,136	98,376	95,678	23,900	29,701	14,663	152,532	31,927	34,070	25,884
	1982	419,713	112,112	108,539	35,993	56,652	54,720	16,885	17,880	10,436	83,324	29,722	23,355	12,469
Wayne	1988	35,282	14,397	14,028	1,388	532		671	1,267	828	5,840	840	5,180	2,063
	1982	28,477	13,125	12,763	1,139	556		764	1,030	770	3,194	1,527	3,364	1,327
Weakley	1988	126,769	31,985	30,782	10,655	14,326	7,475	3,608	6,616	1,646	24,262	7,075	8,423	8,047
	1982	88,554	27,482	26,396	7,122	8,192	4,197	3,483	4,269	1,198	14,154	7,139	5,852	3,806
White	1988	70,116	12,866	12,388	2,526	5,151		1,177	1,513	1,102	31,430	3,602	2,850	2,401
	1982	53,526	13,374	12,851	2,466	3,611		1,207	1,135	917	18,177	4,603	2,563	1,704
Williamson	1988	317,852	70,221	68,068	24,029	23,185	17,621	8,956	12,379	2,620	111,883	26,152	8,063	10,751
	1982	234,074	66,300	64,140	17,392	13,754	10,153	9,040	6,319	1,489	65,292	26,203	6,323	7,521
Wilson	1988	249,946	53,990	53,398	17,653	23,440	20,005	8,488	8,350	2,619	61,929	43,582	14,061	8,133
	1982	172,735	46,855	46,250	12,465	12,179	10,022	6,572	4,445	1,722	28,454	38,369	10,153	4,622
TOTAL METRO COUNTIES	**1988**	**22,666,454**	**3,850,847**	**3,725,511**	**2,009,730**	**3,086,817**	**2,589,377**	**1,155,341**	**1,315,112**	**673,557**	**6,120,981**	**1,636,160**	**894,372**	**856,301**
	1982	14,718,017	3,318,639	3,204,632	1,376,569	1,909,765	1,576,500	765,750	642,341	375,283	2,950,893	1,522,701	601,305	452,937
TOTAL STATE	**1988**	**29,250,420**	**5,423,937**	**5,258,823**	**2,433,207**	**3,791,477**	**3,008,087**	**1,426,350**	**1,598,509**	**846,162**	**7,735,030**	**2,123,233**	**1,263,960**	**1,179,598**
	1982	19,604,644	4,720,163	4,567,237	1,708,247	2,362,597	1,828,134	988,840	825,251	493,741	3,832,329	2,048,025	899,591	644,332
TEXAS														
ABILENE	**1988**	**1,165,181**	**221,267**	**212,267**	**90,228**	**163,523**	**116,902**	**53,482**	**52,433**	**27,924**	**296,445**	**56,070**	**110,841**	**35,191**
	1982	804,342	152,110	145,633	64,617	99,059	68,110	43,735	35,663	21,405	192,915	65,800	63,606	18,515
Taylor	1988	1,165,181	221,267	212,267	90,228	163,523	116,902	53,482	52,433	27,924	296,445	56,070	110,841	35,191
	1982	804,342	152,110	145,633	64,617	99,059	68,110	43,735	35,663	21,405	192,915	65,800	63,606	18,515
AMARILLO	**1988**	**1,451,254**	**286,553**	**272,035**	**128,517**	**150,562**	**125,355**	**79,515**	**71,179**	**34,726**	**424,706**	**68,503**	**126,230**	**26,501**
	1982	1,220,497	259,358	245,790	115,375	128,246	104,024	86,001	61,179	33,662	304,890	74,822	83,200	19,884
Potter	1988	1,041,962	190,076	179,988	95,939	117,467	104,696	54,499	46,322	18,130	300,561	59,119	89,647	20,682
	1982	859,003	163,516	154,530	87,537	98,308	85,882	62,919	38,140	17,074	205,038	62,716	56,736	15,106
Randall	1988	409,292	96,477	92,047	32,578	33,095	20,659	25,016	24,857	16,596	124,145	9,384	36,583	5,819
	1982	361,494	95,842	91,260	27,838	29,938	18,142	23,082	23,039	16,588	99,852	12,106	26,464	4,778
AUSTIN	**1988**	**4,893,332**	**1,092,111**	**1,055,340**	**526,534**	**567,754**	**488,924**	**233,391**	**256,804**	**121,781**	**1,178,394**	**200,070**	**401,449**	**110,928**
	1982	3,399,672	738,804	712,174	376,484	371,255	315,019	201,017	178,160	95,876	712,373	250,981	237,583	67,230
Hays	1988	244,154	70,341	67,776	31,063	17,115	2,132	11,080	5,301	3,178	45,281	17,501	30,240	2,932
	1982	167,730	41,437	39,847	25,388	9,976	1,119	7,948	4,345	2,738	28,252	22,053	15,360	2,200

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

SaMM ESTIMATES: 1988 U.S. CENSUS: 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
TEXAS (continued)														
AUSTIN (continued)														
Travis	1988	4,177,757	864,103	831,680	465,920	508,600	456,627	202,437	239,152	109,678	1,015,462	151,753	347,259	94,217
	1982	2,933,316	600,960	577,261	329,250	338,915	299,046	179,370	165,219	86,692	617,809	197,330	208,213	57,607
Williamson	1988	471,621	157,667	155,784	29,551	42,039	30,165	19,874	12,351	8,925	117,651	30,816	23,950	13,779
	1982	298,626	96,407	95,066	21,846	22,364	14,854	13,699	8,596	6,446	66,312	31,598	14,010	7,423
BEAUMONT - PORT ARTHUR	**1988**	**2,571,785**	**578,248**	**560,468**	**192,673**	**300,883**	**247,061**	**144,368**	**110,002**	**46,159**	**663,590**	**145,608**	**149,507**	**75,129**
	1982	2,093,311	473,733	458,585	171,367	243,562	197,860	137,804	89,800	43,186	446,530	191,861	103,552	59,957
Hardin	1988	181,242	44,520	44,050	7,220	21,260	18,001	3,910	2,494	1,460	65,952	5,246	14,919	8,821
	1982	166,045	47,683	47,086	6,042	15,657	12,581	4,189	2,454	1,511	54,603	9,734	11,562	6,398
Jefferson	1988	1,890,086	401,498	386,801	158,509	218,411	183,967	120,359	94,067	39,935	463,156	103,053	102,503	48,155
	1982	1,538,129	315,361	303,213	142,791	191,791	159,513	112,509	74,845	36,850	306,184	134,052	71,726	41,133
Orange	1988	500,457	132,230	129,617	26,944	61,212	45,093	20,099	13,441	4,764	134,482	37,309	32,085	18,153
	1982	389,137	110,689	108,286	22,534	36,114	25,766	21,106	12,501	4,825	85,743	48,075	20,264	12,426
BRAZORIA	**1988**	**1,045,898**	**314,560**	**307,596**	**68,325**	**109,794**	**76,393**	**40,183**	**34,584**	**19,784**	**270,735**	**38,093**	**75,733**	**26,396**
	1982	795,628	251,004	244,959	55,592	78,355	51,885	38,141	27,878	17,335	160,379	53,379	59,208	21,336
Brazoria	1988	1,045,898	314,560	307,596	68,325	109,794	76,393	40,183	34,584	19,784	270,735	38,093	75,733	26,396
	1982	795,628	251,004	244,959	55,592	78,355	51,885	38,141	27,878	17,335	160,379	53,379	59,208	21,336
BROWNSVILLE - HARLINGEN	**1988**	**1,471,477**	**373,729**	**358,327**	**137,653**	**183,301**	**157,677**	**98,356**	**75,099**	**33,058**	**282,720**	**45,188**	**101,892**	**34,704**
	1982	1,025,512	272,018	260,289	86,026	128,265	106,884	85,250	57,683	29,889	170,537	48,973	58,624	20,234
Cameron	1988	1,471,477	373,729	358,327	137,653	183,301	157,677	98,356	75,099	33,058	282,720	45,188	101,892	34,704
	1982	1,025,512	272,018	260,289	86,026	128,265	106,884	85,250	57,683	29,889	170,537	48,973	58,624	20,234
BRYAN - COLLEGE STATION	**1988**	**854,782**	**205,297**	**193,091**	**104,435**	**138,632**	**101,825**	**46,014**	**27,528**	**12,039**	**148,552**	**41,932**	**66,676**	**13,920**
	1982	591,693	144,015	135,183	65,070	82,402	58,497	37,077	20,548	10,798	99,428	45,026	43,034	8,957
Brazos	1988	854,782	205,297	193,091	104,435	138,632	101,825	46,014	27,528	12,039	148,552	41,932	66,676	13,920
	1982	591,693	144,015	135,183	65,070	82,402	58,497	37,077	20,548	10,798	99,428	45,026	43,034	8,957
CORPUS CHRISTI	**1988**	**2,347,347**	**553,812**	**533,859**	**233,705**	**278,029**	**224,102**	**116,532**	**118,302**	**53,738**	**539,782**	**145,698**	**133,916**	**47,402**
	1982	1,844,288	473,523	455,495	170,637	188,320	148,883	92,229	87,301	46,098	392,321	187,981	86,235	34,882
Nueces	1988	2,054,947	451,180	432,449	219,004	258,009	218,769	104,955	112,919	50,910	460,091	118,054	123,728	38,980
	1982	1,608,875	387,803	370,964	157,401	176,014	145,933	81,676	83,065	43,507	337,708	156,204	79,784	28,532
San Patricio	1988	292,400	102,632	101,410	14,701	20,020	5,333	11,577	5,383	2,828	79,691	27,644	10,188	6,422
	1982	235,413	85,720	84,531	13,236	12,306	2,950	10,553	4,236	2,591	54,613	31,777	6,451	6,350
DALLAS	**1988**	**18,838,067**	**3,935,305**	**3,792,515**	**1,873,834**	**2,315,986**	**2,049,637**	**1,059,549**	**890,523**	**436,453**	**4,446,419**	**1,163,084**	**836,349**	**479,560**
	1982	13,066,550	2,641,058	2,540,492	1,316,299	1,416,037	1,234,563	776,661	640,148	360,701	2,932,253	1,174,496	508,179	323,404
Collin	1988	1,424,379	326,271	317,541	105,623	210,005	197,310	77,926	90,007	41,697	315,298	84,129	88,756	47,748
	1982	767,651	200,029	194,289	57,365	103,658	96,922	46,023	44,559	23,796	137,558	67,610	39,543	23,114
Dallas	1988	15,708,383	3,138,849	3,018,708	1,660,722	1,901,626	1,700,799	926,009	759,296	380,140	3,751,887	968,372	648,583	371,158
	1982	11,097,280	2,089,874	2,005,888	1,171,739	1,186,443	1,046,525	688,687	563,986	324,509	2,554,260	985,494	405,539	262,229
Denton	1988	1,022,151	284,415	276,376	59,216	132,726	104,839	35,615	21,427	5,978	221,971	51,856	44,024	38,746
	1982	720,614	214,710	208,228	53,227	84,595	65,397	26,172	17,467	5,739	142,296	58,053	30,625	24,012
Ellis	1988	323,346	93,416	91,508	24,108	37,775	22,712	12,389	7,538	4,060	67,735	24,508	25,138	11,241
	1982	230,468	68,313	66,785	16,685	21,148	12,273	8,956	5,722	3,209	44,013	28,828	15,156	7,419
Kaufman	1988	252,925	68,804	67,388	17,060	28,276	18,669	6,534	9,779	4,069	58,719	24,319	16,788	6,746
	1982	184,628	53,365	52,163	12,278	15,980	9,515	6,137	6,209	2,946	38,707	23,807	10,468	5,018
Rockwall	1988	106,889	23,550	20,994	7,105	5,578	5,308	976	2,476	509	30,809	9,900	13,060	3,921
	1982	65,909	14,767	13,129	5,005	4,213	3,931	686	2,205	502	15,419	10,704	6,848	1,612
DALLAS - FORT WORTH CONSOLIDATED AREA	***1988***	***27,712,737***	***5,922,473***	***5,687,112***	***2,722,390***	***3,445,540***	***3,046,553***	***1,494,850***	***1,322,361***	***647,190***	***6,575,283***	***1,658,368***	***1,305,151***	***702,433***
	1982	*19,189,241*	*4,013,181*	*3,845,400*	*1,895,657*	*2,156,442*	*1,878,875*	*1,097,975*	*887,713*	*498,639*	*4,331,167*	*1,658,253*	*792,402*	*465,581*
EL PASO	**1988**	**2,687,880**	**569,661**	**539,947**	**273,331**	**411,641**	**347,514**	**172,955**	**155,749**	**87,010**	**578,197**	**134,112**	**128,325**	**56,996**
	1982	2,120,722	456,540	431,866	201,821	322,386	265,154	147,363	116,584	74,802	406,307	158,590	94,016	45,553
El Paso	1988	2,687,880	569,661	539,947	273,331	411,641	347,514	172,955	155,749	87,010	578,197	134,112	128,325	56,996
	1982	2,120,722	456,540	431,866	201,821	322,386	265,154	147,363	116,584	74,802	406,307	158,590	94,016	45,553
FORT WORTH - ARLINGTON	**1988**	**8,874,670**	**1,987,168**	**1,894,597**	**848,556**	**1,129,554**	**996,916**	**435,311**	**431,838**	**210,737**	**2,128,864**	**495,184**	**468,802**	**222,873**
	1982	6,122,691	1,372,123	1,304,908	579,358	740,405	644,312	321,314	247,565	137,938	1,398,914	483,757	284,223	142,177
Johnson	1988	484,229	150,454	148,204	32,145	59,020	54,740	21,292	8,900	5,334	115,802	17,963	39,127	16,389
	1982	293,534	85,609	84,160	19,565	27,930	25,322	15,428	5,750	3,842	71,623	17,311	22,566	11,286
Parker	1988	236,685	68,066	64,078	17,115	12,592	9,128	6,820	4,218	1,430	64,674	24,296	16,019	8,331
	1982	198,011	54,915	51,595	13,234	9,973	6,759	7,069	2,919	1,237	49,753	31,147	11,831	5,210
Tarrant	1988	8,153,756	1,768,648	1,682,315	799,296	1,057,942	933,048	407,199	418,720	203,973	1,948,388	452,925	413,656	198,153
	1982	5,631,146	1,231,599	1,169,153	546,559	702,502	612,231	298,817	238,896	132,859	1,277,508	435,299	249,826	125,681

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
TEXAS (continued)														
GALVESTON - TEXAS CITY	**1988**	**1,406,310**	**401,506**	**384,989**	**143,602**	**121,877**	**103,650**	**86,952**	**34,970**	**15,968**	**320,232**	**76,226**	**105,733**	**39,941**
	1982	1,042,954	299,626	286,730	100,657	92,995	76,902	64,673	29,211	15,138	213,952	85,640	62,418	29,753
Galveston	1988	1,406,310	401,506	384,989	143,602	121,877	103,650	86,952	34,970	15,968	320,232	76,226	105,733	39,941
	1982	1,042,954	299,626	286,730	100,657	92,995	76,902	64,673	29,211	15,138	213,952	85,640	62,418	29,753
HOUSTON	**1988**	**23,194,911**	**4,930,033**	**4,718,403**	**2,326,480**	**2,736,521**	**2,481,584**	**1,350,439**	**1,152,880**	**628,186**	**5,762,120**	**1,269,952**	**1,278,580**	**692,772**
	1982	18,823,669	4,171,202	3,983,677	1,825,611	2,160,240	1,937,570	1,145,266	887,632	548,026	4,151,345	1,566,856	911,521	503,835
Fort Bend	1988	686,718	200,601	197,321	34,563	22,288	13,205	25,064	18,066	10,159	206,180	34,227	90,158	19,606
	1982	495,179	149,353	146,621	27,227	14,796	8,449	21,738	13,181	8,060	128,214	45,569	57,153	13,208
Harris	1988	21,236,289	4,418,326	4,217,771	2,224,244	2,626,610	2,402,494	1,298,387	1,106,262	601,866	5,108,167	1,175,417	1,057,164	635,496
	1982	17,342,296	3,765,741	3,587,664	1,739,745	2,087,995	1,886,990	1,096,952	852,183	526,238	3,728,507	1,433,115	755,396	463,247
Liberty	1988	311,724	90,173	89,442	15,523	26,806	24,534	7,281	4,574	3,498	102,524	9,667	28,721	12,654
	1982	254,463	79,086	78,289	14,391	18,510	16,448	7,065	3,944	3,271	70,311	19,513	20,253	8,716
Montgomery	1988	664,321	195,210	189,982	44,409	49,974	31,763	18,474	21,657	12,200	142,790	38,664	90,283	20,726
	1982	549,300	158,251	153,706	37,748	31,927	19,725	18,291	16,089	9,963	110,206	54,300	71,992	16,482
Waller	1988	295,859	25,723	23,887	7,741	10,843	9,588	1,233	2,321	463	202,459	11,977	12,254	4,290
	1982	182,431	18,771	17,397	6,500	7,012	5,958	1,220	2,235	494	114,107	14,359	6,727	2,182
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***1988***	***25,647,119***	***5,646,099***	***5,410,988***	***2,538,407***	***2,968,192***	***2,661,627***	***1,477,574***	***1,222,434***	***663,938***	***6,353,087***	***1,384,271***	***1,460,046***	***759,109***
	1982	*20,662,251*	*4,721,832*	*4,515,366*	*1,981,860*	*2,331,590*	*2,066,357*	*1,248,080*	*944,721*	*580,499*	*4,525,676*	*1,705,875*	*1,033,147*	*554,924*
KILLEEN - TEMPLE	**1988**	**1,227,932**	**305,562**	**298,347**	**115,168**	**196,681**	**149,683**	**43,437**	**54,352**	**24,298**	**301,114**	**44,099**	**62,119**	**26,619**
	1982	892,169	213,108	207,723	85,599	120,901	87,083	39,742	40,744	21,865	203,673	62,502	39,091	17,091
Bell	1988	1,107,703	266,462	259,913	105,308	178,021	139,407	41,855	45,621	20,617	275,036	40,304	59,427	23,663
	1982	786,685	177,989	173,270	76,908	106,417	79,949	38,207	33,427	18,159	183,668	55,324	36,730	14,582
Coryell	1988	120,229	39,100	38,434	9,860	18,660	10,276	1,582	8,731	3,681	26,078	3,795	2,692	2,956
	1982	105,484	35,119	34,453	8,691	14,484	7,134	1,535	7,317	3,706	20,005	7,178	2,361	2,509
LAREDO	**1988**	**1,118,337**	**264,311**	**250,701**	**70,696**	**194,137**	**163,693**	**119,136**	**120,912**	**13,109**	**122,789**	**25,115**	**69,361**	**19,058**
	1982	701,337	167,013	158,099	41,110	109,415	89,267	95,354	60,827	8,983	72,077	30,228	31,937	12,980
Webb	1988	1,118,337	264,311	250,701	70,696	194,137	163,693	119,136	120,912	13,109	122,789	25,115	69,361	19,058
	1982	701,337	167,013	158,099	41,110	109,415	89,267	95,354	60,827	8,983	72,077	30,228	31,937	12,980
LONGVIEW - MARSHALL	**1988**	**1,347,134**	**295,437**	**288,694**	**104,535**	**173,865**	**132,139**	**67,149**	**69,024**	**46,338**	**369,443**	**58,196**	**80,619**	**36,447**
	1982	1,064,402	250,127	243,929	85,652	120,404	88,333	64,456	54,735	39,966	256,492	69,462	57,333	27,532
Gregg	1988	1,056,220	237,379	231,493	83,316	150,425	115,064	54,499	40,809	28,548	289,039	34,435	64,606	28,014
	1982	838,132	201,275	195,894	69,382	103,312	76,412	52,451	34,555	25,905	205,512	41,178	47,183	21,271
Harrison	1988	290,914	58,058	57,201	21,219	23,440	17,075	12,650	28,215	17,790	80,404	23,761	16,013	8,433
	1982	226,270	48,852	48,035	16,270	17,092	11,921	12,005	20,180	14,061	50,980	28,284	10,150	6,261
LUBBOCK	**1988**	**1,609,384**	**323,669**	**302,610**	**136,313**	**194,637**	**158,329**	**86,086**	**84,772**	**45,585**	**497,097**	**42,280**	**100,249**	**26,551**
	1982	1,344,799	270,118	252,042	120,158	166,248	132,218	76,594	76,659	47,263	346,396	63,332	79,534	21,404
Lubbock	1988	1,609,384	323,669	302,610	136,313	194,637	158,329	86,086	84,772	45,585	497,097	42,280	100,249	26,551
	1982	1,344,799	270,118	252,042	120,158	166,248	132,218	76,594	76,659	47,263	346,396	63,332	79,534	21,404
McALLEN - EDINBURG - MISSION	**1988**	**1,873,861**	**476,890**	**452,186**	**137,101**	**251,273**	**198,586**	**182,629**	**104,413**	**53,958**	**348,364**	**49,200**	**145,339**	**38,898**
	1982	1,352,119	321,792	304,516	94,363	192,007	146,406	143,195	72,660	43,693	231,695	59,162	93,051	31,864
Hidalgo	1988	1,873,861	476,890	452,186	137,101	251,273	198,586	182,629	104,413	53,958	348,364	49,200	145,339	38,898
	1982	1,352,119	321,792	304,516	94,363	192,007	146,406	143,195	72,660	43,693	231,695	59,162	93,051	31,864
MIDLAND	**1988**	**1,185,909**	**252,572**	**246,020**	**94,067**	**197,604**	**176,802**	**52,703**	**61,823**	**36,556**	**221,588**	**68,113**	**116,495**	**23,414**
	1982	713,358	153,979	149,686	56,973	89,236	78,859	38,895	39,832	26,044	127,748	68,180	59,991	13,419
Midland	1988	1,185,909	252,572	246,020	94,067	197,604	176,802	52,703	61,823	36,556	221,588	68,113	116,495	23,414
	1982	713,358	153,979	149,686	56,973	89,236	78,859	38,895	39,832	26,044	127,748	68,180	59,991	13,419
ODESSA	**1988**	**1,433,517**	**295,905**	**280,875**	**129,699**	**169,836**	**145,197**	**61,853**	**81,403**	**43,500**	**390,157**	**37,157**	**139,179**	**23,631**
	1982	993,340	208,026	197,068	94,736	135,225	112,910	53,165	54,687	33,125	236,124	45,471	71,932	14,922
Ector	1988	1,433,517	295,905	280,875	129,699	169,836	145,197	61,853	81,403	43,500	390,157	37,157	139,179	23,631
	1982	993,340	208,026	197,068	94,736	135,225	112,910	53,165	54,687	33,125	236,124	45,471	71,932	14,922
SAN ANGELO	**1988**	**822,537**	**172,564**	**166,945**	**71,143**	**113,899**	**77,782**	**37,332**	**48,757**	**17,807**	**194,888**	**17,177**	**79,918**	**18,754**
	1982	571,448	126,556	122,191	50,490	72,972	48,393	33,068	27,545	12,372	133,928	25,174	37,681	10,654
Tom Green	1988	822,537	172,564	166,945	71,143	113,899	77,782	37,332	48,757	17,807	194,888	17,177	79,918	18,754
	1982	571,448	126,556	122,191	50,490	72,972	48,393	33,068	27,545	12,372	133,928	25,174	37,681	10,654
SAN ANTONIO	**1988**	**7,467,182**	**2,062,737**	**1,998,753**	**775,911**	**794,086**	**649,463**	**420,318**	**355,760**	**159,187**	**1,590,738**	**397,024**	**415,011**	**140,966**
	1982	5,533,729	1,324,826	1,280,151	581,778	658,089	525,135	308,298	270,534	142,156	1,083,053	522,811	265,947	101,979
Bexar	1988	7,056,562	1,953,228	1,896,291	744,157	770,717	648,094	404,235	338,454	148,764	1,483,078	375,014	371,112	131,562
	1982	5,197,814	1,225,415	1,187,329	553,510	640,553	524,319	291,925	257,266	133,577	1,014,224	494,738	236,355	93,935
Comal	1988	222,640	62,966	59,014	20,245	14,398	718	9,317	6,970	4,265	57,088	8,154	24,534	4,426
	1982	170,568	55,788	52,182	14,972	9,631	368	8,142	4,807	3,174	34,193	11,736	16,255	3,505

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
TEXAS (continued)														
SAN ANTONIO (continued)														
Guadalupe	1988	187,980	46,543	43,448	11,509	8,971	651	6,766	10,336	6,158	50,572	13,856	19,365	4,978
	1982	165,347	43,623	40,640	13,296	7,905	448	8,231	8,461	5,405	34,636	16,337	13,337	4,539
SHERMAN - DENISON	**1988**	**611,311**	**122,445**	**119,574**	**47,295**	**87,289**	**82,857**	**24,416**	**24,174**	**14,638**	**143,797**	**31,312**	**51,447**	**21,088**
	1982	488,622	107,914	105,175	35,951	61,933	58,005	26,001	19,519	13,436	114,718	32,055	34,225	16,947
Grayson	1988	611,311	122,445	119,574	47,295	87,289	82,857	24,416	24,174	14,638	143,797	31,312	51,447	21,088
	1982	488,622	107,914	105,175	35,951	61,933	58,005	26,001	19,519	13,436	114,718	32,055	34,225	16,947
TEXARKANA	**1988**	**820,501**	**175,430**	**170,126**	**58,004**	**118,876**	**105,631**	**43,229**	**36,616**	**18,006**	**172,790**	**61,748**	**52,344**	**25,404**
	1982	585,884	137,914	133,399	45,426	74,071	64,382	34,727	23,726	13,657	112,084	57,100	29,366	16,290
Bowie	1988	621,951	101,100	96,925	41,203	106,468	96,487	35,231	28,608	13,523	162,662	39,619	43,543	16,710
	1982	430,569	82,521	78,956	31,781	65,202	58,156	26,298	18,614	10,452	105,640	35,280	24,952	10,271
Miller, Ark.	*1988*	*198,550*	*74,330*	*73,201*	*16,801*	*12,408*	*9,144*	*7,998*	*8,008*	*4,483*	*10,128*	*22,129*	*8,801*	*8,694*
	1982	*155,315*	*55,393*	*54,443*	*13,645*	*8,869*	*6,226*	*8,429*	*5,112*	*3,205*	*6,444*	*21,820*	*4,414*	*6,019*
TYLER	**1988**	**1,005,005**	**207,381**	**199,811**	**62,664**	**169,212**	**152,036**	**51,445**	**41,400**	**23,117**	**265,295**	**53,663**	**63,169**	**30,336**
	1982	801,304	162,890	156,632	56,877	114,939	101,325	53,899	36,556	23,475	171,930	71,723	52,388	22,830
Smith	1988	1,005,005	207,381	199,811	62,664	169,212	152,036	51,445	41,400	23,117	265,295	53,663	63,169	30,336
	1982	801,304	162,890	156,632	56,877	114,939	101,325	53,899	36,556	23,475	171,930	71,723	52,388	22,830
VICTORIA	**1988**	**579,412**	**130,497**	**127,725**	**42,879**	**82,450**	**73,764**	**31,844**	**25,550**	**14,845**	**119,148**	**41,059**	**46,401**	**9,567**
	1982	492,936	108,911	106,386	37,107	62,782	54,657	28,997	20,814	13,724	100,804	46,984	33,688	8,548
Victoria	1988	579,412	130,497	127,725	42,879	82,450	73,764	31,844	25,550	14,845	119,148	41,059	46,401	9,567
	1982	492,936	108,911	106,386	37,107	62,782	54,657	28,997	20,814	13,724	100,804	46,984	33,688	8,548
WACO	**1988**	**1,147,981**	**258,494**	**244,586**	**101,126**	**173,318**	**143,282**	**53,188**	**43,244**	**23,507**	**253,776**	**60,120**	**73,040**	**23,187**
	1982	943,336	220,406	208,133	86,456	122,659	99,157	46,222	39,064	24,148	197,191	69,935	54,533	19,950
McLennan	1988	1,147,981	258,494	244,586	101,126	173,318	143,282	53,188	43,244	23,507	253,776	60,120	73,040	23,187
	1982	943,336	220,406	208,133	86,456	122,659	99,157	46,222	39,064	24,148	197,191	69,935	54,533	19,950
WICHITA FALLS	**1988**	**987,649**	**186,684**	**180,166**	**94,906**	**151,538**	**135,443**	**34,075**	**53,036**	**30,756**	**239,705**	**47,596**	**74,178**	**22,731**
	1982	750,305	141,971	136,742	60,513	109,936	95,421	35,686	41,015	26,540	179,505	50,798	46,247	17,277
Wichita	1988	987,649	186,684	180,166	94,906	151,538	135,443	34,075	53,036	30,756	239,705	47,596	74,178	22,731
	1982	750,305	141,971	136,742	60,513	109,936	95,421	35,686	41,015	26,540	179,505	50,798	46,247	17,277
ALL COUNTIES														
Anderson	1988	265,627	67,075	64,309	16,481	15,741	12,164	12,059	10,289	6,587	68,751	8,449	26,213	8,295
	1982	178,100	49,300	47,173	10,460	10,608	7,722	9,891	6,320	4,611	38,773	9,855	13,737	5,595
Andrews	1988	76,541	21,948	21,396	5,353	3,352		2,372	614	362	27,847	3,181	3,754	3,394
	1982	61,362	17,516	17,042	4,799	2,550		3,005	710	426	18,960	5,047	2,467	1,841
Angelina	1988	413,227	118,121	115,679	25,359	50,928	47,675	18,739	17,906	9,897	88,663	21,990	32,646	15,194
	1982	342,133	91,000	88,940	23,821	40,277	37,232	18,762	15,209	9,659	70,020	27,700	22,678	11,525
Aransas	1988	87,136	33,250	31,913	9,729	1,973		846	4,200	1,601	6,709	6,657	15,650	1,182
	1982	68,176	25,758	24,673	7,028	1,859		1,137	2,898	1,229	4,547	9,223	9,667	1,177
Archer	1988	27,316	8,309	7,893	1,126	950		1,458	129		11,886	757	94	704
	1982	21,545	6,272	5,946	924	882		1,552	122		7,849	1,489	81	653
Armstrong	1988	14,328	3,018	2,869	1,229			416	181		5,175	3,154	146	203
	1982	6,515	1,443	1,368	407			216	86		1,578	2,270	57	98
Atascosa	1988	99,878	36,418	34,905	5,226	5,336		4,534	1,347	1,347	15,153	7,638	16,085	2,316
	1982	85,879	32,287	30,884	4,762	4,310		4,263	1,294	1,294	13,429	9,103	9,543	1,730
Austin	1988	124,851	28,499	26,574	7,008	11,947	4,325	3,069	2,276	1,327	22,046	10,020	12,599	5,194
	1982	82,913	22,058	20,528	5,343	6,772	2,227	2,705	1,710	1,056	19,979	10,796	7,068	3,021
Bailey	1988	27,806	6,783	6,083	2,090	914		1,399	638	59	10,743	269	1,404	450
	1982	28,305	5,470	4,897	1,981	1,070		2,118	947	100	9,978	868	1,213	465
Bandera	1988	28,194	13,478	12,649	1,332	386		822	544	222	6,086	285	3,611	548
	1982	18,169	8,042	7,651	900	365		724	527	273	3,788	578	1,971	620
Bastrop	1988	133,378	52,004	51,456	12,727	9,454		2,742	2,419	2,419	30,022	9,835	6,837	2,824
	1982	80,548	32,150	31,747	6,994	3,464		1,874	1,608	1,608	13,606	11,734	3,787	2,200
Baylor	1988	44,335	10,091	10,052	2,211	1,079		1,170	224	224	14,099	11,510	1,589	968
	1982	29,092	5,802	5,768	1,372	815		1,067	194	194	7,584	9,458	968	861
Bee	1988	144,158	41,791	41,658	10,067	12,319	11,337	9,909	5,219	3,052	31,745	8,950	9,923	5,004
	1982	105,311	30,333	30,176	7,726	6,802	6,062	8,642	4,268	2,782	19,674	10,479	6,912	3,071
Bell	1988	1,107,703	266,462	259,913	105,308	178,021	139,407	41,855	45,621	20,617	275,036	40,304	59,427	23,663
	1982	786,685	177,989	173,270	76,908	106,417	79,949	38,207	33,427	18,159	183,668	55,324	36,730	14,582
Bexar	1988	7,056,562	1,953,228	1,896,291	744,157	770,717	648,094	404,235	338,454	148,764	1,483,078	375,014	371,112	131,562
	1982	5,197,814	1,225,415	1,187,329	553,510	640,553	524,319	291,925	257,266	133,577	1,014,224	494,738	236,355	93,935

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
TEXAS (continued)														
ALL COUNTIES (continued)														
Blanco	1988	15,842	5,836	5,760	3,406			102	251	148	524	865	2,101	66
	1982	14,940	5,208	5,131	2,408			199	227	143	717	2,156	1,938	109
Borden	1988	152	58	58								94		
	1982	136	41	41								95		
Bosque	1988	63,780	17,614	16,311	2,603	2,720		959	2,015	2,015	16,328	5,774	6,208	2,768
	1982	41,322	10,188	9,416	1,981	1,713		805	1,060	1,060	10,002	5,668	3,815	1,763
Bowie	1988	621,951	101,100	96,925	41,203	106,468	96,487	35,231	28,608	13,523	162,662	39,619	43,543	16,710
	1982	430,569	82,521	78,956	31,781	65,202	58,156	26,298	18,614	10,452	105,640	35,280	24,952	10,271
Brazoria	1988	1,045,898	314,560	307,596	68,325	109,794	76,393	40,183	34,584	19,784	270,735	38,093	75,733	26,396
	1982	795,628	251,004	244,959	55,592	78,355	51,885	38,141	27,878	17,335	160,379	53,379	59,208	21,336
Brazos	1988	854,782	205,297	193,091	104,435	138,632	101,825	46,014	27,528	12,039	148,552	41,932	66,676	13,920
	1982	591,693	144,015	135,183	65,070	82,402	58,497	37,077	20,548	10,798	99,428	45,026	43,034	8,957
Brewster	1988	42,643	13,868	13,326	2,777	4,091		2,756	369	59	11,503	1,358	1,895	2,086
	1982	35,228	11,567	11,091	2,546	2,581		3,214	492	115	7,435	1,850	1,849	1,774
Briscoe	1988	6,388	3,289	3,204	230			124	73		1,339	119	696	202
	1982	5,277	2,365	2,299	199			164	74		1,142	237	544	185
Brooks	1988	40,356	14,052	13,943	3,056	1,316		1,611	1,035	552	10,202	1,106	3,004	829
	1982	34,622	12,013	11,897	2,736	822		1,921	1,320	735	7,964	1,542	2,318	796
Brown	1988	209,572	57,998	53,470	18,240	24,957	18,486	10,525	7,728	3,121	37,059	5,742	14,523	8,343
	1982	164,096	42,245	38,870	13,216	18,330	12,781	9,509	5,601	2,620	28,413	9,381	11,022	6,139
Burleson	1988	77,302	22,150	21,966	3,534	2,980		1,641	1,276	1,276	28,226	6,866	7,431	1,033
	1982	48,358	14,481	14,331	3,255	1,892		1,460	1,244	1,244	12,554	7,027	3,601	841
Burnet	1988	171,646	32,687	31,178	11,409	37,947		2,200	8,731	8,060	26,612	6,294	23,804	4,116
	1982	99,661	21,795	20,747	7,340	15,978		1,841	4,861	4,601	14,432	7,300	12,469	2,611
Caldwell	1988	101,352	29,825	28,773	8,106	10,652	7,338	2,733	3,414	3,414	26,645	8,112	5,110	2,382
	1982	81,602	24,924	23,997	5,865	6,775	4,412	2,755	2,139	2,139	19,736	9,944	3,147	1,848
Calhoun	1988	109,951	34,786	34,128	7,043	10,007		4,550	2,930	1,717	17,728	6,870	9,804	3,744
	1982	93,846	30,655	30,017	6,195	6,479		4,653	2,676	1,682	14,955	9,430	7,979	2,678
Callahan	1988	34,286	14,724	14,313	2,265	869		642	208		10,630	1,154	148	997
	1982	27,339	10,391	10,081	2,027	788		890	253		7,131	2,688	167	831
Cameron	1988	1,471,477	373,729	358,327	137,653	183,301	157,677	98,356	75,099	33,058	282,720	45,188	101,892	34,704
	1982	1,025,512	272,018	260,289	86,026	128,265	106,884	85,250	57,683	29,889	170,537	48,973	58,624	20,234
Camp	1988	43,778	7,973	6,602	3,728	713		2,154	2,574	2,574	13,344	2,197	3,171	1,924
	1982	37,601	6,399	5,289	2,659	988		2,448	2,569	2,569	10,342	3,232	3,326	1,479
Carson	1988	16,346	8,436	7,771	986			184	105		2,751	2,330	227	239
	1982	15,244	5,372	4,938	955			223	107		2,509	4,475	209	272
Cass	1988	95,724	34,461	32,951	4,649	14,502	7,235	3,445	3,674	913	16,093	2,279	5,904	3,375
	1982	89,597	33,270	31,749	4,663	10,173	4,767	4,808	3,233	1,043	15,156	3,977	4,839	2,979
Castro	1988	33,047	12,328	11,721	1,500	590		1,349	306	124	8,471	843	1,748	408
	1982	29,195	9,934	9,426	1,157	531		1,524	349	182	7,045	2,095	1,201	559
Chambers	1988	65,932	22,520	21,856	1,982	1,359		978	854	724	18,481	10,044	4,567	2,314
	1982	64,803	21,814	21,128	2,354	1,488		1,110	743	644	15,504	13,647	3,247	2,245
Cherokee	1988	179,452	37,775	37,013	9,251	20,383	11,465	15,832	2,749	2,535	52,497	8,272	13,125	4,617
	1982	152,878	34,873	34,103	7,411	14,820	7,867	14,806	2,572	2,395	41,404	12,433	9,489	3,677
Childress	1988	30,978	14,022	13,302	3,025	1,112	835	1,470	325	325	5,925	1,009	564	939
	1982	27,220	11,101	10,509	2,446	1,130	771	1,698	436	436	5,485	1,316	623	997
Clay	1988	59,429	13,930	13,806	3,478	2,058		708	1,147	1,147	10,810	17,336	2,047	2,085
	1982	32,398	6,844	6,770	1,827	1,279		524	711	711	4,390	12,283	1,081	1,235
Cochran	1988	14,905	2,176	2,152	277	150		935	435	185	7,983	34	348	148
	1982	12,192	2,689	2,653	252	179		1,198	456	185	4,840	71	309	182
Coke	1988	15,131	4,476	4,336	282	85		304	100		8,705	220	183	
	1982	13,867	3,838	3,710	302	133		429	147		7,402	449	244	
Coleman	1988	38,582	16,144	15,360	1,501	1,218		1,235	297	297	7,969	1,585	3,862	1,601
	1982	33,724	12,131	11,518	1,576	1,308		1,913	351	351	6,388	3,575	2,390	1,240
Collin	1988	1,424,373	326,271	317,541	105,623	210,005	197,310	77,926	90,007	41,697	315,298	84,129	88,756	47,748
	1982	767,651	200,029	194,289	57,365	103,658	96,922	46,023	44,559	23,796	137,558	67,610	39,543	23,114
Collingsworth	1988	19,350	5,628	5,533	590	549		693	373	373	7,177	602	489	424
	1982	16,813	4,299	4,218	551	696		949	410	410	4,792	1,322	492	550
Colorado	1988	116,781	36,679	30,720	7,600	3,074		2,537	3,140	1,743	28,786	9,013	11,516	4,927
	1982	100,979	29,013	24,252	7,697	2,618		3,006	2,602	1,656	25,805	11,889	7,969	3,295
Comal	1988	222,640	62,966	59,014	20,245	14,398	718	9,317	6,970	4,265	57,088	8,154	24,534	4,426
	1982	170,568	55,788	52,182	14,972	9,631	368	8,142	4,807	3,174	34,193	11,736	16,255	3,505
Comanche	1988	50,235	17,162	17,004	2,131	3,928		1,127	749	516	12,921	1,614	1,447	1,615
	1982	43,429	14,915	14,750	2,009	3,838		1,475	988	673	9,335	2,655	1,180	1,259

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

SaMM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
TEXAS (continued)														
ALL COUNTIES (continued)														
Concho	1988	13,460	2,619	2,564	134	262			37		6,917	530	2,548	133
	1982	12,190	2,078	2,030	231	320			54		6,366	1,130	1,442	166
Cooke	1988	168,937	41,632	40,226	12,592	20,475	15,916	5,758	4,745	3,518	33,895	11,036	18,295	4,592
	1982	148,774	37,199	35,870	10,577	13,962	10,565	6,633	4,355	3,441	28,653	15,051	12,644	3,622
Coryell	1988	120,229	39,100	38,434	9,860	18,660	10,276	1,582	8,731	3,681	26,078	3,795	2,692	2,956
	1982	105,484	35,119	34,453	8,691	14,484	7,134	1,535	7,317	3,706	20,005	7,178	2,361	2,509
Cottle	1988	12,768	4,197	4,185	571	367		154	127	127	3,897	871	874	229
	1982	10,603	3,289	3,272	552	381		227	153	153	2,659	1,423	673	286
Crane	1988	37,003	16,626	16,575	1,143	817		1,166	349	141	13,427	680	285	1,326
	1982	23,252	10,197	10,158	1,042	637		1,323	327	169	6,690	783	223	1,217
Crockett	1988	44,007	12,138	12,064	1,069	477		719	643	643	9,545	14,192	2,853	951
	1982	32,746	7,502	7,440	801	437		643	586	586	5,185	13,749	2,148	889
Crosby	1988	20,227	10,119	9,684	237	705		167	299	299	5,762	883	534	309
	1982	16,938	6,710	6,409	254	951		275	399	399	4,624	1,772	589	313
Culberson	1988	46,224	8,050	7,159	3,495	219		409	711	711	9,136	18,924	1,865	539
	1982	26,405	3,781	3,356	1,583	184		334	419	419	3,274	14,406	1,003	344
Dallam	1988	28,203	5,682	5,630	2,770	1,185		2,315	49		10,272	2,716	1,848	213
	1982	32,599	6,660	6,584	3,334	1,577		2,723	88		9,605	5,362	1,470	396
Dallas	1988	15,708,383	3,138,849	3,018,708	1,660,722	1,901,626	1,700,799	926,009	759,296	380,140	3,751,887	968,372	648,583	371,158
	1982	11,097,280	2,089,874	2,005,588	1,171,739	1,186,443	1,046,525	688,687	563,986	324,509	2,554,260	985,494	405,539	262,229
Dawson	1988	89,366	27,294	26,679	5,622	6,003		4,942	3,333	1,354	21,779	3,332	5,238	5,147
	1982	72,727	23,096	22,531	5,122	3,892		5,153	2,693	1,373	17,157	3,525	3,327	3,318
Deaf Smith	1988	78,486	27,305	25,964	5,151	3,069		4,118	2,515	1,334	21,474	1,847	4,557	1,819
	1982	68,736	22,598	21,443	5,776	3,534		4,983	2,679	1,531	14,549	3,672	2,887	1,517
Delta	1988	9,352	4,127	4,044	199	86		33	151	151	2,681	501	210	78
	1982	9,648	3,808	3,723	221	130		52	224	224	2,816	1,201	235	116
Denton	1988	1,022,151	284,415	276,376	59,216	132,726	104,839	35,615	21,427	5,978	221,971	51,856	44,024	38,746
	1982	720,614	214,710	208,228	53,227	84,595	65,397	26,172	17,467	5,739	142,296	58,053	30,625	24,012
De Witt	1988	104,365	26,764	26,431	7,069	8,093	5,326	3,689	2,245	1,239	27,085	9,842	10,099	5,329
	1982	79,459	20,531	20,235	4,864	6,071	3,793	3,833	1,716	1,088	18,428	11,469	6,135	3,712
Dickens	1988	14,313	7,018	6,974	761	374		252			2,685	936	504	454
	1982	14,915	5,067	5,025	723	503		431			3,659	2,291	565	595
Dimmit	1988	30,520	14,742	14,131	1,246	5,266		667	230	230	2,078	1,024	3,893	307
	1982	28,473	11,857	11,343	1,690	3,673		835	229	229	1,976	2,224	4,355	361
Donley	1988	35,454	9,549	7,392	1,160	3,057		265	940	940	15,497	1,416	634	1,501
	1982	28,087	5,853	4,521	993	2,871		357	914	914	11,944	2,083	562	1,337
Duval	1988	36,561	15,319	15,073	2,850	1,977		964	685	468	7,787	2,958	2,119	533
	1982	26,677	11,226	11,023	1,708	1,039		937	574	408	4,027	4,208	1,294	477
Eastland	1988	108,660	37,731	35,927	8,064	2,502		3,851	1,826	1,268	26,275	10,370	4,626	3,843
	1982	76,136	22,390	21,277	6,418	2,002		3,904	1,617	1,215	16,448	10,753	3,290	3,284
Ector	1988	1,433,517	295,905	280,875	129,699	169,836	145,197	61,853	81,403	43,500	390,157	37,157	139,179	23,631
	1982	993,340	208,026	197,068	94,736	135,225	112,910	53,165	54,687	33,125	236,124	45,471	71,932	14,922
Edwards	1988	7,878	2,901	2,850	450	161		293			124	766	1,356	153
	1982	4,378	1,706	1,672	253	89		174			62	679	609	86
Ellis	1988	323,346	93,416	91,508	24,108	37,775	22,712	12,389	7,538	4,060	67,735	24,508	25,138	11,241
	1982	230,468	68,313	66,785	16,685	21,148	12,273	8,956	5,722	3,209	44,013	28,828	15,156	7,419
El Paso	1988	2,687,880	569,661	539,947	273,331	411,641	347,514	172,955	155,749	87,010	578,197	134,112	128,325	56,996
	1982	2,120,722	456,540	431,866	201,821	322,386	265,154	147,363	116,584	74,802	406,307	158,590	94,016	45,553
Erath	1988	128,524	29,784	28,481	12,261	11,457	6,570	6,107	2,132	1,929	36,793	3,712	14,232	4,670
	1982	107,394	27,891	26,618	9,367	9,225	5,044	5,642	2,120	1,982	26,584	5,643	8,927	4,306
Falls	1988	59,133	20,461	19,522	1,879	8,591	6,005	5,505	1,126	429	6,650	3,889	3,687	4,656
	1982	56,771	17,353	16,523	2,341	6,736	4,510	6,983	1,177	550	6,306	6,623	3,012	3,494
Fannin	1988	97,182	25,517	24,370	3,555	6,220	5,701	1,551	1,952	1,829	38,487	1,692	5,748	5,520
	1982	87,661	22,535	21,479	3,507	5,122	4,540	1,578	1,862	1,758	34,951	3,464	4,126	3,681
Fayette	1988	148,150	36,163	29,527	19,384	9,374		3,392	3,222	1,174	30,113	14,213	10,558	3,866
	1982	106,000	27,403	22,330	13,786	5,493		3,341	2,372	1,043	18,034	15,507	6,213	2,810
Fisher	1988	13,296	4,436	4,072	1,130	541		551	420	420	3,828	286	353	908
	1982	13,385	4,084	3,741	1,029	747		771	514	514	3,556	583	394	960
Floyd	1988	29,391	6,642	6,594	1,265	982		771	99	99	12,151	3,042	1,032	1,046
	1982	25,336	5,228	5,180	1,139	771		929	128	128	8,151	4,669	1,105	756
Foard	1988	7,417	2,725	2,699	285			313			2,941	261	283	133
	1982	5,845	2,511	2,481	236			317			1,592	450	216	127
Fort Bend	1988	686,718	200,601	197,321	34,563	22,288	13,205	25,064	18,066	10,159	206,180	34,227	90,158	19,606
	1982	495,179	149,353	146,621	27,227	14,796	8,449	21,738	13,181	8,060	128,214	45,569	57,153	13,208

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores Total ($000)	Food Stores Supermarkets ($000)	Eating & Drinking Places Total ($000)	General Merchandise Stores Total ($000)	General Merchandise Stores Department Stores ($000)	Apparel & Accessories Stores Total ($000)	Furniture/ Home Furnishings/ Appliance Stores Total ($000)	Furniture/ Home Furnishings/ Appliance Stores Furniture & Home Furn. ($000)	Automotive Dealers Total ($000)	Gasoline Service Stations Total ($000)	Bldg. Mtls. & Hardware Dealers Total ($000)	Drug-stores Total ($000)
TEXAS (continued)														
ALL COUNTIES (continued)														
Franklin	1988	29,494	10,235	9,803	1,093	482		765	1,388	1,388	5,983	1,765	2,225	1,525
	1982	21,584	6,619	6,328	698	461		549	1,319	1,319	3,875	2,827	1,727	1,256
Freestone	1988	53,435	18,434	18,310	4,500	1,994		777	943	450	12,418	6,980	2,163	1,577
	1982	53,732	18,001	17,844	5,031	2,548		742	1,148	654	8,904	11,431	1,460	1,393
Frio	1988	36,254	14,182	13,795	2,456	865		990	623	106	7,545	1,634	1,969	1,322
	1982	33,911	12,329	11,969	2,426	1,057		1,161	813	155	6,522	2,153	2,270	1,180
Gaines	1988	59,499	18,711	18,455	4,121	1,039		1,730	2,458	396	24,465	1,740	372	1,901
	1982	45,838	15,519	15,275	3,744	714		1,605	2,117	392	15,505	2,036	223	1,684
Galveston	1988	1,406,310	401,506	384,989	143,602	121,877	103,650	86,952	34,970	15,968	320,232	76,226	105,733	39,941
	1982	1,042,954	299,626	286,730	100,657	92,995	76,902	64,673	29,211	15,138	213,952	85,640	62,418	29,753
Garza	1988	22,594	11,086	7,526	1,216	268		731	498	498	1,109	3,670	1,523	275
	1982	19,688	7,802	5,286	1,117	324		834	534	534	814	4,938	1,025	338
Gillespie	1988	125,101	39,224	36,011	9,054	7,480		2,562	6,030	2,007	25,390	5,896	18,486	2,500
	1982	78,647	22,043	20,197	6,263	3,851		2,324	3,282	1,206	14,330	6,871	11,521	1,648
Glasscock	1988	925	688	686	137									
	1982	815	594	594	125									
Goliad	1988	23,241	11,870	11,835	1,270	545		169	140	140	5,584	622	1,969	701
	1982	15,749	7,207	7,171	1,026	397		194	147	147	3,452	852	1,544	642
Gonzales	1988	111,335	36,184	35,920	6,219	17,406	13,332	2,807	3,512	2,453	21,166	5,560	7,232	3,583
	1982	70,748	21,088	20,892	4,324	8,900	6,495	3,093	2,740	1,985	12,284	6,960	4,453	2,493
Gray	1988	210,398	63,053	59,424	11,970	23,374	11,410	16,443	10,732	3,767	42,078	5,927	10,925	4,384
	1982	160,057	47,781	44,942	11,899	16,166	7,223	14,366	7,520	3,338	30,012	8,682	6,879	3,281
Grayson	1988	611,311	122,445	119,574	47,295	87,289	82,857	24,416	24,174	14,638	143,797	31,312	51,447	21,088
	1982	488,622	107,914	105,175	35,951	61,933	58,005	26,001	19,519	13,436	114,718	32,055	34,225	16,947
Gregg	1988	1,056,220	237,379	231,493	83,316	150,425	115,064	54,499	40,809	28,548	289,039	34,435	64,606	28,014
	1982	838,132	201,275	195,894	69,382	103,312	76,412	52,451	34,555	25,905	205,512	41,178	47,183	21,271
Grimes	1988	90,660	15,734	15,475	4,529	16,017	10,145	1,030	748	312	29,555	3,604	12,145	1,683
	1982	59,449	12,271	12,045	3,191	8,233	4,825	1,368	822	371	16,061	4,091	8,244	1,174
Guadalupe	1988	187,980	46,543	43,448	11,509	8,971	651	6,766	10,336	6,158	50,572	13,856	19,365	4,978
	1982	165,347	43,623	40,640	13,296	7,905	448	8,231	8,461	5,405	34,636	16,337	13,337	4,539
Hale	1988	165,801	35,096	34,662	12,702	32,450	19,980	7,819	5,795	3,693	45,099	2,668	8,382	5,609
	1982	150,732	37,972	37,429	11,123	19,738	11,525	9,414	5,928	4,283	38,225	4,375	6,299	5,133
Hall	1988	16,343	9,403	9,228	965	1,031		343	172		1,958	220	967	717
	1982	16,651	8,729	8,549	1,059	1,315		592	249		1,708	601	994	713
Hamilton	1988	28,693	10,741	10,440	1,681	1,852		725	1,054	239	3,262	2,061	2,025	1,639
	1982	26,306	8,536	8,281	1,631	1,572		902	1,187	277	3,517	2,768	1,466	1,384
Hansford	1988	32,214	9,613	9,579	1,930	929		2,100	870	277	11,745	412	2,044	1,433
	1982	30,133	7,736	7,704	1,744	1,312		2,209	1,071	398	10,987	1,054	1,795	1,131
Hardeman	1988	19,379	10,440	10,327	2,161	320		1,317	203	203	1,064	656	718	451
	1982	17,333	7,776	7,677	2,028	412		1,292	247	247	903	1,645	715	412
Hardin	1988	181,242	44,520	44,050	7,220	21,260	18,001	3,910	2,494	1,460	65,952	5,246	14,919	8,821
	1982	166,045	47,683	47,086	6,042	15,657	12,581	4,189	2,454	1,511	54,603	9,734	11,562	6,398
Harris	1988	21,236,289	4,418,326	4,217,771	2,224,244	2,626,610	2,402,494	1,298,387	1,106,262	601,866	5,108,167	1,175,417	1,057,164	635,496
	1982	17,342,296	3,765,741	3,587,664	1,739,745	2,087,995	1,886,990	1,096,952	852,183	526,238	3,728,507	1,433,115	755,396	463,247
Harrison	1988	290,914	58,058	57,201	21,219	23,440	17,075	12,650	28,215	17,790	80,404	23,761	16,013	8,433
	1982	226,270	48,852	48,035	16,270	17,092	11,921	12,005	20,180	14,061	50,980	28,284	10,150	6,261
Hartley	1988	20,178	9,928	9,903	267			340	1,725	1,725	6,099	856	381	
	1982	12,370	5,217	5,200	201			268	1,131	1,131	3,884	1,055	228	
Haskell	1988	36,023	9,107	8,643	1,680	1,492		2,960	619	159	15,058	546	1,466	1,662
	1982	31,059	7,774	7,362	1,682	1,776		3,243	695	191	10,149	1,395	1,490	1,248
Hays	1988	244,154	70,341	67,776	31,063	17,115	2,132	11,080	5,301	3,178	45,281	17,501	30,240	2,932
	1982	167,730	41,437	39,847	25,388	9,976	1,119	7,948	4,345	2,738	28,252	22,053	15,360	2,200
Hemphill	1988	29,714	6,188	6,143	1,641			877	659		6,695	5,262	5,399	1,065
	1982	26,469	5,560	5,508	1,650			1,217	660		4,899	5,482	4,465	1,271
Henderson	1988	173,727	52,906	50,539	7,564	15,540	6,970	7,353	2,487	1,277	39,886	15,816	11,258	10,547
	1982	165,223	46,321	44,162	8,514	13,838	5,899	7,493	2,956	1,790	35,787	22,540	9,630	7,097
Hidalgo	1988	1,873,861	476,890	452,186	137,101	251,273	198,586	182,629	104,413	53,958	348,364	49,200	145,339	38,898
	1982	1,352,119	321,792	304,516	94,363	192,007	146,406	143,195	72,660	43,693	231,695	59,162	93,051	31,864
Hill	1988	153,016	39,268	37,684	11,300	12,643	7,934	3,041	2,883	1,550	39,036	15,613	13,101	5,396
	1982	109,706	29,393	28,150	7,555	8,406	5,049	2,191	1,977	1,221	22,556	18,665	6,230	3,358
Hockley	1988	98,226	29,391	28,184	6,479	7,168		2,473	1,262	1,262	34,629	1,611	5,336	3,192
	1982	90,500	29,292	28,032	6,833	5,606		3,774	1,216	1,216	27,845	3,046	4,703	2,793
Hood	1988	132,341	34,857	34,056	9,779	16,199	14,613	4,120	1,543	686	39,414	4,541	10,923	3,199
	1982	97,599	23,270	22,690	8,095	10,693	9,491	3,456	1,291	650	29,169	5,246	7,675	2,131

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 / U.S. CENSUS 1982			Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
METRO AREA / County	Year	Total Retail Sales ($000)	Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
TEXAS (continued)														
ALL COUNTIES (continued)														
Hopkins	1988	159,819	36,344	34,794	14,149	14,348	8,553	7,830	2,895	1,154	52,039	9,600	9,330	4,628
	1982	120,208	28,349	27,086	12,152	9,509	5,361	6,802	2,408	1,184	33,528	10,402	6,160	3,645
Houston	1988	91,306	23,762	23,521	5,015	7,895	5,685	3,897	3,111	2,927	30,088	2,666	2,930	3,453
	1982	74,092	20,022	19,780	4,044	5,350	3,684	3,697	2,379	2,287	23,965	3,461	1,795	2,418
Howard	1988	280,731	68,037	61,476	21,595	34,232	24,303	13,664	8,033	6,832	79,013	15,202	11,580	8,314
	1982	227,242	56,335	50,801	18,569	26,810	17,764	13,037	6,080	5,382	54,574	19,766	7,818	5,089
Hudspeth	1988	5,603	2,469	2,410	233	64		96	52		706	1,494	131	
	1982	4,819	1,843	1,795	150	64		125	56		656	1,466	115	
Hunt	1988	341,491	105,619	104,225	28,360	31,547	27,171	12,508	11,777	4,928	63,589	16,114	28,564	10,629
	1982	252,562	71,247	70,168	20,598	23,086	19,500	12,799	10,097	4,856	44,980	18,002	16,376	7,529
Hutchinson	1988	169,993	56,643	53,830	13,387	14,350	9,202	11,096	4,365	2,207	35,774	4,050	14,862	7,292
	1982	129,576	41,560	39,417	10,406	11,223	6,287	11,012	3,983	2,305	26,239	4,848	8,040	4,675
Irion	1988	2,607	1,112	327							54	26	263	
	1982	2,273	950	279							47	46	182	
Jack	1988	25,144	8,186	6,817	3,458	1,009		741	372	267	5,949	874	1,654	669
	1982	24,843	7,344	6,102	3,147	1,173		786	502	374	5,139	2,185	1,816	632
Jackson	1988	70,919	22,162	21,577	2,997	3,302		1,553	1,422	324	27,654	1,950	5,702	1,684
	1982	52,454	18,711	18,182	2,411	2,113		1,616	1,183	275	16,440	3,710	2,999	1,285
Jasper	1988	169,482	48,725	46,673	6,940	17,135	13,560	4,456	4,790	1,353	37,460	10,647	27,366	3,991
	1982	147,485	39,931	38,174	6,634	14,226	10,811	4,143	4,650	1,654	33,955	13,169	18,939	4,069
Jeff Davis	1988	5,750	4,443	4,383	603							178	280	
	1982	3,161	2,030	1,998	521							244	169	
Jefferson	1988	1,890,086	401,498	386,801	158,509	218,411	183,967	120,359	94,067	39,935	463,156	103,053	102,503	48,155
	1982	1,538,129	315,361	303,213	142,791	191,791	159,513	112,509	74,845	36,850	306,184	134,052	71,726	41,133
Jim Hogg	1988	44,822	9,599	9,498	1,784	1,577		398	1,093	1,093	10,698	6,532	8,662	1,024
	1982	27,089	6,287	6,209	1,265	1,183		422	845	845	5,902	4,729	3,445	782
Jim Wells	1988	243,293	70,510	67,626	16,188	18,078	6,771	11,960	7,094	5,650	66,565	9,243	21,962	5,364
	1982	190,663	56,506	54,086	12,943	12,306	4,048	9,604	6,208	5,107	47,947	14,775	13,047	3,851
Johnson	1988	484,229	150,454	148,204	32,145	59,020	54,740	21,292	8,900	5,334	115,802	17,963	39,127	16,389
	1982	293,534	85,609	84,160	19,565	27,930	25,322	15,428	5,750	3,842	71,623	17,311	22,566	11,286
Jones	1988	80,398	17,303	16,411	2,692	1,571		3,681	1,125	742	34,307	6,038	2,055	2,514
	1982	63,275	14,927	14,130	2,743	1,760		3,899	939	707	22,091	8,420	1,461	2,171
Karnes	1988	78,068	23,448	23,154	3,776	3,149		1,067	1,320	666	29,054	4,226	5,866	1,540
	1982	62,232	18,804	18,530	4,200	2,417		1,311	1,580	923	18,066	6,136	4,510	1,183
Kaufman	1988	252,925	68,804	67,388	17,060	28,276	18,669	6,634	9,739	4,069	58,719	24,319	16,788	6,746
	1982	184,628	53,365	52,163	12,278	15,980	9,515	6,137	6,209	2,946	38,707	23,807	10,468	5,018
Kendall	1988	92,969	19,548	17,936	6,097	1,822		1,498	842		45,743	7,531	5,469	1,849
	1982	47,981	13,257	12,140	3,354	1,162		1,132	524		17,213	6,309	2,318	915
Kenedy	1988	2,552	1,106	1,103		1,446								
	1982	1,607	755	755		852								
Kent	1988	6,606	1,532	1,434	128	1,287			107		2,334	734		
	1982	3,537	768	717	69	585			56		1,105	717		
Kerr	1988	215,069	55,465	54,161	16,596	26,817	18,339	8,731	7,163	3,615	32,129	11,272	27,277	7,359
	1982	158,510	44,257	43,131	13,258	14,871	9,823	8,010	5,752	3,421	23,247	13,064	16,677	3,786
Kimble	1988	39,565	10,649	10,119	3,433	2,114		373	476	476	10,077	7,636	1,598	213
	1982	26,513	6,128	5,811	2,022	1,303		381	313	313	4,932	8,624	1,013	179
King	1988	1,467	180	131							125	889		
	1982	1,200	108	79							58	894		
Kinney	1988	3,304	698	653	301	54			49		1,341	137	349	
	1982	3,350	669	624	351	62			51		1,205	236	294	
Kleberg	1988	181,983	63,286	61,748	21,382	14,860		5,650	4,571	2,208	37,960	6,386	13,848	3,563
	1982	154,450	53,336	51,936	16,289	10,215		8,219	5,402	3,058	29,037	9,823	8,978	2,616
Knox	1988	17,358	9,792	9,677	529	327		1,029	94		1,087	1,239	617	1,879
	1982	14,240	6,805	6,712	677	357		848	108		887	2,181	522	1,307
Lamar	1988	259,159	53,390	52,065	23,112	39,414	31,140	10,220	10,413	5,331	54,083	6,911	29,666	7,583
	1982	204,226	46,642	45,393	16,172	27,564	21,455	11,805	8,898	5,123	39,516	10,557	19,200	6,445
Lamb	1988	63,482	20,025	19,151	3,479	2,152		5,284	1,733	717	13,791	3,684	4,098	3,209
	1982	55,671	18,587	17,741	3,020	1,864		3,972	1,490	683	11,821	5,554	2,983	2,283
Lampasas	1988	48,196	11,102	11,039	3,027	5,602		1,398	973	822	14,648	3,667	3,742	1,526
	1982	42,613	10,535	10,454	2,575	4,274		1,794	961	860	11,927	5,275	1,970	1,311
La Salle	1988	14,425	4,082	4,039	525	1,824		396	38		3,836	577	328	524
	1982	13,439	3,602	3,557	570	2,208		532	53		2,171	1,452	363	622
Lavaca	1988	102,585	36,919	36,336	3,379	4,179		2,167	3,962	2,119	25,010	4,648	12,215	4,024
	1982	80,827	28,529	28,021	2,723	2,414		2,339	3,576	2,074	17,487	6,847	8,796	2,997

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores Total ($000)	Food Stores Supermarkets ($000)	Eating & Drinking Places Total ($000)	General Merchandise Stores Total ($000)	General Merchandise Stores Department Stores ($000)	Apparel & Accessories Stores Total ($000)	Furniture/ Home Furnishings/ Appliance Stores Total ($000)	Furniture/ Home Furnishings/ Appliance Stores Furniture & Home Furn. ($000)	Automotive Dealers Total ($000)	Gasoline Service Stations Total ($000)	Bldg. Mtls. & Hardware Dealers Total ($000)	Drug-stores Total ($000)
TEXAS (continued)														
ALL COUNTIES (continued)														
Lee	1988	136,460	38,425	36,814	10,567	3,315		2,509	7,348	6,888	30,690	11,069	11,952	3,010
	1982	67,117	19,375	18,526	5,492	1,410		1,978	4,701	4,437	10,821	11,460	4,571	1,270
Leon	1988	66,839	17,014	16,030	6,813	1,458		1,892	3,230		11,259	8,385	7,732	1,860
	1982	33,857	9,101	8,557	3,360	865		1,301	1,997		3,902	6,587	2,968	823
Liberty	1988	311,724	90,173	89,442	15,523	26,806	24,534	7,281	4,574	3,498	102,524	9,667	28,721	12,654
	1982	254,463	79,086	78,289	14,391	18,510	16,448	7,065	3,944	3,271	70,311	19,513	20,253	8,716
Limestone	1988	82,704	27,016	25,844	4,098	8,557	6,891	2,918	3,138	1,953	15,161	3,231	7,123	2,222
	1982	72,009	25,587	24,428	3,132	5,921	4,483	3,520	2,641	1,823	11,490	6,325	4,929	1,946
Lipscomb	1988	13,721	5,490	5,440	1,363	509		210	216	216	2,583	2,096	525	165
	1982	11,104	3,325	3,288	1,144	422		250	185	185	1,563	3,263	410	165
Live Oak	1988	49,025	17,189	17,027	3,652	94		895	254	105	12,877	7,420	2,812	1,239
	1982	41,434	11,629	11,498	2,665	118		938	298	136	10,632	9,546	2,673	725
Llano	1988	48,634	14,296	13,793	2,637	1,553		982	1,485	1,485	11,258	2,147	3,932	1,315
	1982	40,591	12,551	12,086	2,785	1,378		1,007	1,322	1,322	7,667	3,245	3,322	1,106
Loving	1988	253	110	80										
	1982	204	89	65										
Lubbock	1988	1,609,384	323,659	302,610	136,313	194,637	158,329	86,056	84,772	45,585	497,097	42,280	100,249	26,551
	1982	1,344,799	270,118	252,042	120,158	166,248	132,218	76,594	76,659	47,263	346,396	63,332	79,534	21,404
Lynn	1988	14,923	5,828	5,782	681	407		247	120	120	6,339	295	170	302
	1982	14,141	5,429	5,374	723	438		411	180	180	5,226	642	200	403
McCulloch	1988	43,246	14,307	13,647	2,654	3,730		1,246	3,441	1,138	11,996	962	1,271	831
	1982	37,979	13,409	12,766	2,542	2,484		1,978	2,522	1,070	8,912	2,088	1,331	599
McLennan	1988	1,147,981	258,494	244,586	101,126	173,318	143,282	53,188	43,244	23,507	253,776	60,120	73,040	23,187
	1982	943,336	220,406	208,133	86,456	122,659	99,157	46,222	39,064	24,148	197,191	69,935	54,533	19,950
McMullen	1988	2,684	1,170	1,093	176			587			137	183		
	1982	1,392	540	504	59			359			61	168		
Madison	1988	55,387	14,027	12,694	5,871	1,649		1,333	1,355	1,143	13,963	5,615	3,393	2,440
	1982	46,563	10,886	9,831	4,425	1,308		1,650	1,314	1,175	10,526	9,089	1,976	1,536
Marion	1988	28,738	5,762	5,646	1,667	787		176	327	327	11,119	2,917	929	1,641
	1982	24,648	5,020	4,909	1,892	827		292	440	440	6,036	5,424	922	1,429
Martin	1988	20,211	2,316	2,272	618			91	43		12,334	3,269	774	165
	1982	19,132	2,515	2,461	659			148	62		9,211	4,874	818	250
Mason	1988	12,123	3,546	3,522	1,233	513		939	153	153	2,421	810	1,319	256
	1982	11,405	3,371	3,342	964	378		1,043	165	165	1,640	1,466	1,211	314
Matagorda	1988	173,770	57,503	56,411	14,231	7,624	3,425	9,833	4,490	2,357	42,054	7,722	12,466	5,096
	1982	170,412	53,942	52,812	14,514	6,961	2,934	12,120	5,066	3,064	36,376	12,022	9,991	4,075
Maverick	1988	177,205	51,798	49,636	5,961	18,409	7,439	26,268	8,118	5,216	25,563	7,038	11,781	4,646
	1982	142,835	39,833	38,093	5,333	13,734	4,923	26,753	5,945	4,349	14,642	9,961	8,538	3,895
Medina	1988	127,405	27,348	27,140	5,767	4,834	3,198	2,287	2,158	1,803	69,757	2,150	5,090	1,774
	1982	90,923	25,249	25,007	4,547	4,215	2,568	1,813	1,487	1,268	41,181	2,687	3,600	1,515
Menard	1988	13,123	6,306	6,010	288			454			2,660	198	2,879	122
	1982	7,133	3,140	2,986	199			371			1,539	270	1,343	96
Midland	1988	1,185,909	252,572	246,020	94,067	197,604	176,802	52,703	61,823	36,556	221,588	68,113	116,495	23,414
	1982	713,358	153,979	149,686	56,973	89,236	78,859	38,895	39,832	26,044	127,748	68,180	59,991	13,419
Milam	1988	69,764	14,414	14,205	2,727	8,985	6,065	1,888	1,911	857	20,233	5,706	5,621	2,608
	1982	63,616	16,063	15,800	3,042	7,172	4,570	2,344	1,649	854	14,223	7,703	4,380	1,880
Mills	1988	16,724	5,060	4,911	875	207		203	399	161	2,096	1,179	4,917	488
	1982	14,084	4,054	3,926	745	259		294	416	215	1,464	2,327	3,062	525
Mitchell	1988	50,572	15,507	15,295	3,050	981		4,054	1,358	574	10,036	3,996	1,592	4,131
	1982	40,257	11,978	11,791	2,479	830		3,381	1,245	553	6,736	6,527	1,238	2,306
Montague	1988	80,118	17,278	16,678	4,862	12,780	9,127	1,131	2,814	2,449	22,711	2,088	6,409	4,116
	1982	71,318	18,216	17,549	4,007	10,088	6,478	1,424	2,249	1,973	19,151	3,164	4,902	2,931
Montgomery	1988	664,321	195,210	189,982	44,409	49,974	31,763	18,474	21,657	12,200	142,790	38,664	90,283	20,726
	1982	549,300	158,251	153,706	37,748	31,927	19,725	18,291	16,089	9,963	110,206	54,300	71,992	16,482
Moore	1988	94,114	28,571	27,385	6,271	8,139		4,072	3,986	3,239	21,109	10,277	4,128	2,751
	1982	84,379	24,218	23,162	5,739	5,766		4,601	3,658	3,116	18,140	12,089	3,012	2,558
Morris	1988	62,920	22,736	21,745	3,387	2,062		1,923	1,780	1,597	16,267	7,066	1,532	2,507
	1982	52,391	16,869	16,101	2,569	1,526		2,278	2,017	1,822	11,525	9,141	1,333	2,037
Motley	1988	4,174	1,022	991	81	68					1,602	138	714	249
	1982	4,196	1,275	1,234	100	90					1,090	336	745	292
Nacogdoches	1988	271,352	65,014	62,139	17,884	17,537	16,287	15,781	11,176	3,044	71,086	9,709	26,563	11,678
	1982	219,676	56,367	53,766	15,292	15,200	13,885	17,285	9,591	3,039	44,502	12,873	18,856	8,279
Navarro	1988	247,180	57,195	56,585	14,997	16,344	9,417	8,259	7,815	4,519	62,707	19,191	14,877	5,939
	1982	193,956	40,771	40,260	13,120	13,055	6,773	9,090	6,391	4,241	41,946	21,463	8,509	5,003

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988 U.S. CENSUS: 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
TEXAS (continued)														
ALL COUNTIES (continued)														
Newton	1988	31,584	12,006	11,448	1,111	1,346		470	189	189	7,648	1,606	1,346	1,241
	1982	25,932	9,896	9,415	887	911		523	225	225	5,156	3,171	847	987
Nolan	1988	104,821	25,437	25,310	7,705	7,400	4,927	3,591	2,326	1,703	20,516	15,880	3,459	7,509
	1982	97,899	24,144	23,974	6,501	7,208	4,486	4,077	2,111	1,681	18,515	16,789	3,061	5,094
Nueces	1988	2,054,947	451,180	432,449	219,004	258,009	218,769	104,955	112,919	50,910	460,091	118,054	123,728	38,980
	1982	1,608,875	387,803	370,964	157,401	176,014	145,933	81,676	83,065	43,507	337,708	156,204	79,784	28,532
Ochiltree	1988	75,544	24,899	24,014	4,811	3,680		4,559	1,115	461	19,238	1,438	6,065	2,746
	1982	59,830	16,209	15,602	4,035	3,019		4,788	1,241	578	15,051	3,170	3,898	2,127
Oldham	1988	8,562	2,325	2,226	992			557	113		291	1,487	92	344
	1982	6,959	1,656	1,582	737			451	84		145	1,965	56	222
Orange	1988	500,457	132,230	129,617	26,944	61,212	45,093	20,099	13,441	4,764	134,482	37,309	32,085	18,153
	1982	389,137	110,689	108,286	22,534	36,114	25,766	21,106	12,501	4,825	85,743	48,075	20,264	12,426
Palo Pinto	1988	197,277	48,361	47,302	14,722	9,924		5,745	6,180	1,416	51,470	17,569	20,123	7,236
	1982	131,377	36,148	35,286	8,753	5,184		4,461	4,013	1,213	30,689	16,932	10,303	4,486
Panola	1988	94,868	23,206	22,144	5,264	5,201		2,854	1,752	1,277	36,406	6,072	6,263	3,117
	1982	74,234	21,042	20,038	4,277	4,331		2,830	1,539	1,245	20,329	8,552	4,202	2,875
Parker	1988	236,685	68,066	64,078	17,115	12,592	9,128	6,820	4,218	1,430	64,674	24,296	16,019	8,331
	1982	198,011	54,915	51,595	13,234	9,973	6,759	7,069	2,919	1,237	49,753	31,147	11,831	5,210
Parmer	1988	21,754	8,813	8,751	1,042	304		446	146	146	8,190	178	1,961	244
	1982	19,690	8,113	8,039	1,111	334		666	171	171	6,517	471	1,448	372
Pecos	1988	125,469	46,873	45,862	8,297	7,819	4,787	4,853	3,585	2,091	21,569	11,054	12,129	2,266
	1982	86,106	25,904	25,295	5,978	4,524	2,585	4,359	2,553	1,663	14,326	14,907	6,198	1,656
Polk	1988	117,853	29,925	29,089	6,560	18,776	12,381	1,424	3,122	1,800	24,238	4,777	20,272	2,333
	1982	107,793	29,486	28,605	5,826	13,358	8,473	1,704	3,082	1,949	22,769	7,000	15,458	2,317
Potter	1988	1,041,962	190,076	179,988	95,939	117,467	104,696	54,499	46,322	18,130	300,561	59,119	89,647	20,682
	1982	859,003	163,516	154,530	87,537	98,308	85,882	62,919	38,140	17,074	205,038	62,716	56,736	15,106
Presidio	1988	21,529	3,862	3,736	936	7,663		946	622		2,262	1,150	2,935	234
	1982	20,868	3,755	3,624	933	6,457		1,253	773		2,020	2,031	2,043	297
Rains	1988	17,517	8,522	8,495	363			195	2,345	2,345	1,104	377	650	487
	1982	12,284	5,556	5,535	243			220	2,190	2,190	659	395	362	439
Randall	1988	409,292	96,477	92,047	32,578	33,095	20,659	25,016	24,857	16,596	124,145	9,384	36,583	5,819
	1982	361,494	95,842	91,260	27,838	29,938	18,142	23,082	23,039	16,588	99,852	12,106	26,464	4,778
Reagan	1988	27,864	6,506	6,472	1,388	1,212					14,024	2,254	1,207	342
	1982	18,917	5,078	5,042	980	1,059					7,007	2,672	1,021	313
Real	1988	6,577	3,072	2,957	577			656			719	396	434	246
	1982	4,975	1,740	1,671	481			647			440	676	325	192
Red River	1988	85,827	17,616	17,277	3,487	12,659	11,590	13,423	982	580	8,165	1,463	5,589	2,003
	1982	66,108	13,051	12,773	2,386	12,147	10,847	10,045	1,099	684	4,642	1,897	2,668	1,502
Reeves	1988	82,517	27,640	27,103	4,924	6,211		4,903	1,960	1,960	23,993	4,021	3,169	2,721
	1982	72,160	22,444	21,964	4,372	4,750		5,395	1,736	1,736	20,101	5,098	2,358	2,447
Refugio	1988	63,210	20,841	19,671	5,084	1,246		2,656	332	332	17,073	10,930	761	1,583
	1982	44,747	11,078	10,436	3,562	1,009		2,273	311	311	10,389	12,645	347	1,130
Roberts	1988	4,617	2,285	2,279	162				597	251		211	1,362	
	1982	2,592	1,269	1,269	105				383	155		245	590	
Robertson	1988	75,563	22,832	22,391	2,735	9,758	7,198	1,136	517		25,591	2,423	5,064	2,241
	1982	49,404	15,620	15,288	2,525	5,890	4,163	1,456	533		13,423	3,263	2,749	1,614
Rockwall	1988	106,889	23,550	20,994	7,105	5,578	5,308	976	2,476	509	30,809	9,900	13,060	3,921
	1982	65,909	14,767	13,139	5,005	4,213	3,931	686	2,205	502	15,419	10,704	6,848	1,612
Runnels	1988	68,579	23,723	23,395	4,642	5,216		2,283	920	632	17,899	1,680	3,213	1,678
	1982	50,712	17,187	16,916	2,647	2,859		2,611	936	726	12,204	3,206	2,423	1,233
Rusk	1988	167,531	37,985	36,617	10,521	24,876	21,863	6,291	8,511	6,777	43,265	8,239	10,451	6,346
	1982	139,047	32,441	31,210	8,251	15,714	13,356	6,603	6,794	5,819	34,761	13,020	7,359	4,959
Sabine	1988	30,720	8,901	8,719	929	1,195		233	1,285	1,060	7,202	1,618	2,374	1,520
	1982	30,385	8,741	8,545	1,209	864		402	1,502	1,324	6,897	2,633	1,983	1,072
San Augustine	1988	27,209	5,331	5,248	1,042	843		2,801	1,672	1,672	10,737	677	1,626	1,414
	1982	25,491	6,222	6,111	1,250	923		2,801	1,281	1,281	7,780	1,355	1,545	1,142
San Jacinto	1988	16,092	7,719	7,321	934	101		40	106		3,822	970	1,160	338
	1982	16,696	6,995	6,621	1,128	138		79	150		3,382	2,438	956	455
San Patricio	1988	292,400	102,632	101,410	14,701	20,020	5,333	11,577	5,383	2,828	79,691	27,644	10,188	8,422
	1982	235,413	85,720	84,531	13,236	12,306	2,950	10,553	4,236	2,591	54,613	31,777	6,451	6,350
San Saba	1988	19,340	6,241	5,688	564	381		1,227	370	218	7,137	374	1,072	228
	1982	17,837	6,435	5,855	434	487		1,695	435	261	5,073	840	701	311
Schleicher	1988	6,911	3,865	3,381	318	588		102			1,712		149	
	1982	5,963	3,396	2,964	374	596		172			1,091		149	

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S&MM ESTIMATES: 1988
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METRO AREA County	Year	Total Retail Sales ($000)	Food Stores Total ($000)	Food Stores Supermarkets ($000)	Eating & Drinking Places Total ($000)	General Merchandise Stores Total ($000)	General Merchandise Stores Department Stores ($000)	Apparel & Accessories Stores Total ($000)	Furniture/Home Furnishings/Appliance Stores Total ($000)	Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000)	Automotive Dealers Total ($000)	Gasoline Service Stations Total ($000)	Bldg. Mtls. & Hardware Dealers Total ($000)	Drug-stores Total ($000)
TEXAS (continued)														
ALL COUNTIES (continued)														
Scurry	1988	97,547	26,293	25,873	9,709	8,604	6,601	5,293	3,227	2,077	27,312	4,114	2,481	4,506
	1982	89,080	24,262	23,826	8,294	6,536	4,750	5,751	3,859	2,620	20,648	7,116	2,639	3,431
Shackelford	1988	13,823	5,848	5,809	755	186		356	164	164	3,657	1,132	851	385
	1982	14,065	4,789	4,748	931	241		482	189	189	3,248	2,403	892	427
Shelby	1988	104,129	28,617	27,256	3,288	14,525	8,494	3,387	4,151	3,846	19,128	6,223	9,374	6,134
	1982	92,089	27,983	26,599	2,984	10,402	5,804	3,475	3,561	3,316	15,319	8,984	6,266	4,077
Sherman	1988	8,731	640	625	331	108		363	142		5,044	758	948	113
	1982	7,836	761	742	273	107		416	147		3,625	1,413	777	110
Smith	1988	1,005,005	207,381	199,811	62,664	169,212	152,036	51,445	41,400	23,117	265,295	53,663	63,169	30,336
	1982	801,304	162,890	156,632	56,877	114,939	101,325	53,899	36,556	23,475	171,930	71,723	52,388	22,830
Somervell	1988	10,706	6,678	6,615	1,327	295			141		949	169	181	176
	1982	10,372	5,970	5,903	1,070	385			201		711	478	224	227
Starr	1988	100,002	45,031	44,624	3,996	5,491		3,582	5,818	3,696	16,395	3,566	7,826	913
	1982	73,602	32,566	32,209	3,159	3,941		3,792	3,775	2,504	10,105	6,608	4,607	685
Stephens	1988	67,186	18,753	18,578	4,797	1,852		3,125	1,022	543	19,606	1,685	2,192	7,587
	1982	51,591	15,336	15,162	3,768	1,317		3,008	1,153	738	14,596	1,515	1,128	4,451
Sterling	1988	4,224	2,873	2,820								1,143		
	1982	3,647	1,764	1,728								1,674		
Stonewall	1988	8,097	2,776	2,737	1,786			271	48		1,407	453	315	574
	1982	6,839	2,496	2,456	1,275			275	45		779	785	239	467
Sutton	1988	27,133	8,304	8,234	3,370	689		1,080	252	100	9,037	1,633	700	240
	1982	26,728	7,381	7,305	3,175	817		991	309	159	7,822	3,774	784	340
Swisher	1988	38,078	13,923	13,309	2,284	1,130		1,103	232	232	8,375	2,225	1,775	3,526
	1982	32,452	10,450	9,969	2,043	1,341		1,057	254	254	6,477	2,715	1,534	3,584
Tarrant	1988	8,153,756	1,768,648	1,682,315	799,296	1,057,942	933,048	407,199	418,720	203,973	1,948,388	452,925	413,656	198,153
	1982	5,631,146	1,231,599	1,169,153	546,559	702,502	612,231	298,817	238,896	132,859	1,277,538	435,299	249,826	125,681
Taylor	1988	1,165,181	221,267	212,267	90,228	163,523	116,902	53,482	52,433	27,924	296,445	56,070	110,841	35,191
	1982	804,342	152,110	145,633	64,617	99,059	68,110	43,735	35,663	21,405	192,915	65,800	63,606	18,515
Terrell	1988	6,894	319	274	472	525			56		3,859	1,208		
	1982	6,670	364	313	411	627			59		2,184	2,518		
Terry	1988	75,117	21,260	20,590	3,613	5,833		2,986	1,318	729	25,294	2,421	4,218	4,776
	1982	67,250	19,386	18,739	3,949	4,380		4,225	1,328	835	19,789	4,345	3,274	3,238
Throckmorton	1988	9,192	2,450	2,400	355			472			3,391	1,500		232
	1982	5,542	1,588	1,553	199			307			1,680	1,045		156
Titus	1988	174,406	31,957	30,053	13,176	20,342	10,031	7,294	5,815	3,076	39,909	13,640	14,543	11,134
	1982	143,396	26,942	25,286	9,203	15,531	7,190	7,609	5,333	3,335	29,643	18,826	9,971	6,298
Tom Green	1988	822,537	172,564	166,945	71,143	113,899	77,782	37,332	48,757	17,807	194,888	17,177	79,918	18,754
	1982	571,448	126,556	122,191	50,490	72,972	48,393	33,068	27,545	12,372	133,928	25,174	37,681	10,654
Travis	1988	4,177,757	864,103	831,680	465,920	508,600	456,627	202,437	239,152	109,678	1,015,462	151,753	347,259	94,217
	1982	2,933,316	600,960	577,261	329,250	338,915	299,046	179,370	165,219	86,692	617,809	197,330	208,213	57,607
Trinity	1988	38,565	14,626	14,375	1,513	1,255		1,063	278		11,268	2,665	2,066	827
	1982	36,139	11,293	11,078	1,534	1,376		1,484	342		10,577	4,434	1,545	1,119
Tyler	1988	66,970	21,326	20,620	2,162	12,178	8,553	353	927	927	18,421	2,427	1,899	3,632
	1982	48,722	16,819	16,230	1,678	6,889	4,763	466	877	877	12,979	2,757	1,544	1,851
Upshur	1988	100,874	18,504	17,530	5,766	9,222	6,747	2,086	1,162	1,162	28,946	4,176	7,077	4,642
	1982	85,713	17,774	16,806	4,498	6,161	4,316	2,460	996	996	22,723	7,178	5,485	3,187
Upton	1988	21,014	12,056	12,004	1,405	1,300			170	170	721	1,769	2,992	348
	1982	13,524	6,351	6,311	866	920			141	141	372	2,588	1,806	299
Uvalde	1988	111,282	35,891	34,437	9,256	10,404	6,670	7,447	3,147	1,605	20,233	4,746	10,302	3,109
	1982	95,428	31,840	30,490	7,106	7,257	4,457	7,264	2,801	1,562	14,254	6,727	8,369	2,744
Val Verde	1988	254,086	71,536	69,314	17,307	17,829	6,138	16,631	8,377	5,993	72,133	6,921	23,549	2,847
	1982	170,732	47,888	46,308	13,865	12,109	3,943	13,940	5,117	3,788	40,156	10,341	11,681	2,101
Van Zandt	1988	112,276	29,011	28,146	4,774	3,252		2,291	1,139	1,139	30,017	8,060	13,860	10,575
	1982	99,490	25,378	24,573	4,294	2,140		3,366	1,324	1,324	27,810	10,991	9,923	7,089
Victoria	1988	579,412	130,497	127,725	42,879	82,450	73,764	31,844	25,550	14,845	119,148	41,059	46,401	9,567
	1982	492,936	108,911	106,386	37,107	62,782	54,657	26,997	20,814	13,724	100,804	46,984	33,688	8,548
Walker	1988	260,541	69,703	66,822	29,975	27,089	24,028	7,387	7,307	3,700	62,283	11,959	25,211	6,778
	1982	201,309	47,855	45,785	26,393	16,204	14,177	8,066	5,137	3,143	41,350	21,651	17,029	5,295
Waller	1988	295,859	25,723	23,887	7,741	10,843	9,588	1,233	2,321	463	202,459	11,977	12,254	4,290
	1982	182,431	18,771	17,397	6,500	7,012	5,958	1,220	2,235	494	114,107	14,359	6,727	2,182
Ward	1988	73,336	24,522	23,531	6,194	6,423		2,569	3,018	2,319	16,447	5,489	4,005	2,249
	1982	63,774	19,931	19,088	4,520	5,663		2,892	2,668	2,152	13,486	7,515	2,932	1,570
Washington	1988	238,228	66,602	62,454	10,490	21,301	12,480	12,351	8,222	4,890	58,599	10,337	23,830	11,347
	1982	144,213	43,845	41,033	6,827	9,712	5,258	9,261	4,953	3,206	31,946	9,181	12,341	5,101

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TEXAS (continued)														
ALL COUNTIES (continued)														
Webb	1988	1,118,337	264,311	250,701	70,696	194,137	163,693	119,136	120,912	13,109	122,789	25,115	69,361	19,058
	1982	701,337	167,013	158,099	41,110	109,415	89,267	95,354	60,827	8,983	72,077	30,228	31,937	12,980
Wharton	1988	243,630	61,223	58,126	14,898	19,68?	15,100	10,999	9,772	3,688	86,410	7,780	14,213	6,482
	1982	207,045	56,451	53,491	14,576	14,666	10,476	11,693	8,351	3,862	58,852	13,764	9,747	5,822
Wheeler	1988	46,354	16,240	16,125	4,023	2,136	1,532	1,380	1,111	700	9,803	3,565	3,843	1,233
	1982	35,365	11,494	11,389	2,976	1,324	852	1,360	963	701	6,885	4,119	2,751	1,091
Wichita	1988	987,649	186,684	180,166	94,906	151,538	135,443	34,075	53,036	30,756	239,705	47,596	74,178	22,731
	1982	750,305	141,971	136,742	60,513	109,936	95,421	35,686	41,015	26,540	179,505	50,798	46,247	17,277
Wilbarger	1988	89,550	29,062	27,767	8,885	11,372	8,120	4,349	2,671	1,916	17,872	5,330	3,857	2,895
	1982	72,988	20,293	19,350	6,513	7,736	5,146	4,558	2,484	1,978	13,950	8,432	2,703	3,083
Willacy	1988	58,898	21,263	20,194	1,928	2,633		1,241	3,150	2,661	18,863	2,396	3,289	1,519
	1982	44,972	15,288	14,491	1,700	1,809		1,377	2,539	2,267	12,397	3,902	2,185	1,219
Williamson	1988	471,621	157,667	155,784	29,551	42,039	30,165	19,874	12,351	8,925	117,651	30,816	23,950	13,779
	1982	298,626	96,407	95,066	21,846	22,364	14,854	13,699	8,596	6,446	66,312	31,598	14,010	7,423
Wilson	1988	70,994	29,425	28,170	2,034	4,241		2,011	894		20,170	2,770	5,326	1,163
	1982	53,957	19,909	19,023	1,836	2,722		2,717	1,103		15,129	4,058	2,874	883
Winkler	1988	64,583	13,836	13,072	2,727	3,906		1,840	3,617	1,781	23,876	3,857	5,110	1,990
	1982	49,414	8,695	8,198	2,841	2,908		2,377	2,651	1,560	13,880	6,758	3,980	1,875
Wise	1988	185,974	44,897	43,261	3,394	17,928	12,237	2,767	1,235	1,235	80,072	16,475	6,215	2,922
	1982	112,448	26,876	25,845	2,684	8,304	5,171	2,553	939	939	42,411	16,181	3,384	1,959
Wood	1988	125,162	38,139	36,328	5,867	14,400	9,553	4,155	2,946	2,141	29,048	4,169	8,924	5,027
	1982	94,076	28,537	27,128	4,889	8,508	5,258	3,866	2,341	1,824	21,137	5,845	6,432	3,436
Yoakum	1988	39,678	16,957	16,891	939	1,920		1,527	420	175	10,698	643	4,579	467
	1982	30,478	11,512	11,445	995	1,566		2,183	544	246	7,457	1,253	3,045	439
Young	1988	100,431	29,679	28,334	7,381	15,912	7,207	3,329	3,898	3,492	22,530	2,306	3,852	2,123
	1982	91,641	26,577	25,323	6,062	12,868	5,558	3,785	3,364	3,110	18,095	5,466	3,244	2,002
Zapata	1988	24,433	12,597	11,947	2,207	460		724	243	243	3,379	1,839	535	227
	1982	14,808	6,079	5,754	1,208	400		797	193	193	1,346	2,563	365	204
Zavala	1988	24,151	12,492	12,337	2,149	573		1,076	899	740	2,422	926	1,178	658
	1982	22,215	9,561	9,423	1,888	571		1,451	903	796	1,965	2,121	1,117	850
TOTAL METRO COUNTIES	**1988**	**93,642,196**	**20,905,498**	**20,077,252**	**8,972,579**	**11,664,350**	**10,053,083**	**5,217,889**	**4,609,119**	**2,283,287**	**22,261,317**	**4,891,450**	**5,544,101**	**2,340,270**
	1982	70,025,302	15,565,272	14,913,210	6,648,458	8,253,475	6,984,988	4,246,401	3,353,157	1,922,096	15,143,118	5,641,259	3,577,929	1,643,385
TOTAL STATE	**1988**	**109,396,504**	**25,379,239**	**24,380,497**	**9,984,461**	**12,937,240**	**10,710,655**	**5,825,992**	**5,044,874**	**2,550,918**	**26,203,445**	**5,801,763**	**6,732,771**	**2,846,499**
	1982	82,273,657	19,055,966	18,265,175	7,469,967	9,148,010	7,424,164	4,864,271	3,716,542	2,159,236	17,879,931	6,827,056	4,360,689	2,019,419
UTAH														
PROVO - OREM	**1988**	**1,002,676**	**223,858**	**210,651**	**80,677**	**142,877**	**126,675**	**45,227**	**47,260**	**18,073**	**194,537**	**106,815**	**54,855**	**31,649**
	1982	771,604	186,252	174,915	52,580	97,168	85,205	38,725	37,339	16,974	143,958	80,876	48,056	24,510
Utah	1988	1,002,676	223,858	210,651	80,677	142,877	126,675	45,227	47,260	18,073	194,537	106,815	54,855	31,649
	1982	771,604	186,252	174,915	52,580	97,168	85,205	38,725	37,339	16,974	143,958	80,876	48,056	24,510
SALT LAKE CITY - OGDEN	**1988**	**6,415,645**	**1,370,865**	**1,317,100**	**611,380**	**817,075**	**716,240**	**323,983**	**371,878**	**210,803**	**1,505,851**	**440,582**	**301,672**	**102,591**
	1982	4,220,819	970,431	930,270	348,178	524,187	455,218	222,011	235,817	150,327	827,760	374,515	225,908	99,187
Davis	1988	804,699	190,910	185,186	49,405	76,848	71,362	13,580	55,227	37,996	244,654	73,747	41,804	12,752
	1982	506,448	132,165	127,948	27,246	49,236	44,911	17,150	31,301	23,551	135,378	50,726	25,541	5,667
Salt Lake	1988	4,575,313	949,698	906,236	486,859	570,587	506,952	270,818	268,237	155,872	1,006,509	294,938	212,153	66,104
	1982	3,037,190	683,036	650,482	269,159	372,591	328,231	174,271	176,968	115,418	551,062	272,190	159,847	76,020
Weber	1988	1,035,633	230,257	225,678	75,116	169,640	137,926	39,585	48,414	16,935	254,688	71,897	47,715	23,735
	1982	677,181	155,230	151,840	51,773	102,360	82,076	30,590	27,548	11,358	141,320	51,599	40,520	17,500
ALL COUNTIES														
Beaver	1988	17,033	4,488	3,750	1,629	255		329	257	257		7,699	484	719
	1982	14,543	3,319	2,767	2,126	487		488	436	436	360	5,541	768	182
Box Elder	1988	130,913	31,376	30,354	15,828	10,525		3,045	3,597	1,470	31,755	15,629	8,399	3,319
	1982	108,517	29,255	28,244	10,951	5,676		3,152	3,938	1,707	26,697	14,850	4,542	4,502
Cache	1988	269,461	64,316	60,692	25,065	34,010	33,393	12,464	14,938	6,726	42,036	21,085	22,417	9,864
	1982	213,991	52,411	49,357	14,412	28,706	28,021	7,966	10,695	5,738	32,995	19,875	15,439	5,948
Carbon	1988	90,848	28,381	27,528	7,381	9,591	1,341	1,918	4,611	1,939	19,251	5,757	4,458	4,645
	1982	115,958	40,367	39,076	8,251	8,967	1,127	3,281	4,390	2,263	19,625	14,216	5,601	3,944
Daggett	1988	2,197	213	210	137	929						526		
	1982	3,170	1,270	1,249	210	478						983		

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores Total ($000)	Food Stores Supermarkets ($000)	Eating & Drinking Places Total ($000)	General Merchandise Stores Total ($000)	General Merchandise Stores Department Stores ($000)	Apparel & Accessories Stores Total ($000)	Furniture / Home Furnishings/ Appliance Stores Total ($000)	Furniture / Home Furnishings/ Appliance Stores Furniture & Home Furn. ($000)	Automotive Dealers Total ($000)	Gasoline Service Stations Total ($000)	Bldg. Mtls. & Hardware Dealers Total ($000)	Drug-stores Total ($000)
UTAH (continued)														
ALL COUNTIES (continued)														
Davis	1988	804,699	190,910	185,186	49,405	76,848	71,362	13,580	55,227	37,996	244,654	73,747	41,804	12,752
	1982	506,448	132,165	127,948	27,246	49,236	44,911	17,150	31,301	23,551	135,378	50,726	25,541	5,667
Duchesne	1988	43,224	11,892	11,769	1,312	4,794		241	1,701	1,701	10,761	6,320	1,413	1,157
	1982	61,339	17,792	17,573	2,352	4,407		553	1,396	1,396	13,892	10,455	2,161	2,788
Emery	1988	19,145	4,448	4,246	2,357	1,365		189	95	95	482	4,886	2,155	126
	1982	27,415	6,612	6,301	2,748	285		614	301	301	834	10,542	2,891	212
Garfield	1988	10,420	2,735	2,649	1,571	382					981	2,158	1,137	458
	1982	7,549	2,148	2,076	1,103	253			81		709	1,160	597	254
Grand	1988	26,514	8,906	8,650	2,374	1,175		449	352		2,391	4,822	513	986
	1982	52,533	14,260	13,824	3,962	1,829		829	734		3,780	10,474	1,545	1,668
Iron	1988	111,061	18,594	18,413	13,400	8,314	7,534	5,405	3,477	2,778	30,048	12,754	9,085	1,677
	1982	112,630	24,288	24,002	8,957	7,015	6,252	3,440	4,053	3,480	24,046	21,107	8,568	1,505
Juab	1988	23,035	3,558	3,498	1,411			231	171		3,701	12,955	773	
	1982	20,211	4,794	4,704	2,393			261	284		4,233	6,133	923	323
Kane	1988	16,411	3,927	3,838	1,848	116			569		942	6,361	945	352
	1982	16,451	2,642	2,577	2,582	628		113	169		569	7,032	915	216
Millard	1988	37,801	10,330	9,911	2,462	481		1,225	1,611	1,130	5,929	8,509	3,616	950
	1982	29,028	10,227	9,792	1,903	606		537	758	596	3,274	5,960	2,543	760
Morgan	1988	7,184	4,103	3,731	749						1,642	456		132
	1982	7,295	728	661	775				108	108	4,245	1,024		127
Piute	1988	1,673	940	833	74	229						272		
	1982	1,118	420	372	123	71			51		88	127		
Rich	1988	3,957	885	861	238	123						1,757		
	1982	4,005	216	210	604	165						2,907		
Salt Lake	1988	4,575,313	949,698	906,236	486,859	570,587	506,952	270,818	268,237	155,872	1,006,509	294,938	212,153	66,104
	1982	3,037,190	683,036	650,482	269,159	372,591	328,231	174,271	176,968	115,418	551,062	272,190	159,847	76,020
San Juan	1988	17,815	5,631	5,398	1,515	3,817		108	319	319	3,072	1,295	833	323
	1982	26,099	5,837	5,584	1,611	3,678		62	337	337	3,423	7,996	798	228
Sanpete	1988	45,975	19,357	18,989	2,457	637		710	1,602	699	7,855	6,937	1,895	1,435
	1982	25,681	8,812	8,628	1,547	1,236		961	1,288	602	3,429	3,219	1,205	1,128
Sevier	1988	78,239	12,620	12,469	4,963	6,342	5,739	6,535	1,161	495	20,403	17,742	3,603	1,536
	1982	67,563	15,649	15,431	4,379	3,816	3,356	3,654	1,439	749	12,803	14,306	4,264	1,434
Summit	1988	111,757	35,851	34,832	22,416			5,424	985	389	4,495	16,456	5,400	2,451
	1982	54,204	18,004	17,457	11,225	53		555	377	192	4,602	4,724	4,589	3,995
Tooele	1988	89,971	27,094	24,634	6,245	2,650		773	816	456	19,280	21,878	5,774	1,491
	1982	73,697	27,461	24,919	6,268	1,526		1,204	1,821	1,034	8,927	14,617	4,361	1,746
Uintah	1988	88,081	22,132	21,446	7,020	9,116		2,326	1,390	669	21,060	10,546	3,743	933
	1982	135,511	32,303	31,240	7,670	10,824		3,468	4,107	2,428	27,037	15,627	20,659	3,435
Utah	1988	1,002,676	223,858	210,651	80,677	142,877	126,675	45,227	47,260	18,073	194,537	106,815	54,855	31,649
	1982	771,604	186,252	174,915	52,580	97,168	85,205	38,725	37,339	16,974	143,958	80,876	48,056	24,510
Wasatch	1988	26,676	7,940	7,513	3,351	1,724		229	425		2,124	5,504	2,001	1,930
	1982	29,853	8,531	8,056	4,123	1,057		143	86		4,133	7,799	1,413	798
Washington	1988	252,975	56,488	55,308	19,203	16,270		9,343	16,860	13,368	72,842	23,351	19,367	6,121
	1982	123,591	28,902	28,241	9,388	7,671		5,016	4,797	3,943	24,048	18,070	10,526	3,280
Wayne	1988	2,468	1,615	1,296	306	237								
	1982	2,637	422	339	494	157		51	98		167	400	377	
Weber	1988	1,035,633	230,257	225,678	75,116	169,640	137,926	39,585	48,414	16,935	254,688	71,897	47,715	23,735
	1982	677,181	155,230	151,840	51,773	102,360	82,076	30,590	27,548	11,358	141,320	51,599	40,520	17,500
TOTAL METRO COUNTIES	1988	7,418,321	1,594,723	1,527,751	692,057	959,952	842,915	369,210	419,138	228,876	1,700,383	547,397	356,527	134,240
	1982	4,992,423	1,156,683	1,105,185	400,758	621,355	540,423	260,736	273,156	167,301	971,718	455,391	273,964	123,697
TOTAL STATE	1988	8,943,155	1,982,545	1,900,569	837,369	1,073,034	890,922	420,184	474,075	261,367	2,001,438	763,052	454,538	174,845
	1982	6,327,012	1,513,353	1,447,865	510,915	710,946	579,179	297,084	314,900	192,611	1,195,634	674,535	368,649	162,170
VERMONT														
BURLINGTON	1988	1,231,230	239,556	227,093	130,905	101,568	88,883	80,241	67,425	30,709	312,351	42,906	91,150	32,542
	1982	682,379	146,999	139,078	65,291	68,279	57,751	43,569	29,409	15,403	131,051	40,576	46,099	16,673
Chittenden	1988	1,219,286	237,158	224,805	129,940	100,616	88,883	80,187	67,266	30,709	308,772	42,141	91,006	32,542
	1982	672,730	144,700	136,889	64,753	67,415	57,751	43,502	29,282	15,403	128,970	39,800	45,951	16,673
Grand Isle	1988	11,944	2,398	2,288	965	952		54	159		3,579	765	144	
	1982	9,649	2,299	2,189	538	864		67	127		2,081	776	148	

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S&MM ESTIMATES: 1988
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METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
VERMONT (continued)														
ALL COUNTIES														
Addison	1988	207,311	53,746	51,268	20,832	10,295	3,738	8,726	2,600	1,127	44,524	15,203	18,880	7,647
	1982	113,957	32,999	31,415	8,554	5,960	2,060	5,211	1,555	804	18,741	11,869	7,789	3,763
Bennington	1988	479,373	73,683	69,282	37,332	24,933	13,427	18,373	16,193	12,148	74,528	19,748	27,030	11,850
	1982	256,230	47,151	44,246	17,561	13,625	6,449	10,213	7,386	5,838	29,405	14,506	13,362	5,586
Caledonia	1988	200,065	47,906	46,628	13,547	15,175	5,160	6,693	6,433	2,306	52,222	12,842	19,222	4,946
	1982	123,848	32,525	31,595	7,737	10,295	3,337	5,082	3,407	1,387	23,909	10,505	9,171	3,211
Chittenden	1988	1,219,286	237,158	224,805	129,940	100,616	88,883	80,187	67,266	30,709	308,772	42,141	91,006	32,542
	1982	672,730	144,700	136,889	64,753	67,415	57,751	43,503	29,282	15,403	128,970	39,800	45,951	16,673
Essex	1988	11,099	2,075	1,990	3,777	715			134		1,152	1,450	83	
	1982	6,324	1,477	1,413	1,332	408			72		286	1,432	47	
Franklin	1988	258,321	63,318	61,160	15,026	14,654	6,068	8,794	6,436	2,725	82,058	22,465	14,430	6,366
	1982	152,858	43,007	41,458	7,598	8,861	3,062	5,612	3,888	1,812	33,721	17,472	8,462	4,651
Grand Isle	1988	11,944	2,398	2,288	965	952		54	159		3,579	765	144	
	1982	9,649	2,299	2,189	538	864		67	127		2,081	776	148	
Lamoille	1988	141,335	32,962	31,775	19,110	6,997	3,874	4,368	3,770	2,363	13,994	8,421	20,590	5,666
	1982	89,739	23,323	22,439	10,268	4,320	2,293	2,616	1,890	1,310	7,887	7,814	10,015	3,045
Orange	1988	112,862	25,852	24,848	9,355	4,771		840	1,128	373	14,516	7,877	24,317	3,347
	1982	72,824	19,753	18,949	4,723	2,947		583	670	241	6,498	7,778	12,304	2,144
Orleans	1988	134,303	36,134	34,752	10,753	8,859	3,239	1,833	3,213	1,425	39,994	9,005	6,387	5,122
	1982	82,821	25,322	24,305	5,337	5,167	1,799	1,133	1,768	928	19,591	7,745	3,976	2,705
Rutland	1988	534,169	104,750	99,231	60,478	32,724	27,909	24,770	21,883	11,742	137,066	27,270	39,895	13,902
	1982	315,013	70,245	66,412	27,682	21,030	17,579	14,742	9,799	6,025	66,450	21,454	19,498	8,624
Washington	1988	419,761	86,204	84,261	48,621	22,500	19,607	8,214	27,139	13,116	115,462	21,124	28,060	12,781
	1982	261,564	62,694	61,159	24,067	18,196	15,434	6,660	12,256	6,754	54,068	21,050	15,305	7,706
Windham	1988	372,288	78,562	76,251	52,798	14,850	12,033	17,242	14,444	9,351	57,394	48,619	27,655	13,269
	1982	214,718	55,018	53,293	23,305	7,290	5,832	9,216	5,368	3,776	23,443	34,564	13,819	6,084
Windsor	1988	361,154	73,139	70,613	37,723	10,489	6,987	6,563	6,120	3,149	111,703	34,928	29,852	5,737
	1982	228,310	51,146	49,282	19,251	6,258	3,922	4,680	3,212	1,891	57,620	28,958	16,040	4,332
TOTAL METRO COUNTIES	**1988**	**1,231,230**	**239,556**	**227,093**	**130,905**	**101,568**	**88,883**	**80,241**	**67,425**	**30,709**	**312,351**	**42,906**	**91,150**	**32,542**
	1982	682,379	146,999	139,078	65,291	68,279	57,751	43,569	29,409	15,403	131,051	40,576	46,099	16,673
TOTAL STATE	**1988**	**4,463,271**	**917,887**	**879,152**	**460,257**	**268,530**	**190,925**	**186,657**	**176,918**	**90,534**	**1,056,964**	**271,858**	**347,551**	**123,175**
	1982	2,600,585	611,659	585,044	222,706	172,636	119,518	109,317	80,680	46,169	472,670	225,723	175,887	68,524
VIRGINIA														
CHARLOTTESVILLE	**1988**	**1,108,973**	**223,525**	**217,855**	**84,541**	**159,389**	**114,824**	**68,461**	**82,216**	**52,114**	**171,389**	**55,686**	**71,357**	**37,851**
	1982	597,451	144,967	141,166	48,529	70,958	53,107	39,042	29,178	19,944	79,560	51,253	32,904	18,989
Albemarle	1988	370,043	51,959	49,165	32,151	98,063	59,166	37,419	15,610	5,826	40,588	18,493	34,253	7,319
	1982	154,192	30,200	28,519	12,520	33,199	19,403	18,455	4,548	1,953	13,019	14,283	10,545	2,870
Charlottesville city	1988	681,401	152,596	150,499	51,117	59,280	55,658	30,026	66,230	46,288	112,173	30,210	32,568	28,994
	1982	409,702	103,066	101,447	35,264	36,343	33,704	19,721	24,390	17,991	59,633	30,590	19,608	15,226
Fluvanna	1988	31,328	9,999	9,606	367			813	194		8,336	4,556	4,416	1,388
	1982	17,770	6,444	6,179	182			678	116		3,043	2,885	2,669	795
Greene	1988	26,201	8,971	8,585	906	2,046		203	182		10,292	2,427	120	150
	1982	15,787	5,257	5,021	563	1,416		188	124		3,865	3,495	82	98
DANVILLE	**1988**	**589,618**	**135,379**	**133,525**	**54,301**	**51,984**	**38,946**	**40,415**	**24,965**	**15,771**	**143,942**	**26,529**	**34,428**	**38,889**
	1982	394,769	110,532	108,789	33,970	34,758	25,502	31,312	13,717	9,539	75,729	29,769	20,691	17,688
Danville city	1988	451,441	100,363	99,323	40,802	44,699	38,946	37,332	21,356	14,950	114,611	21,616	14,419	30,700
	1982	304,608	80,816	79,821	25,848	30,660	25,502	29,113	11,769	9,012	62,348	21,958	10,408	14,054
Pittsylvania	1988	138,177	35,016	34,202	13,499	7,285		3,083	3,609	821	29,331	4,913	20,009	8,189
	1982	90,161	29,716	28,968	8,122	4,098		2,199	1,948	527	13,381	7,811	10,283	3,634
LYNCHBURG	**1988**	**1,063,615**	**221,669**	**214,343**	**88,261**	**178,509**	**149,663**	**39,146**	**54,979**	**35,780**	**190,320**	**63,087**	**64,186**	**43,258**
	1982	666,943	160,547	154,772	54,359	103,051	84,855	29,583	26,681	18,591	104,290	64,565	31,172	24,580
Amherst	1988	149,104	50,199	49,624	12,020	12,525	11,067	3,084	2,485	743	34,035	12,479	7,267	7,600
	1982	90,081	32,106	31,675	6,624	6,267	5,357	2,136	1,255	502	16,019	14,062	3,400	4,093
Campbell	1988	149,327	44,133	43,097	11,474	6,950	1,760	2,122	6,369	3,027	33,273	9,791	15,873	12,565
	1982	95,679	34,554	33,676	6,592	4,067	849	1,646	3,768	2,026	18,073	8,910	7,428	6,046
Lynchburg city	1988	765,184	127,337	121,522	64,767	159,034	136,836	33,940	46,125	32,010	123,012	40,817	41,046	23,093
	1982	481,183	93,887	89,421	41,143	92,717	78,649	25,801	21,658	16,063	70,198	41,593	20,344	14,441

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

SaMM ESTIMATES: 1988 U.S. CENSUS: 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
VIRGINIA (continued)														
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**1988**	**9,184,171**	**1,633,945**	**1,563,247**	**872,812**	**1,113,041**	**924,833**	**474,335**	**653,961**	**410,022**	**2,067,701**	**514,587**	**410,845**	**313,146**
	1982	5,370,031	1,132,798	1,079,419	522,582	637,762	513,375	307,317	300,874	210,318	1,013,346	464,912	223,122	140,147
Chesapeake city	1988	776,471	172,298	164,468	52,530	106,083	97,442	20,197	27,492	12,744	196,276	67,546	57,533	26,455
	1982	424,507	107,751	102,649	28,816	48,253	43,156	11,566	9,958	5,306	88,704	63,132	32,169	11,302
Gloucester	1988	131,699	42,456	42,201	7,335	12,962	5,722	1,816	3,984	3,984	28,301	2,895	9,321	5,848
	1982	82,227	33,199	32,934	4,311	6,737	2,911	1,227	2,189	2,189	13,422	3,591	4,701	3,676
Hampton city	1988	1,276,155	195,665	189,675	93,666	200,048	162,415	67,391	72,986	38,397	233,039	41,000	19,671	28,354
	1982	723,726	136,695	132,248	54,123	102,961	80,553	44,038	31,344	19,146	109,015	42,047	9,958	12,469
James City	1988	143,706	12,926	10,529	11,217			7,027	93,013	91,181	2,798	5,106	876	421
	1982	85,944	10,508	8,542	6,395			3,913	53,016	51,899	1,569	4,030	473	383
Newport News city	1988	1,046,437	173,567	165,948	81,719	151,035	138,520	57,137	34,127	21,415	304,719	62,271	67,237	29,277
	1982	692,040	135,362	129,088	58,629	89,788	80,683	36,641	18,574	12,695	172,805	63,603	44,974	16,085
Norfolk city	1988	2,054,217	283,223	266,981	220,941	269,131	223,683	128,514	159,919	73,546	500,855	107,454	58,794	73,099
	1982	1,210,315	222,245	209,083	137,488	157,386	127,891	88,091	68,480	36,957	236,372	94,561	36,652	30,599
Poquoson city	1988	39,154	26,280	26,137	2,427	159		831	1,763	1,763	1,632	666	1,151	750
	1982	17,882	11,674	11,588	1,010	87		527	908	908	711	581	559	443
Portsmouth city	1988	643,777	121,731	112,503	55,157	66,737	56,266	42,767	27,873	13,736	174,746	34,137	36,598	31,795
	1982	416,078	101,722	93,825	31,264	47,644	38,622	30,935	15,449	8,735	91,354	32,136	17,551	14,460
Suffolk city	1988	428,877	96,116	93,585	19,650	12,620	4,658	21,481	18,164	15,821	78,003	29,263	30,928	17,693
	1982	202,959	52,117	50,643	9,248	5,939	2,078	10,304	6,839	6,241	28,492	17,069	12,752	7,266
Virginia Beach city	1988	2,095,318	376,600	361,225	228,249	256,591	207,173	95,180	175,955	105,812	469,715	120,223	116,190	78,421
	1982	1,263,086	258,037	247,010	141,314	164,053	126,069	65,041	81,699	55,525	242,212	115,728	58,499	34,427
Williamsburg city	1988	391,610	104,790	103,241	71,050	25,612	21,426	28,577	26,302	21,813	64,262	21,243	7,011	14,052
	1982	172,730	46,425	45,649	34,597	10,881	8,931	13,120	8,593	7,458	23,281	15,133	2,989	5,303
York	1988	156,750	28,193	26,754	28,871	12,063	7,528	3,417	12,383	9,810	13,355	22,783	5,535	6,981
	1982	78,537	17,063	16,160	15,387	4,033	2,481	1,914	3,825	3,259	5,409	13,301	1,845	3,734
RICHMOND - PETERSBURG	**1988**	**6,546,647**	**1,319,476**	**1,282,845**	**542,736**	**879,600**	**751,728**	**266,783**	**291,979**	**146,354**	**1,441,538**	**495,925**	**298,182**	**289,602**
	1982	3,824,238	888,678	862,696	321,588	493,040	413,168	190,699	153,092	88,975	670,291	405,381	142,023	146,034
Charles City	1988	2,800	1,180	1,098	133						102	891		
	1982	2,163	623	578	111						75	1,147		
Chesterfield	1988	1,202,906	238,897	232,922	75,431	232,822	207,564	39,467	39,779	13,869	219,544	69,386	104,616	69,899
	1982	689,965	180,596	175,730	44,371	120,111	105,966	39,308	26,394	11,077	88,116	61,186	43,624	28,452
Colonial Heights city	1988	108,663	18,566	17,854	10,946	17,069	9,338	5,240	1,784	1,167	25,826	11,292	405	6,130
	1982	70,372	13,503	12,959	7,103	9,085	4,186	4,687	1,140	852	12,498	11,218	374	3,394
Dinwiddie	1988	36,848	18,383	18,235	4,272			733	193		432	7,120	4,197	253
	1982	23,651	11,229	11,116	2,081			575	126		218	5,731	2,859	187
Goochland	1988	40,210	9,869	9,803	817	2,316		173	2,160	2,160	9,169	7,242	530	149
	1982	23,024	5,270	5,225	608	861		172	1,295	1,295	4,183	6,230	396	103
Hanover	1988	416,398	94,379	92,637	35,127	12,166	6,392	6,134	11,306	1,275	45,943	120,428	19,757	20,788
	1982	207,866	50,715	49,679	16,641	4,726	2,190	2,855	3,821	514	18,385	73,843	8,315	7,459
Henrico	1988	1,915,501	330,020	323,971	161,728	346,606	302,694	105,452	105,065	42,606	465,704	108,228	59,143	83,784
	1982	1,063,072	238,859	234,015	87,867	191,028	160,119	63,715	48,223	23,590	196,893	90,949	28,310	43,923
Hopewell city	1988	150,161	30,713	30,394	12,558	26,999	5,558	9,021	8,864	5,448	17,133	9,508	12,999	13,112
	1982	100,120	28,873	28,516	8,424	12,203	2,170	7,097	4,202	2,875	8,898	9,774	7,193	6,689
New Kent	1988	23,977	7,278	7,214	1,944	431			74		6,084	5,002	2,043	691
	1982	17,892	5,844	5,782	1,309	447			64		3,130	4,340	1,762	685
Petersburg city	1988	389,321	46,615	45,363	24,230	85,643	81,657	16,866	23,890	16,600	110,905	21,756	14,467	17,660
	1982	265,741	39,587	38,448	18,274	54,753	51,272	14,286	12,480	9,597	58,758	28,124	10,020	10,421
Powhatan	1988	34,219	10,437	10,374	211	1,298			345		17,343	1,885	894	680
	1982	18,249	6,004	5,956	179	564			231		7,458	2,324	584	437
Prince George	1988	101,986	24,765	24,560	12,498	1,865		736	2,130	2,130	44,181	8,820	3,555	
	1982	36,557	8,318	8,233	3,912	888		477	756	756	12,642	5,563	1,671	
Richmond city	1988	2,121,657	488,374	468,420	202,841	152,385	138,525	82,961	96,389	61,099	479,172	124,367	75,576	76,456
	1982	1,305,566	299,257	286,459	130,708	98,374	87,265	57,527	54,360	38,419	259,037	104,952	36,915	44,284
ROANOKE	**1988**	**1,704,282**	**347,162**	**336,458**	**153,110**	**261,152**	**219,773**	**81,133**	**114,228**	**65,238**	**299,441**	**122,459**	**74,825**	**73,964**
	1982	1,104,421	269,647	260,778	100,946	151,086	121,088	57,674	54,217	33,571	163,516	120,353	42,545	41,643
Botetourt	1988	78,733	12,122	11,789	5,754	760		631	1,568	1,138	7,629	29,263	3,960	1,570
	1982	50,158	7,883	7,651	2,580	612		680	996	803	3,689	24,354	2,080	710
Roanoke	1988	359,644	106,121	104,338	27,671	60,693	56,683	28,547	33,948	19,191	21,424	32,801	19,480	14,851
	1982	238,306	78,293	76,825	20,758	34,246	31,131	18,629	14,861	9,706	9,914	33,908	8,745	9,354
Roanoke city	1988	1,032,822	171,832	164,238	105,289	184,431	152,951	48,325	68,853	42,736	199,354	51,453	40,758	45,506
	1982	641,354	135,247	129,013	66,394	103,650	81,984	34,441	32,101	21,309	107,007	50,538	23,815	22,717
Salem city	1988	233,083	57,087	56,093	14,396	15,268	10,139	3,630	9,859	2,173	71,034	8,942	10,627	14,037
	1982	174,603	48,224	47,289	11,214	12,578	7,973	3,924	6,259	1,753	42,906	11,553	7,905	8,862

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988 U.S. CENSUS: 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
VIRGINIA (continued)														
ALL COUNTIES														
Accomack	1988	169,721	48,202	44,570	16,186	15,608		5,136	6,219	5,622	19,682	6,440	6,355	7,487
	1982	102,321	35,970	33,194	9,184	7,475		3,481	3,232	3,016	9,813	7,331	2,931	3,843
Albemarle	1988	370,043	51,959	49,165	32,151	98,063	59,166	37,419	15,610	5,826	40,588	18,493	34,253	7,319
	1982	154,192	30,200	28,519	12,520	33,199	19,403	18,455	4,548	1,953	13,019	14,283	10,545	2,870
☐ Alexandria city	1988	1,329,285	168,526	161,982	151,201	253,534	236,499	42,055	69,571	37,441	417,419	52,525	29,206	46,651
	1982	790,334	127,470	122,276	89,658	130,907	120,850	31,321	38,185	24,090	211,607	54,729	17,963	23,793
Alleghany	1988	907	589	588	136	126								
	1982	743	549	549	89	75								
Amelia	1988	23,405	4,986	4,927	487	909		100	353	161	7,124	6,134	52	1,273
	1982	16,454	4,347	4,287	419	543		118	266	130	3,002	5,637	46	793
Amherst	1988	149,104	50,199	49,624	12,020	12,525	11,067	3,084	2,485	743	34,035	12,479	7,267	7,600
	1982	90,081	32,106	31,675	6,624	6,267	5,357	2,136	1,255	502	16,019	14,062	3,400	4,093
Appomattox	1988	55,186	12,779	12,492	3,081	876		281	678	678	19,781	6,466	2,544	2,993
	1982	37,339	9,840	9,599	2,494	590		211	367	367	10,327	5,129	2,381	2,320
☐ Arlington	1988	1,544,838	262,881	246,850	190,732	133,959	114,869	34,748	96,083	42,737	508,236	95,863	27,132	86,854
	1982	832,535	166,505	156,041	114,169	64,097	54,109	19,739	42,154	22,422	240,458	69,098	13,758	45,309
Augusta	1988	296,369	52,668	49,446	14,693	10,734	8,514	5,610	2,844	2,844	114,204	25,848	40,676	3,564
	1982	143,151	29,993	28,103	9,119	3,330	2,502	2,528	1,233	1,233	46,447	18,367	16,483	1,389
Bath	1988	10,810	3,610	3,517	278	462		1,383	962	300	256	597	68	323
	1982	9,245	2,973	2,891	302	469		1,040	732	279	245	1,184	63	335
Bedford	1988	24,060	6,537	6,017	1,763	44		58	1,959	322	2,574	1,361	6,700	1,515
	1982	18,293	6,822	6,267	1,325	52		88	916	216	1,431	1,697	3,967	862
Bedford city	1988	115,276	40,126	39,432	6,140	16,880	5,487	1,836	3,034	1,603	20,168	6,780	6,461	4,513
	1982	61,051	23,327	22,878	3,220	7,008	2,035	1,166	1,326	822	9,048	5,482	3,319	1,991
Bland	1988	9,023	1,553	1,496	306			309	108		5,404	589	232	181
	1982	6,259	1,698	1,634	263			355	73		2,245	950	209	158
Botetourt	1988	78,733	12,122	11,789	5,754	760		631	1,568	1,138	7,629	29,263	3,960	1,570
	1982	50,158	7,883	7,651	2,580	612		680	996	803	3,689	24,354	2,080	710
☐ Bristol city	1988	248,467	33,124	31,369	20,271	51,258	40,878	15,495	12,069	6,366	66,599	11,944	16,334	4,748
	1982	186,745	32,640	30,851	13,837	34,481	27,138	15,478	7,815	4,450	36,308	15,067	12,500	3,995
Brunswick	1988	43,099	16,890	16,018	1,503	1,548		1,888	629	258	10,775	1,556	2,257	2,155
	1982	28,679	11,476	10,862	874	1,209		1,466	370	193	6,475	1,788	1,370	1,145
Buchanan	1988	137,639	22,567	21,925	7,904	15,049	5,213	4,721	10,741	5,242	23,079	6,434	6,048	11,834
	1982	103,931	18,717	18,148	6,556	12,378	3,952	4,132	6,646	3,877	15,731	9,490	4,754	5,647
Buckingham	1988	26,094	8,442	8,295	1,322	3,277		422	175		5,453	3,789	102	352
	1982	17,364	5,995	5,879	970	1,722		449	134		2,340	3,724	89	257
Buena Vista city	1988	33,912	12,790	11,816	3,521	2,210		1,083	1,171	582	2,069	4,556	737	2,129
	1982	21,480	7,136	6,579	1,944	1,181		1,004	594	292	984	3,796	582	1,392
Campbell	1988	149,327	44,133	43,097	11,474	6,950	1,760	2,122	6,369	3,027	33,273	9,791	15,873	12,565
	1982	95,679	34,554	33,676	6,592	4,067	849	1,646	3,768	2,026	18,073	8,910	7,428	6,046
Caroline	1988	52,472	13,568	12,897	4,927	659		118	875	689	14,818	10,482	633	1,681
	1982	35,983	11,743	11,140	3,431	389		148	584	469	6,787	9,176	518	910
Carroll	1988	75,924	16,724	15,629	5,801	10,554		5,994	2,094	1,731	10,679	7,337	4,353	5,986
	1982	44,966	13,039	12,161	2,976	4,475		3,459	1,376	1,192	5,429	6,079	2,477	2,327
Charles City	1988	2,800	1,180	1,098	133						102	891		
	1982	2,163	623	578	111						75	1,147		
Charlotte	1988	22,550	9,326	8,648	1,033	1,221		422	488	488	3,871	2,032	368	1,401
	1982	17,311	7,013	6,490	933	931		570	449	449	2,315	2,361	283	775
Charlottesville city	1988	681,401	152,596	150,499	51,117	59,280	55,658	30,026	66,230	46,288	112,173	30,210	32,568	28,994
	1982	409,702	103,066	101,447	35,264	36,343	33,704	19,721	24,390	17,991	59,633	30,590	19,608	15,226
Chesapeake city	1988	776,471	172,298	164,468	52,530	106,083	97,442	20,197	27,492	12,744	196,276	67,546	57,533	26,455
	1982	424,507	107,751	102,649	28,816	48,253	43,156	11,566	9,958	5,306	88,704	63,132	32,169	11,302
Chesterfield	1988	1,202,906	238,897	232,922	75,431	232,822	207,564	39,467	39,779	13,869	219,544	69,386	104,616	69,899
	1982	689,965	180,596	175,730	44,371	120,111	105,966	39,308	26,394	11,077	88,116	61,186	43,624	28,452
Clarke	1988	34,775	10,082	8,872	3,704	787		349	879	741	6,368	3,035	1,514	304
	1982	22,987	7,094	6,230	2,352	434		359	631	535	2,506	4,170	853	258
Clifton Forge city	1988	25,132	8,978	8,950	1,081	1,739		249	668	138	5,260	1,947	600	2,431
	1982	22,124	8,895	8,861	935	1,601		241	372	93	2,724	3,384	539	1,914
Colonial Heights city	1988	108,663	18,566	17,854	10,946	17,069	9,338	5,240	1,784	1,167	25,826	11,292	405	6,130
	1982	70,372	13,503	12,959	7,103	9,085	4,186	4,687	1,140	852	12,498	11,218	374	3,394
Covington city	1988	129,572	29,363	28,046	9,597	11,727	7,551	9,384	5,210	2,839	34,717	8,079	9,777	3,537
	1982	85,084	19,953	19,021	6,027	8,369	5,223	6,075	3,171	1,956	18,059	7,876	6,287	3,326
Craig	1988	5,521	3,032	2,911	585				91		141	600		60
	1982	4,513	2,013	1,928	427				67		115	982		49

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
VIRGINIA (continued)														
ALL COUNTIES (continued)														
Culpeper	1988	124,168	31,784	30,942	7,420	22,764	19,210	3,121	9,691	4,523	18,033	9,200	7,051	7,543
	1982	78,514	25,563	24,836	4,585	10,060	8,149	2,589	3,847	1,921	10,443	7,997	3,144	4,155
Cumberland	1988	24,043	10,750	10,721	520	1,704		2,301	2,056	276	558	2,050	1,512	220
	1982	14,436	5,961	5,833	316	756		1,866	954	170	238	2,007	901	107
Danville city	1988	451,441	100,363	99,323	40,802	44,699	38,946	37,332	21,356	14,950	114,611	21,616	14,419	30,700
	1982	304,605	80,816	79,821	25,848	30,660	25,502	29,113	11,769	9,012	62,348	21,958	10,408	14,054
Dickenson	1988	66,998	18,463	18,158	3,715	3,444		429	1,837	1,517	20,725	3,058	4,252	2,475
	1982	55,766	18,897	18,547	2,799	3,034		639	1,616	1,421	13,271	4,060	4,256	1,598
Dinwiddie	1988	36,848	18,383	18,235	4,272			733	193		432	7,120	4,197	253
	1982	23,651	11,229	11,116	2,081			575	126		218	5,731	2,859	187
Emporia city	1988	102,883	25,441	25,360	8,065	4,445		4,747	7,319	4,846	20,501	15,561	2,251	4,110
	1982	62,594	15,871	15,830	5,462	2,935		3,256	3,172	2,347	8,855	13,934	1,302	2,076
Essex	1988	87,234	20,265	19,341	9,375	8,111		3,853	4,899	4,899	13,935	1,628	7,705	6,732
	1982	55,319	16,050	15,287	5,918	5,085		2,573	2,574	2,574	6,694	2,871	4,259	3,113
☐ Fairfax	1988	6,995,250	1,271,149	1,197,306	552,184	932,578	841,069	479,734	582,460	292,011	1,614,979	466,143	293,794	235,502
	1982	3,329,480	713,964	671,151	287,014	460,473	411,248	249,927	203,625	118,591	595,311	327,501	106,091	122,245
☐ Fairfax city	1988	1,032,134	101,157	86,365	84,201	166,246	92,259	40,400	93,673	56,836	346,359	50,738	35,917	42,568
	1982	467,619	66,449	56,620	38,113	84,330	45,697	17,829	31,322	21,768	125,213	34,000	20,016	16,395
☐ Falls Church city	1988	353,972	37,167	31,203	21,406	53,081	40,645	39,264	16,754	3,707	147,309	10,755	3,133	14,558
	1982	190,410	23,289	19,513	12,298	37,258	28,769	18,643	7,896	2,073	64,306	10,708	2,504	6,183
Fauquier	1988	223,379	63,534	58,960	21,601	3,054		6,984	4,214	2,707	38,385	17,636	15,548	12,632
	1982	124,736	39,012	36,131	12,497	1,466		4,010	1,882	1,248	16,166	17,185	7,262	5,704
Floyd	1988	30,347	7,460	7,052	901	1,173		65	2,763	1,605	11,714	555	1,925	156
	1982	23,922	6,445	6,080	725	933		108	2,060	1,410	8,554	986	1,436	197
Fluvanna	1988	31,328	9,999	9,606	367			813	194		8,336	4,556	4,416	1,388
	1982	17,770	6,444	6,179	182			678	116		3,043	2,885	2,669	795
Franklin	1988	103,552	33,534	31,816	7,235	4,565		4,590	3,634	2,403	18,344	4,639	8,099	8,486
	1982	71,930	26,392	24,991	5,051	2,503		4,166	2,702	1,974	10,131	4,854	4,374	4,080
Franklin city	1988	73,473	14,101	13,710	6,119	9,114		5,322	6,355	4,033	9,571	1,777	4,100	8,438
	1982	44,567	10,943	10,618	3,539	5,310		3,974	2,773	1,974	4,937	2,166	1,851	4,086
Frederick	1988	171,587	32,669	31,415	6,460	7,726	6,369	408	8,878	2,427	56,318	17,373	34,965	2,183
	1982	71,319	19,547	18,760	3,355	3,354	2,746	239	2,176	758	17,806	11,198	10,771	862
Fredericksburg city	1988	441,861	59,271	57,741	49,497	44,007	25,670	18,818	34,495	27,596	83,704	27,569	26,037	25,852
	1982	227,952	41,506	40,353	24,211	22,803	12,843	10,297	12,876	10,911	30,259	29,631	11,667	12,188
Galax city	1988	99,687	24,049	23,932	9,944	12,998	7,147	4,213	6,582	6,307	17,008	6,308	4,695	4,122
	1982	66,161	18,869	18,741	5,947	7,612	3,565	3,204	3,819	3,713	9,824	6,426	2,753	2,448
Giles	1988	96,967	33,637	32,112	2,765	6,957		1,532	5,122	4,300	25,850	3,798	6,134	5,693
	1982	69,622	28,096	26,770	2,018	4,395		1,186	2,417	2,151	15,985	3,396	4,952	3,155
Gloucester	1988	131,699	42,456	42,201	7,335	12,962	5,722	1,816	3,984	3,984	28,301	2,895	9,321	5,848
	1982	82,227	33,199	32,934	4,311	6,737	2,911	1,227	2,189	2,189	13,422	3,591	4,701	3,676
Goochland	1988	40,210	9,869	9,803	817	2,316		173	2,160	2,160	9,169	7,242	530	149
	1982	23,024	5,270	5,225	608	861		172	1,295	1,295	4,183	6,230	396	103
Grayson	1988	37,229	11,283	10,916	2,003	4,895		280	2,337	739	10,235	1,246	422	1,169
	1982	21,577	8,505	8,212	1,131	2,151		266	1,621	544	4,109	1,061	342	783
Greene	1988	26,201	8,971	8,585	906	2,046		203	182		10,292	2,427	120	150
	1982	15,787	5,257	5,021	563	1,416		188	124		3,865	3,495	82	98
Greensville	1988	2,753	2,414	2,351								115		131
	1982	2,128	1,753	1,704								144		124
Halifax	1988	30,148	7,689	7,375	1,905	1,093		148	993	993	3,914	3,733	4,114	1,407
	1982	20,589	6,443	6,166	1,017	996		170	397	397	1,859	4,220	2,301	764
Hampton city	1988	1,276,155	195,665	189,675	93,666	200,048	162,413	67,391	72,986	38,397	233,039	41,000	19,671	28,354
	1982	723,726	136,695	132,248	54,123	102,961	80,553	44,038	31,344	19,146	109,015	42,047	9,958	12,469
Hanover	1988	416,398	94,379	92,637	35,127	12,166	6,392	6,134	11,306	1,275	45,943	120,428	19,757	20,788
	1982	207,866	50,715	49,679	16,641	4,726	2,190	2,855	3,821	514	18,385	73,843	8,315	7,459
Harrisonburg city	1988	483,011	96,738	95,212	37,944	108,954	84,328	14,229	36,420	18,762	82,148	23,086	16,839	22,280
	1982	210,220	51,599	50,684	20,240	38,595	28,356	8,846	12,693	7,559	28,502	17,158	6,062	7,161
Henrico	1988	1,915,501	330,020	323,971	161,728	346,606	302,694	105,452	105,065	42,606	465,704	108,228	59,143	83,784
	1982	1,063,072	238,859	234,015	87,867	191,028	160,119	63,715	48,223	23,590	196,893	90,949	28,310	43,923
Henry	1988	257,420	67,560	64,055	17,567	7,463		7,885	8,391	4,775	51,829	28,672	26,232	14,976
	1982	125,501	41,317	39,095	9,637	3,277		4,378	3,359	2,191	19,085	17,751	10,085	5,633
Highland	1988	6,739	529	460	585	268			656	298	868	1,706		
	1982	4,414	436	378	440	132			295	145	330	1,696		
Hopewell city	1988	150,161	30,713	30,394	12,558	26,999	5,558	9,021	8,864	5,448	17,133	9,508	12,999	13,112
	1982	100,120	28,873	28,516	8,424	12,203	2,170	7,097	4,202	2,875	8,898	9,774	7,193	6,689

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
VIRGINIA (continued)														
ALL COUNTIES (continued)														
Isle of Wight	1988	76,440	29,262	28,022	6,194	3,938		840	931	142	15,966	3,321	5,518	5,076
	1982	50,710	21,572	20,616	4,030	2,195		826	659	137	8,413	3,550	2,826	2,470
James City	1988	143,706	12,926	10,529	11,217			7,027	93,013	91,181	2,798	5,106	876	421
	1982	85,944	10,508	8,542	6,395			3,913	53,016	51,899	1,569	4,030	473	383
King and Queen	1988	6,949	2,404	2,312	312	305		54	175		2,517	455	247	
	1982	4,913	2,078	1,994	254	232		51	96		1,042	572	182	
King George	1988	21,213	5,512	5,447	1,437	594			368	368	6,819	1,519	1,369	838
	1982	15,705	4,505	4,445	1,217	511			311	311	3,402	2,539	785	681
King William	1988	51,459	14,354	13,706	949	878		1,386	3,114	1,276	17,197	6,935	1,654	2,493
	1982	38,767	12,493	11,905	792	688		1,333	1,852	963	9,370	7,443	1,188	1,398
Lancaster	1988	73,899	20,771	19,784	3,070	4,625		2,936	4,922	1,426	20,863	2,233	1,388	2,547
	1982	48,035	16,530	15,713	1,909	1,880		1,994	2,625	754	10,660	3,130	4,072	1,537
Lee	1988	50,999	18,612	18,369	2,639	4,583	2,965	1,383	1,306	904	9,019	2,453	4,819	2,781
	1982	46,963	18,466	18,190	2,508	3,766	2,276	1,193	1,050	749	6,398	4,035	3,812	1,929
Lexington city	1988	76,051	21,140	19,852	10,578	5,966	3,563	1,502	4,466	3,428	12,884	4,250	4,574	4,060
	1982	56,342	16,895	15,833	7,844	4,188	2,256	1,445	2,177	1,793	6,846	7,615	2,548	2,314
☐ Loudoun	1988	476,190	153,997	139,359	27,537	22,792	19,103	18,023	26,996	11,870	82,993	26,392	55,476	30,216
	1982	260,928	95,349	86,115	17,120	10,011	8,281	10,206	10,909	5,526	36,628	23,864	21,953	13,886
Louisa	1988	57,228	22,112	21,999	3,097	4,054		213	2,028	1,452	7,568	8,074	6,383	1,869
	1982	35,531	15,842	15,729	1,507	1,867		219	710	527	3,490	6,829	2,463	1,267
Lunenburg	1988	37,788	11,537	11,493	865	3,457		542	1,004	431	6,003	4,950	1,952	1,438
	1982	26,465	9,858	9,801	761	1,912		589	736	370	3,014	3,525	1,516	1,087
Lynchburg city	1988	765,184	127,337	121,522	64,767	159,034	136,836	33,940	46,125	32,010	123,012	40,817	41,046	23,093
	1982	481,183	93,887	89,421	41,143	92,717	78,649	25,801	21,658	16,063	70,198	41,593	20,344	14,441
Madison	1988	49,107	23,218	23,158	1,713	2,210		464	99		6,907	3,544	7,355	1,334
	1982	23,210	9,707	9,662	840	851		377	52		2,361	3,487	3,931	678
☐ Manassas city	1988	362,274	69,239	56,472	22,945	19,503	16,123	4,747	11,337	6,473	154,249	18,506	18,933	6,632
	1982	189,337	44,956	36,594	12,830	11,516	9,123	2,500	5,094	3,253	63,316	16,209	9,673	3,909
☐ Manassas Park city	1988	20,884	11,465	11,162	1,921				996		2,966	1,371		1,842
	1982	11,731	6,326	6,146	843				481		1,575	1,427		860
Martinsville city	1988	195,699	39,093	37,403	13,909	37,088	32,896	9,726	12,565	8,661	32,683	6,994	3,970	9,718
	1982	146,273	35,219	33,629	10,323	23,848	20,505	7,126	6,958	5,161	22,866	8,229	2,387	6,025
Mathews	1988	24,758	11,495	11,412	1,145	217		489	801	572	3,175	1,284	3,017	1,153
	1982	18,677	8,370	8,293	655	194		584	632	473	1,936	2,342	1,568	1,111
Mecklenburg	1988	151,221	37,302	36,973	8,730	12,300	3,383	7,702	6,822	5,292	33,225	11,724	8,255	7,405
	1982	113,490	33,773	33,409	6,470	7,111	1,713	5,923	3,690	3,011	19,568	15,217	5,014	4,685
Middlesex	1988	30,866	11,725	10,390	2,405	1,114		226	1,390	1,152	1,457	1,264	3,882	1,144
	1982	21,762	8,566	7,576	1,372	710		302	944	792	1,500	1,896	2,136	767
Montgomery	1988	446,772	90,089	86,198	43,417	67,803	58,952	14,414	21,135	8,584	103,159	30,615	24,218	15,108
	1982	260,493	62,941	60,103	24,571	30,841	25,688	8,930	8,853	4,388	50,516	29,729	12,336	6,950
Nelson	1988	54,351	7,425	6,881	1,814	387		1,172	677		28,713	2,101	482	660
	1982	30,216	5,252	4,858	1,362	370		1,415	376		10,370	3,552	466	527
New Kent	1988	23,977	7,278	7,214	1,944	431			74		6,084	5,002	2,043	691
	1982	17,892	5,844	5,782	1,309	447			64		3,130	4,340	1,762	685
Newport News city	1988	1,046,437	173,667	165,948	81,719	151,035	138,520	57,137	34,127	21,415	304,719	62,271	67,237	29,277
	1982	692,040	135,362	129,088	58,629	89,788	80,683	36,641	18,574	12,695	172,805	63,603	44,974	16,085
Norfolk city	1988	2,054,217	283,223	266,981	220,941	269,131	223,683	128,514	159,919	73,546	500,855	107,454	58,794	73,099
	1982	1,210,315	222,245	209,083	137,488	157,386	127,891	88,091	68,480	36,957	236,372	94,561	36,652	30,599
Northampton	1988	62,840	21,344	21,061	4,774	3,960		1,263	1,747	253	5,350	4,445	5,443	5,659
	1982	44,471	18,813	18,527	2,843	2,710		856	772	163	2,754	4,651	2,941	2,796
Northumberland	1988	49,464	16,682	14,928	1,654	1,881		415	123		5,340	2,145	4,616	6,447
	1982	28,325	11,367	10,151	1,030	1,177		312	77		1,827	1,915	2,176	3,991
Norton city	1988	125,227	17,706	17,640	6,686	16,803	6,833	5,597	2,745	1,798	38,903	2,847	16,121	7,908
	1982	72,796	13,650	13,570	4,286	8,660	3,257	3,993	1,595	1,118	19,424	4,032	7,846	3,629
Nottoway	1988	68,939	14,221	14,169	4,034	3,237		2,474	7,820	2,963	17,310	4,804	2,563	4,489
	1982	47,855	14,112	14,070	3,279	1,771		2,014	3,393	1,493	9,113	4,128	1,439	2,606
Orange	1988	99,063	22,434	21,310	4,577	6,297		2,303	2,882	2,882	29,800	9,444	5,374	3,834
	1982	60,355	15,224	14,434	2,992	3,203		1,660	1,462	1,462	13,737	11,042	2,953	3,640
Page	1988	104,408	27,977	26,216	18,011	6,878		363	3,638	2,289	18,306	5,737	1,885	6,939
	1982	57,636	17,745	16,595	9,341	3,547		285	1,795	1,246	7,233	4,645	1,156	3,573
Patrick	1988	43,643	14,627	14,243	2,011	7,635		234	1,526	593	4,877	2,606	3,640	2,777
	1982	28,352	9,753	9,479	1,240	4,661		232	779	328	3,227	2,549	1,618	1,440
Petersburg city	1988	389,321	46,615	45,363	24,230	85,643	81,657	16,866	23,890	16,600	110,905	21,756	14,467	17,660
	1982	265,741	39,587	38,448	18,274	54,753	51,272	14,286	12,480	9,597	58,758	28,124	10,020	10,421

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988 U.S. CENSUS: 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
VIRGINIA (continued)														
ALL COUNTIES (continued)														
Pittsylvania	1988	138,177	35,016	34,202	13,499	7,285		3,083	3,609	821	29,331	4,913	20,009	8,189
	1982	90,161	29,716	28,968	8,122	4,098		2,199	1,948	527	13,381	7,811	10,283	3,634
Poquoson city	1988	39,154	26,280	26,137	2,427	159		831	1,763	1,763	1,632	666	1,151	750
	1982	17,882	11,674	11,588	1,010	87		527	908	908	711	581	559	443
Portsmouth city	1988	643,777	121,731	112,503	55,157	66,737	56,266	42,767	27,873	13,736	174,746	34,137	36,598	31,795
	1982	416,078	101,722	93,825	31,264	47,644	38,622	30,935	15,449	8,735	91,354	32,136	17,551	14,460
Powhatan	1988	34,219	10,437	10,374	211	1,298			345		17,343	1,885	894	680
	1982	18,249	6,004	5,956	179	564			231		7,456	2,324	584	437
Prince Edward	1988	131,975	23,843	22,756	13,156	17,781	7,675	2,436	12,153	10,499	29,062	3,204	11,200	8,163
	1982	75,420	19,684	18,748	7,253	9,049	3,414	1,276	5,029	4,454	13,439	5,071	4,921	3,877
Prince George	1988	103,986	24,765	24,560	12,498	1,865		736	2,130	2,130	44,181	8,820	3,555	
	1982	36,557	8,318	8,233	3,912	888		477	756	755	12,642	5,563	1,671	
☐ Prince William	1988	1,339,096	248,899	238,746	118,194	118,420	112,556	55,966	85,889	38,366	329,003	115,893	144,710	51,406
	1982	656,944	146,202	139,960	56,445	57,992	54,675	26,906	30,525	15,128	137,480	90,391	49,294	22,524
Pulaski	1988	151,025	44,889	44,718	8,221	16,733	6,813	2,878	5,908	5,004	25,826	10,759	8,929	9,143
	1982	96,925	31,565	31,383	5,149	7,857	2,584	2,592	2,462	2,207	15,448	12,818	6,335	4,428
Radford city	1988	94,414	15,283	15,219	5,637	6,027	4,204	4,177	6,189	4,215	31,625	3,407	1,640	7,231
	1982	63,163	14,608	14,518	3,859	5,156	3,539	3,913	3,728	2,664	15,780	4,253	1,351	3,156
Rappahannock	1988	8,099	2,025	1,874	1,319	154			836	836	88	879	134	
	1982	6,566	1,732	1,602	767	190			768	768	97	933	140	
Richmond	1988	32,444	15,226	14,272	2,442	2,191		1,273	3,131	2,076	3,462	1,431		1,204
	1982	25,814	12,002	11,229	1,900	1,309		839	1,764	1,301	2,924	2,340		1,015
Richmond city	1988	2,121,657	488,374	468,420	202,841	152,385	138,525	82,961	96,389	61,099	479,172	124,367	75,576	76,456
	1982	1,305,566	299,257	286,459	130,708	98,374	87,265	57,527	54,360	38,419	259,037	104,952	36,915	44,284
Roanoke	1988	359,644	106,121	104,338	27,671	60,693	56,683	28,547	33,948	19,191	21,424	32,801	19,480	14,851
	1982	238,306	78,293	76,825	20,758	34,246	31,131	18,629	14,861	9,706	9,914	33,908	8,745	9,354
Roanoke city	1988	1,032,822	171,832	164,238	105,289	184,431	152,951	48,325	68,853	42,736	199,354	51,453	40,758	45,506
	1982	641,354	135,247	129,013	66,394	103,650	81,984	34,441	32,101	21,309	107,007	50,538	23,815	22,717
Rockbridge	1988	138,439	20,577	19,264	8,529	751		299	4,272	3,933	30,126	52,312	14,564	2,057
	1982	65,331	10,446	9,760	3,502	273		183	1,708	1,569	7,717	33,717	4,788	768
Rockingham	1988	145,919	26,900	24,237	11,575	8,421	6,428	4,678	4,225	3,514	32,640	5,448	33,687	4,656
	1982	99,364	27,763	24,965	7,684	4,897	3,486	2,897	2,866	2,512	17,238	7,440	16,053	2,581
Russell	1988	84,480	27,627	27,279	6,055	5,115		1,519	6,582	5,555	16,987	4,553	7,638	4,410
	1982	63,097	23,157	22,819	4,149	3,364		1,294	4,253	3,697	10,547	5,573	4,922	2,453
Salem city	1988	233,083	57,087	56,093	14,396	15,268	10,139	3,630	9,859	2,173	71,034	8,942	10,627	14,037
	1982	174,603	48,224	47,289	11,214	12,578	7,973	3,924	6,259	1,753	42,906	11,553	7,995	8,862
☐ Scott	1988	129,978	37,344	33,909	4,271	1,346		1,019	4,246	1,893	45,969	8,864	14,548	4,069
	1982	82,229	27,264	24,707	2,819	1,344		1,148	2,382	1,136	22,740	9,597	7,814	2,246
Shenandoah	1988	160,470	45,028	41,360	11,907	3,639		6,150	5,324	1,987	29,962	25,355	10,372	5,925
	1982	96,948	30,048	27,544	6,818	1,733		3,209	2,296	932	12,548	23,297	5,414	2,399
Smyth	1988	157,574	29,728	28,209	10,323	11,685	6,758	6,938	5,916	4,645	29,133	7,616	23,514	7,340
	1982	104,479	27,601	26,138	6,986	8,278	4,157	4,452	3,094	2,602	16,456	8,900	9,967	4,440
Southampton	1988	55,460	13,081	12,386	3,098	907		142	2,648	2,237	21,979	5,921	1,575	641
	1982	32,456	8,439	7,975	1,787	791		165	1,184	1,019	8,516	6,054	956	440
South Boston city	1988	126,870	29,365	28,021	8,542	19,852	13,826	4,323	9,392	4,979	17,925	7,359	13,216	7,104
	1982	85,925	24,461	23,295	5,627	12,956	8,247	2,853	5,286	3,147	11,159	7,194	5,816	3,981
Spotsylvania	1988	287,431	53,102	51,102	16,965	84,729	71,252	10,037	6,500	4,204	74,035	19,029	1,035	4,562
	1982	164,558	37,776	36,281	10,799	42,521	33,788	6,569	3,874	2,751	34,985	15,973	720	1,956
☐ Stafford	1988	250,683	84,090	79,117	28,316	11,631	11,211	390	1,880	1,330	42,072	26,794	44,156	1,972
	1982	98,836	35,471	33,306	10,847	5,577	5,369	194	578	458	12,122	18,479	10,334	602
Staunton city	1988	193,709	46,957	46,831	14,824	40,794	36,139	6,851	13,024	8,549	21,808	7,596	10,770	12,860
	1982	137,831	40,982	40,897	10,860	24,174	20,600	5,290	6,604	4,773	14,120	11,223	6,205	7,025
Suffolk city	1988	428,877	96,116	93,585	19,650	12,620	4,658	21,481	18,164	15,821	78,003	29,263	30,928	17,693
	1982	202,959	52,117	50,643	9,248	5,939	2,078	10,304	6,839	6,241	28,492	17,069	12,752	7,266
Surry	1988	15,042	8,475	8,412	1,066	729			178	178	2,160	857		94
	1982	6,810	3,764	3,728	526	354			74	74	911	749		48
Sussex	1988	76,821	27,077	26,838	8,089	1,528		679	1,966	1,392	11,479	2,608	626	3,059
	1982	38,562	13,619	13,472	3,811	1,141		415	1,026	784	5,304	2,779	309	1,436
Tazewell	1988	323,258	86,307	83,527	14,820	36,090	20,547	7,845	12,609	6,757	82,331	13,669	27,882	17,854
	1982	246,762	85,152	82,244	11,469	21,178	10,897	6,558	7,840	4,897	54,221	14,684	18,132	10,506
Virginia Beach city	1988	2,095,318	376,600	361,225	228,249	256,591	207,173	95,180	175,955	105,812	469,715	120,223	116,190	78,421
	1982	1,263,086	258,037	247,010	141,314	164,053	126,069	65,041	81,699	55,525	242,212	115,728	58,499	34,427
Warren	1988	127,974	40,168	39,479	10,615	9,745	8,223	5,430	5,664	3,141	20,816	11,475	8,157	5,359
	1982	81,095	29,546	28,767	6,290	5,617	4,526	3,753	2,486	2,328	10,013	10,571	4,372	2,402

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
VIRGINIA (continued)														
ALL COUNTIES (continued)														
Washington	1988	166,756	48,509	48,250	15,558	13,536		6,125	14,886	12,825	24,476	11,090	13,829	5,484
	1982	105,343	35,598	35,338	9,980	7,019		3,666	6,070	5,461	13,208	10,331	7,652	2,253
Waynesboro city	1988	187,300	36,020	34,503	16,741	19,647	18,484	6,212	14,227	9,647	48,371	12,747	9,840	8,712
	1982	106,843	26,901	25,716	8,909	11,667	10,777	4,263	5,091	3,628	20,383	11,615	4,979	5,007
Westmoreland	1988	51,221	16,909	16,628	5,383	2,280		484	477	477	16,884	2,787	1,269	2,205
	1982	34,846	13,966	13,708	3,224	1,599		544	399	399	8,233	2,730	1,228	1,289
Williamsburg city	1988	391,610	104,790	103,241	71,050	25,612	21,426	28,577	26,302	21,813	64,262	21,243	7,011	14,052
	1982	172,730	46,425	45,649	34,597	10,881	8,931	13,120	8,593	7,458	23,281	15,133	2,989	5,303
Winchester city	1988	305,529	56,182	55,321	30,867	46,382	41,987	17,236	21,529	13,856	62,522	9,230	12,479	23,305
	1982	211,040	48,940	48,094	20,781	29,908	26,120	11,726	10,624	7,603	39,779	11,625	7,633	13,311
Wise	1988	230,952	84,848	84,559	11,514	24,247	10,217	5,332	4,737	3,761	36,351	14,260	16,665	11,712
	1982	159,118	62,916	62,577	8,330	10,187	3,898	4,165	3,014	2,564	22,560	15,722	11,158	5,116
Wythe	1988	202,086	38,689	36,857	15,795	12,549		7,869	6,190	5,228	38,054	48,950	6,693	10,027
	1982	115,208	24,748	23,529	9,039	6,708		4,720	2,762	2,425	17,637	33,982	2,986	4,248
York	1988	156,750	28,193	26,754	28,871	12,063	7,528	3,417	12,383	9,810	13,355	22,783	5,535	6,981
	1982	78,537	17,063	16,160	15,387	4,033	2,481	1,914	3,825	3,259	5,409	13,501	1,845	3,734
TOTAL METRO COUNTIES	**1988**	**34,446,113**	**6,408,703**	**6,110,263**	**3,034,498**	**4,421,559**	**3,724,979**	**1,708,239**	**2,239,168**	**1,237,134**	**8,096,960**	**2,175,151**	**1,650,991**	**1,331,212**
	1982	19,160,324	4,228,652	4,026,238	1,747,947	2,395,660	1,975,854	1,053,184	964,795	604,794	3,667,004	1,817,634	772,009	653,281
TOTAL STATE	**1988**	**43,447,915**	**8,582,336**	**8,205,002**	**3,694,471**	**5,336,890**	**4,255,613**	**1,984,993**	**2,660,949**	**1,507,515**	**9,998,690**	**2,844,619**	**2,258,959**	**1,771,836**
	1982	24,706,372	5,842,897	5,579,526	2,151,620	2,881,088	2,236,953	1,245,176	1,168,393	747,658	4,598,657	2,450,903	1,082,622	878,189
WASHINGTON														
BELLINGHAM	**1988**	**762,011**	**171,164**	**165,671**	**87,865**	**79,268**	**65,566**	**33,273**	**45,241**	**24,646**	**130,553**	**47,472**	**68,169**	**27,026**
	1982	539,403	131,697	127,218	64,943	62,088	50,573	21,798	25,194	15,307	81,405	44,147	41,777	19,264
Whatcom	1988	762,011	171,164	165,671	87,865	79,268	65,566	33,273	45,241	24,646	130,553	47,472	68,169	27,026
	1982	539,403	131,697	127,218	64,943	62,088	50,573	21,798	25,194	15,307	81,405	44,147	41,777	19,264
BREMERTON	**1988**	**875,348**	**202,138**	**197,204**	**101,635**	**85,901**	**79,955**	**29,533**	**40,516**	**20,294**	**172,758**	**44,087**	**72,769**	**56,187**
	1982	566,598	148,650	144,734	61,319	50,707	46,777	17,476	25,428	14,155	90,131	46,410	41,524	37,641
Kitsap	1988	875,348	202,138	197,204	101,635	85,901	79,955	29,533	40,516	20,294	172,758	44,087	72,769	56,187
	1982	566,598	148,650	144,734	61,319	50,707	46,777	17,476	25,428	14,155	90,131	46,410	41,524	37,641
OLYMPIA	**1988**	**945,782**	**252,909**	**240,688**	**94,397**	**123,517**	**107,087**	**40,468**	**50,094**	**25,728**	**168,888**	**42,940**	**57,427**	**35,474**
	1982	588,942	158,438	150,483	62,623	76,612	65,695	22,246	26,567	15,387	83,681	51,008	35,155	22,332
Thurston	1988	945,782	252,909	240,688	94,397	123,517	107,087	40,468	50,094	25,728	168,888	42,940	57,427	35,474
	1982	588,942	158,438	150,483	62,623	76,612	65,695	22,246	26,567	15,387	83,681	51,008	35,155	22,332
RICHLAND - KENNEWICK - PASCO	**1988**	**908,530**	**207,001**	**201,669**	**79,566**	**123,448**	**83,326**	**35,437**	**34,508**	**16,296**	**171,524**	**67,708**	**43,892**	**48,830**
	1982	718,353	186,880	181,618	65,733	90,588	60,449	28,709	24,827	13,425	113,978	65,409	35,729	40,890
Benton	1988	635,128	154,925	150,182	55,808	94,796	56,707	30,126	28,703	14,363	87,957	51,051	30,764	36,345
	1982	514,913	144,238	139,542	47,394	67,979	39,499	24,700	20,794	11,947	63,249	45,246	27,291	30,951
Franklin	1988	273,402	52,076	51,487	23,758	28,652	26,619	5,311	5,805	1,933	83,567	16,657	13,128	12,485
	1982	203,440	42,642	42,076	18,339	22,609	20,950	4,009	4,033	1,478	50,729	20,163	8,438	9,939
SEATTLE	**1988**	**14,380,428**	**2,965,647**	**2,805,670**	**1,797,185**	**1,436,866**	**1,260,287**	**1,082,848**	**684,700**	**332,505**	**2,826,260**	**813,364**	**581,808**	**578,992**
	1982	9,140,333	2,042,263	1,928,250	1,107,057	997,218	866,279	545,116	429,096	236,041	1,465,234	754,203	426,032	347,084
King	1988	11,830,524	2,441,205	2,309,607	1,535,851	1,115,160	973,897	935,747	518,999	241,500	2,303,415	671,371	437,669	499,307
	1982	7,553,166	1,655,224	1,562,883	943,617	805,371	696,798	471,778	353,881	190,980	1,197,373	604,019	351,328	294,725
Snohomish	1988	2,549,904	524,442	496,063	261,334	321,706	286,390	147,101	165,701	91,005	522,845	141,993	144,139	79,685
	1982	1,587,167	387,039	365,367	163,440	191,847	169,481	73,338	75,215	45,061	267,861	150,184	84,704	52,359
SEATTLE - TACOMA CONSOLIDATED AREA	***1988***	***17,772,552***	***3,653,400***	***3,460,095***	***2,152,680***	***1,791,225***	***1,589,436***	***1,228,190***	***867,478***	***417,059***	***3,594,084***	***1,019,093***	***867,835***	***680,358***
	1982	*11,261,418*	*2,509,065*	*2,371,548*	*1,329,207*	*1,258,931*	*1,107,839*	*630,533*	*517,093*	*282,396*	*1,855,789*	*961,649*	*574,129*	*418,212*
SPOKANE	**1988**	**2,365,182**	**521,015**	**495,974**	**245,650**	**276,515**	**240,277**	**116,808**	**151,856**	**81,448**	**527,700**	**139,995**	**104,882**	**76,617**
	1982	1,653,724	395,863	376,088	174,894	209,868	179,204	78,666	75,666	46,026	298,913	131,830	76,491	60,298
Spokane	1988	2,365,182	521,015	495,974	245,650	276,515	240,277	116,808	151,856	81,448	527,700	139,995	104,882	76,617
	1982	1,653,724	395,863	376,088	174,894	209,868	179,204	78,666	75,666	46,026	298,913	131,830	76,491	60,298
TACOMA	**1988**	**3,392,124**	**687,753**	**654,425**	**355,495**	**354,359**	**329,149**	**145,342**	**182,778**	**84,554**	**767,824**	**205,729**	**286,027**	**101,366**
	1982	2,121,085	466,802	443,298	222,150	261,713	241,560	85,417	87,997	46,355	390,555	207,446	138,097	71,128
Pierce	1988	3,392,124	687,753	654,425	355,495	354,359	329,149	145,342	182,778	84,554	767,824	205,729	286,027	101,366
	1982	2,121,085	466,802	443,298	222,150	261,713	241,560	85,417	87,997	46,355	390,555	207,446	138,097	71,128

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 / U.S. CENSUS 1982			Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
METRO AREA / County	Year	Total Retail Sales ($000)	Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
WASHINGTON (continued)														
VANCOUVER	**1988**	**982,802**	**244,544**	**234,886**	**123,890**	**172,674**	**160,770**	**34,268**	**42,316**	**18,485**	**172,240**	**48,694**	**32,789**	**46,443**
	1982	685,927	183,114	175,531	82,597	111,729	103,087	27,863	24,478	12,882	97,809	55,201	31,432	28,335
Clark	1988	982,802	244,544	234,886	123,890	172,674	160,770	34,268	42,316	18,485	172,240	48,694	32,789	46,443
	1982	685,927	183,114	175,531	82,597	111,729	103,087	27,863	24,478	12,882	97,809	55,201	31,432	28,335
YAKIMA	**1988**	**1,028,911**	**246,353**	**232,074**	**101,371**	**114,372**	**84,714**	**61,349**	**40,271**	**22,974**	**217,719**	**68,055**	**61,390**	**33,872**
	1982	758,566	200,209	188,230	73,748	88,506	64,018	40,678	23,451	14,838	136,207	68,555	39,947	27,176
Yakima	1988	1,028,911	246,353	232,074	101,371	114,372	84,714	61,349	40,271	22,974	217,719	68,055	61,390	33,872
	1982	758,566	200,209	188,230	73,748	88,506	64,018	40,678	23,451	14,838	136,207	68,555	39,947	27,176
ALL COUNTIES														
Adams	1988	64,238	19,970	19,468	6,532	1,608		1,607	1,666	631	8,686	5,278	5,563	3,553
	1982	46,489	13,882	13,506	5,493	1,688		1,331	1,180	517	5,121	5,961	3,075	2,466
Asotin	1988	62,002	24,450	23,854	9,234	38		521	3,098	1,182	4,546	3,932	7,936	4,850
	1982	47,610	19,024	18,523	6,545	47		636	2,815	1,236	2,640	4,960	4,666	3,445
Benton	1988	635,128	154,925	150,182	55,808	94,796	56,707	30,126	28,703	14,363	87,957	51,051	30,764	36,345
	1982	514,913	144,238	139,542	47,394	67,979	39,499	24,700	20,794	11,947	63,249	45,246	27,291	30,951
Chelan	1988	350,082	66,568	63,625	32,897	31,831	20,847	14,758	18,040	9,899	78,243	19,248	29,788	17,645
	1982	257,776	59,929	57,166	25,697	24,312	15,528	10,137	9,868	6,091	48,234	21,598	19,790	12,635
Clallam	1988	298,210	68,617	67,297	29,933	32,660	24,217	10,150	11,626	7,874	61,438	18,145	21,211	17,280
	1982	228,661	61,451	60,149	24,214	20,489	14,609	7,374	6,584	4,752	39,079	19,084	13,546	13,039
Clark	1988	982,802	244,544	234,886	123,890	172,674	160,770	34,268	42,316	18,485	172,240	48,694	32,789	46,443
	1982	685,927	183,114	175,531	82,597	111,729	103,087	27,863	24,478	12,882	97,809	55,201	31,432	28,335
Columbia	1988	12,582	4,960	4,755	1,689	540			437	220	605	1,705	1,310	438
	1982	11,755	4,080	3,904	1,489	579			237	147	576	2,934	748	513
Cowlitz	1988	513,593	128,471	124,423	58,813	68,857	65,086	10,184	20,920	8,125	115,488	30,994	25,643	15,820
	1982	382,755	109,644	105,978	41,758	53,384	50,198	7,852	10,404	4,824	68,163	35,728	17,475	14,024
Douglas	1988	120,016	50,953	49,992	11,610	4,063	4,013	7,714	2,015	884	9,985	3,320	6,827	6,445
	1982	76,796	30,543	29,908	8,403	4,059	4,010	5,049	1,577	796	5,932	2,816	4,808	4,355
Ferry	1988	11,452	6,145	5,733	1,054			374	261	261	2,449	454	235	258
	1982	9,073	5,182	4,826	838			287	200	200	1,323	545	245	283
Franklin	1988	273,402	52,076	51,487	23,758	28,652	26,619	5,311	5,805	1,933	83,567	16,657	13,128	12,485
	1982	203,440	42,642	42,076	18,339	22,609	20,950	4,009	4,033	1,478	50,729	20,163	8,438	9,939
Garfield	1988	3,362	1,678	1,614	275				102	50	65	27	406	284
	1982	3,107	1,481	1,421	231				89	55	63	60	408	351
Grant	1988	262,963	73,572	71,541	30,368	7,520	5,233	14,238	9,115	6,028	48,675	19,024	27,536	13,322
	1982	192,561	58,951	57,210	21,087	4,827	3,265	9,239	4,744	3,489	30,417	16,980	20,465	10,836
Grays Harbor	1988	361,648	113,506	110,931	40,938	17,384	14,912	12,535	25,357	15,154	53,670	22,455	26,202	20,485
	1982	289,227	100,660	98,180	32,495	14,621	12,245	10,566	12,757	8,380	35,816	23,959	20,287	14,144
Island	1988	209,980	60,272	59,912	28,940	4,854		3,517	16,702	5,532	40,891	9,513	19,256	8,448
	1982	122,705	38,480	38,174	15,352	4,133		2,800	6,851	2,659	20,641	10,055	10,432	4,504
Jefferson	1988	79,764	25,444	24,662	8,026	1,841		2,461	2,163	953	4,511	7,421	9,140	716
	1982	61,855	19,594	18,954	7,555	1,683		1,921	1,501	759	3,475	8,450	5,835	960
King	1988	11,830,524	2,441,205	2,309,607	1,535,851	1,115,160	973,897	935,747	518,999	241,500	2,303,415	671,371	437,669	499,307
	1982	7,553,166	1,655,224	1,562,883	943,617	805,371	696,798	471,778	353,881	190,980	1,197,373	604,019	351,328	294,725
Kitsap	1988	875,348	202,138	197,204	101,635	85,901	79,955	29,533	40,516	20,294	172,758	44,087	72,769	56,187
	1982	566,598	148,650	144,734	61,319	50,707	46,777	17,476	25,428	14,155	90,131	46,410	41,524	37,641
Kittitas	1988	163,009	41,168	39,866	23,261	12,888		7,195	4,294	1,886	27,736	24,420	7,486	1,774
	1982	118,754	30,733	29,701	17,072	8,488		4,650	2,276	1,148	14,584	27,288	4,828	1,380
Klickitat	1988	51,219	15,163	14,668	4,898	614		775	771	771	13,339	4,995	4,207	2,211
	1982	36,871	11,154	10,769	3,645	453		857	554	554	6,610	6,189	3,130	1,563
Lewis	1988	355,654	95,003	93,262	38,163	35,410	34,040	11,475	11,355	4,034	61,097	26,300	26,691	16,488
	1982	259,079	72,669	71,195	25,767	29,513	28,333	7,558	7,603	3,251	34,697	32,961	16,369	11,051
Lincoln	1988	28,518	11,097	10,258	2,175	484		124	134	134	5,383	1,349	4,049	2,045
	1982	23,448	9,439	8,708	2,153	522		157	130	130	3,615	2,167	2,384	1,305
Mason	1988	148,880	59,453	58,945	14,835	7,765		2,683	5,558	1,702	17,107	13,685	11,866	3,867
	1982	102,054	40,418	39,994	10,379	4,566		2,101	3,275	1,176	10,015	13,518	7,693	2,352
Okanogan	1988	177,079	50,593	49,245	17,716	29,295	9,556	6,852	6,853	2,560	21,269	10,722	12,258	8,530
	1982	117,811	36,032	35,002	12,086	16,466	5,234	4,963	3,210	1,393	11,718	11,669	7,369	4,869
Pacific	1988	70,678	23,287	22,369	11,194	3,585		1,846	887	336	4,885	4,878	9,897	3,458
	1982	54,997	18,274	17,519	8,583	4,029		1,669	819	359	2,822	5,660	5,915	2,379
Pend Oreille	1988	41,490	22,313	22,202	2,254	255		120	185		5,288	3,223	1,274	1,932
	1982	23,426	13,260	13,167	1,571	236		105	108		2,338	2,493	630	1,274
Pierce	1988	3,392,124	687,753	654,425	355,495	354,359	329,149	145,342	182,778	84,554	767,824	205,729	286,027	101,366
	1982	2,121,085	466,802	443,298	222,150	261,713	241,560	85,417	87,997	46,355	390,555	207,446	138,097	71,128

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988 U.S. CENSUS: 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
WASHINGTON (continued)														
ALL COUNTIES (continued)														
San Juan	1988	38,311	15,793	15,440	4,596	691		1,313	309	309	1,371	1,696	7,439	776
	1982	31,193	12,094	11,801	3,957	518		924	181	181	932	2,570	5,641	1,086
Skagit	1988	564,787	140,533	136,422	63,582	17,754	14,650	26,780	22,974	10,025	154,165	30,164	45,294	28,267
	1982	357,017	102,587	99,388	38,811	10,936	8,713	20,711	11,267	5,779	75,979	28,396	24,145	17,559
Skamania	1988	9,269	4,713	4,525	1,433	268					348	419	1,197	248
	1982	8,334	3,994	3,827	976	348					370	899	779	326
Snohomish	1988	2,549,904	524,442	496,063	261,334	321,706	286,390	147,101	165,701	91,005	522,845	141,993	144,139	79,685
	1982	1,587,167	387,039	365,367	163,440	191,847	169,481	73,338	75,215	45,061	267,861	150,184	84,704	52,359
Spokane	1988	2,365,182	521,015	495,974	245,650	276,515	240,277	116,808	151,856	81,448	527,700	139,995	104,882	76,617
	1982	1,653,724	395,863	376,088	174,894	209,868	179,204	78,666	75,666	46,026	298,913	131,830	76,491	60,298
Stevens	1988	97,358	28,928	28,249	10,489	2,674		4,797	4,120	1,489	17,532	7,573	12,470	3,161
	1982	84,921	27,396	26,701	8,755	2,565		4,040	2,859	1,213	12,874	9,960	9,589	2,462
Thurston	1988	945,782	252,909	240,688	94,397	123,517	107,087	40,468	50,094	25,728	168,888	42,940	57,427	35,474
	1982	588,942	158,438	150,483	62,623	76,612	65,695	22,246	26,567	15,387	83,681	51,008	35,155	22,332
Wahkiakum	1988	7,060	4,328	4,109	1,039	190			88		127	334	443	
	1982	5,347	2,957	2,803	689	193			61		106	551	372	
Walla Walla	1988	265,930	57,276	55,102	27,216	26,242	24,329	12,100	15,523	15,523	62,441	9,347	12,588	15,461
	1982	191,487	45,397	43,587	18,541	19,720	18,232	10,739	8,275	8,275	37,218	10,533	9,878	11,931
Whatcom	1988	762,011	171,164	165,671	87,865	79,268	65,566	33,273	45,241	24,646	130,553	47,472	68,169	27,026
	1982	539,403	131,697	127,218	64,943	52,088	50,573	21,798	25,194	15,307	81,405	44,147	41,777	19,264
Whitman	1988	138,593	44,963	44,285	10,907	1,695		2,893	5,911	1,930	33,553	5,071	8,608	5,406
	1982	89,620	32,289	31,739	8,349	1,042		2,093	3,094	1,190	17,186	4,944	4,701	3,460
Yakima	1988	1,028,911	246,353	232,074	101,371	114,372	84,714	61,349	40,271	22,974	217,719	68,055	61,390	33,872
	1982	758,566	200,209	188,230	73,748	88,506	64,018	40,678	23,451	14,838	136,207	68,555	39,947	27,176
TOTAL METRO COUNTIES	1988	**25,641,118**	**5,498,524**	**5,228,261**	**2,987,054**	**2,766,920**	**2,411,131**	**1,579,326**	**1,272,280**	**626,930**	**5,155,466**	**1,478,044**	**1,309,153**	**1,004,807**
	1982	16,772,931	3,913,916	3,715,450	1,915,064	1,949,029	1,677,642	867,969	742,704	414,416	2,757,913	1,424,209	876,184	654,148
TOTAL STATE	1988	**30,148,845**	**6,757,743**	**6,455,015**	**3,481,121**	**3,077,926**	**2,628,014**	**1,736,338**	**1,462,744**	**724,422**	**6,010,359**	**1,763,738**	**1,655,973**	**1,207,975**
	1982	20,007,660	4,895,510	4,669,250	2,267,555	2,178,446	1,838,009	985,728	845,223	472,970	3,250,457	1,737,137	1,101,387	798,700
WEST VIRGINIA														
CHARLESTON	1988	**1,824,019**	**381,867**	**371,633**	**139,762**	**227,910**	**208,606**	**73,734**	**87,760**	**45,052**	**462,517**	**149,268**	**99,641**	**79,148**
	1982	1,326,599	325,714	316,361	100,585	167,401	151,251	64,742	46,168	26,921	284,887	132,610	73,422	45,254
Kanawha	1988	1,643,016	341,655	332,681	127,124	220,068	201,858	72,160	84,174	43,194	400,567	122,544	86,304	74,240
	1982	1,198,033	292,026	283,791	92,071	161,334	146,056	63,209	44,294	25,834	253,052	106,494	64,283	42,259
Putnam	1988	181,003	40,212	38,952	12,638	7,842	6,748	1,574	3,586	1,858	61,950	26,724	13,337	4,908
	1982	128,566	33,688	32,570	8,514	6,067	5,195	1,533	1,874	1,087	31,835	26,116	9,139	2,995
HUNTINGTON - ASHLAND	1988	**2,039,041**	**392,912**	**376,282**	**168,670**	**382,115**	**333,889**	**96,336**	**106,701**	**42,755**	**393,266**	**164,126**	**97,911**	**90,475**
	1982	1,354,068	331,838	317,522	111,375	228,883	195,224	74,177	53,816	26,139	199,105	143,376	66,477	47,522
Cabell	1988	1,097,063	165,302	158,077	96,776	243,251	227,609	55,228	55,767	21,596	228,937	81,926	53,315	41,014
	1982	646,738	133,587	127,493	57,908	132,326	122,897	42,247	27,153	13,022	100,345	54,474	33,562	19,276
Wayne	1988	146,739	35,565	34,303	8,185	31,845	21,494	6,980	3,918	1,276	23,739	14,999	8,047	2,340
	1982	107,190	30,094	28,967	6,854	18,736	12,467	4,574	2,222	917	14,214	13,641	5,378	1,420
Boyd, Ky.	*1988*	*429,832*	*82,085*	*76,089*	*38,349*	*80,055*	*66,876*	*21,078*	*17,426*	*5,864*	*80,112*	*28,155*	*19,655*	*25,952*
	1982	*286,599*	*65,924*	*60,988*	*24,609*	*53,680*	*44,384*	*14,770*	*8,332*	*3,476*	*42,564*	*26,832*	*12,971*	*12,024*
Carter, Ky.	*1988*	*101,550*	*28,188*	*27,360*	*6,570*	*8,723*	*4,693*	*3,117*	*10,474*	*5,722*	*14,667*	*7,881*	*6,903*	*6,205*
	1982	*78,702*	*25,178*	*24,391*	*5,017*	*7,329*	*3,774*	*2,535*	*5,443*	*3,210*	*9,364*	*9,022*	*6,618*	*2,670*
Greenup, Ky.	*1988*	*92,462*	*33,145*	*32,371*	*5,250*	*3,855*		*2,784*	*4,007*	*1,132*	*19,264*	*9,788*	*3,538*	*4,225*
	1982	*72,904*	*29,522*	*28,776*	*3,988*	*3,725*		*2,268*	*2,419*	*760*	*11,414*	*10,201*	*3,169*	*2,042*
Lawrence, Ohio	*1988*	*171,395*	*48,627*	*48,082*	*13,540*	*14,386*	*13,217*	*7,149*	*15,109*	*7,165*	*26,547*	*21,377*	*6,453*	*10,739*
	1982	*161,935*	*47,533*	*46,907*	*12,999*	*13,087*	*11,702*	*7,783*	*8,247*	*4,754*	*21,204*	*29,206*	*4,779*	*10,090*
PARKERSBURG - MARIETTA	1988	**1,005,725**	**179,028**	**174,200**	**87,906**	**150,999**	**142,318**	**37,596**	**53,103**	**35,067**	**236,262**	**84,414**	**61,719**	**47,342**
	1982	749,921	171,257	166,237	64,191	116,645	108,175	31,631	28,964	20,820	135,174	83,921	36,503	29,746
Wood	1988	663,080	113,669	111,155	56,406	117,954	111,548	29,257	32,068	20,299	162,751	41,452	36,170	23,877
	1982	480,778	103,466	100,977	39,107	90,675	84,388	23,471	19,737	13,601	93,563	36,191	24,060	13,517
Washington, Ohio	*1988*	*342,645*	*65,359*	*63,045*	*31,500*	*33,045*	*30,770*	*8,339*	*21,035*	*14,768*	*73,511*	*42,962*	*25,549*	*23,465*
	1982	*269,143*	*67,791*	*65,260*	*25,084*	*25,970*	*23,787*	*8,160*	*9,227*	*7,219*	*41,611*	*47,730*	*12,443*	*16,229*
STEUBENVILLE - WEIRTON	1988	**763,512**	**199,466**	**191,275**	**67,023**	**91,642**	**85,769**	**23,651**	**37,709**	**19,702**	**141,819**	**72,004**	**47,679**	**39,262**
	1982	558,505	164,065	156,946	48,089	71,050	64,962	22,443	19,389	11,302	88,092	61,612	28,105	21,889
Brooke	1988	124,065	35,299	31,598	16,025	8,753	8,380	3,504	7,190	5,150	19,445	18,111	5,198	8,356
	1982	75,491	23,890	21,344	9,211	4,770	4,510	2,443	3,663	2,696	8,595	14,161	3,093	3,772

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
WEST VIRGINIA (continued)														
STEUBENVILLE - WEIRTON (continued)														
Hancock	1988	228,585	72,739	72,294	22,667	23,066	22,722	6,271	7,497	4,271	34,125	22,469	16,950	16,579
	1982	135,245	49,785	49,382	13,657	13,879	13,591	4,705	3,278	2,071	15,720	14,303	9,334	6,226
Jefferson, Ohio	*1988*	*410,862*	*91,428*	*87,383*	*28,331*	*59,823*	*54,667*	*13,876*	*23,022*	*10,281*	*88,249*	*31,424*	*25,531*	*14,327*
	1982	*347,769*	*90,390*	*86,220*	*25,221*	*52,401*	*46,861*	*15,295*	*12,448*	*6,535*	*63,777*	*33,148*	*15,678*	*11,891*
WHEELING	**1988**	**1,103,097**	**230,235**	**219,749**	**83,658**	**194,162**	**165,808**	**37,520**	**66,258**	**38,233**	**218,214**	**97,711**	**48,039**	**45,048**
	1982	800,346	206,195	196,351	68,910	130,354	108,824	35,728	36,372	23,347	116,292	90,000	30,846	25,067
Marshall	1988	167,386	47,367	45,908	11,088	28,853	28,264	5,318	7,121	5,182	33,175	9,161	9,805	9,230
	1982	134,102	47,357	45,807	8,736	22,229	21,660	5,435	4,393	3,257	19,063	8,702	6,459	5,067
Ohio	1988	393,709	63,770	58,629	38,697	24,996	19,189	9,871	33,934	19,733	104,110	46,233	20,427	17,054
	1982	290,628	58,571	53,742	31,057	21,715	15,728	10,252	22,605	14,457	55,407	39,234	13,577	9,046
Belmont, Ohio	*1988*	*542,002*	*119,098*	*115,212*	*33,873*	*140,313*	*118,355*	*22,331*	*25,203*	*13,318*	*80,929*	*42,317*	*17,807*	*18,764*
	1982	*375,616*	*100,267*	*96,802*	*29,117*	*86,410*	*71,436*	*20,041*	*9,374*	*5,633*	*41,822*	*42,064*	*10,810*	*10,954*
ALL COUNTIES														
Barbour	1988	49,162	14,967	14,638	3,700	2,205		1,030	2,032	217	12,722	2,141	6,019	2,496
	1982	35,555	11,976	11,691	2,754	1,319		1,020	1,923	155	6,829	3,243	4,412	1,291
Berkeley	1988	305,394	84,987	84,281	19,201	27,829	25,918	20,160	6,547	4,014	59,341	34,848	15,723	13,478
	1982	181,272	57,187	56,599	11,490	15,988	14,562	12,639	2,970	2,029	25,699	25,723	8,280	6,986
Boone	1988	133,267	41,935	41,659	8,349	17,614	9,576	2,372	5,072	2,067	18,759	11,108	12,182	10,213
	1982	99,133	34,265	33,971	5,491	12,136	6,383	2,556	3,551	1,575	12,110	10,118	9,516	4,978
Braxton	1988	109,363	27,333	26,854	5,297	11,297		863	1,352	929	24,057	15,404	14,685	4,682
	1982	57,276	16,473	16,153	2,897	5,701		632	764	593	9,740	9,557	7,319	1,681
Brooke	1988	124,065	35,299	31,598	16,025	8,753	8,380	3,504	7,190	5,150	19,445	18,111	5,198	8,356
	1982	75,491	23,890	21,344	9,211	4,770	4,510	2,443	3,663	2,696	8,595	14,161	3,093	3,772
Cabell	1988	1,097,063	165,302	158,077	96,776	243,251	227,609	55,228	55,767	21,596	228,937	81,926	53,315	41,014
	1982	646,738	133,587	127,493	57,908	132,326	122,897	42,247	27,153	13,022	100,345	54,474	33,562	19,276
Calhoun	1988	23,782	8,781	8,574	311	1,736		144	573		4,824	648	1,887	2,537
	1982	16,638	6,856	6,680	380	1,323		189	489		2,441	912	1,365	1,167
Clay	1988	27,584	12,545	12,128	859	1,589		230	1,088	1,088	3,899	3,981	627	892
	1982	19,061	8,689	8,383	518	1,443		275	757	757	1,544	2,848	788	583
Doddridge	1988	10,879	4,559	4,432	459	131		356	436	436	906	2,484	372	485
	1982	7,860	3,115	3,021	401	114		373	320	320	604	1,653	346	300
Fayette	1988	261,385	46,515	46,131	14,041	30,988	24,458	7,412	17,831	12,392	76,748	18,348	13,870	18,065
	1982	189,828	46,260	45,789	10,512	18,260	13,785	6,741	9,882	7,440	46,936	17,423	10,500	10,364
Gilmer	1988	22,456	7,544	7,434	2,010	703		147	287	287	5,843	971	1,594	1,408
	1982	15,515	6,120	6,017	1,205	730		193	250	250	3,185	781	831	905
Grant	1988	34,238	10,903	10,787	1,518	1,221		53	525	525	12,162	2,080	3,751	648
	1982	26,628	10,250	10,121	1,284	1,051		61	414	414	6,160	2,193	3,191	650
Greenbrier	1988	243,873	67,044	66,578	14,267	24,498	19,367	6,606	3,075	2,648	66,989	22,273	8,697	15,813
	1982	160,044	56,636	56,130	9,073	15,412	11,734	5,186	1,618	1,440	31,803	16,475	6,149	7,064
Hampshire	1988	55,465	15,725	14,893	2,406	1,335		1,167	961	807	14,350	5,418	5,806	1,961
	1982	36,163	11,706	11,065	1,671	1,196		1,418	851	760	6,184	4,658	3,708	1,064
Hancock	1988	228,585	72,739	72,294	22,667	23,066	22,722	6,271	7,497	4,271	34,125	22,469	16,950	16,579
	1982	135,245	49,785	49,382	13,657	13,879	13,591	4,705	3,278	2,071	15,720	14,303	9,334	6,226
Hardy	1988	53,573	19,294	18,720	3,585	4,399	3,229	172	851	851	4,761	4,860	12,242	2,022
	1982	29,913	10,889	10,545	1,680	2,796	2,033	163	324	324	2,068	4,369	5,574	1,292
Harrison	1988	443,136	108,036	93,014	33,693	66,741	50,581	10,329	13,595	7,318	96,427	35,585	26,615	24,834
	1982	310,493	84,835	72,894	24,241	44,555	31,722	10,014	9,179	5,599	56,804	28,892	19,509	13,293
Jackson	1988	102,337	37,115	36,789	10,537	8,016	6,486	3,177	2,776	1,189	10,047	14,968	5,431	2,891
	1982	78,772	30,867	30,534	6,323	5,680	4,384	2,518	1,898	862	4,612	14,535	4,283	2,748
Jefferson	1988	113,154	36,781	36,397	20,713	3,496	3,075	2,477	4,379	4,123	12,154	8,055	8,219	4,369
	1982	73,570	24,963	24,653	12,972	2,321	2,033	2,390	2,730	2,620	5,780	6,658	4,575	2,327
Kanawha	1988	1,643,016	341,655	332,681	127,124	220,068	201,858	72,160	84,174	43,194	400,567	122,544	86,304	74,240
	1982	1,198,033	292,026	283,791	92,071	161,334	146,056	63,209	44,294	25,834	253,052	106,494	64,283	42,259
Lewis	1988	97,928	22,699	22,506	8,347	10,325	6,818	4,952	8,374	4,025	24,299	7,345	3,962	3,913
	1982	66,109	19,425	19,222	5,426	6,499	3,763	3,911	4,044	1,982	12,868	5,822	2,875	2,300
Lincoln	1988	37,598	12,682	12,358	2,776	3,338		330	1,483	271	6,156	5,615	2,406	1,222
	1982	31,436	11,553	11,235	1,784	2,491		513	1,334	271	3,843	5,374	1,702	1,068
Logan	1988	252,056	49,724	49,320	13,889	42,971	20,729	9,375	12,657	11,346	56,937	21,771	13,081	17,264
	1982	199,461	52,600	52,070	11,495	29,077	13,333	9,148	8,489	7,757	35,234	19,982	10,810	9,639
McDowell	1988	131,093	44,978	44,545	5,616	11,204		4,435	8,119	5,692	27,674	9,643	4,700	7,819
	1982	115,635	43,605	43,100	5,760	8,016		5,086	5,987	4,405	20,079	11,084	4,254	4,322
Marion	1988	446,262	94,647	85,795	23,835	85,235	77,900	18,478	29,543	16,245	90,848	43,107	24,439	20,771
	1982	310,234	82,649	74,771	16,355	63,668	57,415	16,081	14,746	8,752	50,045	27,473	16,794	10,283

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
WEST VIRGINIA (continued)														
ALL COUNTIES (continued)														
Marshall	1988	167,386	47,367	45,908	11,088	28,853	28,264	5,318	7,121	5,182	33,175	9,161	9,805	9,230
	1982	134,102	47,357	45,807	8,736	22,229	21,660	5,435	4,393	3,257	19,063	8,702	6,459	5,067
Mason	1988	93,754	32,642	31,406	6,504	6,613	4,605	987	1,358	849	8,055	4,187	8,687	8,761
	1982	66,900	23,805	22,859	3,986	5,115	3,164	1,071	1,048	701	4,521	4,289	6,030	4,087
Mercer	1988	570,502	95,140	92,988	36,066	108,515	86,215	24,892	29,431	16,383	158,840	32,528	34,255	24,757
	1982	363,737	81,398	79,399	25,058	67,651	51,888	17,598	18,719	11,901	73,538	27,993	20,569	12,437
Mineral	1988	68,051	16,755	13,598	5,473	7,127	4,038	2,095	3,391	554	16,084	5,246	2,701	4,002
	1982	49,721	12,924	10,468	4,702	4,893	2,646	1,858	1,952	333	8,446	5,527	1,959	2,188
Mingo	1988	186,071	29,802	29,339	6,623	17,619	4,277	11,834	16,040	8,133	47,854	16,735	16,503	12,750
	1982	150,699	31,189	30,644	5,496	13,977	3,183	11,847	11,626	6,781	32,450	15,039	13,678	6,635
Monongalia	1988	424,814	97,610	95,889	27,455	62,814	57,777	18,174	28,765	14,546	77,882	38,999	24,501	19,993
	1982	299,723	77,520	76,003	21,733	41,215	37,451	15,603	16,746	9,643	41,676	30,552	21,045	10,833
Monroe	1988	14,563	3,252	3,144	519	854		149	248	126	2,922	848	1,856	2,204
	1982	12,440	3,214	3,101	320	888		249	308	171	1,834	1,211	1,521	1,449
Morgan	1988	28,992	8,592	8,130	1,677	2,156		97	390		5,573	4,064	3,017	789
	1982	19,668	6,083	5,745	1,198	1,957		132	353		2,546	3,056	1,890	726
Nicholas	1988	132,348	36,334	35,936	5,670	21,676	9,361	2,532	3,373	2,329	27,013	7,228	10,595	6,520
	1982	103,319	32,149	31,734	4,792	15,843	6,409	2,492	2,227	1,715	15,973	8,014	8,258	3,609
Ohio	1988	393,709	63,770	58,629	38,697	24,996	19,189	9,871	33,934	19,733	104,110	46,233	20,427	17,054
	1982	290,628	58,571	53,742	31,057	21,715	15,728	10,252	22,605	14,457	55,407	39,234	13,577	9,046
Pendleton	1988	18,916	7,534	7,377	693	564		587	278	278	6,102	706	837	370
	1982	15,183	6,454	6,307	718	674		810	244	244	3,322	1,090	507	377
Pleasants	1988	23,433	6,633	6,606	1,388	958		299	134		8,494	1,361	2,328	1,071
	1982	17,444	5,822	5,789	1,140	890		453	135		4,445	1,287	1,681	942
Pocahontas	1988	55,127	11,833	11,466	8,335	2,713		212	722	722	18,177	4,341	2,493	1,893
	1982	31,691	8,801	8,511	4,463	1,438		256	502	502	8,166	3,742	1,446	1,301
Preston	1988	127,397	33,287	32,861	4,815	8,091	5,898	2,279	2,186	1,708	54,782	6,734	5,339	2,568
	1982	78,290	24,092	23,737	3,345	5,232	3,754	1,734	1,383	1,111	24,910	6,086	4,772	1,605
Putnam	1988	181,003	40,212	38,952	12,638	7,842	6,748	1,574	3,586	1,858	61,950	26,724	13,337	4,908
	1982	128,566	33,688	32,570	8,514	6,067	5,195	1,533	1,874	1,087	31,835	26,116	9,139	2,995
Raleigh	1988	519,871	108,357	106,692	34,597	97,537	90,294	22,387	27,809	19,881	112,632	38,274	30,252	23,102
	1982	418,734	102,962	101,179	27,810	76,083	69,421	22,076	19,164	14,854	73,596	33,589	27,296	13,564
Randolph	1988	156,113	32,775	32,370	12,806	14,650	11,967	6,894	5,267	4,206	41,607	12,070	12,362	8,447
	1982	121,183	32,039	31,580	9,244	12,772	10,090	5,722	3,548	3,029	24,257	10,301	9,955	4,464
Ritchie	1988	38,686	13,662	13,465	2,551	1,493		176	836	577	14,121	2,852	882	928
	1982	26,128	10,667	10,492	1,541	1,066		196	682	529	6,942	2,612	593	824
Roane	1988	88,482	26,969	26,888	2,002	8,096	4,008	1,433	306	163	27,014	4,971	10,670	4,435
	1982	54,052	18,619	18,526	1,754	4,781	2,239	1,689	271	163	12,955	3,953	6,078	2,223
Summers	1988	48,447	15,802	15,642	1,762	8,223		1,776	1,149	976	6,815	4,887	3,003	1,793
	1982	34,610	13,240	13,080	1,393	4,324		1,638	1,018	915	3,507	3,983	2,097	843
Taylor	1988	48,362	12,525	12,386	3,686	5,287	4,359	460	1,929	1,353	9,258	5,214	4,378	2,825
	1982	37,256	10,912	10,769	3,082	3,253	2,501	556	1,326	953	5,782	4,357	3,315	2,461
Tucker	1988	45,088	11,929	11,819	3,904	2,674		159	292	292	6,276	4,348	1,705	2,042
	1982	27,496	8,100	8,009	2,403	1,481		185	203	203	2,867	3,234	1,087	1,287
Tyler	1988	23,625	6,127	6,025	1,546	779		1,622	608	608	6,812	2,349	1,832	1,346
	1982	19,516	5,750	5,642	1,101	798		1,684	459	459	3,813	2,600	1,786	991
Upshur	1988	117,952	28,737	28,553	10,712	11,874	11,024	4,105	1,995	1,260	30,883	7,908	9,978	6,049
	1982	88,492	25,543	25,330	7,484	9,202	8,347	3,451	1,225	842	18,382	6,823	8,448	3,191
Wayne	1988	146,739	35,565	34,303	8,185	31,845	21,494	6,980	3,918	1,276	23,739	14,999	8,047	2,340
	1982	107,190	30,094	28,967	6,854	18,736	12,467	4,574	2,222	917	14,214	13,641	5,378	1,420
Webster	1988	38,599	11,613	11,386	768	1,508		707	251		7,330	9,924	1,469	-1,486
	1982	29,790	9,508	9,304	717	1,612		918	236		3,879	7,381	1,741	846
Wetzel	1988	138,496	44,029	43,706	9,459	13,480	12,128	4,557	5,537	4,776	27,976	9,405	7,761	8,142
	1982	92,274	30,775	30,487	6,780	9,181	8,128	4,368	3,230	2,901	14,647	7,092	6,339	3,812
Wirt	1988	7,667	1,927	1,897	501	168		161			1,804	1,337	212	
	1982	5,306	1,190	1,169	432	143		158			653	1,241	174	
Wood	1988	663,080	113,669	111,155	56,406	117,954	111,548	29,257	32,068	20,299	162,751	41,452	36,170	23,877
	1982	480,778	103,466	100,977	39,107	90,675	84,388	23,471	19,737	13,601	93,563	36,191	24,060	13,517
Wyoming	1988	139,026	42,271	41,916	3,197	17,125		1,811	5,635	5,635	34,279	10,752	9,643	5,341
	1982	100,069	35,856	35,483	2,310	10,343		1,808	3,325	3,325	21,388	9,580	6,842	2,947
TOTAL METRO COUNTIES	**1988**	**4,712,697**	**932,333**	**897,195**	**395,079**	**713,755**	**651,850**	**192,258**	**238,646**	**123,113**	**1,084,883**	**388,865**	**252,254**	**201,600**
	1982	3,246,492	785,388	754,541	271,817	476,624	429,138	159,727	131,171	77,275	600,240	318,843	170,844	105,766
TOTAL STATE	**1988**	**10,753,013**	**2,420,509**	**2,342,915**	**777,724**	**1,486,093**	**1,201,900**	**394,813**	**494,741**	**284,384**	**2,457,287**	**891,540**	**643,320**	**506,995**
	1982	7,521,088	2,021,995	1,954,064	543,829	1,006,319	796,860	337,528	290,969	186,522	1,350,857	737,721	454,773	271,525

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA / County	Year	Total Retail Sales ($000)	Food Stores: Total ($000)	Food Stores: Supermarkets ($000)	Eating & Drinking Places: Total ($000)	General Merchandise Stores: Total ($000)	General Merchandise Stores: Department Stores ($000)	Apparel & Accessories Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Total ($000)	Furniture/Home Furnishings/Appliance Stores: Furniture & Home Furn. ($000)	Automotive Dealers: Total ($000)	Gasoline Service Stations: Total ($000)	Bldg. Mtls. & Hardware Dealers: Total ($000)	Drug-stores: Total ($000)
WISCONSIN														
APPLETON - OSHKOSH - NEENAH	**1988**	**1,953,555**	**364,103**	**342,113**	**180,205**	**320,143**	**267,708**	**88,107**	**117,066**	**47,478**	**440,700**	**146,585**	**113,908**	**40,876**
	1982	1,287,214	264,894	248,499	131,890	180,773	148,708	55,489	58,947	27,837	222,237	127,773	63,858	27,655
Calumet	1988	141,372	34,223	30,309	14,646	18,739	13,185	1,655	4,560	1,254	41,028	6,875	9,907	4,147
	1982	87,175	22,552	19,933	10,091	13,656	9,286	1,760	2,298	856	16,997	7,202	5,365	2,323
Outagamie	1988	962,748	181,321	171,750	77,453	202,326	170,067	35,053	69,366	24,093	213,583	54,832	61,145	14,489
	1982	634,770	124,094	117,310	57,746	110,947	92,243	23,229	34,539	14,790	127,964	51,541	37,340	10,497
Winnebago	1988	849,435	148,559	140,054	88,106	99,078	84,456	51,399	43,140	22,131	186,089	84,878	42,856	22,240
	1982	565,269	118,248	111,256	64,053	56,170	47,179	30,560	22,110	12,191	77,276	69,030	21,153	14,835
EAU CLAIRE	**1988**	**1,044,352**	**188,286**	**179,177**	**90,585**	**127,429**	**93,210**	**47,992**	**53,738**	**22,589**	**287,250**	**73,924**	**88,284**	**20,049**
	1982	646,064	118,308	112,303	64,442	82,518	58,462	27,494	25,740	12,715	132,676	65,401	43,713	13,741
Chippewa	1988	324,410	52,794	49,548	23,037	16,623	12,169	6,602	8,096	4,859	125,954	20,250	29,317	6,701
	1982	202,325	36,260	33,963	16,217	9,380	6,581	4,719	4,320	2,914	54,320	20,372	15,114	4,394
Eau Claire	1988	719,942	135,492	129,629	67,548	110,806	81,041	41,390	45,642	17,730	161,296	53,674	58,967	13,348
	1982	443,739	82,048	78,340	48,225	73,138	51,881	22,775	21,420	9,801	78,356	45,029	28,599	9,347
GREEN BAY	**1988**	**1,387,542**	**223,149**	**207,236**	**132,589**	**299,004**	**255,598**	**61,167**	**82,780**	**36,605**	**320,708**	**107,620**	**78,874**	**19,525**
	1982	875,583	143,951	133,420	95,950	170,629	143,993	44,351	45,018	22,975	158,524	84,132	41,516	14,843
Brown	1988	1,387,542	223,149	207,236	132,589	299,004	255,598	61,167	82,780	36,605	320,708	107,620	78,874	19,525
	1982	875,583	143,951	133,420	95,950	170,629	143,993	44,351	45,018	22,975	158,524	84,132	41,516	14,843
JANESVILLE - BELOIT	**1988**	**984,260**	**215,008**	**207,422**	**91,630**	**167,974**	**137,226**	**39,754**	**37,993**	**16,299**	**197,756**	**91,070**	**48,096**	**31,694**
	1982	623,390	141,971	136,689	62,296	101,573	81,835	26,059	20,330	10,111	87,341	80,987	25,621	18,169
Rock	1988	984,260	215,008	207,422	91,630	167,974	137,226	39,754	37,993	16,299	197,756	91,070	48,096	31,694
	1982	623,390	141,971	136,689	62,296	101,573	81,835	26,059	20,330	10,111	87,341	80,987	25,621	18,169
KENOSHA	**1988**	**767,481**	**194,657**	**184,418**	**94,462**	**105,605**	**92,559**	**31,649**	**31,738**	**13,649**	**116,440**	**76,903**	**30,980**	**27,448**
	1982	454,807	126,473	119,582	54,970	51,556	44,326	14,478	15,643	7,594	53,133	62,424	14,608	12,879
Kenosha	1988	767,481	194,657	184,418	94,462	105,605	92,559	31,649	31,738	13,649	116,440	76,903	30,980	27,448
	1982	454,807	126,473	119,582	54,970	51,556	44,326	14,478	15,643	7,594	53,133	62,424	14,608	12,879
LA CROSSE	**1988**	**731,910**	**126,360**	**121,106**	**66,114**	**124,127**	**120,576**	**35,228**	**64,371**	**24,497**	**166,034**	**49,425**	**42,861**	**18,575**
	1982	511,606	101,326	96,920	57,722	78,853	75,978	26,513	27,778	12,113	88,663	44,794	26,860	13,818
La Crosse	1988	731,910	126,360	121,106	66,114	124,127	120,576	35,228	64,371	24,497	166,034	49,425	42,861	18,575
	1982	511,606	101,326	96,920	57,722	78,853	75,978	26,513	27,778	12,113	88,663	44,794	26,860	13,818
MADISON	**1988**	**3,120,689**	**513,906**	**481,451**	**312,878**	**384,481**	**367,537**	**139,245**	**383,904**	**69,573**	**749,340**	**226,509**	**132,276**	**70,031**
	1982	1,783,865	322,746	301,764	208,029	208,569	196,990	85,508	158,422	36,191	314,101	172,767	65,734	42,928
Dane	1988	3,120,689	513,906	481,451	312,878	384,481	367,537	139,245	383,904	69,573	749,340	226,509	132,276	70,031
	1982	1,783,865	322,746	301,764	208,029	208,569	196,990	85,508	158,422	36,191	314,101	172,767	65,734	42,928
MILWAUKEE	**1988**	**9,863,013**	**2,285,819**	**2,134,164**	**950,447**	**1,307,347**	**1,206,381**	**420,466**	**552,185**	**258,462**	**2,247,941**	**648,690**	**431,619**	**287,360**
	1982	6,483,257	1,471,030	1,371,326	697,546	832,568	759,495	286,302	289,565	154,659	1,110,555	633,442	227,536	199,221
Milwaukee	1988	6,922,521	1,583,862	1,463,053	728,359	981,468	937,065	325,184	435,129	188,734	1,386,408	426,061	249,425	211,940
	1982	4,540,875	990,801	913,409	529,416	621,187	586,938	221,031	226,213	113,368	676,059	425,617	130,786	146,302
Ozaukee	1988	443,111	99,175	94,877	34,894	11,194	3,525	8,140	12,219	6,701	176,526	35,610	31,273	14,537
	1982	269,938	67,041	64,009	25,355	6,447	1,843	6,263	8,539	5,169	77,908	31,703	15,719	9,283
Washington	1988	421,274	106,142	98,338	36,965	51,792	39,461	19,212	21,077	12,518	74,404	34,249	37,582	13,443
	1982	291,099	81,132	75,018	31,350	28,934	21,528	12,067	12,388	7,784	34,656	32,654	19,292	8,739
Waukesha	1988	2,076,107	496,640	477,896	150,229	262,893	226,330	67,950	83,760	50,509	610,603	152,770	113,339	47,440
	1982	1,381,345	332,056	318,890	111,425	176,000	149,186	46,941	42,425	28,338	321,932	143,468	61,739	34,897
MILWAUKEE - RACINE CONSOLIDATED AREA	***1988***	***10,902,756***	***2,529,539***	***2,358,661***	***1,047,988***	***1,453,621***	***1,339,852***	***470,709***	***602,830***	***285,697***	***2,479,099***	***721,684***	***487,246***	***322,609***
	1982	*7,219,613*	*1,650,572*	*1,536,379*	*770,835*	*924,304*	*842,258*	*318,539*	*320,533*	*173,441*	*1,237,013*	*709,325*	*262,285*	*221,215*
RACINE	**1988**	**1,039,743**	**243,720**	**224,497**	**97,541**	**146,274**	**133,471**	**50,223**	**50,645**	**27,235**	**231,158**	**72,994**	**55,627**	**35,249**
	1982	736,356	179,542	165,053	73,289	91,736	82,763	32,237	30,968	18,782	126,458	75,883	34,749	21,994
Racine	1988	1,039,743	243,720	224,497	97,541	146,274	133,471	50,223	50,645	27,235	231,158	72,994	55,627	35,249
	1982	736,356	179,542	165,053	73,289	91,736	82,763	32,237	30,968	18,782	126,458	75,883	34,749	21,994
SHEBOYGAN	**1988**	**558,198**	**124,815**	**114,225**	**52,892**	**95,671**	**75,257**	**12,761**	**23,625**	**11,754**	**133,477**	**41,146**	**35,410**	**15,716**
	1982	385,038	94,292	86,121	38,102	61,525	47,079	10,881	12,274	7,221	64,265	36,445	24,957	11,936
Sheboygan	1988	558,198	124,815	114,225	52,892	95,671	75,257	12,761	23,625	11,754	133,477	41,146	35,410	15,716
	1982	385,038	94,292	86,121	38,102	61,525	47,079	10,881	12,274	7,221	64,265	36,445	24,957	11,936
WAUSAU	**1988**	**672,663**	**146,255**	**140,700**	**44,767**	**117,848**	**93,432**	**29,328**	**30,098**	**15,503**	**153,668**	**46,023**	**51,958**	**8,091**
	1982	453,278	99,295	95,334	36,166	65,129	50,744	21,329	18,484	11,331	81,971	47,798	32,924	6,717
Marathon	1988	672,663	146,255	140,700	44,767	117,848	93,432	29,328	30,098	15,503	153,668	46,023	51,958	8,091
	1982	453,278	99,295	95,334	36,166	65,129	50,744	21,329	18,484	11,331	81,971	47,798	32,924	6,717

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988 U.S. CENSUS 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
WISCONSIN (continued)														
ALL COUNTIES														
Adams	1988	26,852	9,314	8,720	2,405	1,608		219	560	560	7,531	2,959	795	414
	1982	23,618	7,993	7,468	2,573	1,626		267	645	645	4,201	3,289	812	526
Ashland	1988	107,241	19,947	18,939	8,655	10,774		6,295	3,857	2,910	23,945	8,884	9,746	3,026
	1982	74,941	14,816	14,040	6,946	5,947		4,275	1,915	1,562	12,125	8,688	5,543	1,945
Barron	1988	303,498	53,825	50,074	26,807	38,783	21,313	9,330	11,357	5,720	84,158	24,920	26,647	10,144
	1982	174,189	33,811	31,392	16,963	17,118	8,670	6,743	4,762	2,760	38,434	20,447	13,498	5,505
Bayfield	1988	36,400	11,336	10,510	6,288	1,699		281	299	299	7,129	2,813	3,980	1,255
	1982	29,369	9,126	8,444	6,102	1,084		346	274	274	3,120	3,364	3,006	943
Brown	1988	1,387,542	223,149	207,236	132,589	299,004	255,598	61,167	82,780	36,605	320,708	107,620	78,874	19,525
	1982	875,583	143,951	133,420	95,950	170,629	143,993	44,351	45,018	22,975	158,524	84,132	41,516	14,843
Buffalo	1988	43,698	11,719	10,243	5,997	342		242	1,164		11,772	2,742	3,918	1,695
	1982	31,656	8,810	7,686	4,534	328		252	691		4,804	3,837	2,130	1,070
Burnett	1988	57,482	13,554	13,335	5,445	2,779		430	868	358	17,632	4,361	8,922	441
	1982	38,141	9,683	9,507	4,667	1,589		460	699	330	7,099	4,499	5,430	581
Calumet	1988	141,372	34,223	30,309	14,646	18,739	13,185	1,655	4,560	1,254	41,028	6,875	9,907	4,147
	1982	87,175	22,552	19,933	10,091	13,656	9,286	1,760	2,298	856	16,997	7,202	5,365	2,323
Chippewa	1988	324,410	52,794	49,548	23,037	16,623	12,169	6,602	8,096	4,859	125,954	20,250	29,317	6,701
	1982	202,325	36,260	33,963	16,217	9,380	6,581	4,719	4,320	2,914	54,320	20,372	15,114	4,394
Clark	1988	98,425	31,252	29,402	7,480	5,110		836	2,881	1,654	27,432	4,613	10,308	3,706
	1982	74,721	22,665	21,281	6,970	3,612		760	2,162	1,449	15,811	5,688	7,757	2,624
Columbia	1988	318,129	66,580	63,349	33,874	10,386	6,967	10,033	8,894	3,576	80,682	43,780	27,936	9,019
	1982	187,806	40,965	38,900	24,504	5,155	3,190	7,253	4,324	2,025	32,595	30,297	15,436	5,154
Crawford	1988	78,102	16,295	15,839	7,233	5,836		3,433	2,918	2,038	28,813	4,175	5,595	1,717
	1982	58,127	16,025	15,546	6,358	4,351		2,684	1,776	1,357	14,894	4,210	3,933	1,282
Dane	1988	3,120,689	513,906	481,451	312,878	384,481	367,537	139,245	383,904	69,573	749,340	226,509	132,276	70,031
	1982	1,783,865	322,746	301,764	208,029	208,569	196,990	85,508	158,422	36,191	314,101	172,767	65,734	42,928
Dodge	1988	323,626	60,197	51,206	24,640	66,351	56,400	13,698	8,450	4,759	70,449	25,075	31,068	6,676
	1982	230,844	53,776	45,652	20,522	32,541	26,797	11,804	5,938	3,678	35,006	22,587	21,109	4,849
Door	1988	165,535	41,692	41,305	26,317	13,404	6,411	5,021	5,009	1,874	31,441	12,905	17,359	3,529
	1982	119,594	30,642	30,296	19,847	8,464	3,789	3,476	3,183	1,391	15,936	13,850	10,470	2,002
☐ Douglas	1988	245,694	44,777	43,029	37,487	26,310	25,115	11,071	6,995	3,593	43,681	19,352	26,128	6,573
	1982	187,905	37,847	36,297	28,898	15,348	14,480	8,123	3,821	2,342	24,553	20,712	16,752	5,052
Dunn	1988	167,918	41,013	40,697	17,661	18,740	7,261	7,025	4,200	2,129	40,224	18,095	9,944	4,915
	1982	106,969	26,075	25,823	12,449	10,349	3,860	4,099	2,288	1,307	17,969	17,361	5,450	3,458
Eau Claire	1988	719,942	135,492	129,629	67,548	110,806	81,041	41,390	45,642	17,730	161,296	53,674	58,967	13,348
	1982	443,739	82,048	78,340	48,225	73,138	51,881	22,775	21,420	9,801	78,356	45,029	28,599	9,347
Florence	1988	7,822	1,411	1,370	2,231				60		2,790	324	150	212
	1982	6,688	1,567	1,518	1,973				54		1,582	319	139	212
Fond du Lac	1988	543,961	140,433	135,978	45,423	73,848	54,297	20,555	28,361	10,240	139,483	29,180	23,231	15,169
	1982	379,939	95,812	92,589	38,081	50,132	36,218	16,358	16,368	6,690	68,490	30,843	14,841	12,672
Forest	1988	16,287	6,921	6,768	1,718	905		182	366	366	791	2,181	2,201	295
	1982	15,316	5,697	5,559	1,553	655		222	341	341	749	2,879	1,661	400
Grant	1988	263,928	66,669	63,335	21,855	16,067	11,199	8,176	11,320	5,778	74,847	24,598	25,796	6,272
	1982	176,843	46,752	44,326	18,270	9,435	6,240	5,636	6,219	3,472	35,906	22,543	16,098	4,263
Green	1988	308,634	55,290	46,603	20,900	12,425	5,971	7,118	8,533	4,791	81,494	8,840	12,360	6,991
	1982	200,956	38,136	32,080	13,417	6,600	2,923	5,365	4,428	2,735	33,817	8,713	7,126	4,246
Green Lake	1988	145,504	30,533	30,015	11,100	31,320	25,458	4,125	3,629	3,302	29,484	14,782	8,164	2,082
	1982	91,927	20,998	20,602	8,519	16,164	12,705	3,320	2,134	1,993	14,328	10,413	5,406	1,470
Iowa	1988	338,819	28,829	28,117	12,615	3,589		3,269	7,076	4,606	39,873	7,352	12,759	5,730
	1982	137,098	16,127	15,697	6,182	1,442		1,665	2,589	1,879	14,840	4,822	5,546	2,803
Iron	1988	61,289	19,450	18,319	6,023	2,665		69	923	923	8,653	8,417	9,606	408
	1982	31,304	9,276	8,719	3,187	1,476		58	435	435	2,780	6,600	3,693	205
Jackson	1988	117,996	30,732	28,974	10,838	1,520		1,252	1,433	1,310	29,918	22,206	11,502	1,888
	1982	72,256	19,454	18,305	6,913	893		820	836	774	12,756	16,533	6,773	1,365
Jefferson	1988	308,179	78,320	73,966	34,531	50,544	38,113	11,410	15,119	6,358	42,236	31,495	20,402	7,762
	1982	221,624	58,155	54,812	28,141	27,774	20,137	8,974	7,953	3,813	23,651	32,452	11,420	5,737
Juneau	1988	111,885	20,063	18,830	10,327	4,807		1,230	2,755	791	28,820	24,290	11,855	3,003
	1982	82,872	15,276	14,308	9,030	2,833		1,074	1,378	495	14,308	23,712	7,812	2,039
Kenosha	1988	767,481	194,657	184,418	94,462	105,605	92,559	31,649	31,738	13,649	116,440	76,903	30,980	27,448
	1982	454,807	126,473	119,582	54,970	51,556	44,326	14,478	15,643	7,594	53,133	62,424	14,608	12,879
Kewaunee	1988	67,353	18,393	16,627	6,337	807		1,165	3,153	1,685	21,406	6,139	5,343	1,474
	1982	53,085	15,113	13,634	5,763	937		991	3,013	1,893	10,517	6,448	4,231	993
La Crosse	1988	731,910	126,360	121,106	66,114	124,127	120,576	35,228	64,371	24,497	166,034	49,425	42,861	18,575
	1982	511,606	101,326	96,920	57,722	78,853	75,978	26,513	27,778	12,113	88,663	44,794	26,860	13,818

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
WISCONSIN (continued)														
ALL COUNTIES (continued)														
Lafayette	1988	38,974	7,889	7,382	4,298	566		1,018	1,100	778	10,492	3,099	5,486	760
	1982	34,307	8,526	7,961	3,665	455		949	1,009	784	6,299	3,643	3,820	776
Langlade	1988	177,101	37,369	36,568	12,784	19,472		6,503	2,280	843	45,373	28,229	12,757	4,119
	1982	105,989	25,490	24,894	8,171	7,205		3,928	1,099	479	20,731	23,042	6,274	2,391
Lincoln	1988	124,210	46,179	42,266	12,073	7,575		3,463	4,602	703	15,923	13,635	7,158	5,477
	1982	87,341	31,698	28,954	9,964	4,176		2,629	2,461	495	6,697	12,875	4,820	3,101
Manitowoc	1988	418,333	92,814	81,065	36,024	85,144	60,068	8,964	18,730	8,265	79,620	38,316	25,845	10,101
	1982	287,121	63,364	55,232	28,398	50,297	34,655	7,273	10,340	5,322	47,330	34,836	15,054	7,653
Marathon	1988	672,663	146,255	140,700	44,767	117,848	93,432	29,328	30,098	15,503	153,668	46,023	51,958	8,091
	1982	453,278	99,295	95,334	36,166	65,129	50,744	21,329	18,484	11,331	81,971	47,798	32,924	6,717
Marinette	1988	252,139	58,544	56,116	21,407	27,427	19,220	14,159	8,220	3,802	55,099	18,961	21,088	8,825
	1982	156,768	39,321	37,614	15,784	15,743	10,856	8,027	4,534	2,423	24,162	16,384	10,566	4,766
Marquette	1988	32,447	9,761	9,508	5,682	376		250	543		7,525	3,296	4,026	501
	1982	22,732	7,011	6,816	4,813	374		320	496		3,389	3,097	1,958	512
Menominee	1988	4,571	2,589	2,565	321	1,035							582	
	1982	3,267	1,891	1,870	282	677							363	
Milwaukee	1988	6,922,521	1,583,862	1,463,053	728,359	981,468	937,065	325,184	435,129	188,734	1,386,408	426,061	249,425	211,940
	1982	4,540,875	990,801	913,409	529,416	621,187	586,938	221,031	226,213	113,368	676,059	425,617	130,786	146,302
Monroe	1988	197,645	49,474	48,144	22,950	20,712	4,066	4,217	5,903	3,329	39,091	27,452	17,866	5,357
	1982	133,553	31,115	30,219	17,611	9,201	1,694	3,898	2,934	1,932	18,275	28,802	11,704	3,722
Oconto	1988	93,089	24,542	22,233	8,394	2,878		299	2,537	2,151	20,675	14,271	12,409	2,242
	1982	68,370	17,709	16,011	7,763	1,748		400	1,194	1,015	12,241	13,092	7,910	1,493
Oneida	1988	261,468	56,213	53,041	26,697	29,761	13,075	12,398	7,626	4,274	68,670	16,479	23,679	4,844
	1982	180,038	43,795	41,241	20,183	15,708	6,442	9,000	4,919	3,182	33,277	16,094	14,701	3,354
Outagamie	1988	962,748	181,321	171,750	77,453	202,326	170,067	35,053	69,366	24,093	213,583	54,832	61,145	14,489
	1982	634,770	124,094	117,310	57,746	110,947	92,243	23,229	34,539	14,790	127,964	51,541	37,340	10,497
Ozaukee	1988	443,111	99,175	94,877	34,894	11,194	3,525	8,140	12,219	6,701	176,526	35,610	31,273	14,537
	1982	269,938	67,041	64,009	25,355	6,447	1,843	6,263	8,539	5,169	77,908	31,703	15,719	9,283
Pepin	1988	27,444	5,513	5,458	4,366	324		508	1,187	786	6,676	650	3,817	860
	1982	23,186	4,607	4,554	3,297	393		670	903	654	4,788	1,059	3,201	1,070
Pierce	1988	143,333	34,864	31,965	22,679	283		2,729	5,885	2,519	34,221	17,351	8,869	7,771
	1982	93,158	22,062	20,187	14,532	160		1,781	3,327	1,762	16,623	15,119	5,794	4,486
Polk	1988	148,536	36,095	32,395	18,871	3,053		3,812	4,716	3,591	33,407	11,972	14,349	6,035
	1982	111,928	28,104	25,174	13,963	2,624		2,550	2,948	2,428	17,113	15,062	9,375	4,206
Portage	1988	374,802	65,953	64,421	36,883	43,251	34,493	19,999	19,074	7,519	77,921	18,067	29,147	6,648
	1982	243,124	48,589	47,366	28,658	23,440	18,370	13,639	8,833	4,006	34,321	16,550	14,181	5,287
Price	1988	81,205	29,176	27,358	6,053	2,811		2,737	2,787	1,371	15,823	5,774	8,152	3,174
	1982	52,952	17,890	16,742	4,288	1,604		1,613	1,461	856	8,228	6,607	4,425	1,691
Racine	1988	1,039,743	243,720	224,497	97,541	146,274	133,471	50,223	50,645	27,235	231,158	72,994	55,627	35,249
	1982	736,356	179,542	165,053	73,289	91,736	82,763	32,237	30,968	18,782	126,458	75,883	34,749	21,994
Richland	1988	98,406	25,198	24,320	5,980	4,947		3,860	2,777	1,477	32,428	6,646	8,457	1,796
	1982	61,965	16,803	16,186	4,482	2,517		3,558	1,706	1,025	13,920	5,549	5,004	1,806
Rock	1988	984,260	215,008	207,422	91,630	167,974	137,226	39,754	37,993	16,299	197,756	91,070	48,096	31,694
	1982	623,390	141,971	136,689	62,296	101,573	81,835	26,059	20,330	10,111	87,341	80,987	25,621	18,169
Rusk	1988	66,751	16,834	15,245	3,319	4,105		2,413	1,870	711	7,475	6,959	15,316	2,569
	1982	44,247	11,263	10,180	2,486	2,127		1,792	875	404	4,140	7,039	7,741	1,432
□ St. Croix	1988	238,585	42,768	41,022	20,909	24,327		3,502	5,261	2,075	71,233	37,379	15,786	5,881
	1982	150,143	30,235	28,944	15,725	11,005		3,050	2,675	1,129	33,545	27,937	8,510	4,898
Sauk	1988	254,394	81,655	76,825	31,857	14,144	9,736	11,379	8,792	3,998	38,392	16,788	27,939	10,424
	1982	196,977	68,184	64,024	25,602	9,845	6,446	7,949	5,477	2,903	22,459	17,523	17,492	6,454
Sawyer	1988	77,001	23,579	22,962	7,352	1,779		1,473	2,035	1,120	14,227	8,001	11,056	1,797
	1982	55,389	15,720	15,279	5,653	961		1,115	985	622	6,118	9,047	6,363	1,773
Shawano	1988	168,994	43,201	40,785	14,643	13,611		5,226	5,264	3,117	38,160	12,164	22,569	6,680
	1982	112,313	29,749	28,029	11,875	9,794		3,257	3,063	2,024	19,750	11,552	12,372	3,782
Sheboygan	1988	558,198	124,815	114,225	52,892	95,671	75,257	12,761	23,625	11,754	133,477	41,146	35,410	15,716
	1982	385,038	94,292	86,121	38,102	61,525	47,079	10,881	12,274	7,221	64,265	36,445	24,957	11,936
Taylor	1988	65,433	10,687	9,983	5,039	3,266		1,763	4,043	2,599	22,833	6,622	4,933	2,050
	1982	45,890	9,288	8,658	3,640	2,187		1,398	2,151	1,445	11,289	6,873	3,223	1,350
Trempealeau	1988	133,791	28,142	25,822	11,206	3,076		1,112	3,801	2,327	49,089	11,693	13,012	1,613
	1982	87,500	20,898	19,137	9,053	2,086		891	2,137	1,425	21,590	9,911	8,003	1,252
Vernon	1988	99,591	33,278	30,640	8,143	1,844		5,424	6,841	3,526	15,324	11,486	7,656	2,980
	1982	63,337	21,408	19,673	6,654	922		4,132	3,119	1,848	6,779	9,237	4,417	2,255
Vilas	1988	116,869	42,289	39,649	13,132	3,448		2,834	3,061	1,872	20,539	9,364	10,718	2,963
	1982	81,167	29,111	27,239	10,279	2,101		2,132	1,212	837	9,607	9,632	5,651	1,909

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988 U.S. CENSUS: 1982 METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
WISCONSIN (continued)														
ALL COUNTIES (continued)														
Walworth	1988	468,680	110,514	107,819	67,350	22,348	11,098	12,983	10,824	3,961	120,568	39,303	34,371	13,105
	1982	313,589	78,230	76,171	50,283	12,031	5,362	10,561	5,442	2,281	56,508	35,189	17,926	7,976
Washburn	1988	72,307	21,892	21,493	8,001	1,688		1,876	1,642	959	17,698	5,744	5,734	3,630
	1982	54,792	18,494	18,121	6,680	1,342		1,449	1,204	815	8,293	5,861	4,338	2,671
Washington	1988	421,274	106,142	98,338	36,965	51,792	39,461	19,212	21,077	12,518	74,404	34,249	37,582	13,443
	1982	291,099	81,132	75,018	31,350	28,934	21,528	12,067	12,338	7,784	34,656	32,654	19,292	8,739
Waukesha	1988	2,076,107	496,640	477,896	150,229	262,893	226,330	67,950	83,760	50,509	610,603	152,770	113,339	47,440
	1982	1,381,345	332,056	318,890	111,425	176,000	149,186	46,941	42,425	28,338	321,932	143,468	61,739	34,897
Waupaca	1988	247,088	65,793	62,401	24,705	33,153	17,920	5,795	8,574	4,692	62,627	15,253	14,751	5,684
	1982	166,229	41,337	39,127	19,005	15,866	8,135	5,186	5,693	3,362	34,541	17,154	8,071	3,862
Waushara	1988	86,269	17,445	16,358	5,541	4,525		813	1,008	1,008	25,086	9,667	7,801	799
	1982	58,949	12,514	11,712	3,834	2,615		724	669	669	11,750	9,155	4,475	792
Winnebago	1988	849,435	148,559	140,054	88,106	99,078	84,456	51,399	43,140	22,131	186,089	84,878	42,856	22,240
	1982	565,269	118,248	111,256	64,053	56,170	47,179	30,500	22,110	12,191	77,276	69,030	21,153	14,835
Wood	1988	720,694	120,980	116,785	51,691	134,991	111,126	34,039	26,706	14,137	188,973	34,567	39,565	9,245
	1982	409,429	80,989	78,025	31,465	59,982	48,614	21,809	13,193	7,685	80,020	26,598	20,248	6,878
TOTAL METRO COUNTIES	1988	**22,607,685**	**4,713,623**	**4,420,560**	**2,172,506**	**3,246,540**	**2,868,070**	**970,513**	**1,440,399**	**549,312**	**5,159,386**	**1,637,620**	**1,151,807**	**587,068**
	1982	14,578,506	3,131,910	2,932,252	1,565,025	1,951,782	1,704,853	641,814	709,655	325,000	2,498,022	1,480,495	627,338	393,851
TOTAL STATE	1988	**31,677,813**	**6,785,853**	**6,374,653**	**3,026,447**	**4,112,442**	**3,382,262**	**1,257,953**	**1,746,012**	**700,774**	**7,254,324**	**2,384,555**	**1,870,502**	**816,940**
	1982	20,553,996	4,593,820	4,306,832	2,210,852	2,420,468	1,969,956	851,346	877,454	418,981	3,493,978	2,171,471	1,046,128	548,895
WYOMING														
CASPER	1988	**472,237**	**104,959**	**101,816**	**44,695**	**57,862**	**53,359**	**17,716**	**24,368**	**11,565**	**124,463**	**39,148**	**19,530**	**5,670**
	1982	502,022	110,780	107,250	44,395	43,172	39,291	30,435	23,608	12,960	120,315	39,480	32,800	17,065
Natrona	1988	472,237	104,959	101,816	44,695	57,862	53,359	17,716	24,368	11,565	124,463	39,148	19,530	5,670
	1982	502,022	110,780	107,250	44,395	43,172	39,291	30,435	23,608	12,960	120,315	39,480	32,800	17,065
CHEYENNE	1988	**551,416**	**87,408**	**84,155**	**62,325**	**70,164**	**59,422**	**23,097**	**23,390**	**9,749**	**142,050**	**62,742**	**23,796**	**6,360**
	1982	392,658	64,164	61,652	37,699	41,166	34,656	22,397	19,414	9,318	72,119	52,731	19,636	11,538
Laramie	1988	551,416	87,408	84,155	62,325	70,164	59,422	23,097	23,390	9,749	142,050	62,742	23,796	6,360
	1982	392,658	64,164	61,652	37,699	41,166	34,656	22,397	19,414	9,318	72,119	52,731	19,636	11,538
ALL COUNTIES														
Albany	1988	177,001	36,845	35,721	23,731	11,090		7,730	7,599	4,976	35,271	24,967	5,824	5,787
	1982	153,847	33,248	32,171	20,884	3,741		7,710	6,436	4,646	24,565	28,261	7,547	6,260
Big Horn	1988	23,325	8,793	8,601	3,818	851		777	927	684	2,019	3,103	1,456	1,146
	1982	29,753	10,127	9,887	3,499	1,133		954	1,376	1,048	3,459	3,929	1,714	978
Campbell	1988	164,280	40,928	39,886	17,106	16,540	4,954	6,961	4,055	2,116	34,132	15,007	7,160	5,271
	1982	187,943	47,188	45,895	18,036	10,843	2,937	8,905	7,586	4,485	30,370	17,338	20,992	8,574
Carbon	1988	91,619	24,125	23,904	10,338	6,087		2,001	1,605	819	13,862	17,012	7,694	3,287
	1982	120,705	28,600	28,283	9,304	5,312		4,964	1,956	1,134	15,072	36,675	5,928	5,177
Converse	1988	47,717	11,581	11,125	5,191	4,248		1,454	836	719	8,592	8,836	2,894	1,637
	1982	69,702	18,383	17,623	7,902	1,695		1,859	1,712	1,477	13,275	12,556	5,372	1,693
Crook	1988	14,814	3,471	3,416	2,613	260		477			432	3,327	1,398	740
	1982	14,571	3,169	3,114	2,294	231		184	64		393	4,960	995	337
Fremont	1988	170,524	43,762	42,576	14,910	18,311	4,007	6,853	2,875	1,438	35,878	19,921	10,582	4,801
	1982	196,973	45,879	44,546	17,571	13,140	2,604	10,245	6,004	3,515	37,662	22,916	16,830	7,772
Goshen	1988	48,154	12,047	11,682	5,701	5,061		2,060	411	164	5,783	7,644	4,090	1,911
	1982	47,049	13,159	12,734	4,327	3,487		2,535	431	221	4,929	8,388	4,676	1,985
Hot Springs	1988	22,472	7,397	7,198	1,974	517		824	108		2,691	2,823	1,743	1,191
	1982	33,091	12,586	12,223	3,076	693		1,546	489		4,034	4,118	3,150	1,263
Johnson	1988	24,606	2,589	2,557	2,730	1,002		999	835	173	1,482	8,639	2,642	937
	1982	38,967	7,254	7,149	4,464	986		1,400	668	168	5,089	11,301	3,382	794
Laramie	1988	551,416	87,408	84,155	62,325	70,164	59,422	23,097	23,390	9,749	142,050	62,742	23,796	6,360
	1982	392,658	64,164	61,652	37,699	41,166	34,656	22,397	19,414	9,318	72,119	52,731	19,636	11,538
Lincoln	1988	52,765	10,853	10,763	4,258	2,557		1,091	458	182	14,195	10,954	3,662	1,429
	1982	66,496	15,533	15,375	8,327	1,001		2,351	543	276	14,941	14,331	2,877	2,061
Natrona	1988	472,237	104,959	101,816	44,695	57,862	53,359	17,716	24,368	11,565	124,463	39,148	19,530	5,670
	1982	502,022	110,780	107,250	44,395	43,172	39,291	30,435	23,608	12,960	120,315	39,480	32,800	17,065
Niobrara	1988	12,751	3,012	2,939	1,401	516		199			1,571	5,099	494	136
	1982	17,228	3,143	3,062	2,163	257		549	237	237	2,882	5,761	478	156

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1988 RETAIL SALES BY STORE GROUP—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA County	Year	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls & Hardware Dealers	Drug-stores
			Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
WYOMING (continued)														
ALL COUNTIES (continued)														
Park	1988	135,948	24,152	23,408	15,562	25,805	3,296	5,360	2,732	1,114	24,532	14,099	7,704	3,714
	1982	136,292	33,956	32,844	11,318	16,658	2,027	7,727	3,523	1,615	24,646	15,142	8,938	3,304
Platte	1988	36,856	10,848	10,514	4,065	1,916		799	397	397	6,409	7,127	2,304	205
	1982	40,453	12,296	11,894	3,715	2,279		1,350	622	622	6,981	7,369	2,578	469
Sheridan	1988	154,478	38,166	37,078	19,446	12,761	2,117	7,745	4,404	2,681	34,919	12,466	6,170	4,243
	1982	140,755	27,986	27,135	13,838	9,518	1,459	7,614	6,525	4,337	27,320	12,662	9,737	6,981
Sublette	1988	17,720	7,194	6,875	2,961	1,059		769	301	301	463	2,552	1,185	49
	1982	24,063	10,117	9,650	2,372	497		786	637	637	651	5,566	1,284	526
Sweetwater	1988	242,654	47,745	46,826	24,072	24,471	4,779	11,410	8,981	2,956	60,103	32,025	11,438	4,924
	1982	249,082	62,948	61,611	22,929	22,169	3,928	10,550	7,905	3,296	38,232	36,466	20,995	6,864
Teton	1988	129,205	13,828	13,369	26,783	4,602		11,648	3,882	1,824	11,255	12,309	10,229	3,338
	1982	114,374	20,932	20,198	17,774	3,854		6,617	3,918	1,967	7,055	14,811	8,599	3,648
Uinta	1988	91,252	23,287	22,655	7,743	6,624		3,861	1,178		14,514	21,520	5,429	749
	1982	149,226	32,290	31,352	21,994	3,558		3,839	1,690		16,229	44,836	16,702	2,036
Washakie	1988	45,507	13,003	12,612	3,976	4,973		2,488	1,154	1,040	12,240	2,041	1,625	1,219
	1982	53,918	11,299	10,938	3,133	4,319		2,928	1,906	1,776	17,567	2,633	4,311	1,067
Weston	1988	31,937	7,993	7,931	2,519	2,309		1,099	126	126	9,769	2,429	1,614	1,067
	1982	39,337	10,740	10,636	2,915	1,078		1,521	383	383	8,179	4,619	1,889	1,284
TOTAL METRO COUNTIES	**1988**	**1,023,653**	**192,367**	**185,971**	**107,020**	**128,026**	**112,781**	**40,813**	**47,758**	**21,314**	**266,513**	**101,890**	**43,326**	**12,030**
	1982	894,680	174,944	168,902	82,094	84,338	73,947	52,832	43,022	22,278	192,434	92,211	52,436	28,603
TOTAL STATE	**1988**	**2,759,238**	**583,786**	**567,607**	**307,918**	**279,586**	**131,934**	**117,418**	**90,622**	**43,024**	**596,625**	**335,790**	**140,663**	**59,811**
	1982	2,818,525	635,777	617,222	283,929	190,787	86,902	138,966	97,633	54,118	495,965	406,849	201,410	91,832

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1989 SURVEY OF BUYING POWER DATA SERVICE

SECTION 11

Metropolitan Market Rankings
Retail Sales By Merchandise Line

Groceries And Other Foods
Drugs, Health Aids, And Beauty Aids
Furniture And Sleep Equipment
Major Household Appliances
Televisions And Video Recorders
Audio Equipment/Musical Instruments
Home Computers And Calculators
Men's and Boys' Clothing
Women's And Girls' Clothing
Footwear

EXPLANATION OF TERMS

An explanation of the terms used in the **Survey Of Buying Power Data Service** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10.

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Footwear Sales	11–11

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1989 SURVEY OF BUYING POWER DATA SERVICE

GROCERY & OTHER FOOD SALES

Area	($000)	Rank
New York, N.Y.	9,775,604	1
Los Angeles - Long Beach, Cal.	8,841,227	2
Chicago, Ill.	6,538,890	3
Philadelphia, Pa.	6,187,845	4
Detroit, Mich.	5,454,970	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	5,042,062	6
Washington, D.C.	4,678,438	7
Nassau - Suffolk, N.Y.	4,586,695	8
Houston, Tex.	3,587,802	9
Atlanta, Ga.	3,098,232	10
Minneapolis - St. Paul, Minn.	3,049,065	11
Dallas, Tex.	2,944,497	12
Anaheim - Santa Ana, Cal.	2,844,920	13
Newark, N.J.	2,623,388	14
St. Louis, Mo.	2,619,964	15
Phoenix, Ariz.	2,597,277	16
Pittsburgh, Pa.	2,585,071	17
San Diego, Cal.	2,570,290	18
Baltimore, Md.	2,549,168	19
Tampa - St. Petersburg - Clearwater, Fla.	2,439,453	20
Riverside - San Bernardino, Cal.	2,426,819	21
Oakland, Cal.	2,392,489	22
Seattle, Wash.	2,337,632	23
San Francisco, Cal.	2,289,308	24
Cleveland, Ohio	2,231,750	25
Miami - Hialeah, Fla.	2,213,260	26
Milwaukee, Wisc.	2,114,997	27
Bergen - Passaic, N.J.	2,112,089	28
Denver, Colo.	1,830,842	29
Kansas City, Mo.-Kans.	1,738,325	30
Cincinnati, Ohio	1,734,528	31
San Jose, Cal.	1,729,294	32
New Orleans, La.	1,678,194	33
Middlesex - Somerset - Hunterdon, N.J.	1,520,294	34
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	1,512,875	35
Sacramento, Cal.	1,484,208	36
Hartford - New Britain - Middletown - Bristol, Conn.	1,479,158	37
Fort Worth - Arlington, Tex.	1,456,253	38
Monmouth - Ocean, N.J.	1,456,015	39
Portland, Ore.	1,451,399	40
San Antonio, Tex.	1,426,735	41
Columbus, Ohio	1,391,791	42
Buffalo, N.Y.	1,352,289	43
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	1,326,931	44
Bridgeport - Stamford - Norwalk - Danbury, Conn.	1,284,953	45
Rochester, N.Y.	1,278,560	46
Albany - Schenectady - Troy, N.Y.	1,266,754	47
Norfolk - Virginia Beach - Newport News, Va.	1,262,225	48
Indianapolis, Ind.	1,219,009	49
Orlando, Fla.	1,182,952	50
Total Top 50	**134,796,786**	
Providence - Pawtucket - Woonsocket, R.I.	1,174,497	51
Oklahoma City, Okla.	1,152,607	52
West Palm Beach - Boca Raton - Delray Beach, Fla.	1,115,745	53
New Haven - Waterbury - Meriden, Conn.	1,061,457	54
Dayton - Springfield, Ohio	1,056,904	55
Salt Lake City - Ogden, Utah	1,033,815	56
Richmond - Petersburg, Va.	1,012,360	57
Louisville, Ky.	1,003,348	58
Greensboro - Winston-Salem - High Point, N.C.	957,609	59
Harrisburg - Lebanon - Carlisle, Pa.	939,163	60
Memphis, Tenn.	921,233	61
Scranton - Wilkes-Barre, Pa.	914,572	62
Birmingham, Ala.	906,126	63
Jacksonville, Fla.	880,068	64
New Bedford - Fall River - Attleboro, Mass.	871,426	65
Syracuse, N.Y.	856,141	66
Honolulu, Haw.	833,434	67
Nashville, Tenn.	828,645	68
Springfield, Mass.	822,871	69
Grand Rapids, Mich.	808,572	70
Toledo, Ohio	606,035	71
Allentown - Bethlehem, Pa.	792,480	72
Worcester - Fitchburg - Leominster, Mass.	790,614	73
Greenville - Spartanburg, S.C.	747,286	74
Jersey City, N.J.	745,606	75
Tulsa, Okla.	732,588	76
Akron, Ohio	723,767	77
Austin, Tex.	721,963	78
Las Vegas, Nev.	713,096	79
Knoxville, Tenn.	711,252	80
Gary - Hammond, Ind.	708,920	81
Oxnard - Ventura, Cal.	702,924	82
Tucson, Ariz.	688,153	83
Omaha, Neb.	669,566	84
Raleigh - Durham, N.C.	652,818	85
Fresno, Cal.	617,169	86
Little Rock - North Little Rock, Ark.	603,584	87
Lansing - East Lansing, Mich.	600,735	88
Wilmington, Del.	595,456	89
Tacoma, Wash.	587,087	90
Baton Rouge, La.	584,613	91
Bakersfield, Cal.	582,846	92
Portsmouth - Dover - Rochester, N.H.	576,239	93
Flint, Mich.	574,921	94
Chattanooga, Tenn.	572,691	95
Lancaster, Pa.	545,859	96
Charleston, S.C.	534,963	97
Madison, Wisc.	534,316	98
Mobile, Ala.	511,502	99
Trenton, N.J.	501,565	100
Total Top 100	**173,379,993**	
Santa Barbara - Santa Maria - Lompoc, Cal.	496,312	101
Lake County, Ill.	491,893	102
Manchester - Nashua, N.H.	487,222	103
Saginaw - Bay City - Midland, Mich.	485,430	104
Des Moines, Iowa	480,994	105
Youngstown - Warren, Ohio	476,372	106
Orange County, N.Y.	469,329	107
Beaumont - Port Arthur, Tex.	462,568	108
Stockton, Cal.	450,405	109
Albuquerque, N.M.	446,674	110
Portland, Me.	445,616	111
Atlantic City, N.J.	443,411	112
Canton, Ohio	442,896	113
El Paso, Tex.	436,887	114
York, Pa.	436,517	115
Columbia, S.C.	431,868	116
Daytona Beach, Fla.	429,926	117
Reading, Pa.	424,733	118
Lakeland - Winter Haven, Fla.	423,873	119
Santa Rosa - Petaluma, Cal.	422,568	120
Utica - Rome, N.Y.	417,850	121
Vallejo - Fairfield - Napa, Cal.	409,916	122
Johnson City - Kingsport - Bristol, Tenn.	407,707	123
Shreveport, La.	406,805	124
Spokane, Wash.	402,795	125
Wichita, Kans.	401,473	126
Davenport - Rock Island - Moline, Iowa-Ill.	391,983	127
Fort Myers - Cape Coral, Fla.	387,948	128
Fort Wayne, Ind.	387,440	129
Melbourne - Titusville - Palm Bay, Fla.	381,628	130
Poughkeepsie, N.Y.	373,838	131
Sarasota, Fla.	373,373	132
Modesto, Cal.	372,763	133
Augusta, Ga.	371,933	134
Aurora - Elgin, Ill.	371,049	135
Lexington-Fayette, Ky.	369,309	136
Peoria, Ill.	364,473	137
Corpus Christi, Tex.	352,838	138
Visalia - Tulare - Porterville, Cal.	350,484	139
Jackson, Miss.	348,025	140
Huntington - Ashland, W.Va.-Ky.	346,288	141
McAllen - Edinburg - Mission, Tex.	341,203	142
Evansville, Ind.	336,548	143
Anchorage, Alas.	336,046	144
Erie, Pa.	334,948	145
Appleton - Oshkosh - Neenah, Wisc.	333,555	146
Colorado Springs, Colo.	332,779	147
Binghamton, N.Y.	332,533	148
Rockford, Ill.	331,938	149
Macon - Warner Robins, Ga.	326,712	150
Total Top 150	**193,461,667**	
Joliet, Ill.	323,275	151
Pensacola, Fla.	320,637	152
Ann Arbor, Mich.	313,434	153
Charleston, W.Va.	311,150	154
New London - Norwich, Conn.	307,762	155
Duluth, Minn.	305,365	156
Salinas - Seaside - Monterey, Cal.	289,177	157
Johnstown, Pa.	286,703	158
Fort Pierce, Fla.	285,367	159
Lorain - Elyria, Ohio	281,413	160
Boulder - Longmont, Colo.	279,666	161
Galveston - Texas City, Tex.	277,228	162
Eugene - Springfield, Ore.	272,545	163
Niagara Falls, N.Y.	271,296	164
South Bend - Mishawaka, Ind.	269,323	165
Reno, Nev.	267,756	166
Lafayette, La.	266,896	167
Montgomery, Ala.	263,196	168
Hickory, N.C.	261,215	169
Santa Cruz, Cal.	260,176	170
Roanoke, Va.	259,661	171
Savannah, Ga.	259,356	172
Brownsville - Harlingen, Tex.	257,625	173
Beaver County, Pa.	252,737	174
Springfield, Mo.	247,029	175
Bradenton, Fla.	246,405	176
Kalamazoo, Mich.	242,812	177
Hamilton - Middletown, Ohio	241,724	178
Lubbock, Tex.	241,271	179
Gainesville, Fla.	240,853	180
Pittsfield, Mass.	234,647	181
Asheville, N.C.	233,644	182
Ocala, Fla.	230,175	183
Naples, Fla.	228,488	184
Longview - Marshall, Tex.	228,184	185
Lake Charles, La.	227,298	186
Brazoria, Tex.	226,895	187
Salem, Ore.	226,544	188
Tallahassee, Fla.	226,367	189
Racine, Wisc.	220,385	190
Boise, Ida.	219,383	191
Medford, Ore.	217,048	192
Chico, Cal.	215,261	193
Fayetteville, N.C.	214,758	194
Huntsville, Ala.	212,966	195
Fort Collins - Loveland, Colo.	211,778	196
Springfield, Ill.	211,406	197
Green Bay, Wisc.	210,956	198
Amarillo, Tex.	207,571	199
Odessa, Tex.	207,125	200
Total Top 200	**206,075,599**	
Houma - Thibodaux, La.	207,031	201
Killeen - Temple, Tex.	203,656	202
Lincoln, Neb.	202,880	203
Midland, Tex.	202,401	204
Elkhart - Goshen, Ind.	198,791	205
Columbus, Ga.	198,628	206
Vancouver, Wash.	195,939	207
Burlington, Vt.	195,196	208
Battle Creek, Mich.	194,057	209
Wheeling, W.Va.	190,797	210
Yakima, Wash.	190,285	211
Janesville - Beloit, Wisc.	189,506	212
Olympia, Wash.	188,232	213
St. Cloud, Minn.	188,211	214
Muskegon, Mich.	187,960	215
Topeka, Kans.	187,849	216
Provo - Orem, Utah	186,738	217
Vineland - Millville - Bridgeton, N.J.	184,696	218
Waco, Tex.	181,426	219
Eau Claire, Wisc.	180,637	220
Bangor, Me.	178,954	221
Champaign - Urbana - Rantoul, Ill.	178,728	222
Glens Falls, N.Y.	178,245	223
Tyler, Tex.	177,462	224
Biloxi - Gulfport, Miss.	175,519	225
Laredo, Tex.	173,677	226
Athens, Ga.	173,337	227
Jamestown - Dunkirk, N.Y.	171,468	228
Cedar Rapids, Iowa	171,206	229
Steubenville - Weirton, Ohio - W.Va.	170,906	230
Lynchburg, Va.	169,793	231
Redding, Cal.	169,487	232
Terre Haute, Ind.	167,954	233
Lima, Ohio	167,162	234
Charlottesville, Va.	165,446	235
Benton Harbor, Mich.	164,614	236
Anderson, Ind.	164,303	237
Bremerton, Wash.	164,243	238
Kenosha, Wisc.	164,155	239
Billings, Mont.	163,519	240
Tuscaloosa, Ala.	163,216	241
Altoona, Pa.	160,060	242
Abilene, Tex.	159,833	243
Jackson, Mich.	158,968	244
Wilmington, N.C.	156,955	245
Merced, Cal.	157,987	246
Fort Walton Beach, Fla.	157,199	247
Richland - Kennewick - Pasco, Wash.	157,198	248
Parkersburg - Marietta, W.Va.-Ohio	155,607	249
Monroe, La.	155,459	250
Total Top 250	**214,925,375**	
Lewiston - Auburn, Me.	152,679	251
Decatur, Ill.	151,411	252
Wichita Falls, Tex.	149,115	253
Joplin, Mo.	147,527	254
Muncie, Ind.	147,280	255
Bryan - College Station, Tex.	145,949	256
Alexandria, La.	144,067	257
Williamsport, Pa.	143,923	258
Fort Smith, Ark.	143,212	259
Anderson, S.C.	142,633	260
Sioux Falls, S.D.	142,410	261
Texarkana, Tex.-Ark.	141,536	262
Rochester, Minn.	140,770	263
Yuba City, Cal.	137,483	264
Fargo - Moorhead, N.D.-Minn.	136,926	265
Wausau, Wisc.	135,833	266
Pascagoula, Miss.	133,523	267
Bellingham, Wash.	132,431	268
San Angelo, Tex.	130,579	269
Mansfield, Ohio	129,639	270
Florence, S.C.	128,650	271
Fayetteville - Springdale, Ark.	128,046	272
Kokomo, Ind.	127,736	273
Sioux City, Iowa	126,628	274
Albany, Ga.	125,666	275
Waterloo - Cedar Falls, Iowa	124,978	276
Burlington, N.C.	124,241	277
Pueblo, Colo.	123,489	278
Dothan, Ala.	121,852	279
Bloomington - Normal, Ill.	120,503	280
State College, Pa.	119,116	281
Hagerstown, Md.	115,819	282
Greeley, Colo.	114,661	283
Sharon, Pa.	113,873	284
St. Joseph, Mo.	111,128	285
Kankakee, Ill.	111,019	286
Sheboygan, Wisc.	108,110	287
Florence, Ala.	107,774	288
Clarksville - Hopkinsville, Tenn.-Ky.	107,122	289
Jacksonville, N.C.	103,506	290
La Crosse, Wisc.	102,768	291
Danville, Va.	102,506	292
Panama City, Fla.	102,489	293
Dubuque, Iowa	101,669	294
Sherman - Denison, Tex.	101,024	295
Lafayette - West Lafayette, Ind.	100,832	296
Owensboro, Ky.	100,334	297
Lawton, Okla.	99,872	298
Elmira, N.Y.	98,527	299
Bismarck, N.D.	97,494	300
Rapid City, S.D.	97,427	301
Bloomington, Ind.	96,304	302
Santa Fe, N.M.	94,284	303
Cumberland, Md.	94,134	304
Gadsden, Ala.	91,555	305
Pine Bluff, Ark.	90,858	306
Columbia, Mo.	90,119	307
Victoria, Tex.	89,068	308
Anniston, Ala.	88,027	309
Decatur, Ala.	84,729	310
Las Cruces, N.M.	82,898	311
Iowa City, Iowa	81,076	312
Jackson, Tenn.	80,828	313
Casper, Wyo.	75,487	314
Great Falls, Mont.	75,081	315
Cheyenne, Wyo.	68,916	316
Lawrence, Kans.	68,759	317
Enid, Okla.	67,440	318
Grand Forks, N.D.	50,552	319
Total Above Areas	**222,693,275**	
Percent of U.S.	**79.7175**	
U.S. Total	**279,353,018**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

DRUG, HEALTH AID & BEAUTY AID SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	2,546,083	1
New York, N.Y.	2,372,030	2
Chicago, Ill.	1,747,262	3
Philadelphia, Pa.	1,643,484	4
Detroit, Mich.	1,361,728	5
Washington, D.C.	1,216,693	6
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,073,823	7
Atlanta, Ga.	945,085	8
Nassau - Suffolk, N.Y.	880,677	9
Houston, Tex.	872,796	10
Dallas, Tex.	772,329	11
Miami - Hialeah, Fla.	745,810	12
Anaheim - Santa Ana, Cal.	715,207	13
Minneapolis - St. Paul, Minn.	683,927	14
San Diego, Cal.	673,152	15
Oakland, Cal.	649,790	16
Phoenix, Ariz.	647,350	17
Baltimore, Md.	645,381	18
Seattle, Wash.	635,966	19
St. Louis, Mo.	617,514	20
Cleveland, Ohio	608,780	21
San Francisco, Cal.	598,718	22
Pittsburgh, Pa.	580,717	23
Tampa - St. Petersburg - Clearwater, Fla.	571,866	24
Riverside - San Bernardino, Cal.	535,948	25
Kansas City, Mo.-Kans.	485,152	26
San Jose, Cal.	481,962	27
Newark, N.J.	480,928	28
Bergen - Passaic, N.J.	463,851	29
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	446,108	30
New Orleans, La.	439,437	31
Cincinnati, Ohio	422,884	32
Sacramento, Cal.	404,130	33
Denver, Colo.	401,585	34
Columbus, Ohio	374,014	35
Hartford - New Britain - Middletown - Bristol, Conn.	358,097	36
Louisville, Ky.	352,973	37
Fort Worth - Arlington, Tex.	352,290	38
Milwaukee, Wisc.	351,957	39
Memphis, Tenn.	342,202	40
Indianapolis, Ind.	339,347	41
Portland, Ore.	334,725	42
Norfolk - Virginia Beach - Newport News, Va.	326,759	43
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	326,625	44
Richmond - Petersburg, Va.	312,365	45
Honolulu, Haw.	305,913	46
Middlesex - Somerset - Hunterdon, N.J.	289,441	47
San Antonio, Tex.	276,492	48
West Palm Beach - Boca Raton - Delray Beach, Fla.	276,207	49
Oklahoma City, Okla.	265,277	50
Total Top 50	**33,552,839**	
Monmouth - Ocean, N.J.	264,293	51
Greensboro - Winston-Salem - High Point, N.C.	261,048	52
Nashville, Tenn.	260,019	53
Buffalo, N.Y.	258,047	54
Raleigh - Durham, N.C.	253,112	55
Toledo, Ohio	250,393	56
Providence - Pawtucket - Woonsocket, R.I.	250,166	57
Birmingham, Ala.	248,578	58
Rochester, N.Y.	245,113	59
Orlando, Fla.	239,781	60
Albany - Schenectady - Troy, N.Y.	234,336	61
Dayton - Springfield, Ohio	232,732	62
Bridgeport - Stamford - Norwalk - Danbury, Conn.	229,942	63
Las Vegas, Nev.	229,550	64
Salt Lake City - Ogden, Utah	228,644	65
Scranton - Wilkes Barre, Pa.	228,602	66
Tucson, Ariz.	206,142	67
Jacksonville, Fla.	204,972	68
Knoxville, Tenn.	191,284	69
Austin, Tex.	190,211	70
Greenville - Spartanburg, S.C.	182,963	71
Tulsa, Okla.	180,514	72
New Haven - Waterbury - Meriden, Conn.	179,722	73
Worcester - Fitchburg - Leominster, Mass.	179,371	74
Akron, Ohio	174,492	75
Allentown - Bethlehem, Pa.	170,260	76
Fresno, Cal.	165,172	77
Springfield, Mass.	164,916	78
Oxnard - Ventura, Cal.	163,448	79
Omaha, Neb.	161,944	80
Syracuse, N.Y.	160,383	81
Harrisburg - Lebanon - Carlisle, Pa.	157,725	82
Wilmington, Del.	144,590	83
Mobile, Ala.	142,024	84
Baton Rouge, La.	141,500	85
Grand Rapids, Mich.	141,214	86
Gary - Hammond, Ind.	138,543	87
Flint, Mich.	137,542	88
Jersey City, N.J.	137,216	89
Youngstown - Warren, Ohio	134,466	90
Stockton, Cal.	134,386	91
Santa Barbara - Santa Maria - Lompoc, Cal.	132,763	92
Albuquerque, N.M.	131,929	93
Little Rock - North Little Rock, Ark.	129,583	94
Jackson, Miss.	122,430	95
Lexington-Fayette, Ky.	122,317	96
Lake County, Ill.	121,836	97
Bakersfield, Cal.	121,706	98
Johnson City - Kingsport - Bristol, Tenn.	119,666	99
Trenton, N.J.	116,312	100
Total Top 100	**42,670,737**	
Wichita, Kans.	115,494	101
Atlantic City, N.J.	115,338	102
Charleston, S.C.	114,477	103
Santa Rosa - Petaluma, Cal.	113,284	104
Melbourne - Titusville - Palm Bay, Fla.	112,885	105
Columbia, S.C.	111,609	106
Tacoma, Wash.	110,555	107
El Paso, Tex.	110,256	108
Reno, Nev.	109,127	109
Saginaw - Bay City - Midland, Mich.	107,530	110
Augusta, Ga.	107,204	111
New Bedford - Fall River - Attleboro, Mass.	105,892	112
Chattanooga, Tenn.	105,112	113
Vallejo - Fairfield - Napa, Cal.	103,716	114
Modesto, Cal.	102,916	115
Huntington - Ashland, W.Va.-Ky.	102,433	116
Canton, Ohio	101,767	117
Spokane, Wash.	101,316	118
Beaumont - Port Arthur, Tex.	98,925	119
Macon - Warner Robins, Ga.	95,722	120
Manchester - Nashua, N.H.	94,767	121
Lancaster, Pa.	94,117	122
Lansing - East Lansing, Mich.	92,671	123
Des Moines, Iowa	90,993	124
Daytona Beach, Fla.	90,287	125
Aurora - Elgin, Ill.	89,685	126
Sarasota, Fla.	89,634	127
Corpus Christi, Tex.	88,856	128
Montgomery, Ala.	88,104	129
Anchorage, Alas.	88,078	130
Charleston, W.Va.	87,183	131
Utica - Rome, N.Y.	86,932	132
Fort Wayne, Ind.	85,898	133
Lakeland - Winter Haven, Fla.	84,742	134
Reading, Pa.	84,446	135
Salinas - Seaside - Monterey, Cal.	84,266	136
Shreveport, La.	83,616	137
Davenport - Rock Island - Moline, Iowa-Ill.	83,437	138
Peoria, Ill.	83,020	139
Portsmouth - Dover - Rochester, N.H.	82,270	140
McAllen - Edinburg - Mission, Tex.	81,769	141
Savannah, Ga.	81,431	142
Joliet, Ill.	79,444	143
York, Pa.	78,272	144
Pensacola, Fla.	77,968	145
Fort Myers - Cape Coral, Fla.	77,771	146
Madison, Wisc.	77,466	147
Hickory, N.C.	76,580	148
Springfield, Mo.	76,160	149
Roanoke, Va.	75,711	150
Total Top 150	**47,351,869**	
Colorado Springs, Colo.	74,816	151
Rockford, Ill.	72,646	152
Visalia - Tulare - Porterville, Cal.	71,999	153
Orange County, N.Y.	71,394	154
Binghamton, N.Y.	71,041	155
Portland, Me.	70,324	156
Asheville, N.C.	69,474	157
Ann Arbor, Mich.	68,420	158
Eugene - Springfield, Ore.	67,883	159
Brownsville - Harlingen, Tex.	64,742	160
South Bend - Mishawaka, Ind.	63,591	161
Bradenton, Fla.	63,284	162
Salem, Ore.	62,756	163
Huntsville, Ala.	62,550	164
Evansville, Ind.	61,780	165
Biloxi - Gulfport, Miss.	61,547	166
Fort Pierce, Fla.	61,266	167
Poughkeepsie, N.Y.	61,114	168
Columbus, Ga.	60,372	169
Odessa, Tex.	60,095	170
Lubbock, Tex.	59,843	171
Boulder - Longmont, Colo.	59,273	172
Lafayette, La.	59,201	173
Appleton - Oshkosh - Neenah, Wisc.	58,458	174
Lake Charles, La.	57,946	175
Chico, Cal.	57,891	176
Erie, Pa.	57,885	177
Duluth, Minn.	57,468	178
Fayetteville, N.C.	56,835	179
Kalamazoo, Mich.	56,709	180
Amarillo, Tex.	55,999	181
Springfield, Ill.	55,691	182
Santa Cruz, Cal.	55,095	183
Gainesville, Fla.	54,888	184
Lorain - Elyria, Ohio	53,438	185
Longview - Marshall, Tex.	52,868	186
Topeka, Kans.	52,787	187
Wheeling, W.Va.	52,511	188
Midland, Tex.	52,059	189
Parkersburg - Marietta, W.Va.-Ohio	51,860	190
Hamilton - Middletown, Ohio	51,797	191
Ocala, Fla.	51,586	192
Vancouver, Wash.	51,202	193
Niagara Falls, N.Y.	50,604	194
Lynchburg, Va.	49,973	195
Beaver County, Pa.	49,640	196
Houma - Thibodaux, La.	49,212	197
Tallahassee, Fla.	49,186	198
Merced, Cal.	48,755	199
Green Bay, Wisc.	48,672	200
Total Top 200	**50,292,295**	
New London - Norwich, Conn.	48,026	201
Athens, Ga.	47,914	202
Abilene, Tex.	47,654	203
Provo - Orem, Utah	46,501	204
Pittsfield, Mass.	46,236	205
Waco, Tex.	45,714	206
Charlottesville, Va.	45,503	207
Galveston - Texas City, Tex.	45,465	208
Lincoln, Neb.	45,410	209
Richland - Kennewick - Pasco, Wash.	45,018	210
Yakima, Wash.	44,282	211
Killeen - Temple, Tex.	43,920	212
Brazoria, Tex.	43,724	213
Bremerton, Wash.	43,392	214
Naples, Fla.	43,377	215
Johnstown, Pa.	43,054	216
Champaign - Urbana - Rantoul, Ill.	42,910	217
Wilmington, N.C.	42,720	218
Redding, Cal.	42,653	219
Laredo, Tex.	42,084	220
Steubenville - Weirton, Ohio - W.Va.	41,822	221
Olympia, Wash.	41,607	222
Tyler, Tex.	40,662	223
Janesville - Beloit, Wisc.	40,486	224
Fort Collins - Loveland, Colo.	40,464	225
Boise, Ida.	40,324	226
Racine, Wisc.	39,937	227
Burlington, N.C.	39,678	228
Fort Smith, Ark.	39,134	229
St. Cloud, Minn.	38,846	230
Lima, Ohio	38,692	231
Owensboro, Ky.	37,743	232
Anderson, S.C.	37,571	233
Tuscaloosa, Ala.	37,564	234
Cedar Rapids, Iowa	37,529	235
Glens Falls, N.Y.	37,512	236
Battle Creek, Mich.	37,440	237
Wichita Falls, Tex.	37,289	238
Panama City, Fla.	36,956	239
Benton Harbor, Mich.	36,806	240
Muncie, Ind.	36,782	241
Clarksville - Hopkinsville, Tenn.-Ky.	36,577	242
Anderson, Ind.	36,331	243
Fort Walton Beach, Fla.	36,292	244
Monroe, La.	36,290	245
Alexandria, La.	36,126	246
Jackson, Mich.	36,023	247
Medford, Ore.	35,506	248
Dothan, Ala.	34,991	249
Florence, S.C.	34,395	250
Total Top 250	**52,325,227**	
Bloomington - Normal, Ill.	34,099	251
Altoona, Pa.	33,904	252
Burlington, Vt.	33,738	253
Waterloo - Cedar Falls, Iowa	33,448	254
Florence, Ala.	33,326	255
Eau Claire, Wisc.	33,213	256
Joplin, Mo.	32,975	257
Rochester, Minn.	32,893	258
Vineland - Millville - Bridgeton, N.J.	32,800	259
Danville, Va.	32,689	260
Pueblo, Colo.	32,558	261
Texarkana, Tex.-Ark.	32,485	262
Decatur, Ill.	32,429	263
Cumberland, Md.	31,847	264
San Angelo, Tex.	31,811	265
Kokomo, Ind.	30,998	266
Bellingham, Wash.	30,985	267
Kenosha, Wisc.	30,931	268
Elkhart - Goshen, Ind.	30,716	269
Bryan - College Station, Tex.	30,481	270
Lafayette - West Lafayette, Ind.	30,435	271
Williamsport, Pa.	30,268	272
Jackson, Tenn.	30,098	273
Sioux Falls, S.D.	29,974	274
Santa Fe, N.M.	29,483	275
Fayetteville - Springdale, Ark.	29,474	276
Albany, Ga.	29,402	277
Hagerstown, Md.	29,049	278
Jamestown - Dunkirk, N.Y.	28,921	279
Muskegon, Mich.	28,873	280
Mansfield, Ohio	28,771	281
Anniston, Ala.	28,756	282
Sherman - Denison, Tex.	28,334	283
Decatur, Ala.	27,527	284
Terre Haute, Ind.	27,153	285
Fargo - Moorhead, N.D.-Minn.	26,667	286
Pascagoula, Miss.	26,242	287
Yuba City, Cal.	26,214	288
Greeley, Colo.	25,985	289
Elmira, N.Y.	25,948	290
Bangor, Me.	25,934	291
Billings, Mont.	24,776	292
Las Cruces, N.M.	24,654	293
Columbia, Mo.	24,400	294
Sharon, Pa.	24,391	295
Gadsden, Ala.	24,237	296
La Crosse, Wisc.	23,938	297
State College, Pa.	23,349	298
Rapid City, S.D.	23,306	299
St. Joseph, Mo.	23,019	300
Lewiston - Auburn, Me.	22,916	301
Jacksonville, N.C.	22,681	302
Sioux City, Iowa	22,544	303
Lawton, Okla.	21,536	304
Dubuque, Iowa	20,785	305
Bismarck, N.D.	20,683	306
Wausau, Wisc.	20,513	307
Victoria, Tex.	20,382	308
Kankakee, Ill.	19,561	309
Sheboygan, Wisc.	19,522	310
Bloomington, Ind.	19,305	311
Pine Bluff, Ark.	17,589	312
Great Falls, Mont.	16,070	313
Iowa City, Iowa	15,284	314
Enid, Okla.	15,059	315
Grand Forks, N.D.	13,557	316
Lawrence, Kans.	12,555	317
Cheyenne, Wyo.	12,277	318
Casper, Wyo.	10,171	319
Total Above Areas	**54,126,121**	
Percent of U.S.	**81.5470**	
U.S. Total	**66,374,124**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

MAJOR HOUSEHOLD APPLIANCE SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	794,183	1
New York, N.Y.	529,364	2
Chicago, Ill.	461,267	3
Philadelphia, Pa.	359,594	4
Detroit, Mich.	334,572	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	328,262	6
Washington, D.C.	307,897	7
Nassau - Suffolk, N.Y.	267,405	8
Houston, Tex.	266,892	9
Tampa - St. Petersburg - Clearwater, Fla.	232,143	10
Dallas, Tex.	219,479	11
Atlanta, Ga.	217,420	12
Minneapolis - St. Paul, Minn.	200,670	13
San Diego, Cal.	197,917	14
St. Louis, Mo.	197,738	15
Oakland, Cal.	176,647	16
Bergen - Passaic, N.J.	175,096	17
Baltimore, Md.	172,813	18
Miami - Hialeah, Fla.	166,203	19
San Jose, Cal.	165,423	20
Newark, N.J.	163,638	21
Phoenix, Ariz.	163,486	22
Anaheim - Santa Ana, Cal.	152,041	23
San Francisco, Cal.	151,416	24
Cleveland, Ohio	145,698	25
Riverside - San Bernardino, Cal.	145,687	26
Kansas City, Mo.-Kans.	141,792	27
Pittsburgh, Pa.	141,101	28
Denver, Colo.	139,390	29
Seattle, Wash.	139,055	30
New Orleans, La.	136,573	31
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	134,379	32
Sacramento, Cal.	130,739	33
Norfolk - Virginia Beach - Newport News, Va.	122,606	34
Middlesex - Somerset - Hunterdon, N.J.	121,383	35
Fort Worth - Arlington, Tex.	117,290	36
Cincinnati, Ohio	117,248	37
Milwaukee, Wisc.	113,095	38
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	112,310	39
Portland, Ore.	107,520	40
Bridgeport - Stamford - Norwalk - Danbury, Conn.	106,287	41
West Palm Beach - Boca Raton - Delray Beach, Fla.	101,055	42
Hartford - New Britain - Middletown - Bristol, Conn.	99,340	43
Indianapolis, Ind.	98,777	44
Greensboro - Winston-Salem - High Point, N.C.	96,781	45
Louisville, Ky.	91,550	46
Oklahoma City, Okla.	89,646	47
Memphis, Tenn.	84,043	48
Rochester, N.Y.	81,387	49
Richmond - Petersburg, Va.	79,792	50
Total Top 50	**9,396,090**	
Salt Lake City - Ogden, Utah	78,326	51
Monmouth - Ocean, N.J.	77,988	52
Raleigh - Durham, N.C.	77,040	53
Albany - Schenectady - Troy, N.Y.	76,271	54
San Antonio, Tex.	75,935	55
Orlando, Fla.	75,741	56
Jacksonville, Fla.	75,599	57
Buffalo, N.Y.	75,305	58
Nashville, Tenn.	74,173	59
Grand Rapids, Mich.	72,405	60
Providence - Pawtucket - Woonsocket, R.I.	71,388	61
Omaha, Neb.	69,745	62
Toledo, Ohio	67,488	63
Dayton - Springfield, Ohio	65,958	64
Columbus, Ohio	65,762	65
Tulsa, Okla.	64,776	66
New Haven - Waterbury - Meriden, Conn.	64,769	67
Austin, Tex.	61,787	68
Greenville - Spartanburg, S.C.	61,118	69
Baton Rouge, La.	60,750	70
Springfield, Mass.	59,954	71
Birmingham, Ala.	54,368	72
Worcester - Fitchburg - Leominster, Mass.	53,941	73
Las Vegas, Nev.	53,745	74
Gary - Hammond, Ind.	53,282	75
Knoxville, Tenn.	51,828	76
Akron, Ohio	51,525	77
Harrisburg - Lebanon - Carlisle, Pa.	51,024	78
Daytona Beach, Fla.	50,477	79
Scranton - Wilkes Barre, Pa.	49,914	80
Lancaster, Pa.	49,278	81
Youngstown - Warren, Ohio	49,151	82
Wilmington, Del.	48,924	83
Syracuse, N.Y.	48,638	84
Madison, Wisc.	48,386	85
Honolulu, Haw.	47,336	86
Oxnard - Ventura, Cal.	47,243	87
Little Rock - North Little Rock, Ark.	46,710	88
Allentown - Bethlehem, Pa.	46,025	89
Corpus Christi, Tex.	45,479	90
Albuquerque, N.M.	44,725	91
Mobile, Ala.	44,572	92
Manchester - Nashua, N.H.	44,449	93
Jersey City, N.J.	43,132	94
Columbia, S.C.	42,862	95
New Bedford - Fall River - Attleboro, Mass.	41,844	96
Beaumont - Port Arthur, Tex.	40,770	97
Tucson, Ariz.	40,591	98
Saginaw - Bay City - Midland, Mich.	40,358	99
Sarasota, Fla.	40,302	100
Total Top 100	**12,239,247**	
Flint, Mich.	40,194	101
Melbourne - Titusville - Palm Bay, Fla.	39,610	102
Wichita, Kans.	39,529	103
Tacoma, Wash.	39,338	104
Trenton, N.J.	38,961	105
Charleston, S.C.	38,879	106
Chattanooga, Tenn.	38,382	107
Atlantic City, N.J.	38,047	108
Lake County, Ill.	37,860	109
Des Moines, Iowa	37,823	110
Pensacola, Fla.	37,536	111
Reading, Pa.	37,016	112
El Paso, Tex.	36,833	113
Johnson City - Kingsport - Bristol, Tenn.	36,489	114
Lansing - East Lansing, Mich.	35,575	115
Fort Wayne, Ind.	35,505	116
Fayetteville, N.C.	35,067	117
Bakersfield, Cal.	34,376	118
Fort Myers - Cape Coral, Fla.	33,292	119
Canton, Ohio	32,945	120
Shreveport, La.	32,876	121
Stockton, Cal.	32,858	122
Fresno, Cal.	32,581	123
Colorado Springs, Colo.	32,538	124
New London - Norwich, Conn.	32,023	125
Jackson, Miss.	31,906	126
Anchorage, Alas.	31,873	127
Lakeland - Winter Haven, Fla.	31,483	128
Lexington-Fayette, Ky.	31,404	129
South Bend - Mishawaka, Ind.	31,112	130
Binghamton, N.Y.	30,575	131
Bradenton, Fla.	30,519	132
Santa Barbara - Santa Maria - Lompoc, Cal.	30,201	133
Santa Rosa - Petaluma, Cal.	30,198	134
Vallejo - Fairfield - Napa, Cal.	30,089	135
Appleton - Oshkosh - Neenah, Wisc.	29,825	136
Macon - Warner Robins, Ga.	29,801	137
Spokane, Wash.	29,509	138
Rockford, Ill.	28,771	139
Modesto, Cal.	28,660	140
Peoria, Ill.	28,658	141
McAllen - Edinburg - Mission, Tex.	28,545	142
Savannah, Ga.	28,421	143
Lafayette, La.	28,401	144
Asheville, N.C.	28,316	145
Augusta, Ga.	28,289	146
Roanoke, Va.	28,098	147
Charleston, W.Va.	27,824	148
Davenport - Rock Island - Moline, Iowa-Ill.	27,766	149
St. Cloud, Minn.	27,644	150
Total Top 150	**13,883,268**	
Brownsville - Harlingen, Tex.	27,330	151
Salinas - Seaside - Monterey, Cal.	26,900	152
Laredo, Tex.	26,530	153
Kalamazoo, Mich.	26,444	154
Ann Arbor, Mich.	25,779	155
Visalia - Tulare - Portervile, Cal.	25,600	156
Tallahassee, Fla.	25,586	157
Huntington - Ashland, W.Va.-Ky.	25,490	158
Evansville, Ind.	25,080	159
York, Pa.	24,697	160
Portsmouth - Dover - Rochester, N.H.	24,566	161
Portland, Me.	23,812	162
Reno, Nev.	23,632	163
Springfield, Ill.	23,250	164
Fort Pierce, Fla.	22,992	165
Springfield, Mo.	22,736	166
Huntsville, Ala.	22,636	167
Naples, Fla.	22,437	168
Erie, Pa.	22,162	169
Hickory, N.C.	22,003	170
Aurora - Elgin, Ill.	21,792	171
Salem, Ore.	21,542	172
Amarillo, Tex.	20,888	173
Columbus, Ga.	20,779	174
Lake Charles, La.	20,463	175
Green Bay, Wisc.	20,196	176
Galveston - Texas City, Tex.	20,195	177
Killeen - Temple, Tex.	19,898	178
Longview - Marshall, Tex.	19,844	179
Odessa, Tex.	19,700	180
Orange County, N.Y.	19,594	181
Lubbock, Tex.	19,052	182
Charlottesville, Va.	18,929	183
Utica - Rome, N.Y.	18,917	184
Montgomery, Ala.	18,790	185
Fort Walton Beach, Fla.	18,170	186
Waco, Tex.	17,776	187
Boise, Ida.	17,548	188
Duluth, Minn.	17,524	189
Boulder - Longmont, Colo.	17,459	190
Topeka, Kans.	17,238	191
Ocala, Fla.	17,164	192
Bryan - College Station, Tex.	17,018	193
Abilene, Tex.	16,987	194
Anderson, S.C.	16,562	195
Houma - Thibodaux, La.	16,416	196
Poughkeepsie, N.Y.	16,290	197
Biloxi - Gulfport, Miss.	15,983	198
Lynchburg, Va.	15,937	199
Lorain - Elyria, Ohio	15,866	200
Total Top 200	**14,927,447**	
Wheeling, W.Va.	15,780	201
Florence, S.C.	15,776	202
Eugene - Springfield, Ore.	15,748	203
Fort Collins - Loveland, Colo.	15,485	204
Midland, Tex.	15,409	205
Lima, Ohio	14,917	206
Johnstown, Pa.	14,911	207
Chico, Cal.	14,815	208
Tyler, Tex.	14,783	209
Burlington, Vt.	14,622	210
Monroe, La.	14,613	211
Eau Claire, Wisc.	14,521	212
Terre Haute, Ind.	14,506	213
Joliet, Ill.	14,476	214
Wichita Falls, Tex.	14,433	215
Parkersburg - Marietta, W.Va.-Ohio	14,250	216
Gainesville, Fla.	14,140	217
Cedar Rapids, Iowa	13,996	218
Provo - Orem, Utah	13,718	219
Richland - Kennewick - Pasco, Wash.	13,702	220
Waterloo - Cedar Falls, Iowa	13,612	221
Vineland - Millville - Bridgeton, N.J.	13,583	222
Wilmington, N.C.	13,516	223
Decatur, Ill.	13,483	224
San Angelo, Tex.	13,290	225
Racine, Wisc.	13,146	226
Florence, Ala.	13,081	227
Burlington, N.C.	13,067	228
La Crosse, Wisc.	13,060	229
Lafayette - West Lafayette, Ind.	12,821	230
Hamilton - Middletown, Ohio	12,788	231
Sioux Falls, S.D.	12,714	232
Billings, Mont.	12,642	233
Dothan, Ala.	12,593	234
Santa Cruz, Cal.	12,557	235
Lincoln, Neb.	12,435	236
Albany, Ga.	12,310	237
Muskegon, Mich.	12,216	238
Alexandria, La.	12,210	239
Pittsfield, Mass.	12,186	240
Fort Smith, Ark.	12,161	241
Beaver County, Pa.	11,989	242
Mansfield, Ohio	11,930	243
Bangor, Me.	11,879	244
Olympia, Wash.	11,846	245
Vancouver, Wash.	11,809	246
Wausau, Wisc.	11,770	247
Athens, Ga.	11,748	248
Yakima, Wash.	11,586	249
Fayetteville - Springdale, Ark.	11,482	250
Total Top 250	**15,597,558**	
Bremerton, Wash.	11,459	251
Altoona, Pa.	11,457	252
Texarkana, Tex.-Ark.	11,410	253
Jacksonville, N.C.	11,356	254
Champaign - Urbana - Rantoul, Ill.	11,192	255
Owensboro, Ky.	11,062	256
Medford, Ore.	11,054	257
Clarksville - Hopkinsville, Tenn.-Ky.	11,041	258
Brazoria, Tex.	10,957	259
Janesville - Beloit, Wisc.	10,925	260
Muncie, Ind.	10,918	261
Redding, Cal.	10,903	262
Hagerstown, Md.	10,848	263
Battle Creek, Mich.	10,801	264
Rochester, Minn.	10,767	265
Elmira, N.Y.	10,738	266
Sioux City, Iowa	10,499	267
Fargo - Moorhead, N.D.-Minn.	10,493	268
Great Falls, Mont.	10,441	269
Jackson, Mich.	10,268	270
Columbia, Mo.	10,231	271
Pueblo, Colo.	10,179	272
Panama City, Fla.	10,105	273
Kankakee, Ill.	9,881	274
Decatur, Ala.	9,844	275
St. Joseph, Mo.	9,826	276
Jackson, Tenn.	9,795	277
Joplin, Mo.	9,678	278
Gadsden, Ala.	9,650	279
Bellingham, Wash.	9,605	280
Bismarck, N.D.	9,584	281
Pascagoula, Miss.	9,478	282
Santa Fe, N.M.	9,347	283
Rapid City, S.D.	9,235	284
Steubenville - Weirton, Ohio-W.Va.	9,186	285
Niagara Falls, N.Y.	9,153	286
Anderson, Ind.	9,100	287
State College, Pa.	8,871	288
Bloomington - Normal, Ill.	8,756	289
Las Cruces, N.M.	8,446	290
Elkhart - Goshen, Ind.	8,353	291
Jamestown - Dunkirk, N.Y.	8,211	292
Victoria, Tex.	8,152	293
Danville, Va.	8,077	294
Kenosha, Wisc.	8,039	295
Lawton, Okla.	7,886	296
Merced, Cal.	7,673	297
Dubuque, Iowa	7,577	298
Sherman - Denison, Tex.	7,417	299
Yuba City, Cal.	7,394	300
Grand Forks, N.D.	7,279	301
Greeley, Colo.	6,997	302
Pine Bluff, Ark.	6,989	303
Cumberland, Md.	6,862	304
Benton Harbor, Mich.	6,806	305
Sharon, Pa.	6,447	306
Tuscaloosa, Ala.	6,284	307
Cheyenne, Wyo.	6,252	308
Kokomo, Ind.	6,126	309
Anniston, Ala.	6,012	310
Williamsport, Pa.	5,951	311
Iowa City, Iowa	5,876	312
Bloomington, Ind.	5,811	313
Glens Falls, N.Y.	5,529	314
Lewiston - Auburn, Me.	5,356	315
Sheboygan, Wisc.	5,240	316
Lawrence, Kans.	4,823	317
Casper, Wyo.	4,378	318
Enid, Okla.	4,371	319
Total Above Areas	**16,198,265**	
Percent of U.S.	**81.6089**	
U.S. Total	**19,848,658**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

TELEVISION, VIDEO RECORDER & TAPE SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	830,732	1
New York, N.Y.	504,540	2
Chicago, Ill.	407,120	3
Washington, D.C.	337,014	4
Philadelphia, Pa.	271,194	5
Detroit, Mich.	246,271	6
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	207,306	7
Houston, Tex.	197,024	8
Nassau - Suffolk, N.Y.	192,876	9
San Francisco, Cal.	192,864	10
Baltimore, Md.	164,118	11
Oakland, Cal.	161,579	12
Dallas, Tex.	159,318	13
St. Louis, Mo.	158,936	14
Minneapolis - St. Paul, Minn.	156,176	15
Atlanta, Ga.	154,014	16
Anaheim - Santa Ana, Cal.	152,437	17
San Diego, Cal.	151,395	18
Sacramento, Cal.	141,273	19
Newark, N.J.	132,723	20
Riverside - San Bernardino, Cal.	128,008	21
Bergen - Passaic, N.J.	123,628	22
Tampa - St. Petersburg - Clearwater, Fla.	123,177	23
Phoenix, Ariz.	109,001	24
Denver, Colo.	105,245	25
Seattle, Wash.	97,635	26
Cleveland, Ohio	96,829	27
Miami - Hialeah, Fla.	96,391	28
San Jose, Cal.	95,938	29
Milwaukee, Wisc.	90,826	30
Portland, Ore.	87,492	31
Middlesex - Somerset - Hunterdon, N.J.	86,907	32
Pittsburgh, Pa.	85,059	33
Kansas City, Mo.-Kans.	80,118	34
Norfolk - Virginia Beach - Newport News, Va.	76,429	35
Indianapolis, Ind.	75,994	36
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	74,142	37
Cincinnati, Ohio	73,577	38
Memphis, Tenn.	72,112	39
Fort Worth - Arlington, Tex.	71,466	40
New Orleans, La.	70,547	41
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	70,282	42
Oklahoma City, Okla.	66,063	43
Louisville, Ky.	59,447	44
Bridgeport - Stamford - Norwalk - Danbury, Conn.	58,944	45
West Palm Beach - Boca Raton - Delray Beach, Fla.	58,035	46
Toledo, Ohio	56,293	47
Richmond - Petersburg, Va.	56,000	48
Greensboro - Winston-Salem - High Point, N.C.	53,758	49
Monmouth - Ocean, N.J.	53,551	50
Total Top 50	**7,371,804**	
Madison, Wisc.	53,342	51
San Antonio, Tex.	53,174	52
Tulsa, Okla.	49,223	53
Orlando, Fla.	48,672	54
Rochester, N.Y.	47,541	55
Omaha, Neb.	47,419	56
Providence - Pawtucket - Woonsocket, R.I.	47,296	57
Buffalo, N.Y.	44,384	58
Nashville, Tenn.	44,320	59
Hartford - New Britain - Middletown - Bristol, Conn.	43,321	60
Dayton - Springfield, Ohio	43,010	61
Salt Lake City - Ogden, Utah	42,949	62
Tucson, Ariz.	39,658	63
Fresno, Cal.	38,842	64
Raleigh - Durham, N.C.	38,518	65
Grand Rapids, Mich.	37,782	66
Springfield, Mass.	37,360	67
Manchester - Nashua, N.H.	36,424	68
Albany - Schenectady - Troy, N.Y.	34,857	69
Jacksonville, Fla.	34,380	70
Oxnard - Ventura, Cal.	34,117	71
Las Vegas, Nev.	34,076	72
Wilmington, Del.	32,821	73
Greenville - Spartanburg, S.C.	32,756	74
South Bend - Mishawaka, Ind.	32,187	75
Allentown - Bethlehem, Pa.	31,808	76
Albuquerque, N.M.	30,927	77
Columbus, Ohio	30,503	78
New Haven - Waterbury - Meriden, Conn.	30,275	79
Harrisburg - Lebanon - Carlisle, Pa.	29,981	80
Austin, Tex.	29,611	81
Lake County, Ill.	29,481	82
Scranton - Wilkes-Barre, Pa.	29,195	83
El Paso, Tex.	29,136	84
Knoxville, Tenn.	28,703	85
Little Rock - North Little Rock, Ark.	28,512	86
Baton Rouge, La.	28,463	87
Worcester - Fitchburg - Leominster, Mass.	28,461	88
Chattanooga, Tenn.	27,995	89
Honolulu, Haw.	26,856	90
Saginaw - Bay City - Midland, Mich.	26,453	91
Trenton, N.J.	26,141	92
Wichita, Kans.	26,124	93
Birmingham, Ala.	26,052	94
Gary - Hammond, Ind.	25,959	95
Syracuse, N.Y.	25,462	96
Des Moines, Iowa	25,397	97
Stockton, Cal.	24,658	98
St. Cloud, Minn.	23,852	99
Mobile, Ala.	23,282	100
Total Top 100	**9,093,520**	
Jersey City, N.J.	23,230	101
Columbia, S.C.	23,229	102
Beaumont - Port Arthur, Tex.	22,849	103
Colorado Springs, Colo.	22,633	104
Modesto, Cal.	22,549	105
Akron, Ohio	22,525	106
Daytona Beach, Fla.	22,417	107
Flint, Mich.	22,252	108
New Bedford - Fall River - Attleboro, Mass.	22,162	109
Youngstown - Warren, Ohio	21,309	110
Fayetteville, N.C.	21,260	111
Lansing - East Lansing, Mich.	21,113	112
Santa Barbara - Santa Maria - Lompoc, Cal.	20,399	113
Atlantic City, N.J.	20,238	114
Augusta, Ga.	19,639	115
Kalamazoo, Mich.	19,620	116
Evansville, Ind.	19,613	117
Springfield, Ill.	19,157	118
Anchorage, Alas.	18,963	119
Salinas - Seaside - Monterey, Cal.	18,913	120
Appleton - Oshkosh - Neenah, Wisc.	18,617	121
Tacoma, Wash.	18,480	122
Lexington-Fayette, Ky.	18,280	123
Corpus Christi, Tex.	17,825	124
Macon - Warner Robins, Ga.	17,786	125
Canton, Ohio	17,714	126
Peoria, Ill.	17,622	127
Bakersfield, Cal.	17,229	128
Fort Myers - Cape Coral, Fla.	17,212	129
McAllen - Edinburg - Mission, Tex.	16,906	130
Pensacola, Fla.	16,830	131
Charleston, S.C.	16,684	132
Ocala, Fla.	16,653	133
Visalia - Tulare - Porterville, Cal.	16,064	134
Green Bay, Wisc.	15,889	135
Lakeland - Winter Haven, Fla.	15,700	136
Shreveport, La.	15,503	137
Santa Rosa - Petaluma, Cal.	15,439	138
Aurora - Elgin, Ill.	15,060	139
Brownsville - Harlingen, Tex.	14,994	140
Portsmouth - Dover - Rochester, N.H.	14,943	141
Melbourne - Titusville - Palm Bay, Fla.	14,940	142
Lancaster, Pa.	14,885	143
Reading, Pa.	14,838	144
Utica - Rome, N.Y.	14,798	145
Reno, Nev.	14,568	146
Laredo, Tex.	14,558	147
Spokane, Wash.	14,447	148
Odessa, Tex.	14,172	149
Lafayette, La.	14,083	150
Total Top 150	**10,000,309**	
Orange County, N.Y.	13,954	151
Vallejo - Fairfield - Napa, Cal.	13,851	152
Springfield, Mo.	13,785	153
Santa Cruz, Cal.	13,699	154
Fort Wayne, Ind.	13,696	155
Gainesville, Fla.	13,490	156
Johnson City - Kingsport - Bristol, Tenn.	13,393	157
York, Pa.	13,390	158
Lubbock, Tex.	13,376	159
Rockford, Ill.	13,349	160
Ann Arbor, Mich.	13,342	161
Montgomery, Ala.	13,219	162
Davenport - Rock Island - Moline, Iowa-Ill.	13,090	163
Midland, Tex.	13,041	164
Charleston, W.Va.	12,957	165
New London - Norwich, Conn.	12,916	166
Jackson, Miss.	12,800	167
Roanoke, Va.	12,787	168
Savannah, Ga.	12,658	169
Sarasota, Fla.	12,201	170
Boulder - Longmont, Colo.	12,143	171
Fort Pierce, Fla.	11,964	172
Huntington - Ashland, W.Va.-Ky.	11,710	173
Naples, Fla.	11,693	174
Fort Walton Beach, Fla.	11,476	175
Duluth, Minn.	11,180	176
Champaign - Urbana - Rantoul, Ill.	10,960	177
Killeen - Temple, Tex.	10,887	178
Huntsville, Ala.	10,562	179
Erie, Pa.	10,529	180
Columbus, Ga.	10,427	181
Altoona, Pa.	10,413	182
Lorain - Elyria, Ohio	10,404	183
Portland, Me.	10,279	184
Joliet, Ill.	10,124	185
Bradenton, Fla.	9,739	186
Lake Charles, La.	9,615	187
Asheville, N.C.	9,534	188
Longview - Marshall, Tex.	9,486	189
Tallahassee, Fla.	9,353	190
Wichita Falls, Tex.	9,280	191
Wheeling, W.Va.	8,988	192
La Crosse, Wisc.	8,941	193
Bellingham, Wash.	8,890	194
Waterloo - Cedar Falls, Iowa	8,692	195
Boise, Ida.	8,612	196
Biloxi - Gulfport, Miss.	8,602	197
Muncie, Ind.	8,373	198
Salem, Ore.	8,288	199
Racine, Wisc.	8,236	200
Total Top 200	**10,564,683**	
Tyler, Tex.	8,124	201
Hickory, N.C.	8,021	202
Albany, Ga.	8,017	203
Amarillo, Tex.	7,950	204
Eugene - Springfield, Ore.	7,939	205
Abilene, Tex.	7,837	206
Waco, Tex.	7,824	207
Rochester, Minn.	7,812	208
Athens, Ga.	7,735	209
Lima, Ohio	7,663	210
Fort Collins - Loveland, Colo.	7,643	211
Eau Claire, Wisc.	7,642	212
Lynchburg, Va.	7,604	213
Hamilton - Middletown, Ohio	7,467	214
Decatur, Ill.	7,408	215
Vancouver, Wash.	7,286	216
Beaver County, Pa.	7,266	217
Yuba City, Cal.	7,232	218
San Angelo, Tex.	7,205	219
Billings, Mont.	7,189	220
Houma - Thibodaux, La.	7,127	221
Galveston - Texas City, Tex.	7,031	222
Parkersburg - Marietta, W.Va.-Ohio	6,961	223
Sioux City, Iowa	6,941	224
Great Falls, Mont.	6,927	225
Binghamton, N.Y.	6,893	226
Muskegon, Mich.	6,883	227
Joplin, Mo.	6,877	228
Redding, Cal.	6,718	229
Terre Haute, Ind.	6,691	230
Jackson, Mich.	6,690	231
Richland - Kennewick - Pasco, Wash.	6,657	232
Burlington, Vt.	6,549	233
Florence, S.C.	6,504	234
Monroe, La.	6,474	235
Cedar Rapids, Iowa	6,466	236
Brazoria, Tex.	6,379	237
Niagara Falls, N.Y.	6,373	238
Anderson, Ind.	6,240	239
Poughkeepsie, N.Y.	6,197	240
Burlington, N.C.	6,173	241
Provo - Orem, Utah	6,141	242
Elkhart - Goshen, Ind.	6,128	243
Merced, Cal.	6,107	244
Vineland - Millville - Bridgeton, N.J.	6,098	245
Dothan, Ala.	6,040	246
Texarkana, Tex.-Ark.	6,021	247
Fort Smith, Ark.	5,975	248
Olympia, Wash.	5,920	249
Fargo - Moorhead, N.D.-Minn.	5,912	250
Total Top 250	**10,911,640**	
Medford, Ore.	5,899	251
Owensboro, Ky.	5,803	252
Cumberland, Md.	5,770	253
Bloomington - Normal, Ill.	5,758	254
Pueblo, Colo.	5,736	255
Lawton, Okla.	5,599	256
Topeka, Kans.	5,549	257
Fayetteville - Springdale, Ark.	5,513	258
Pittsfield, Mass.	5,507	259
Chico, Cal.	5,477	260
Sharon, Pa.	5,476	261
Jackson, Tenn.	5,386	262
Panama City, Fla.	5,334	263
Charlottesville, Va.	5,276	264
Bloomington, Ind.	5,216	265
Greeley, Colo.	5,209	266
Jacksonville, N.C.	5,138	267
Florence, Ala.	5,134	268
Battle Creek, Mich.	5,125	269
Yakima, Wash.	5,123	270
Bremerton, Wash.	5,108	271
Johnstown, Pa.	5,081	272
Kokomo, Ind.	5,081	272
Sioux Falls, S.D.	5,066	274
Bangor, Me.	5,060	275
St. Joseph, Mo.	4,994	276
Sherman - Denison, Tex.	4,993	277
Rapid City, S.D.	4,961	278
Dubuque, Iowa	4,957	279
Victoria, Tex.	4,952	280
Mansfield, Ohio	4,948	281
Williamsport, Pa.	4,937	282
Kenosha, Wisc.	4,925	283
Steubenville - Weirton, Ohio-W.Va.	4,896	284
Clarksville - Hopkinsville, Tenn.-Ky.	4,851	285
Janesville - Beloit, Wisc.	4,833	286
Hagerstown, Md.	4,811	287
Bryan - College Station, Tex.	4,735	288
Anderson, S.C.	4,678	289
Glens Falls, N.Y.	4,674	290
Lincoln, Neb.	4,656	291
State College, Pa.	4,550	292
Jamestown - Dunkirk, N.Y.	4,503	293
Santa Fe, N.M.	4,448	294
Benton Harbor, Mich.	4,297	295
Tuscaloosa, Ala.	4,290	296
Alexandria, La.	4,184	297
Wilmington, N.C.	4,120	298
Decatur, Ala.	4,076	299
Lafayette - West Lafayette, Ind.	3,972	300
Kankakee, Ill.	3,926	301
Enid, Okla.	3,838	302
Grand Forks, N.D.	3,699	303
Anniston, Ala.	3,613	304
Pascagoula, Miss.	3,522	305
Pine Bluff, Ark.	3,429	306
Gadsden, Ala.	3,417	307
Bismarck, N.D.	3,371	308
Elmira, N.Y.	3,228	309
Danville, Va.	3,215	310
Wausau, Wisc.	3,060	311
Sheboygan, Wisc.	2,896	312
Lewiston - Auburn, Me.	2,726	313
Cheyenne, Wyo.	2,590	314
Columbia, Mo.	2,465	315
Iowa City, Iowa	2,425	316
Casper, Wyo.	2,360	317
Las Cruces, N.M.	2,194	318
Lawrence, Kans.	1,961	319
Total Above Areas	**11,220,240**	
Percent of U.S.	**87.2260**	
U.S. Total	**12,863,408**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

AUDIO EQUIPMENT, MUSICAL INSTRUMENT & SUPPLY SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	1,319,406	1
New York, N.Y.	1,068,508	2
Chicago, Ill.	684,195	3
Washington, D.C.	563,786	4
Nassau - Suffolk, N.Y.	472,512	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	426,038	6
Philadelphia, Pa.	385,903	7
Detroit, Mich.	371,388	8
Atlanta, Ga.	311,401	9
San Jose, Cal.	310,767	10
Houston, Tex.	285,620	11
San Diego, Cal.	284,330	12
San Francisco, Cal.	283,380	13
Oakland, Cal.	262,463	14
Indianapolis, Ind.	262,006	15
Dallas, Tex.	236,864	16
Minneapolis - St. Paul, Minn.	226,471	17
Baltimore, Md.	216,909	18
St. Louis, Mo.	211,927	19
Anaheim - Santa Ana, Cal.	204,986	20
Santa Barbara - Santa Maria - Lompoc, Cal.	198,684	21
Phoenix, Ariz.	194,112	22
Seattle, Wash.	193,146	23
Miami - Hialeah, Fla.	191,842	24
Bergen - Passaic, N.J.	190,248	25
Tampa - St. Petersburg - Clearwater, Fla.	187,493	26
Newark, N.J.	182,897	27
Denver, Colo.	171,043	28
Riverside - San Bernardino, Cal.	167,760	29
Columbus, Ohio	158,826	30
Madison, Wisc.	152,154	31
Sacramento, Cal.	150,401	32
Cleveland, Ohio	147,906	33
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	147,745	34
Norfolk - Virginia Beach - Newport News, Va.	142,632	35
Pittsburgh, Pa.	133,654	36
Kansas City, Mo.-Kans.	131,516	37
Cincinnati, Ohio	131,058	38
Middlesex - Somerset - Hunterdon, N.J.	130,763	39
Hartford - New Britain - Middletown - Bristol, Conn.	126,593	40
Milwaukee, Wisc.	126,331	41
Portland, Ore.	124,788	42
Terre Haute, Ind.	124,346	43
Albany - Schenectady - Troy, N.Y.	124,150	44
New Orleans, La.	119,333	45
Nashville, Tenn.	119,282	46
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	110,305	47
Fort Worth - Arlington, Tex.	109,549	48
New Haven - Waterbury - Meriden, Conn.	107,147	49
Rochester, N.Y.	101,989	50
Total Top 50	**12,786,553**	
Oklahoma City, Okla.	100,704	51
Memphis, Tenn.	100,057	52
Orlando, Fla.	95,990	53
Raleigh - Durham, N.C.	95,537	54
San Antonio, Tex.	95,447	55
Salt Lake City - Ogden, Utah	92,425	56
Greensboro - Winston-Salem - High Point, N.C.	87,148	57
Bridgeport - Stamford - Norwalk - Danbury, Conn.	85,337	58
Louisville, Ky.	79,775	59
Richmond - Petersburg, Va.	78,441	60
Greenville - Spartanburg, S.C.	77,273	61
Monmouth - Ocean, N.J.	75,658	62
Birmingham, Ala.	72,911	63
Manchester - Nashua, N.H.	72,658	64
Buffalo, N.Y.	70,817	65
Toledo, Ohio	70,090	66
West Palm Beach - Boca Raton - Delray Beach, Fla.	69,677	67
Providence - Pawtucket - Woonsocket, R.I.	68,117	68
Knoxville, Tenn.	67,111	69
St. Cloud, Minn.	65,945	70
Syracuse, N.Y.	65,776	71
Wilmington, Del.	64,456	72
Dayton - Springfield, Ohio	63,118	73
Austin, Tex.	62,066	74
Grand Rapids, Mich.	61,886	75
Tulsa, Okla.	59,728	76
Akron, Ohio	59,241	77
Tucson, Ariz.	58,841	78
Springfield, Mass.	58,727	79
Las Vegas, Nev.	58,642	80
Honolulu, Haw.	58,229	81
Omaha, Neb.	57,443	82
Charleston, S.C.	57,030	83
Oxnard - Ventura, Cal.	56,618	84
Baton Rouge, La.	55,209	85
Albuquerque, N.M.	52,371	86
Tacoma, Wash.	51,681	87
Jacksonville, Fla.	51,668	88
Fayetteville, N.C.	49,227	89
Lansing - East Lansing, Mich.	48,242	90
Lake County, Ill.	47,725	91
Ann Arbor, Mich.	46,732	92
Huntington - Ashland, W.Va.-Ky.	45,661	93
Columbia, S.C.	45,023	94
Colorado Springs, Colo.	44,761	95
Fresno, Cal.	43,919	96
Worcester - Fitchburg - Leominster, Mass.	42,239	97
Chattanooga, Tenn.	42,215	98
Allentown - Bethlehem, Pa.	41,827	99
Harrisburg - Lebanon - Carlisle, Pa.	41,703	100
Total Top 100	**15,999,675**	
Scranton - Wilkes Barre, Pa.	41,325	101
Lexington-Fayette, Ky.	40,102	102
Gary - Hammond, Ind.	39,530	103
Wichita, Kans.	39,439	104
Spokane, Wash.	39,323	105
Mobile, Ala.	39,115	106
Des Moines, Iowa	38,576	107
New Bedford - Fall River - Attleboro, Mass.	38,034	108
Little Rock - North Little Rock, Ark.	37,771	109
Saginaw - Bay City - Midland, Mich.	37,751	110
Augusta, Ga.	37,504	111
Johnson City - Kingsport - Bristol, Tenn.	36,200	112
Jackson, Miss.	36,109	113
Stockton, Cal.	35,459	114
Fort Wayne, Ind.	34,334	115
Trenton, N.J.	34,242	116
Charlottesville, Va.	33,873	117
Kalamazoo, Mich.	33,734	118
Lancaster, Pa.	33,421	119
Youngstown - Warren, Ohio	33,228	120
El Paso, Tex.	33,152	121
Santa Rosa - Petaluma, Cal.	32,782	122
Atlantic City, N.J.	32,523	123
Canton, Ohio	32,489	124
Fort Myers - Cape Coral, Fla.	32,311	125
Melbourne - Titusville - Palm Bay, Fla.	32,007	126
Reno, Nev.	31,792	127
Salinas - Seaside - Monterey, Cal.	31,693	128
Bakersfield, Cal.	31,513	129
Vallejo - Fairfield - Napa, Cal.	31,142	130
Huntsville, Ala.	31,055	131
Reading, Pa.	29,923	132
Orange County, N.Y.	29,905	133
Corpus Christi, Tex.	28,937	134
Evansville, Ind.	28,767	135
Poughkeepsie, N.Y.	28,421	136
McAllen - Edinburg - Mission, Tex.	27,887	137
Flint, Mich.	27,707	138
Portsmouth - Dover - Rochester, N.H.	27,508	139
Davenport - Rock Island - Moline, Iowa-Ill.	27,430	140
Roanoke, Va.	27,211	141
Modesto, Cal.	27,049	142
Macon - Warner Robins, Ga.	26,853	143
South Bend - Mishawaka, Ind.	26,802	144
Sarasota, Fla.	26,202	145
Binghamton, N.Y.	26,144	146
Shreveport, La.	26,067	147
Daytona Beach, Fla.	25,768	148
Appleton - Oshkosh - Neenah, Wisc.	25,636	149
New London - Norwich, Conn.	25,333	150
Total Top 150	**17,610,752**	
Laredo, Tex.	25,227	151
Tallahassee, Fla.	25,078	152
Charleston, W.Va.	24,799	153
Lafayette, La.	24,762	154
Columbus, Ga.	24,643	155
Jersey City, N.J.	24,609	156
Beaumont - Port Arthur, Tex.	24,594	157
York, Pa.	24,583	158
Aurora - Elgin, Ill.	24,239	159
Anchorage, Alas.	23,979	160
Springfield, Ill.	23,883	161
Peoria, Ill.	23,766	162
Rockford, Ill.	23,741	163
Champaign - Urbana - Rantoul, Ill.	23,235	164
Portland, Me.	22,540	165
Lakeland - Winter Haven, Fla.	22,197	166
Killeen - Temple, Tex.	21,961	167
Waco, Tex.	21,518	168
Springfield, Mo.	21,102	169
Boulder - Longmont, Colo.	21,066	170
Eugene - Springfield, Ore.	21,039	171
Naples, Fla.	21,000	172
Gainesville, Fla.	20,619	173
Green Bay, Wisc.	20,607	174
Bradenton, Fla.	20,407	175
Fort Pierce, Fla.	20,251	176
Pensacola, Fla.	20,069	177
Amarillo, Tex.	19,972	178
Savannah, Ga.	19,116	179
Asheville, N.C.	18,911	180
Duluth, Minn.	18,820	181
Lincoln, Neb.	18,764	182
Provo - Orem, Utah	18,694	183
Lubbock, Tex.	18,312	184
Erie, Pa.	18,046	185
Muncie, Ind.	17,967	186
Fargo - Moorhead, N.D.-Minn.	17,736	187
Brownsville - Harlingen, Tex.	17,627	188
Santa Cruz, Cal.	17,416	189
Lima, Ohio	17,168	190
Salem, Ore.	17,138	191
Utica - Rome, N.Y.	17,131	192
Odessa, Tex.	16,841	193
Hickory, N.C.	16,583	194
Fort Walton Beach, Fla.	16,437	195
Decatur, Ill.	16,320	196
Montgomery, Ala.	16,292	197
Chico, Cal.	16,281	198
Ocala, Fla.	16,184	199
Joliet, Ill.	15,964	200
Total Top 200	**18,629,986**	
Lake Charles, La.	15,402	201
Biloxi - Gulfport, Miss.	15,208	202
Fort Collins - Loveland, Colo.	14,784	203
Lnrain - Elyria, Ohio	14,567	204
Wheeling, W.Va.	14,470	205
Abilene, Tex.	14,459	206
La Crosse, Wisc.	14,352	207
Cedar Rapids, Iowa	14,119	208
Wichita Falls, Tex.	13,979	209
Panama City, Fla.	13,843	210
Longview - Marshall, Tex.	13,773	211
Burlington, Vt.	13,656	212
Topeka, Kans.	13,491	213
San Angelo, Tex.	13,319	214
Mansfield, Ohio	13,121	215
Lynchburg, Va.	13,117	216
Rochester, Minn.	13,045	217
Billings, Mont.	12,750	218
Niagara Falls, N.Y.	12,629	219
Midland, Tex.	12,466	220
Monroe, La.	12,435	221
Clarksville - Hopkinsville, Tenn.-Ky.	12,417	222
Vancouver, Wash.	12,259	223
Anderson, Ind.	12,118	224
Sioux Falls, S.D.	12,055	225
Eau Claire, Wisc.	12,004	226
Visalia - Tulare - Porterville, Cal.	11,983	227
Houma - Thibodaux, La.	11,950	228
Wilmington, N.C.	11,876	229
Olympia, Wash.	11,615	230
Bloomington - Normal, Ill.	11,581	231
Grand Forks, N.D.	11,548	232
State College, Pa.	11,445	233
Fort Smith, Ark.	11,387	234
Hamilton - Middletown, Ohio	11,356	235
Boise, Ida.	11,247	236
Racine, Wisc.	11,246	237
Dothan, Ala.	11,227	238
Elkhart - Goshen, Ind.	11,162	239
Kokomo, Ind.	11,097	240
Jacksonville, N.C.	10,991	241
Janesville - Beloit, Wisc.	10,972	242
Bangor, Me.	10,783	243
Pittsfield, Mass.	10,737	244
Tyler, Tex.	10,686	245
Bryan - College Station, Tex.	10,586	246
Iowa City, Iowa	10,489	247
Great Falls, Mont.	10,470	248
Beaver County, Pa.	10,460	249
Texarkana, Tex.-Ark.	10,454	250
Total Top 250	**19,247,172**	
Lafayette - West Lafayette, Ind.	10,449	251
Athens, Ga.	10,427	252
Johnstown, Pa.	10,368	253
Hagerstown, Md.	10,293	254
Redding, Cal.	10,082	255
Waterloo - Cedar Falls, Iowa	10,001	256
Parkersburg - Marietta, W.Va.-Ohio	9,882	257
Bismarck, N.D.	9,872	258
Albany, Ga.	9,806	259
Galveston - Texas City, Tex.	9,783	260
Anderson, S.C.	9,769	261
Sioux City, Iowa	9,742	262
Jackson, Tenn.	9,704	263
Altoona, Pa.	9,697	264
Tuscaloosa, Ala.	9,341	265
Williamsport, Pa.	9,222	266
Brazoria, Tex.	9,036	267
Pueblo, Colo.	9,031	268
Steubenville - Weirton, Ohio-W.Va.	9,000	269
Bellingham, Wash.	8,870	270
Medford, Ore.	8,859	271
Florence, S.C.	8,832	272
Yakima, Wash.	8,800	273
Burlington, N.C.	8,777	274
Merced, Cal.	8,772	275
Elmira, N.Y.	8,744	276
Glens Falls, N.Y.	8,651	277
Owensboro, Ky.	8,553	278
Rapid City, S.D.	8,534	279
Santa Fe, N.M.	8,518	280
Dubuque, Iowa	8,508	281
Fayetteville - Springdale, Ark.	8,436	282
Florence, Ala.	8,431	283
Cheyenne, Wyo.	8,327	284
Vineland - Millville - Bridgeton, N.J.	8,299	285
Alexandria, La.	8,244	286
Bremerton, Wash.	8,219	287
Joplin, Mo.	8,033	288
Richland - Kennewick - Pasco, Wash.	8,018	289
Bloomington, Ind.	7,965	290
Columbia, Mo.	7,887	291
Muskegon, Mich.	7,740	292
Lawrence, Kans.	7,720	293
Kenosha, Wisc.	7,407	294
Casper, Wyo.	7,342	295
Greeley, Colo.	7,094	296
Jamestown - Dunkirk, N.Y.	7,012	297
Anniston, Ala.	6,866	298
Sheboygan, Wisc.	6,741	299
Jackson, Mich.	6,711	300
Lawton, Okla.	6,689	301
Battle Creek, Mich.	6,511	302
Gadsden, Ala.	6,240	303
Pascagoula, Miss.	6,214	304
Kankakee, Ill.	6,192	305
Enid, Okla.	6,164	306
Yuba City, Cal.	6,154	307
Cumberland, Md.	6,073	308
Sherman - Denison, Tex.	5,880	309
Lewiston - Auburn, Me.	5,859	310
Decatur, Ala.	5,757	311
Danville, Va.	5,574	312
St. Joseph, Mo.	5,519	313
Wausau, Wisc.	5,451	314
Las Cruces, N.M.	5,358	315
Victoria, Tex.	5,193	316
Pine Bluff, Ark.	4,780	317
Sharon, Pa.	4,589	318
Benton Harbor, Mich.	4,326	319
Total Above Areas	**19,792,110**	
Percent of U.S.	**89.7561**	
U.S. Total	**22,050,996**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOME COMPUTER & CALCULATOR SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	258,359	1
New York, N.Y.	183,252	2
Chicago, Ill.	156,960	3
Washington, D.C.	156,800	4
Atlanta, Ga.	92,800	5
Philadelphia, Pa.	90,399	6
Nassau - Suffolk, N.Y.	83,750	7
Detroit, Mich.	80,890	8
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	76,633	9
San Jose, Cal.	69,363	10
Miami - Hialeah, Fla.	69,623	11
San Diego, Cal.	65,409	12
Minneapolis - St. Paul, Minn.	64,082	13
Houston, Tex.	62,511	14
San Francisco, Cal.	61,410	15
Phoenix, Ariz.	58,435	16
Dallas, Tex.	55,473	17
Oakland, Cal.	54,989	18
Baltimore, Md.	50,566	19
Tampa - St. Petersburg - Clearwater, Fla.	49,690	20
Bergen - Passaic, N.J.	43,702	21
Newark, N.J.	41,483	22
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	40,952	23
Pittsburgh, Pa.	40,061	24
Portland, Ore.	37,502	25
Hartford - New Britain - Middletown - Bristol, Conn.	36,969	26
St. Louis, Mo.	36,472	27
Norfolk - Virginia Beach - Newport News, Va.	36,076	28
Middlesex - Somerset - Hunterdon, N.J.	35,136	29
Riverside - San Bernardino, Cal.	32,823	30
Columbus, Ohio	32,662	31
Denver, Colo.	32,645	32
Milwaukee, Wisc.	32,592	33
Seattle, Wash.	32,582	34
Anaheim - Santa Ana, Cal.	32,067	35
Cleveland, Ohio	31,769	36
Kansas City, Mo.-Kans.	30,297	37
Oklahoma City, Okla.	29,500	38
Indianapolis, Ind.	29,345	39
Fort Worth - Arlington, Tex.	26,381	40
Salt Lake City - Ogden, Utah	24,989	41
Bridgeport - Stamford - Norwalk - Danbury, Conn.	23,791	42
Omaha, Neb.	23,670	43
Sacramento, Cal.	23,243	44
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	[illegible]	45
Greensboro - Winston-Salem - High Point, N.C.	[illegible]	46
San Antonio, Tex.	[illegible]	47
West Palm Beach - Boca Raton - Delray Beach, Fla.	945	48
Louisville, Ky.	21,109	49
Memphis, Tenn.	20,928	50
Total Top 50	**2,759,686**	
Cincinnati, Ohio	20,495	51
Rochester, N.Y.	18,083	52
Buffalo, N.Y.	18,071	53
Orlando, Fla.	17,976	54
Albany - Schenectady - Troy, N.Y.	17,880	55
New Orleans, La.	17,873	56
Lansing - East Lansing, Mich.	17,728	57
Fort Wayne, Ind.	17,157	58
Toledo, Ohio	16,912	59
Jacksonville, Fla.	16,330	60
Monmouth - Ocean, N.J.	15,988	61
Providence - Pawtucket - Woonsocket, R.I.	15,543	62
Allentown - Bethlehem, Pa.	14,848	63
Raleigh - Durham, N.C.	14,695	64
Grand Rapids, Mich.	14,153	65
Des Moines, Iowa	14,107	66
Austin, Tex.	13,715	67
New Haven - Waterbury - Meriden, Conn.	13,701	68
Birmingham, Ala.	13,660	69
Dayton - Springfield, Ohio	13,212	70
Lake County, Ill.	13,070	71
Las Vegas, Nev.	12,991	72
Greenville - Spartanburg, S.C.	12,947	73
Oxnard - Ventura, Cal.	12,841	74
Knoxville, Tenn.	12,659	75
Laredo, Tex.	12,571	76
Little Rock - North Little Rock, Ark.	12,513	77
Richmond - Petersburg, Va.	12,429	78
Nashville, Tenn.	11,785	79
Syracuse, N.Y.	11,263	80
Harrisburg - Lebanon - Carlisle, Pa.	11,245	81
Madison, Wisc.	11,020	82
Tucson, Ariz.	11,000	83
Honolulu, Haw.	10,866	84
Wilmington, Del.	10,852	85
Tacoma, Wash.	9,936	86
Wichita, Kans.	9,609	87
Charleston, S.C.	9,319	88
South Bend - Mishawaka, Ind.	9,194	89
Manchester - Nashua, N.H.	9,179	90
Chattanooga, Tenn.	9,145	91
Trenton, N.J.	9,081	92
Corpus Christi, Tex.	9,036	93
Baton Rouge, La.	8,889	94
Fresno, Cal.	8,822	95
Evansville, Ind.	8,695	96
Youngstown - Warren, Ohio	8,638	97
Tulsa, Okla.	8,618	98
Santa Rosa - Petaluma, Cal.	8,605	99
Columbia, S.C.	8,599	100
Total Top 100	**3,397,230**	
Santa Barbara - Santa Maria - Lompoc, Cal.	8,376	101
Scranton - Wilkes-Barre, Pa.	8,275	102
Huntington - Ashland, W.Va.-Ky.	8,150	103
Salinas - Seaside - Monterey, Cal.	8,121	104
Davenport - Rock Island - Moline, Iowa-Ill.	8,086	105
Erie, Pa.	8,023	106
Sarasota, Fla.	8,012	107
Springfield, Mass.	7,911	108
Lexington-Fayette, Ky.	7,845	109
Mobile, Ala.	7,767	110
Flint, Mich.	7,694	111
Worcester - Fitchburg - Leominster, Mass.	7,529	112
Akron, Ohio	7,476	113
Tallahassee, Fla.	7,406	114
Vallejo - Fairfield - Napa, Cal.	7,309	115
Albuquerque, N.M.	7,246	116
Peoria, Ill.	7,197	117
Gary - Hammond, Ind.	7,153	118
Ann Arbor, Mich.	7,008	119
Orange County, N.Y.	6,941	120
Stockton, Cal.	6,525	121
Atlantic City, N.J.	6,481	122
Reno, Nev.	6,470	123
Springfield, Ill.	6,366	124
Bakersfield, Cal.	6,297	125
Augusta, Ga.	6,221	126
Daytona Beach, Fla.	6,197	127
Columbus, Ga.	6,149	128
Salem, Ore.	6,132	129
Fort Myers - Cape Coral, Fla.	6,093	130
Spokane, Wash.	6,011	131
Binghamton, N.Y.	5,944	132
Shreveport, La.	5,881	133
Canton, Ohio	5,630	134
McAllen - Edinburg - Mission, Tex.	5,559	135
Poughkeepsie, N.Y.	5,489	136
Rockford, Ill.	5,401	137
New London - Norwich, Conn.	5,389	138
Champaign - Urbana - Rantoul, Ill.	5,341	139
Santa Cruz, Cal.	5,292	140
Portsmouth - Dover - Rochester, N.H.	5,238	141
Pensacola, Fla.	5,197	142
Fayetteville, N.C.	5,172	143
Roanoke, Va.	5,162	144
Kalamazoo, Mich.	5,145	145
Colorado Springs, Colo.	5,060	146
Aurora - Elgin, Ill.	5,043	147
Reading, Pa.	5,037	148
Jackson, Miss.	5,028	149
Johnson City - Kingsport - Bristol, Tenn.	5,004	150
Total Top 150	**3,720,609**	
Melbourne - Titusville - Palm Bay, Fla.	4,922	151
Lancaster, Pa.	4,820	152
Brownsville - Harlingen, Tex.	4,659	153
Ocala, Fla.	4,640	154
Eugene - Springfield, Ore.	4,636	155
Utica - Rome, N.Y.	4,615	156
New Bedford - Fall River - Attleboro, Mass.	4,460	157
Duluth, Minn.	4,349	158
Lafayette, La.	4,333	159
Odessa, Tex.	4,278	160
Gainesville, Fla.	4,230	161
Savannah, Ga.	4,223	162
Beaumont - Port Arthur, Tex.	4,136	163
El Paso, Tex.	4,095	164
Fort Pierce, Fla.	4,083	165
Lakeland - Winter Haven, Fla.	4,041	166
Burlington, Vt.	4,023	167
Sioux Falls, S.D.	3,949	168
Cedar Rapids, Iowa	3,844	169
San Angelo, Tex.	3,774	170
Athens, Ga.	3,689	171
Amarillo, Tex.	3,673	172
Huntsville, Ala.	3,666	173
Boulder - Longmont, Colo.	3,657	174
Modesto, Cal.	3,599	175
Portland, Me.	3,597	176
Macon - Warner Robins, Ga.	3,529	177
Lincoln, Neb.	3,512	178
Visalia - Tulare - Porterville, Cal.	3,501	179
Saginaw - Bay City - Midland, Mich.	3,476	180
Decatur, Ill.	3,398	181
St. Cloud, Minn.	3,282	182
York, Pa.	3,282	182
Hickory, N.C.	3,272	184
Provo - Orem, Utah	3,184	185
Charleston, W.Va.	3,160	186
Lubbock, Tex.	3,149	187
Joliet, Ill.	3,137	188
Vancouver, Wash.	3,124	189
Charlottesville, Va.	3,076	190
Fort Collins - Loveland, Colo.	2,957	191
Fort Walton Beach, Fla.	2,941	192
Terre Haute, Ind.	2,914	193
Anderson, Ind.	2,906	194
Wheeling, W.Va.	2,883	195
Waterloo - Cedar Falls, Iowa	2,855	196
Beaver County, Pa.	2,851	197
Longview - Marshall, Tex.	2,838	198
Montgomery, Ala.	2,785	199
Chico, Cal.	2,728	200
Total Top 200	**3,903,340**	
La Crosse, Wisc.	2,703	201
Rapid City, S.D.	2,694	202
Lorain - Elyria, Ohio	2,679	203
Springfield, Mo.	2,675	204
Lake Charles, La.	2,622	205
Waco, Tex.	2,617	206
Albany, Ga.	2,604	207
Parkersburg - Marietta, W.Va.-Ohio	2,594	208
Bloomington - Normal, Ill.	2,557	209
Boise, Ida.	2,550	210
Lafayette - West Lafayette, Ind.	2,442	211
Naples, Fla.	2,417	212
Jersey City, N.J.	2,400	213
Green Bay, Wisc.	2,386	214
Appleton - Oshkosh - Neenah, Wisc.	2,369	215
Hamilton - Middletown, Ohio	2,357	216
Tyler, Tex.	2,354	217
Bangor, Me.	2,346	218
Midland, Tex.	2,338	219
Wichita Falls, Tex.	2,319	220
Bloomington, Ind.	2,305	221
Fargo - Moorhead, N.D.-Minn.	2,297	222
Panama City, Fla.	2,281	223
Rochester, Minn.	2,281	223
Texarkana, Tex.-Ark.	2,268	225
Eau Claire, Wisc.	2,234	226
State College, Pa.	2,228	227
Williamsport, Pa.	2,216	228
Abilene, Tex.	2,206	229
Bryan - College Station, Tex.	2,195	230
Clarksville - Hopkinsville, Tenn.-Ky.	2,194	231
Topeka, Kans.	2,158	232
Hagerstown, Md.	2,140	233
Sioux City, Iowa	2,130	234
Asheville, N.C.	2,106	235
Iowa City, Iowa	2,078	236
Bradenton, Fla.	2,049	237
Killeen - Temple, Tex.	2,034	238
Johnstown, Pa.	2,023	239
Houma - Thibodaux, La.	2,019	240
Anchorage, Alas.	2,004	241
Muncie, Ind.	2,004	241
Racine, Wisc.	2,004	241
Niagara Falls, N.Y.	1,986	244
Redding, Cal.	1,985	245
Altoona, Pa.	1,980	246
Grand Forks, N.D.	1,938	247
Dubuque, Iowa	1,923	248
Janesville - Beloit, Wisc.	1,913	249
Fort Smith, Ark.	1,894	250
Total Top 250	**4,016,446**	
Mansfield, Ohio	1,877	251
Pittsfield, Mass.	1,860	252
Elkhart - Goshen, Ind.	1,855	253
Anderson, S.C.	1,836	254
Galveston - Texas City, Tex.	1,835	255
Merced, Cal.	1,823	256
Elmira, N.Y.	1,822	257
Owensboro, Ky.	1,789	258
Vineland - Millville - Bridgeton, N.J.	1,771	259
Jacksonville, N.C.	1,741	260
Dothan, Ala.	1,734	261
Burlington, N.C.	1,724	262
Richland - Kennewick - Pasco, Wash.	1,689	263
Bremerton, Wash.	1,684	264
Yakima, Wash.	1,674	265
Jackson, Mich.	1,671	266
Pueblo, Colo.	1,662	267
Cheyenne, Wyo.	1,656	268
Wilmington, N.C.	1,652	269
Florence, S.C.	1,639	270
Olympia, Wash.	1,639	270
Medford, Ore.	1,637	272
Yuba City, Cal.	1,635	273
Lima, Ohio	1,622	274
Casper, Wyo.	1,621	275
Florence, Ala.	1,616	276
Biloxi - Gulfport, Miss.	1,592	277
Monroe, La.	1,585	278
Muskegon, Mich.	1,576	279
Kokomo, Ind.	1,531	280
Jackson, Tenn.	1,505	281
Bismarck, N.D.	1,488	282
Wausau, Wisc.	1,483	283
Cumberland, Md.	1,476	284
Decatur, Ala.	1,470	285
Lawton, Okla.	1,467	286
Billings, Mont.	1,454	287
Sharon, Pa.	1,426	288
Battle Creek, Mich.	1,418	289
Tuscaloosa, Ala.	1,411	290
Great Falls, Mont.	1,407	291
Gadsden, Ala.	1,359	292
Alexandria, La.	1,357	293
Brazoria, Tex.	1,348	294
Kankakee, Ill.	1,334	295
St. Joseph, Mo.	1,287	296
Steubenville - Weirton, Ohio-W.Va.	1,287	296
Anniston, Ala.	1,265	298
Lawrence, Kans.	1,251	299
Lynchburg, Va.	1,248	300
Lewiston - Auburn, Me.	1,243	301
Jamestown - Dunkirk, N.Y.	1,220	302
Santa Fe, N.M.	1,214	303
Bellingham, Wash.	1,204	304
Joplin, Mo.	1,202	305
Kenosha, Wisc.	1,192	306
Las Cruces, N.M.	1,190	307
Sheboygan, Wisc.	1,179	308
Victoria, Tex.	1,114	309
Fayetteville - Springdale, Ark.	1,075	310
Columbia, Mo.	1,067	311
Greeley, Colo.	1,029	312
Glens Falls, N.Y.	996	313
Benton Harbor, Mich.	945	314
Danville, Va.	898	315
Pine Bluff, Ark.	869	316
Pascagoula, Miss.	793	317
Sherman - Denison, Tex.	768	318
Enid, Okla.	697	319
Total Above Areas	**4,115,150**	
Percent of U.S.	**93.2588**	
U.S. Total	**4,412,614**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

FURNITURE & SLEEP EQUIPMENT SALES

Area	($000)	Rank
New York, N.Y.	1,658,942	1
Los Angeles - Long Beach, Cal.	1,559,137	2
Chicago, Ill.	1,147,098	3
Washington, D.C.	799,542	4
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	730,247	5
Philadelphia, Pa.	728,590	6
Detroit, Mich.	683,890	7
Nassau - Suffolk, N.Y.	651,020	8
Atlanta, Ga.	513,736	9
Houston, Tex.	505,470	10
San Diego, Cal.	411,620	11
San Francisco, Cal.	387,585	12
Baltimore, Md.	378,068	13
Tampa - St. Petersburg - Clearwater, Fla.	370,563	14
Newark, N.J.	360,371	15
Phoenix, Ariz.	350,172	16
Bergen - Passaic, N.J.	346,772	17
Miami - Hialeah, Fla.	340,713	18
St. Louis, Mo.	336,184	19
Oakland, Cal.	335,544	20
Minneapolis - St. Paul, Minn.	332,057	21
Dallas, Tex.	327,352	22
Cleveland, Ohio	311,283	23
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	307,239	24
Anaheim - Santa Ana, Cal.	304,196	25
San Jose, Cal.	302,769	26
Norfolk - Virginia Beach - Newport News, Va.	299,380	27
Pittsburgh, Pa.	298,422	28
Seattle, Wash.	271,253	29
Riverside - San Bernardino, Cal.	267,936	30
Greensboro - Winston-Salem - High Point, N.C.	267,353	31
West Palm Beach - Boca Raton - Delray Beach, Fla.	263,815	32
Denver, Colo.	260,042	33
Middlesex - Somerset - Hunterdon, N.J.	243,754	34
Sacramento, Cal.	227,750	35
Kansas City, Mo.-Kans.	215,289	36
New Orleans, La.	206,690	37
Milwaukee, Wisc.	205,070	38
Oklahoma City, Okla.	199,992	39
Memphis, Tenn.	197,775	40
Cincinnati, Ohio	196,752	41
Bridgeport - Stamford - Norwalk - Danbury, Conn.	195,051	42
Indianapolis, Ind.	192,935	43
Hartford - New Britain - Middletown - Bristol, Conn.	188,909	44
Portland, Ore.	188,569	45
Louisville, Ky.	184,012	46
Fort Worth - Arlington, Tex.	177,076	47
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	170,050	48
Columbus, Ohio	170,037	49
Rochester, N.Y.	166,258	50
Total Top 50	**19,734,530**	
Albany - Schenectady - Troy, N.Y.	151,531	51
Salt Lake City - Ogden, Utah	147,915	52
San Antonio, Tex.	145,239	53
Orlando, Fla.	144,574	54
Monmouth - Ocean, N.J.	143,977	55
New Haven - Waterbury - Meriden, Conn.	132,458	56
Jacksonville, Fla.	127,260	57
Buffalo, N.Y.	127,092	58
Tulsa, Okla.	124,501	59
Providence - Pawtucket - Woonsocket, R.I.	122,084	60
Richmond - Petersburg, Va.	121,714	61
Nashville, Tenn.	121,600	62
Raleigh - Durham, N.C.	119,567	63
Dayton - Springfield, Ohio	112,701	64
Birmingham, Ala.	112,160	65
Toledo, Ohio	107,305	66
Fort Myers - Cape Coral, Fla.	102,450	67
Omaha, Neb.	102,336	68
Wilmington, Del.	101,510	69
Knoxville, Tenn.	101,247	70
Sarasota, Fla.	100,703	71
Grand Rapids, Mich.	100,125	72
Greenville - Spartanburg, S.C.	97,655	73
Syracuse, N.Y.	96,985	74
Allentown - Bethlehem, Pa.	95,746	75
Austin, Tex.	93,745	76
Tucson, Ariz.	91,404	77
Worcester - Fitchburg - Leominster, Mass.	89,941	78
Charleston, S.C.	87,731	79
Manchester - Nashua, N.H.	87,704	80
Springfield, Mass.	84,696	81
Oxnard - Ventura, Cal.	83,462	82
Madison, Wisc.	82,684	83
Scranton - Wilkes-Barre, Pa.	82,242	84
Lake County, Ill.	81,900	85
Jersey City, N.J.	77,612	86
Honolulu, Haw.	76,987	87
Chattanooga, Tenn.	76,868	88
New Bedford - Fall River - Attleboro, Mass.	76,775	89
Fresno, Cal.	75,716	90
Tacoma, Wash.	74,980	91
Little Rock - North Little Rock, Ark.	74,624	92
El Paso, Tex.	74,489	93
Gary - Hammond, Ind.	74,318	94
Mobile, Ala.	74,257	95
Baton Rouge, La.	73,126	96
Albuquerque, N.M.	71,885	97
Las Vegas, Nev.	71,031	98
Fayetteville, N.C.	70,853	99
Akron, Ohio	70,315	100
Total Top 100	**24,674,310**	
Lexington-Fayette, Ky.	69,990	101
Saginaw - Bay City - Midland, Mich.	68,272	102
Youngstown - Warren, Ohio	68,097	103
Des Moines, Iowa	67,022	104
Harrisburg - Lebanon - Carlisle, Pa.	66,456	105
Santa Barbara - Santa Maria - Lompoc, Cal.	64,255	106
Colorado Springs, Colo.	63,764	107
Columbia, S.C.	60,831	108
Spokane, Wash.	59,095	109
Wichita, Kans.	58,854	110
Trenton, N.J.	58,223	111
Augusta, Ga.	57,699	112
Lancaster, Pa.	56,361	113
Bakersfield, Cal.	56,186	114
Fort Wayne, Ind.	55,673	115
Shreveport, La.	54,624	116
Daytona Beach, Fla.	54,448	117
Flint, Mich.	54,151	118
Lansing - East Lansing, Mich.	54,069	119
Jackson, Miss.	54,041	120
Rockford, Ill.	53,845	121
Santa Rosa - Petaluma, Cal.	53,766	122
Modesto, Cal.	52,579	123
St. Cloud, Minn.	51,536	124
Evansville, Ind.	50,978	125
Vallejo - Fairfield - Napa, Cal.	49,908	126
Huntsville, Ala.	49,673	127
Davenport - Rock Island - Moline, Iowa-Ill.	49,625	128
Peoria, Ill.	49,059	129
Canton, Ohio	48,385	130
Naples, Fla.	48,304	131
South Bend - Mishawaka, Ind.	48,052	132
Corpus Christi, Tex.	46,696	133
Stockton, Cal.	46,620	134
Appleton - Oshkosh - Neenah, Wisc.	45,317	135
Pensacola, Fla.	45,310	136
Johnson City - Kingsport - Bristol, Tenn.	44,936	137
Fort Pierce, Fla.	44,548	138
Orange County, N.Y.	44,298	139
Hickory, N.C.	44,029	140
Melbourne - Titusville - Palm Bay, Fla.	43,907	141
Laredo, Tex.	43,822	142
Columbus, Ga.	43,778	143
Savannah, Ga.	43,729	144
Macon - Warner Robins, Ga.	43,686	145
Eugene - Springfield, Ore.	43,608	146
Atlantic City, N.J.	43,530	147
Ann Arbor, Mich.	43,427	148
McAllen - Edinburg - Mission, Tex.	43,135	149
Reno, Nev.	43,053	150
Total Top 150	**27,279,560**	
Beaumont - Port Arthur, Tex.	42,594	151
Utica - Rome, N.Y.	42,551	152
Huntington - Ashland, W.Va.-Ky.	42,167	153
Salinas - Seaside - Monterey, Cal.	42,099	154
Portsmouth - Dover - Rochester, N.H.	41,959	155
Reading, Pa.	40,801	156
Lafayette, La.	40,571	157
Roanoke, Va.	40,112	158
Aurora - Elgin, Ill.	39,691	159
Kalamazoo, Mich.	38,882	160
Lakeland - Winter Haven, Fla.	38,813	161
York, Pa.	38,246	162
New London - Norwich, Conn.	37,964	163
Poughkeepsie, N.Y.	37,569	164
Anchorage, Alas.	37,483	165
Tallahassee, Fla.	36,434	166
Visalia - Tulare - Porterville, Cal.	36,178	167
Lubbock, Tex.	35,544	168
Charleston, W.Va.	34,352	169
Odessa, Tex.	32,931	170
Lorain - Elyria, Ohio	32,447	171
Ocala, Fla.	32,145	172
Fort Walton Beach, Fla.	31,991	173
Green Bay, Wisc.	31,790	174
Boulder - Longmont, Colo.	30,998	175
Montgomery, Ala.	30,940	176
Asheville, N.C.	30,172	177
Erie, Pa.	29,869	178
Springfield, Mo.	29,700	179
Springfield, Ill.	29,615	180
Killeen - Temple, Tex.	29,103	181
Binghamton, N.Y.	28,617	182
Portland, Me.	27,812	183
Duluth, Minn.	27,629	184
Jacksonville, N.C.	27,205	185
Midland, Tex.	27,072	186
Hamilton - Middletown, Ohio	27,063	187
Brownsville - Harlingen, Tex.	26,335	188
Wheeling, W.Va.	25,894	189
Charlottesville, Va.	25,753	190
Joliet, Ill.	25,613	191
Amarillo, Tex.	24,993	192
Bradenton, Fla.	24,805	193
Tyler, Tex.	24,761	194
Lynchburg, Va.	24,760	195
Wichita Falls, Tex.	24,081	196
Wilmington, N.C.	23,924	197
Biloxi - Gulfport, Miss.	23,795	198
Santa Cruz, Cal.	23,674	199
Albany, Ga.	23,658	200
Total Top 200	**28,882,715**	
Burlington, Vt.	22,957	201
Eau Claire, Wisc.	22,940	202
Lincoln, Neb.	22,929	203
Sioux Falls, S.D.	22,815	204
Lima, Ohio	22,616	205
Abilene, Tex.	22,584	206
Boise, Ida.	22,437	207
Longview - Marshall, Tex.	22,255	208
Champaign - Urbana - Rantoul, Ill.	22,216	209
Parkersburg - Marietta, W.Va.-Ohio	21,645	210
Salem, Ore.	21,633	211
Gainesville, Fla.	21,587	212
Cedar Rapids, Iowa	21,217	213
Dothan, Ala.	20,874	214
Joplin, Mo.	20,834	215
Rochester, Minn.	20,616	216
Fort Smith, Ark.	20,281	217
Houma - Thibodaux, La.	20,130	218
San Angelo, Tex.	20,081	219
Beaver County, Pa.	20,062	220
Burlington, N.C.	20,015	221
Muncie, Ind.	19,993	222
Racine, Wisc.	19,918	223
Clarksville - Hopkinsville, Tenn.-Ky.	19,817	224
Alexandria, La.	19,751	225
Topeka, Kans.	19,747	226
Billings, Mont.	19,739	227
Waco, Tex.	19,434	228
Altoona, Pa.	19,433	229
Bloomington - Normal, Ill.	19,051	230
Mansfield, Ohio	19,030	231
Vancouver, Wash.	19,026	232
Niagara Falls, N.Y.	18,833	233
Richland - Kennewick - Pasco, Wash.	18,778	234
Decatur, Ill.	18,604	235
Lake Charles, La.	18,529	236
Johnstown, Pa.	18,406	237
Waterloo - Cedar Falls, Iowa	18,361	238
Monroe, La.	18,337	239
Terre Haute, Ind.	18,261	240
Hagerstown, Md.	18,163	241
Fargo - Moorhead, N.D.-Minn.	18,067	242
Texarkana, Tex.-Ark.	17,971	243
Yuba City, Cal.	17,937	244
Anderson, S.C.	17,877	245
Muskegon, Mich.	17,850	246
Panama City, Fla.	17,366	247
La Crosse, Wisc.	16,864	248
Fort Collins - Loveland, Colo.	16,711	249
Olympia, Wash.	16,674	250
Total Top 250	**29,873,967**	
Yakima, Wash.	16,413	251
Athens, Ga.	15,936	252
Williamsport, Pa.	15,671	253
Jackson, Mich.	15,602	254
Wausau, Wisc.	15,465	255
Lawton, Okla.	15,414	256
Pueblo, Colo.	15,167	257
Decatur, Ala.	14,960	258
Brazoria, Tex.	14,869	259
Florence, S.C.	14,791	260
Bremerton, Wash.	14,645	261
Bangor, Me.	14,511	262
Bellingham, Wash.	14,459	263
Fayetteville - Springdale, Ark.	14,389	264
Sharon, Pa.	14,147	265
Pittsfield, Mass.	14,004	266
Sioux City, Iowa	13,991	267
Steubenville - Weirton, Ohio-W.Va.	13,965	268
Jackson, Tenn.	13,881	269
Rapid City, S.D.	13,818	270
Redding, Cal.	13,754	271
Owensboro, Ky.	13,691	272
Bryan - College Station, Tex.	13,622	273
Kankakee, Ill.	13,582	274
Chico, Cal.	13,526	275
Bismarck, N.D.	13,515	276
Tuscaloosa, Ala.	13,421	277
Kokomo, Ind.	13,313	278
Janesville - Beloit, Wisc.	13,255	279
Kenosha, Wisc.	13,207	280
Santa Fe, N.M.	12,904	281
Galveston - Texas City, Tex.	12,877	282
Florence, Ala.	12,748	283
Vineland - Millville - Bridgeton, N.J.	12,712	284
Elmira, N.Y.	12,671	285
Medford, Ore.	12,565	286
Gadsden, Ala.	12,444	287
Provo - Orem, Utah	12,393	288
Victoria, Tex.	12,028	289
Grand Forks, N.D.	11,889	290
Jamestown - Dunkirk, N.Y.	11,868	291
St. Joseph, Mo.	11,792	292
Anderson, Ind.	11,751	293
Sheboygan, Wisc.	11,722	294
Elkhart - Goshen, Ind.	11,507	295
Cumberland, Md.	11,350	296
Merced, Cal.	11,159	297
Anniston, Ala.	11,153	298
Las Cruces, N.M.	11,064	299
State College, Pa.	11,042	300
Columbia, Mo.	10,914	301
Glens Falls, N.Y.	10,888	302
Benton Harbor, Mich.	10,831	303
Battle Creek, Mich.	10,345	304
Lafayette - West Lafayette, Ind.	10,251	305
Pascagoula, Miss.	10,151	306
Sherman - Denison, Tex.	10,143	307
Dubuque, Iowa	9,980	308
Great Falls, Mont.	9,863	309
Danville, Va.	9,772	310
Greeley, Colo.	9,539	311
Pine Bluff, Ark.	9,091	312
Bloomington, Ind.	8,989	313
Casper, Wyo.	8,512	314
Enid, Okla.	8,456	315
Iowa City, Iowa	8,365	316
Cheyenne, Wyo.	8,330	317
Lewiston - Auburn, Me.	7,531	318
Lawrence, Kans.	4,477	319
Total Above Areas	**30,721,018**	
Percent of U.S.	**86.3944**	
U.S. Total	**35,559,020**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

MEN'S & BOYS' CLOTHING SALES

Area	($000)	Rank
New York, N.Y.	2,150,213	1
Los Angeles - Long Beach, Cal.	1,793,376	2
Chicago, Ill.	1,463,806	3
Philadelphia, Pa.	1,018,645	4
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	939,189	5
Washington, D.C.	885,993	6
Detroit, Mich.	818,727	7
Nassau - Suffolk, N.Y.	761,769	8
Houston, Tex.	679,706	9
Minneapolis - St. Paul, Minn.	590,828	10
Atlanta, Ga.	587,915	11
Anaheim - Santa Ana, Cal.	573,569	12
San Francisco, Cal.	559,965	13
Dallas, Tex.	544,153	14
Miami - Hialeah, Fla.	501,697	15
St. Louis, Mo.	484,708	16
Baltimore, Md.	457,776	17
Seattle, Wash.	454,352	18
San Diego, Cal.	443,978	19
Bergen - Passaic, N.J.	439,570	20
Oakland, Cal.	431,166	21
Cleveland, Ohio	412,728	22
Phoenix, Ariz.	402,725	23
San Jose, Cal.	372,918	24
Pittsburgh, Pa.	362,447	25
Kansas City, Mo.-Kans.	361,910	26
Denver, Colo.	354,378	27
Newark, N.J.	345,546	28
Columbus, Ohio	331,911	29
Riverside - San Bernardino, Cal.	323,436	30
Tampa - St. Petersburg - Clearwater, Fla.	298,004	31
Cincinnati, Ohio	295,723	32
Milwaukee, Wisc.	291,947	33
Middlesex - Somerset - Hunterdon, N.J.	288,813	34
Bridgeport - Stamford - Norwalk - Danbury, Conn.	273,283	35
Hartford - New Britain - Middletown - Bristol, Conn.	267,367	36
Portland, Ore.	267,124	37
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	251,215	38
New Orleans, La.	249,013	39
Fort Worth - Arlington, Tex.	240,825	40
Norfolk - Virginia Beach - Newport News, Va.	239,977	41
Indianapolis, Ind.	239,727	42
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	234,852	43
Sacramento, Cal.	225,068	44
Honolulu, Haw.	214,257	45
San Antonio, Tex.	207,209	46
Monmouth - Ocean, N.J.	203,159	47
Salt Lake City - Ogden, Utah	199,861	48
Memphis, Tenn.	199,357	49
Oklahoma City, Okla.	197,217	50
Total Top 50	**24,733,098**	
Greensboro - Winston-Salem - High Point, N.C.	192,919	51
Louisville, Ky.	190,622	52
New Haven - Waterbury - Meriden, Conn.	188,168	53
West Palm Beach - Boca Raton - Delray Beach, Fla.	181,496	54
Providence - Pawtucket - Woonsocket, R.I.	172,920	55
Nashville, Tenn.	165,635	56
Richmond - Petersburg, Va.	161,870	57
Dayton - Springfield, Ohio	160,774	58
Buffalo, N.Y.	160,605	59
Albany - Schenectady - Troy, N.Y.	160,083	60
Rochester, N.Y.	159,631	61
Orlando, Fla.	155,587	62
Birmingham, Ala.	153,664	63
Toledo, Ohio	148,624	64
Raleigh - Durham, N.C.	140,723	65
Scranton - Wilkes-Barre, Pa.	137,151	66
Tulsa, Okla.	135,641	67
Las Vegas, Nev.	134,806	68
Jacksonville, Fla.	128,044	69
Grand Rapids, Mich.	121,867	70
Omaha, Neb.	121,476	71
Tucson, Ariz.	120,985	72
Knoxville, Tenn.	120,141	73
Springfield, Mass.	119,389	74
Austin, Tex.	119,175	75
Syracuse, N.Y.	117,689	76
Wilmington, Del.	115,881	77
Worcester - Fitchburg - Leominster, Mass.	115,082	78
Greenville - Spartanburg, S.C.	114,180	79
Oxnard - Ventura, Cal.	113,650	80
Portland, Me.	112,473	81
Allentown - Bethlehem, Pa.	111,346	82
Little Rock - North Little Rock, Ark.	108,016	83
Manchester - Nashua, N.H.	107,643	84
Harrisburg - Lebanon - Carlisle, Pa.	106,466	85
Reading, Pa.	104,890	86
Jersey City, N.J.	102,748	87
Albuquerque, N.M.	101,513	88
Fresno, Cal.	100,950	89
Gary - Hammond, Ind.	99,504	90
Baton Rouge, La.	96,427	91
Flint, Mich.	94,002	92
El Paso, Tex.	93,307	93
Lake County, Ill.	91,729	94
Saginaw - Bay City - Midland, Mich.	90,264	95
Madison, Wisc.	90,083	96
Akron, Ohio	87,984	97
New Bedford - Fall River - Attleboro, Mass.	87,951	98
Wichita, Kans.	86,954	99
Des Moines, Iowa	86,768	100
Total Top 100	**31,023,594**	
Columbia, S.C.	82,629	101
Tacoma, Wash.	81,397	102
Lexington-Fayette, Ky.	81,378	103
Trenton, N.J.	80,633	104
Huntington - Ashland, W.Va.-Ky.	80,280	105
Charleston, S.C.	79,071	106
Chattanooga, Tenn.	78,137	107
Youngstown - Warren, Ohio	77,824	108
Anchorage, Alas.	77,565	109
Atlantic City, N.J.	76,425	110
McAllen - Edinburg - Mission, Tex.	75,660	111
Mobile, Ala.	71,395	112
Bakersfield, Cal.	70,273	113
Davenport - Rock Island - Moline, Iowa-Ill.	69,536	114
Santa Barbara - Santa Maria - Lompoc, Cal.	68,829	115
Johnson City - Kingsport - Bristol, Tenn.	68,636	116
Portsmouth - Dover - Rochester, N.H.	68,531	117
Augusta, Ga.	68,518	118
Reno, Nev.	67,381	119
Jackson, Miss.	67,102	120
Colorado Springs, Colo.	67,087	121
Lansing - East Lansing, Mich.	66,948	122
Beaumont - Port Arthur, Tex.	66,498	123
Fort Wayne, Ind.	64,296	124
Evansville, Ind.	64,178	125
York, Pa.	64,045	126
Spokane, Wash.	64,006	127
Lancaster, Pa.	63,147	128
Salinas - Seaside - Monterey, Cal.	62,631	129
Stockton, Cal.	62,322	130
Appleton - Oshkosh - Neenah, Wisc.	61,041	131
Canton, Ohio	59,818	132
Orange County, N.Y.	59,675	133
Modesto, Cal.	59,121	134
Laredo, Tex.	57,912	135
Santa Rosa - Petaluma, Cal.	57,512	136
Vallejo - Fairfield - Napa, Cal.	56,298	137
Corpus Christi, Tex.	55,792	138
Shreveport, La.	55,427	139
Ann Arbor, Mich.	54,689	140
Aurora - Elgin, Ill.	54,615	141
Peoria, Ill.	53,021	142
St. Cloud, Minn.	52,799	143
Green Bay, Wisc.	51,738	144
Pensacola, Fla.	51,321	145
Roanoke, Va.	51,240	146
Brownsville - Harlingen, Tex.	51,178	147
Montgomery, Ala.	49,307	148
Utica - Rome, N.Y.	48,510	149
Savannah, Ga.	47,700	150
Total Top 150	**34,348,666**	
Springfield, Mo.	47,457	151
Macon - Warner Robins, Ga.	47,401	152
Kalamazoo, Mich.	47,395	153
Melbourne - Titusville - Palm Bay, Fla.	47,199	154
South Bend - Mishawaka, Ind.	46,843	155
Lakeland - Winter Haven, Fla.	46,783	156
Lafayette, La.	46,683	157
Daytona Beach, Fla.	46,527	158
Erie, Pa.	45,592	159
Lubbock, Tex.	45,388	160
Rockford, Ill.	45,356	161
Duluth, Minn.	44,918	162
Visalia - Tulare - Porterville, Cal.	44,704	163
Sarasota, Fla.	44,181	164
Fort Myers - Cape Coral, Fla.	43,826	165
Joliet, Ill.	42,480	166
Tallahassee, Fla.	42,455	167
Cedar Rapids, Iowa	41,990	168
Boulder - Longmont, Colo.	41,117	169
Charleston, W.Va.	40,286	170
Burlington, Vt.	40,148	171
Midland, Tex.	38,700	172
Springfield, Ill.	38,632	173
Poughkeepsie, N.Y.	38,518	174
Huntsville, Ala.	38,495	175
Fayetteville, N.C.	38,176	176
Charlottesville, Va.	37,931	177
Binghamton, N.Y.	37,384	178
Salem, Ore.	37,041	179
Lincoln, Neb.	36,793	180
Bangor, Me.	36,119	181
Odessa, Tex.	36,034	182
New London - Norwich, Conn.	35,934	183
Champaign - Urbana - Rantoul, Ill.	35,398	184
Niagara Falls, N.Y.	35,169	185
Eugene - Springfield, Ore.	35,014	186
Lynchburg, Va.	34,801	187
Gainesville, Fla.	34,733	188
Sioux Falls, S.D.	33,992	189
Amarillo, Tex.	33,957	190
Asheville, N.C.	33,889	191
Wheeling, W.Va.	32,889	192
Boise, Ida.	32,786	193
Lorain - Elyria, Ohio	32,471	194
Columbus, Ga.	32,297	195
Galveston - Texas City, Tex.	32,028	196
Waco, Tex.	31,988	197
Longview - Marshall, Tex.	31,902	198
Hickory, N.C.	31,832	199
Topeka, Kans.	31,675	200
Total Top 200	**34,203,973**	
Killeen - Temple, Tex.	30,948	201
Bloomington - Normal, Ill.	30,943	202
Fargo - Moorhead, N.D.-Minn.	30,884	203
Santa Cruz, Cal.	30,843	204
Fort Pierce, Fla.	30,837	205
Athens, Ga.	30,636	206
Tyler, Tex.	30,117	207
Pittsfield, Mass.	30,091	208
Provo - Orem, Utah	29,844	209
Lima, Ohio	29,793	210
Biloxi - Gulfport, Miss.	29,651	211
Beaver County, Pa.	29,576	212
Decatur, Ill.	29,341	213
Wilmington, N.C.	29,034	214
Vancouver, Wash.	28,961	215
Abilene, Tex.	28,382	216
Racine, Wisc.	28,210	217
Terre Haute, Ind.	27,432	218
Yakima, Wash.	27,339	219
Rochester, Minn.	27,081	220
Mansfield, Ohio	27,040	221
Parkersburg - Marietta, W.Va.-Ohio	26,814	222
Bradenton, Fla.	26,298	223
Naples, Fla.	26,289	224
Benton Harbor, Mich.	26,212	225
Janesville - Beloit, Wisc.	26,019	226
Houma - Thibodaux, La.	25,923	227
Olympia, Wash.	25,677	228
Burlington, N.C.	25,664	229
Waterloo - Cedar Falls, Iowa	25,376	230
Johnstown, Pa.	25,286	231
Florence, Ala.	25,082	232
Albany, Ga.	24,880	233
Fort Walton Beach, Fla.	24,790	234
Jackson, Tenn.	24,615	235
Alexandria, La.	24,541	236
Ocala, Fla.	24,318	237
Sioux City, Iowa	24,242	238
Fort Collins - Loveland, Colo.	24,158	239
Fort Smith, Ark.	23,852	240
Vineland - Millville - Bridgeton, N.J.	23,702	241
Lafayette - West Lafayette, Ind.	23,678	242
Eau Claire, Wisc.	23,654	243
Altoona, Pa.	23,617	244
Wichita Falls, Tex.	23,551	245
Tuscaloosa, Ala.	23,348	246
Panama City, Fla.	23,235	247
Dothan, Ala.	23,160	248
Brazoria, Tex.	23,008	249
Monroe, La.	22,722	250
Total Top 250	**37,534,667**	
Richland - Kennewick - Pasco, Wash.	22,620	251
Bryan - College Station, Tex.	22,543	252
Lewiston - Auburn, Me.	22,494	253
Owensboro, Ky.	22,196	254
Elmira, N.Y.	22,087	255
Billings, Mont.	22,069	256
Williamsport, Pa.	21,877	257
Hamilton - Middletown, Ohio	21,838	258
La Crosse, Wisc.	21,784	259
Bloomington, Ind.	21,776	260
Florence, S.C.	21,742	261
Texarkana, Tex.-Ark.	21,598	262
Joplin, Mo.	21,542	263
Anderson, Ind.	21,415	264
Fayetteville - Springdale, Ark.	21,359	265
Lake Charles, La.	21,279	266
Muncie, Ind.	21,072	267
Kenosha, Wisc.	20,986	268
Chico, Cal.	20,972	269
Anderson, S.C.	20,938	270
Rapid City, S.D.	20,866	271
Clarksville - Hopkinsville, Tenn.-Ky.	20,816	272
Cumberland, Md.	20,653	273
Pascagoula, Miss.	20,652	274
Merced, Cal.	20,103	275
Santa Fe, N.M.	19,857	276
Kokomo, Ind.	19,755	277
Grand Forks, N.D.	19,441	278
Muskegon, Mich.	19,257	279
Jackson, Mich.	19,212	280
Hagerstown, Md.	18,869	281
Lawton, Okla.	18,830	282
Sharon, Pa.	18,658	283
Bremerton, Wash.	18,510	284
Wausau, Wisc.	18,194	285
Redding, Cal.	18,003	286
Bismarck, N.D.	17,866	287
Pueblo, Colo.	17,721	288
Dubuque, Iowa	17,657	289
Elkhart - Goshen, Ind.	17,513	290
St. Joseph, Mo.	17,141	291
Steubenville - Weirton, Ohio-W.Va.	17,093	292
Battle Creek, Mich.	17,087	293
San Angelo, Tex.	16,975	294
Columbia, Mo.	16,798	295
Bellingham, Wash.	16,720	296
Anniston, Ala.	16,402	297
Glens Falls, N.Y.	16,359	298
Victoria, Tex.	16,191	299
State College, Pa.	16,024	300
Pine Bluff, Ark.	15,710	301
Danville, Va.	15,403	302
Yuba City, Cal.	15,016	303
Greeley, Colo.	14,565	304
Gadsden, Ala.	14,338	305
Decatur, Ala.	14,329	306
Medford, Ore.	14,086	307
Las Cruces, N.M.	14,010	308
Sheboygan, Wisc.	13,783	309
Iowa City, Iowa	13,551	310
Great Falls, Mont.	13,503	311
Jamestown - Dunkirk, N.Y.	13,474	312
Sherman - Denison, Tex.	13,284	313
Cheyenne, Wyo.	13,152	314
Enid, Okla.	11,179	315
Kankakee, Ill.	11,023	316
Jacksonville, N.C.	10,046	317
Casper, Wyo.	9,959	318
Lawrence, Kans.	9,245	319
Total Above Areas	**38,767,733**	
Percent of U.S.	**86.4803**	
U.S. Total	**44,828,404**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

WOMEN'S & GIRLS' CLOTHING SALES

Area	($000)	Rank
New York, N.Y.	4,167,766	1
Los Angeles - Long Beach, Cal.	3,357,027	2
Chicago, Ill.	3,080,092	3
Philadelphia, Pa.	2,230,818	4
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,916,613	5
Washington, D.C.	1,802,314	6
Detroit, Mich.	1,719,333	7
Nassau - Suffolk, N.Y.	1,390,801	8
Houston, Tex.	1,283,946	9
Atlanta, Ga.	1,228,453	10
Minneapolis - St. Paul, Minn.	1,153,514	11
Dallas, Tex.	1,151,941	12
Anaheim - Santa Ana, Cal.	1,117,487	13
San Francisco, Cal.	1,041,862	14
Miami - Hialeah, Fla.	990,296	15
St. Louis, Mo.	971,881	16
Phoenix, Ariz.	936,930	17
Seattle, Wash.	879,116	18
San Diego, Cal.	865,820	19
Bergen - Passaic, N.J.	860,126	20
Baltimore, Md.	853,824	21
Cleveland, Ohio	825,339	22
Oakland, Cal.	812,153	23
Pittsburgh, Pa.	773,855	24
Newark, N.J.	759,749	25
San Jose, Cal.	709,090	26
Kansas City, Mo.-Kans.	698,285	27
Denver, Colo.	644,761	28
Riverside - San Bernardino, Cal.	613,449	29
Tampa - St. Petersburg - Clearwater, Fla.	611,991	30
Cincinnati, Ohio	573,225	31
Middlesex - Somerset - Hunterdon, N.J.	566,373	32
Milwaukee, Wisc.	557,951	33
Bridgeport - Stamford - Norwalk - Danbury, Conn.	536,593	34
Columbus, Ohio	526,407	35
Hartford - New Britain - Middletown - Bristol, Conn.	523,113	36
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	519,614	37
Portland, Ore.	486,010	38
New Orleans, La.	482,909	39
Norfolk - Virginia Beach - Newport News, Va.	480,146	40
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	478,879	41
Fort Worth - Arlington, Tex.	473,300	42
Indianapolis, Ind.	452,252	43
Sacramento, Cal.	438,820	44
West Palm Beach - Boca Raton - Delray Beach, Fla.	423,001	45
Honolulu, Haw.	418,497	46
Louisville, Ky.	410,770	47
San Antonio, Tex.	406,163	48
Memphis, Tenn.	403,447	49
Greensboro - Winston-Salem - High Point, N.C.	398,749	50
Total Top 50	**49,004,851**	
Monmouth - Ocean, N.J.	395,045	51
Oklahoma City, Okla.	381,368	52
Richmond - Petersburg, Va.	353,123	53
Salt Lake City - Ogden, Utah	352,138	54
Buffalo, N.Y.	349,464	55
New Haven - Waterbury - Meriden, Conn.	348,189	56
Providence - Pawtucket - Woonsocket, R.I.	340,014	57
Orlando, Fla.	334,908	58
Nashville, Tenn.	328,713	59
Dayton - Springfield, Ohio	323,191	60
Albany - Schenectady - Troy, N.Y.	315,626	61
Rochester, N.Y.	312,900	62
Birmingham, Ala.	304,398	63
Raleigh - Durham, N.C.	295,133	64
Scranton - Wilkes-Barre, Pa.	275,128	65
Toledo, Ohio	270,174	66
Jacksonville, Fla.	269,764	67
Knoxville, Tenn.	253,810	68
Springfield, Mass.	253,388	69
Las Vegas, Nev.	247,003	70
Austin, Tex.	242,976	71
Allentown - Bethlehem, Pa.	240,623	72
Tulsa, Okla.	236,128	73
Little Rock - North Little Rock, Ark.	227,859	74
Tucson, Ariz.	226,605	75
Omaha, Neb.	226,374	76
Greenville - Spartanburg, S.C.	225,975	77
Grand Rapids, Mich.	225,214	78
Syracuse, N.Y.	224,112	79
Wilmington, Del.	223,855	80
Worcester - Fitchburg - Leominster, Mass.	218,664	81
Harrisburg - Lebanon - Carlisle, Pa.	214,908	82
Reading, Pa.	211,389	83
Oxnard - Ventura, Cal.	206,796	84
Manchester - Nashua, N.H.	203,884	85
Gary - Hammond, Ind.	199,526	86
Lake County, Ill.	191,564	87
Akron, Ohio	189,067	88
Albuquerque, N.M.	188,162	89
Flint, Mich.	182,158	90
El Paso, Tex.	181,706	91
Baton Rouge, La.	181,547	92
Jersey City, N.J.	179,254	93
Saginaw - Bay City - Midland, Mich.	178,905	94
Fresno, Cal.	174,786	95
Trenton, N.J.	172,414	96
New Bedford - Fall River - Attleboro, Mass.	170,514	97
Columbia, S.C.	169,955	98
Des Moines, Iowa	166,921	99
Madison, Wisc.	164,075	100
Total Top 100	**61,354,244**	
Lexington-Fayette, Ky.	163,656	101
Tacoma, Wash.	157,000	102
Youngstown - Warren, Ohio	156,335	103
Anchorage, Alas.	152,352	104
McAllen - Edinburg - Mission, Tex.	151,026	105
Chattanooga, Tenn.	148,660	106
Wichita, Kans.	148,045	107
Charleston, S.C.	147,406	108
Davenport - Rock Island - Moline, Iowa-Ill.	145,428	109
Huntington - Ashland, W.Va.-Ky.	142,567	110
Portland, Me.	141,824	111
Jackson, Miss.	140,650	112
Johnson City - Kingsport - Bristol, Tenn.	137,718	113
Mobile, Ala.	135,568	114
Augusta, Ga.	135,007	115
Portsmouth - Dover - Rochester, N.H.	134,118	116
Atlantic City, N.J.	132,420	117
Santa Barbara - Santa Maria - Lompoc, Cal.	131,653	118
Canton, Ohio	131,253	119
Salinas - Seaside - Monterey, Cal.	130,560	120
Laredo, Tex.	128,390	121
Lansing - East Lansing, Mich.	128,158	122
Evansville, Ind.	124,768	123
Reno, Nev.	124,275	124
Fort Wayne, Ind.	123,900	125
Corpus Christi, Tex.	123,345	126
Spokane, Wash.	122,145	127
Bakersfield, Cal.	120,349	128
Colorado Springs, Colo.	120,258	129
Lancaster, Pa.	119,243	130
Modesto, Cal.	119,085	131
Beaumont - Port Arthur, Tex.	118,291	132
Stockton, Cal.	116,536	133
Sarasota, Fla.	116,360	134
Orange County, N.Y.	115,473	135
Aurora - Elgin, Ill.	111,222	136
Peoria, Ill.	109,692	137
Montgomery, Ala.	109,487	138
Santa Rosa - Petaluma, Cal.	108,206	139
Pensacola, Fla.	107,538	140
Shreveport, La.	105,770	141
Utica - Rome, N.Y.	105,005	142
Appleton - Oshkosh - Neenah, Wisc.	103,650	143
Ann Arbor, Mich.	102,887	144
Melbourne - Titusville - Palm Bay, Fla.	101,137	145
Brownsville - Harlingen, Tex.	100,691	146
York, Pa.	99,141	147
Macon - Warner Robins, Ga.	99,054	148
St. Cloud, Minn.	99,044	149
Roanoke, Va.	96,307	150
Total Top 150	**67,596,897**	
Savannah, Ga.	96,268	151
Daytona Beach, Fla.	95,566	152
Vallejo - Fairfield - Napa, Cal.	93,933	153
Fort Myers - Cape Coral, Fla.	93,590	154
Rockford, Ill.	92,611	155
Kalamazoo, Mich.	92,053	156
Lafayette, La.	91,332	157
Lakeland - Winter Haven, Fla.	90,013	158
Springfield, Mo.	89,715	159
Green Bay, Wisc.	89,648	160
Springfield, Ill.	89,352	161
South Bend - Mishawaka, Ind.	89,132	162
Tallahassee, Fla.	88,984	163
Cedar Rapids, Iowa	88,925	164
Duluth, Minn.	88,613	165
Erie, Pa.	88,206	166
Joliet, Ill.	87,307	167
Visalia - Tulare - Porterville, Cal.	84,933	168
Lubbock, Tex.	83,760	169
Charleston, W.Va.	80,643	170
Poughkeepsie, N.Y.	80,295	171
Lincoln, Neb.	75,105	172
Boulder - Longmont, Colo.	74,987	173
Charlottesville, Va.	74,661	174
New London - Norwich, Conn.	73,676	175
Fayetteville, N.C.	73,518	176
Hickory, N.C.	73,046	177
Amarillo, Tex.	71,720	178
Midland, Tex.	71,290	179
Lynchburg, Va.	71,178	180
Huntsville, Ala.	69,986	181
Columbus, Ga.	69,475	182
Niagara Falls, N.Y.	68,131	183
Sioux Falls, S.D.	67,671	184
Asheville, N.C.	67,482	185
Eugene - Springfield, Ore.	66,296	186
Binghamton, N.Y.	65,471	187
Longview - Marshall, Tex.	65,216	188
Burlington, Vt.	65,013	189
Lorain - Elyria, Ohio	64,674	190
Wheeling, W.Va.	64,662	191
Odessa, Tex.	64,506	192
Biloxi - Gulfport, Miss.	64,254	193
Santa Cruz, Cal.	63,998	194
Fort Pierce, Fla.	63,605	195
Gainesville, Fla.	63,534	196
Salem, Ore.	63,464	197
Champaign - Urbana - Rantoul, Ill.	62,711	198
Bloomington - Normal, Ill.	62,642	199
Fargo - Moorhead, N.D.-Minn.	62,056	200
Total Top 200	**71,435,806**	
Athens, Ga.	61,342	201
Ocala, Fla.	61,328	202
Abilene, Tex.	60,614	203
Tyler, Tex.	60,077	204
Waco, Tex.	59,651	205
Boise, Ida.	59,501	206
Rochester, Minn.	59,472	207
Galveston - Texas City, Tex.	58,924	208
Racine, Wisc.	58,008	209
Beaver County, Pa.	57,272	210
Naples, Fla.	56,592	211
Killeen - Temple, Tex.	56,277	212
Tuscaloosa, Ala.	56,049	213
Terre Haute, Ind.	56,037	214
Burlington, N.C.	55,618	215
Altoona, Pa.	54,985	216
Janesville - Beloit, Wisc.	54,397	217
Decatur, Ill.	54,320	218
Wilmington, N.C.	54,031	219
Topeka, Kans.	54,008	220
Bradenton, Fla.	53,318	221
Pittsfield, Mass.	53,124	222
Provo - Orem, Utah	52,801	223
Mansfield, Ohio	52,730	224
Vancouver, Wash.	52,639	225
Lima, Ohio	52,396	226
Yakima, Wash.	52,365	227
Wichita Falls, Tex.	51,292	228
Olympia, Wash.	51,247	229
Fort Walton Beach, Fla.	51,007	230
Bangor, Me.	50,973	231
Albany, Ga.	49,350	232
Houma - Thibodaux, La.	49,310	233
Florence, Ala.	49,186	234
Monroe, La.	49,138	235
Benton Harbor, Mich.	48,032	236
Jackson, Tenn.	47,808	237
Bryan - College Station, Tex.	47,627	238
Parkersburg - Marietta, W.Va.-Ohio	47,590	239
Johnstown, Pa.	47,135	240
Florence, S.C.	47,077	241
Alexandria, La.	46,780	242
Sioux City, Iowa	46,258	243
Waterloo - Cedar Falls, Iowa	46,170	244
Panama City, Fla.	46,072	245
Fort Collins - Loveland, Colo.	45,993	246
Eau Claire, Wisc.	45,934	247
Richland - Kennewick - Pasco, Wash.	45,498	248
Billings, Mont.	45,429	249
Elmira, N.Y.	45,357	250
Total Top 250	**74,053,945**	
Williamsport, Pa.	44,893	251
Brazoria, Tex.	44,787	252
Anderson, Ind.	44,683	253
Dothan, Ala.	44,561	254
La Crosse, Wisc.	44,343	255
Lake Charles, La.	44,056	256
Hamilton - Middletown, Ohio	43,987	257
Lafayette - West Lafayette, Ind.	43,722	258
Texarkana, Tex.-Ark.	43,362	259
Vineland - Millville - Bridgeton, N.J.	41,778	260
Chico, Cal.	41,655	261
Fort Smith, Ark.	40,633	262
Owensboro, Ky.	40,524	263
Cumberland, Md.	40,120	264
Grand Forks, N.D.	39,760	265
Bloomington, Ind.	39,610	266
Elkhart - Goshen, Ind.	39,587	267
Anderson, S.C.	39,450	268
San Angelo, Tex.	38,837	269
Kokomo, Ind.	38,703	270
Muncie, Ind.	38,189	271
Santa Fe, N.M.	38,058	272
Joplin, Mo.	37,948	273
Merced, Cal.	37,740	274
Jackson, Mich.	37,664	275
Rapid City, S.D.	37,642	276
Muskegon, Mich.	37,226	277
Columbia, Mo.	36,433	278
Glens Falls, N.Y.	36,225	279
Lawton, Okla.	36,150	280
Pascagoula, Miss.	36,147	281
Sharon, Pa.	36,029	282
Clarksville - Hopkinsville, Tenn.-Ky.	35,767	283
St. Joseph, Mo.	35,553	284
Redding, Cal.	35,455	285
Pueblo, Colo.	35,273	286
Bismarck, N.D.	34,500	287
Steubenville - Weirton, Ohio-W.Va.	34,070	288
Fayetteville - Springdale, Ark.	33,162	289
Wausau, Wisc.	32,956	290
Kenosha, Wisc.	32,231	291
Bellingham, Wash.	32,108	292
Victoria, Tex.	31,797	293
Bremerton, Wash.	31,767	294
Lewiston - Auburn, Me.	31,160	295
Dubuque, Iowa	31,136	296
Anniston, Ala.	31,108	297
Battle Creek, Mich.	31,042	298
Sherman - Denison, Tex.	30,773	299
Danville, Va.	30,609	300
Pine Bluff, Ark.	30,125	301
State College, Pa.	29,465	302
Hagerstown, Md.	28,993	303
Las Cruces, N.M.	28,499	304
Greeley, Colo.	27,295	305
Great Falls, Mont.	27,076	306
Medford, Ore.	26,848	307
Yuba City, Cal.	26,768	308
Decatur, Ala.	25,799	309
Iowa City, Iowa	25,750	310
Sheboygan, Wisc.	25,476	311
Gadsden, Ala.	25,144	312
Jamestown - Dunkirk, N.Y.	22,911	313
Cheyenne, Wyo.	22,848	314
Kankakee, Ill.	22,415	315
Enid, Okla.	19,792	316
Casper, Wyo.	17,812	317
Lawrence, Kans.	16,456	318
Jacksonville, N.C.	15,610	319
Total Above Areas	**76,393,996**	
Percent of U.S.	**57.6874**	
U.S. Total	**87,120,882**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

FOOTWEAR SALES

Area	($000)	Rank
New York, N.Y.	1,272,017	1
Los Angeles - Long Beach, Cal.	1,051,851	2
Chicago, Ill.	894,186	3
Philadelphia, Pa.	591,789	4
Washington, D.C.	515,391	5
Detroit, Mich.	487,286	6
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	457,601	7
Nassau - Suffolk, N.Y.	407,112	8
Houston, Tex.	401,525	9
Dallas, Tex.	360,187	10
Atlanta, Ga.	347,599	11
Anaheim - Santa Ana, Cal.	336,314	12
San Francisco, Cal.	334,790	13
Miami - Hialeah, Fla.	330,318	14
St. Louis, Mo.	288,702	15
San Diego, Cal.	281,847	16
Minneapolis - St. Paul, Minn.	281,316	17
Seattle, Wash.	278,069	18
Baltimore, Md.	269,038	19
Oakland, Cal.	244,169	20
Bergen - Passaic, N.J.	243,274	21
Cleveland, Ohio	237,013	22
Phoenix, Ariz.	232,159	23
Newark, N.J.	227,817	24
Pittsburgh, Pa.	224,746	25
San Jose, Cal.	217,298	26
Denver, Colo.	192,315	27
Kansas City, Mo.-Kans.	182,661	28
Riverside - San Bernardino, Cal.	178,964	29
New Orleans, La.	177,460	30
Milwaukee, Wisc.	161,970	31
Tampa - St. Petersburg - Clearwater, Fla.	161,780	32
Bridgeport - Stamford - Norwalk - Danbury, Conn.	161,113	33
Portland, Ore.	160,995	34
Cincinnati, Ohio	157,227	35
Hartford - New Britain - Middletown - Bristol, Conn.	155,996	36
Middlesex - Somerset - Hunterdon, N.J.	154,136	37
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	145,795	38
San Antonio, Tex.	144,857	39
Norfolk - Virginia Beach - Newport News, Va.	144,021	40
Fort Worth - Arlington, Tex.	141,815	41
Columbus, Ohio	138,133	42
Sacramento, Cal.	133,873	43
Memphis, Tenn.	132,406	44
Indianapolis, Ind.	128,448	45
Salt Lake City - Ogden, Utah	120,927	46
Greensboro - Winston-Salem - High Point, N.C.	110,448	47
Oklahoma City, Okla.	110,271	48
Orlando, Fla.	109,618	49
Louisville, Ky.	107,214	50
Total Top 50	**14,325,857**	
West Palm Beach - Boca Raton - Delray Beach, Fla.	107,214	50
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	106,006	52
Monmouth - Ocean, N.J.	103,187	53
Nashville, Tenn.	94,456	54
Buffalo, N.Y.	91,823	55
Rochester, N.Y.	90,531	56
Dayton - Springfield, Ohio	89,948	57
Richmond - Petersburg, Va.	88,473	58
Albany - Schenectady - Troy, N.Y.	87,367	59
Honolulu, Haw.	86,311	60
Austin, Tex.	82,858	61
New Haven - Waterbury - Meriden, Conn.	82,344	62
Raleigh - Durham, N.C.	81,543	63
Las Vegas, Nev.	81,307	64
Providence - Pawtucket - Woonsocket, R.I.	80,636	65
Jacksonville, Fla.	79,354	66
Birmingham, Ala.	78,933	67
Knoxville, Tenn.	73,831	68
Reading, Pa.	72,971	69
Scranton - Wilkes-Barre, Pa.	71,410	70
Tucson, Ariz.	70,860	71
Tulsa, Okla.	70,857	72
Omaha, Neb.	68,220	73
Springfield, Mass.	66,548	74
Allentown - Bethlehem, Pa.	66,291	75
Greenville - Spartanburg, S.C.	66,078	76
Toledo, Ohio	63,832	77
El Paso, Tex.	62,773	78
Harrisburg - Lebanon - Carlisle, Pa.	61,395	79
Grand Rapids, Mich.	60,788	80
New Bedford - Fall River - Attleboro, Mass.	60,779	81
Portland, Me.	60,606	82
Gary - Hammond, Ind.	60,334	83
Jersey City, N.J.	59,991	84
Baton Rouge, La.	59,600	85
Lake County, Ill.	59,270	86
Albuquerque, N.M.	57,806	87
Syracuse, N.Y.	57,259	88
Oxnard - Ventura, Cal.	57,128	89
Wilmington, Del.	57,084	90
Fresno, Cal.	56,726	91
Little Rock - North Little Rock, Ark.	56,302	92
Akron, Ohio	53,300	93
Tacoma, Wash.	51,870	94
Trenton, N.J.	51,447	95
Manchester - Nashua, N.H.	51,146	96
Worcester - Fitchburg - Leominster, Mass.	50,995	97
Roanoke, Va.	48,499	98
Youngstown - Warren, Ohio	48,410	99
Jackson, Miss.	46,315	100
Total Top 100	**17,818,869**	
Santa Barbara - Santa Maria - Lompoc, Cal.	46,266	101
Charleston, S.C.	45,939	102
Madison, Wisc.	45,511	103
Wichita, Kans.	45,358	104
Saginaw - Bay City - Midland, Mich.	44,738	105
Bakersfield, Cal.	43,814	106
Flint, Mich.	42,740	107
Chattanooga, Tenn.	42,697	108
Lexington-Fayette, Ky.	42,696	109
Des Moines, Iowa	42,009	110
McAllen - Edinburg - Mission, Tex.	41,187	111
Corpus Christi, Tex.	41,140	112
Modesto, Cal.	41,080	113
Evansville, Ind.	41,020	114
Anchorage, Alas.	40,777	115
Columbia, S.C.	40,427	116
Mobile, Ala.	40,388	117
Augusta, Ga.	39,431	118
Spokane, Wash.	39,058	119
Beaumont - Port Arthur, Tex.	39,029	120
Colorado Springs, Colo.	38,874	121
Huntington - Ashland, W.Va.-Ky.	38,436	122
Atlantic City, N.J.	37,637	123
Davenport - Rock Island - Moline, Iowa-Ill.	37,250	124
Lancaster, Pa.	37,141	125
Johnson City - Kingsport - Bristol, Tenn.	36,209	126
Santa Rosa - Petaluma, Cal.	36,047	127
Shreveport, La.	36,018	128
Reno, Nev.	35,951	129
Savannah, Ga.	35,452	130
Lansing - East Lansing, Mich.	34,994	131
Salinas - Seaside - Monterey, Cal.	34,708	132
Stockton, Cal.	34,077	133
Fort Wayne, Ind.	33,921	134
Portsmouth - Dover - Rochester, N.H.	33,641	135
Canton, Ohio	33,163	136
Vallejo - Fairfield - Napa, Cal.	32,635	137
Laredo, Tex.	32,587	138
Orange County, N.Y.	32,179	139
Peoria, Ill.	32,156	140
Lafayette, La.	32,107	141
York, Pa.	32,044	142
Appleton - Oshkosh - Neenah, Wisc.	31,832	143
Asheville, N.C.	31,446	144
Lynchburg, Va.	31,060	145
Lubbock, Tex.	30,773	146
Utica - Rome, N.Y.	30,042	147
Montgomery, Ala.	30,034	148
Sarasota, Fla.	29,635	149
Aurora - Elgin, Ill.	29,574	150
Total Top 150	**19,675,797**	
Pensacola, Fla.	28,496	151
Ann Arbor, Mich.	27,332	152
Brownsville - Harlingen, Tex.	27,024	153
Daytona Beach, Fla.	26,729	154
Macon - Warner Robins, Ga.	26,070	155
Lakeland - Winter Haven, Fla.	25,541	156
Kalamazoo, Mich.	25,396	157
Erie, Pa.	25,294	158
Poughkeepsie, N.Y.	25,000	159
Joliet, Ill.	24,869	160
Galveston - Texas City, Tex.	24,447	161
Rockford, Ill.	24,352	162
Green Bay, Wisc.	24,157	163
Fort Myers - Cape Coral, Fla.	24,156	164
Springfield, Mo.	23,807	165
Visalia - Tulare - Porterville, Cal.	23,642	166
Binghamton, N.Y.	23,336	167
Boulder - Longmont, Colo.	23,335	168
South Bend - Mishawaka, Ind.	23,259	169
Tallahassee, Fla.	23,063	170
Odessa, Tex.	22,742	171
Charleston, W.Va.	22,668	172
Amarillo, Tex.	21,917	173
Melbourne - Titusville - Palm Bay, Fla.	21,525	174
Racine, Wisc.	21,763	175
Burlington, N.C.	21,659	176
Salem, Ore.	21,209	177
Fayetteville, N.C.	20,807	178
New London - Norwich, Conn.	20,678	179
Waco, Tex.	20,571	180
Lincoln, Neb.	20,483	181
Columbus, Ga.	20,441	182
Longview - Marshall, Tex.	20,244	183
Tyler, Tex.	20,036	184
Champaign - Urbana - Rantoul, Ill.	19,939	185
Midland, Tex.	19,931	186
Duluth, Minn.	19,901	187
Hickory, N.C.	19,795	188
Springfield, Ill.	19,579	189
Eugene - Springfield, Ore.	19,574	190
Burlington, Vt.	19,548	191
Athens, Ga.	19,461	192
Cedar Rapids, Iowa	19,305	193
Abilene, Tex.	18,682	194
Provo - Orem, Utah	18,632	195
Naples, Fla.	18,619	196
Niagara Falls, N.Y.	18,507	197
Bangor, Me.	18,227	198
Huntsville, Ala.	18,049	199
Fort Pierce, Fla.	17,767	200
Total Top 200	**20,777,661**	
Wheeling, W.Va.	17,704	201
Monroe, La.	17,701	202
Yakima, Wash.	17,595	203
Lorain - Elyria, Ohio	17,439	204
Biloxi - Gulfport, Miss.	17,381	205
Rochester, Minn.	17,205	206
Santa Cruz, Cal.	17,162	207
Sioux Falls, S.D.	17,111	208
Charlottesville, Va.	16,920	209
Sharon, Pa.	16,642	210
Albany, Ga.	16,241	211
Boise, Ida.	16,169	212
Ocala, Fla.	16,150	213
Gainesville, Fla.	16,066	214
Bloomington - Normal, Ill.	16,006	215
Killeen - Temple, Tex.	15,933	216
Olympia, Wash.	15,848	217
Bradenton, Fla.	15,820	218
Houma - Thibodaux, La.	15,812	219
Wichita Falls, Tex.	15,693	220
Janesville - Beloit, Wisc.	15,491	221
Bryan - College Station, Tex.	15,235	222
Topeka, Kans.	15,123	223
Williamsport, Pa.	15,114	224
Alexandria, La.	14,983	225
Altoona, Pa.	14,616	226
Tuscaloosa, Ala.	14,520	227
Johnstown, Pa.	14,452	228
Texarkana, Tex.-Ark.	14,247	229
Parkersburg - Marietta, W.Va.-Ohio	14,190	230
Decatur, Ill.	14,129	231
Terre Haute, Ind.	13,945	232
Vancouver, Wash.	13,745	233
Lima, Ohio	13,614	234
Eau Claire, Wisc.	13,583	235
Fargo - Moorhead, N.D.-Minn.	13,576	236
Pittsfield, Mass.	13,550	237
Fort Collins - Loveland, Colo.	13,527	238
Brazoria, Tex.	13,524	239
Benton Harbor, Mich.	13,517	240
Wilmington, N.C.	13,491	241
Jackson, Tenn.	13,480	242
Redding, Cal.	13,429	243
Anderson, S.C.	13,400	244
Billings, Mont.	13,179	245
Florence, S.C.	13,120	246
Mansfield, Ohio	13,043	247
Panama City, Fla.	12,981	248
Santa Fe, N.M.	12,703	249
San Angelo, Tex.	12,670	250
Total Top 250	**21,526,436**	
Richland - Kennewick - Pasco, Wash.	12,663	251
Sioux City, Iowa	12,630	252
Chico, Cal.	12,499	253
Elkhart - Goshen, Ind.	12,439	254
Lake Charles, La.	12,436	255
Beaver County, Pa.	12,387	256
St. Cloud, Minn.	12,209	257
Lafayette - West Lafayette, Ind.	12,136	258
Pascagoula, Miss.	12,015	259
Waterloo - Cedar Falls, Iowa	11,943	260
Dothan, Ala.	11,852	261
Muncie, Ind.	11,748	262
Cumberland, Md.	11,532	263
Elmira, N.Y.	11,507	264
Lewiston - Auburn, Me.	11,252	265
La Crosse, Wisc.	11,188	266
Fort Walton Beach, Fla.	11,097	267
Kokomo, Ind.	11,036	268
Vineland - Millville - Bridgeton, N.J.	10,995	269
Joplin, Mo.	10,993	270
Anderson, Ind.	10,983	271
Fort Smith, Ark.	10,820	272
Owensboro, Ky.	10,789	273
Hagerstown, Md.	10,775	274
Bloomington, Ind.	10,744	275
Florence, Ala.	10,737	276
Kenosha, Wisc.	10,712	277
Bremerton, Wash.	10,520	278
Hamilton - Middletown, Ohio	10,465	279
Muskegon, Mich.	10,427	280
Clarksville - Hopkinsville, Tenn. Ky.	10,423	281
Fayetteville - Springdale, Ark.	10,275	282
Glens Falls, N.Y.	10,132	283
Jackson, Mich.	10,123	284
Bellingham, Wash.	10,039	285
Lawton, Okla.	10,002	286
Danville, Va.	9,948	287
Bismarck, N.D.	9,774	288
Victoria, Tex.	9,583	289
Yuba City, Cal.	9,582	290
Pine Bluff, Ark.	9,556	291
Medford, Ore.	9,500	292
Wausau, Wisc.	9,482	293
Pueblo, Colo.	9,405	294
Rapid City, S.D.	9,278	295
Grand Forks, N.D.	9,046	296
St. Joseph, Mo.	8,930	297
State College, Pa.	8,561	298
Steubenville - Weirton, Ohio-W.Va.	8,511	299
Dubuque, Iowa	8,498	300
Las Cruces, N.M.	8,150	301
Gadsden, Ala.	8,146	302
Battle Creek, Mich.	8,081	303
Decatur, Ala.	8,027	304
Merced, Cal.	8,013	305
Columbia, Mo.	7,856	306
Sheboygan, Wisc.	7,704	307
Greeley, Colo.	7,265	308
Anniston, Ala.	7,244	309
Sherman - Denison, Tex.	7,168	310
Iowa City, Iowa	7,006	311
Kankakee, Ill.	6,909	312
Jacksonville, N.C.	6,625	313
Great Falls, Mont.	6,406	314
Cheyenne, Wyo.	6,366	315
Jamestown - Dunkirk, N.Y.	6,309	316
Lawrence, Kans.	5,907	317
Enid, Okla.	5,621	318
Casper, Wyo.	4,775	319
Total Above Areas	**22,194,191**	
Percent of U.S.	**87.3365**	
U.S. Total	**25,412,262**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

SECTION 12

Retail Sales By Merchandise Line Category For Metropolitan Markets

1988 Estimates And 1982 Census Of Retail Trade

Groceries And Other Foods
Drugs, Health Aids, And Beauty Aids
Furniture And Sleep Equipment
Major Household Appliances
Televisions And Video Recorders
Audio Equipment/Musical Instruments
Home Computers And Calculators
Men's and Boys' Clothing
Women's And Girls' Clothing
Footwear

EXPLANATION OF TERMS

An explanation of the terms used in the **Survey Of Buying Power Data Service** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10.

To order additional copies of the 1989 DATA SERVICE
please call toll-free 1-800-825-8508.
Ask for Product #59800.

SYMBOLS USED IN TABLES

FHA: Furniture, Home Furnishings, and Appliance Stores

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Merchandise Line Sales												
		Groceries & Other Foods		Drugs & Health & Beauty Aids			Major Household Appliances			TVs, Video Recorders & Tapes			Audio Equipment, Musical Instruments & Supplies	
		In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In Food Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
ALABAMA														
ANNISTON	**1988**	**88,027**	**82,939**	**28,756**	**19,509**	**1,920**	**6,012**	**2,779**	**787**	**3,613**	**1,855**	**673**	**6,866**	**4,422**
	1982	93,713	88,897	20,314	12,461	2,058	4,432	1,832	586	2,538	1,223	501	4,564	2,690
BIRMINGHAM	**1988**	**906,126**	**881,026**	**248,578**	**174,337**	**15,260**	**54,368**	**18,487**	**24,610**	**26,052**	**15,439**	**5,824**	**72,911**	**52,398**
	1982	790,383	771,588	146,687	94,591	13,365	35,778	12,709	14,997	17,362	10,611	3,549	47,489	33,852
DECATUR	**1988**	**84,729**	**79,130**	**27,527**	**17,927**	**2,949**	**9,844**	**4,609**	**1,535**	**4,076**	**2,134**	**696**	**5,757**	**3,291**
	1982	73,920	69,779	17,256	10,741	2,601	5,671	2,381	857	2,247	1,102	389	3,031	1,571
DOTHAN	**1988**	**121,852**	**115,688**	**34,991**	**21,257**	**3,534**	**12,593**	**4,785**	**3,310**	**6,040**	**3,194**	**1,180**	**11,227**	**7,510**
	1982	103,594	99,330	20,287	10,892	3,036	7,227	2,530	1,967	3,339	1,689	702	5,967	3,716
FLORENCE	**1988**	**107,774**	**104,176**	**33,326**	**16,918**	**4,834**	**13,081**	**4,534**	**3,864**	**5,134**	**2,734**	**967**	**8,431**	**5,605**
	1982	100,545	97,975	22,593	10,684	4,548	7,873	2,421	2,346	2,930	1,459	587	4,558	2,769
GADSDEN	**1988**	**91,555**	**88,532**	**24,237**	**13,440**	**3,685**	**9,650**	**2,957**	**2,862**	**3,417**	**1,974**	**501**	**6,240**	**4,674**
	1982	101,303	98,575	19,743	9,825	4,103	6,866	1,626	2,261	2,191	1,085	396	3,646	2,387
HUNTSVILLE	**1988**	**212,966**	**201,067**	**62,550**	**34,236**	**7,933**	**22,636**	**10,085**	**5,555**	**10,562**	**6,476**	**2,322**	**31,055**	**25,291**
	1982	159,063	150,708	37,223	17,385	5,947	11,767	3,657	3,731	4,862	2,348	1,560	12,296	8,554
MOBILE	**1988**	**511,502**	**495,934**	**142,024**	**103,652**	**12,008**	**44,572**	**21,835**	**13,544**	**23,282**	**12,813**	**5,222**	**39,115**	**29,176**
	1982	429,230	418,295	76,620	48,927	10,128	23,985	9,517	8,412	12,123	5,584	3,263	18,381	11,897
MONTGOMERY	**1988**	**263,196**	**252,663**	**88,104**	**62,902**	**10,069**	**18,790**	**4,016**	**8,181**	**13,219**	**7,124**	**2,075**	**16,292**	**6,628**
	1982	213,152	205,792	51,049	32,879	8,201	12,220	2,809	5,256	8,762	4,983	1,334	10,447	4,360
TUSCALOOSA	**1988**	**163,216**	**156,557**	**37,564**	**23,764**	**4,794**	**6,284**	**3,042**	**838**	**4,290**	**1,062**	**1,971**	**9,341**	**6,275**
	1982	135,809	130,670	22,410	12,060	4,002	4,531	2,283	555	2,930	798	1,306	6,429	4,387
NONMETRO PORTION OF STATE	**1988**	**1,028,865**	**973,688**	**296,834**	**209,994**	**36,291**	**90,619**	**40,440**	**8,494**	**35,568**	**18,704**	**2,902**	**47,868**	**27,711**
	1982	912,468	871,311	186,777	123,410	32,477	52,776	20,005	4,744	19,520	9,248	1,597	25,569	13,194
TOTAL STATE	**1988**	**3,626,916**	**3,477,641**	**1,035,913**	**706,245**	**104,804**	**290,021**	**117,788**	**74,219**	**135,849**	**73,678**	**24,503**	**256,086**	**173,479**
	1982	3,147,895	3,036,981	626,792	387,505	91,591	174,098	61,879	46,108	79,154	40,214	15,290	142,916	89,609
ALASKA														
ANCHORAGE	**1988**	**336,046**	**319,279**	**88,078**	**29,641**	**31,251**	**31,873**	**1,778**	**16,651**	**18,963**	**10,884**	**6,813**	**22,979**	**17,536**
	1982	242,296	228,025	80,068	40,575	22,320	23,854	2,200	10,040	18,675	13,469	4,108	25,080	20,635
NONMETRO PORTION OF STATE	**1988**	**450,112**	**421,338**	**82,945**	**35,889**	**38,082**	**18,932**	**2,876**	**1,501**	**7,321**	**3,421**	**849**	**15,387**	**10,791**
	1982	308,978	288,284	57,879	25,949	26,059	15,812	3,043	1,544	6,687	3,618	874	14,654	11,082
TOTAL STATE	**1988**	**786,158**	**740,617**	**171,023**	**65,530**	**69,333**	**50,805**	**4,654**	**18,152**	**26,284**	**14,305**	**7,662**	**39,366**	**28,327**
	1982	551,274	516,309	137,947	66,524	48,379	39,666	5,243	11,584	25,362	17,087	4,982	39,734	31,717
ARIZONA														
PHOENIX	**1988**	**2,597,277**	**2,449,394**	**647,350**	**348,684**	**176,650**	**163,486**	**84,914**	**55,870**	**109,001**	**79,572**	**23,337**	**194,112**	**153,999**
	1982	1,525,415	1,448,640	377,587	206,775	104,479	86,466	44,501	30,027	57,534	41,702	12,544	96,507	75,528
TUCSON	**1988**	**688,153**	**664,793**	**206,142**	**124,467**	**41,205**	**40,591**	**14,871**	**19,341**	**39,638**	**26,557**	**10,529**	**58,841**	**45,702**
	1982	461,554	447,819	120,507	68,391	27,757	23,858	8,655	11,438	23,216	15,456	6,226	32,951	25,197
NONMETRO PORTION OF STATE	**1988**	**849,732**	**800,377**	**173,142**	**113,703**	**40,134**	**41,319**	**15,123**	**11,500**	**20,463**	**10,001**	**3,808**	**31,644**	**19,464**
	1982	571,656	540,290	99,985	61,535	27,094	23,195	7,830	5,885	11,070	5,177	1,892	16,869	9,841
TOTAL STATE	**1988**	**4,135,162**	**3,914,564**	**1,026,634**	**586,854**	**257,989**	**245,396**	**114,908**	**86,711**	**169,122**	**116,130**	**37,674**	**284,597**	**219,165**
	1982	2,558,625	2,436,749	598,079	336,701	159,330	133,519	60,986	47,350	91,820	62,335	20,662	146,327	110,566
ARKANSAS														
FAYETTEVILLE - SPRINGDALE	**1988**	**128,046**	**120,163**	**29,474**	**11,520**	**2,966**	**11,482**	**3,455**	**5,030**	**5,513**	**1,762**	**2,356**	**8,436**	**2,632**
	1982	91,851	86,322	19,324	8,193	2,131	7,814	2,817	2,963	3,812	1,437	1,388	5,622	1,997

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Merchandise Line Sales											
		Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
		In Radio/TV Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
ALABAMA														
ANNISTON	1988	1,096	189	11,153	9,974	16,402	8,041	7,295	31,108	15,433	14,153	7,244	4,062	1,509
	1982	551	140	7,494	6,575	14,578	8,157	5,431	27,628	15,655	10,535	6,619	4,121	1,124
BIRMINGHAM	1988	11,718	1,942	112,160	94,111	153,664	92,727	51,924	304,398	189,425	95,600	78,933	61,339	11,646
	1982	6,422	1,183	76,418	64,693	113,751	74,970	31,638	226,500	153,148	58,252	60,955	49,591	7,097
DECATUR	1988	1,600	70	14,960	12,076	14,329	6,173	7,460	25,799	12,470	11,436	8,027	5,083	1,116
	1982	559	39	8,091	6,228	10,427	5,630	4,166	19,188	11,373	6,385	6,380	4,635	623
DOTHAN	1988	1,461	273	20,874	17,173	23,160	9,705	10,789	44,561	20,355	19,494	11,852	7,850	2,176
	1982	590	162	11,386	9,081	15,491	7,141	6,422	29,968	14,979	11,604	8,219	5,777	1,295
FLORENCE	1988	1,304	312	12,748	10,607	25,082	8,492	14,572	49,186	19,198	27,243	10,737	7,865	2,345
	1982	541	189	7,117	5,662	17,805	7,298	9,102	35,432	16,499	16,509	8,565	6,759	1,424
GADSDEN	1988	1,179	180	12,444	10,615	14,338	6,846	6,531	25,144	13,746	10,007	8,146	6,817	924
	1982	502	142	7,321	5,834	12,019	5,951	5,161	21,172	11,951	7,907	6,997	5,927	730
HUNTSVILLE	1988	3,169	497	49,673	44,192	38,495	17,074	17,098	69,986	37,860	27,554	18,049	13,572	2,158
	1982	906	334	19,688	16,024	27,863	13,210	11,480	51,245	29,293	18,502	13,428	10,501	1,449
MOBILE	1988	6,899	868	74,257	59,621	71,395	23,586	38,891	135,568	42,325	78,654	40,388	24,217	10,450
	1982	2,296	543	35,539	25,985	51,482	20,230	24,292	97,044	36,303	49,129	31,052	20,857	6,527
MONTGOMERY	1988	2,219	566	30,940	24,238	49,307	21,501	25,287	109,487	50,752	52,273	30,034	21,501	6,228
	1982	1,269	364	21,390	16,955	32,853	14,674	16,257	73,098	34,636	33,605	20,247	14,674	4,004
TUSCALOOSA	1988	1,129	282	13,421	11,202	23,348	7,708	14,733	56,049	24,495	30,030	14,520	10,587	2,251
	1982	647	187	9,901	8,409	16,986	6,280	9,762	41,525	19,958	19,898	11,279	8,626	1,492
NONMETRO PORTION OF STATE	1988	5,176	292	133,185	105,874	119,134	55,739	31,044	215,624	112,589	47,566	69,701	45,890	4,640
	1982	1,955	161	70,873	52,369	86,183	47,017	17,081	158,311	94,970	26,178	53,522	38,708	2,555
TOTAL STATE	1988	36,904	5,509	487,489	400,592	552,307	258,850	227,267	1,074,692	541,804	417,244	299,908	210,275	45,877
	1982	16,299	3,468	276,177	218,278	401,800	211,347	141,811	786,122	440,743	260,509	228,697	171,049	28,589
ALASKA														
ANCHORAGE	1988	868	1,136	37,483	16,784	77,565	40,170	31,797	152,352	73,761	59,335	40,777	19,594	14,195
	1982	891	685	34,161	20,770	48,483	23,973	19,171	93,668	44,020	35,775	26,983	11,694	8,559
NONMETRO PORTION OF STATE	1988	506	173	15,823	7,860	44,604	19,100	4,140	65,833	33,659	6,440	26,648	15,314	1,575
	1982	424	178	14,653	8,321	29,661	11,623	4,259	42,528	20,478	6,625	18,292	9,316	1,620
TOTAL STATE	1988	1,374	1,309	53,306	24,644	122,169	59,270	35,937	218,185	107,420	65,775	67,425	34,908	15,770
	1982	1,315	863	48,814	29,091	78,144	35,596	23,430	136,196	64,498	42,400	45,275	21,010	10,179
ARIZONA														
PHOENIX	1988	53,101	5,834	350,172	278,732	402,725	127,967	201,223	936,930	380,484	388,054	232,159	165,060	43,763
	1982	22,222	3,136	184,272	146,074	222,035	72,450	108,192	513,935	174,650	208,544	129,206	93,450	23,520
TUCSON	1988	8,994	2,006	91,404	62,991	120,965	36,329	68,690	226,605	93,680	111,310	70,860	51,265	12,533
	1982	4,311	1,186	53,454	36,661	72,496	21,625	40,618	135,526	55,763	65,819	42,124	30,516	7,412
NONMETRO PORTION OF STATE	1988	2,696	422	56,385	42,961	95,313	29,913	25,156	163,815	70,662	33,832	46,019	26,670	3,808
	1982	1,087	210	30,262	22,252	60,420	21,654	12,506	106,182	51,150	16,817	30,490	19,304	1,892
TOTAL STATE	1988	64,791	8,262	497,961	384,684	619,023	194,209	295,169	1,327,350	472,826	533,196	349,038	242,995	60,104
	1982	27,620	4,532	267,988	204,987	354,951	115,729	161,316	755,643	281,563	291,180	201,820	143,270	32,824
ARKANSAS														
FAYETTEVILLE - SPRINGDALE	1988	779	296	14,389	8,347	21,359	6,601	13,992	33,162	12,036	20,475	10,275	6,867	1,547
	1982	500	174	10,501	6,806	14,095	5,207	8,243	22,109	9,493	12,061	7,786	5,416	912

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1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

SaMM ESTIMATES: 1988
U.S. CENSUS: 1982

Merchandise Line Sales

METRO AREA	Year	Groceries & Other Foods: In All Stores ($000)	Groceries & Other Foods: In Food Stores ($000)	Drugs & Health & Beauty Aids: In All Stores ($000)	Drugs & Health & Beauty Aids: In Drug-stores ($000)	Drugs & Health & Beauty Aids: In Food Stores ($000)	Major Household Appliances: In All Stores ($000)	Major Household Appliances: In FHA Stores ($000)	Major Household Appliances: In Department Stores ($000)	TVs, Video Recorders & Tapes: In All Stores ($000)	TVs, Video Recorders & Tapes: In FHA Stores ($000)	TVs, Video Recorders & Tapes: In Department Stores ($000)	Audio Equipment, Musical Instruments & Supplies: In All Stores ($000)	Audio Equipment, Musical Instruments & Supplies: In FHA Stores ($000)
ARKANSAS (continued)														
FORT SMITH	1988	143,212	137,435	39,134	20,558	5,851	12,161	4,315	4,781	5,975	1,535	2,988	11,387	6,035
	1982	115,760	110,991	28,089	14,162	4,726	9,132	3,334	3,375	4,450	1,185	2,110	8,239	4,432
LITTLE ROCK - NORTH LITTLE ROCK	1988	603,584	578,345	129,583	63,040	22,933	46,710	19,811	17,965	28,512	10,024	14,097	37,771	22,500
	1982	409,433	392,177	82,887	41,658	15,551	28,090	11,935	10,066	17,031	6,039	7,891	21,911	12,682
PINE BLUFF	1988	90,858	87,557	17,589	8,768	3,130	6,989	2,883	1,676	3,429	1,023	1,308	4,780	2,951
	1982	70,034	67,346	14,373	8,114	2,408	5,203	2,204	1,104	2,492	782	862	3,322	2,082
TEXARKANA	1988	141,536	135,428	32,485	19,072	4,386	11,410	3,230	5,726	6,021	2,929	2,111	10,454	6,775
	1982	111,195	106,466	21,603	12,287	3,448	7,316	2,093	3,496	3,880	1,898	1,287	6,519	4,151
NONMETRO PORTION OF STATE	1988	1,417,787	1,349,049	337,327	194,867	41,913	90,242	39,251	10,680	46,141	23,496	8,844	53,102	18,015
	1982	1,034,476	983,188	229,356	136,649	30,542	65,814	28,987	6,392	32,796	17,352	5,297	34,829	12,722
TOTAL STATE	1988	2,494,046	2,379,448	576,101	314,517	79,660	171,738	71,130	41,498	92,554	39,499	30,320	119,484	54,533
	1982	1,784,671	1,700,479	387,475	218,388	56,887	118,124	50,009	24,475	62,108	27,710	17,810	76,055	35,213
CALIFORNIA														
ANAHEIM - SANTA ANA	1988	2,844,920	2,700,884	715,207	331,973	208,018	152,041	62,397	70,828	152,437	92,475	48,448	204,986	147,046
	1982	2,009,272	1,907,140	495,320	221,590	146,891	112,180	48,215	52,034	114,167	71,455	35,595	146,910	106,597
BAKERSFIELD	1988	583,846	554,249	121,706	79,567	29,375	34,376	16,379	10,584	17,229	10,945	3,539	21,513	24,503
	1982	402,080	379,422	85,607	55,564	20,109	23,124	10,007	8,079	11,214	6,687	2,702	18,851	13,913
CHICO	1988	215,261	204,937	57,891	43,247	9,128	14,815	8,221	2,955	5,477	3,098	1,356	16,281	12,566
	1982	149,942	142,791	35,700	25,093	6,360	8,409	4,256	1,987	3,066	1,604	812	8,431	6,168
FRESNO	1988	617,169	573,782	165,172	108,334	29,109	32,581	19,175	8,177	38,842	29,147	6,944	43,919	32,017
	1982	496,766	462,193	117,003	73,226	23,449	21,004	11,352	5,918	24,246	17,256	5,025	26,538	17,859
LOS ANGELES - LONG BEACH	1988	8,841,227	8,265,881	2,546,083	1,357,780	541,136	794,183	495,526	228,877	830,732	589,910	170,553	1,319,406	1,090,876
	1982	7,089,207	6,702,921	1,721,206	828,463	438,831	414,623	206,854	161,454	413,761	246,255	120,318	586,950	428,360
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	*1988*	*14,815,890*	*13,965,097*	*3,960,686*	*2,048,521*	*937,317*	*1,139,154*	*646,956*	*375,538*	*1,145,294*	*783,725*	*267,167*	*1,748,770*	*1,404,374*
	1982	*11,110,254*	*10,533,251*	*2,641,769*	*1,257,155*	*706,765*	*632,527*	*295,052*	*260,929*	*611,290*	*363,264*	*186,037*	*840,762*	*605,360*
MERCED	1988	157,987	149,352	48,755	30,544	9,359	7,673	2,291	4,093	6,107	2,687	2,390	8,772	4,741
	1982	100,222	94,578	26,820	16,385	5,927	4,140	1,433	1,945	3,413	1,681	1,136	4,990	2,792
MODESTO	1988	372,763	349,494	102,916	68,841	18,419	28,660	16,946	9,330	22,549	16,734	4,882	27,049	18,686
	1982	260,347	243,541	63,346	40,411	12,835	16,620	9,126	5,880	12,726	9,012	3,111	14,723	9,312
OAKLAND	1988	2,392,489	2,239,900	649,790	368,354	140,354	176,647	92,987	57,481	161,579	109,117	38,031	262,463	192,679
	1982	1,703,042	1,602,587	434,394	238,380	100,423	98,786	43,031	39,870	85,621	50,495	26,378	128,963	83,866
OXNARD - VENTURA	1988	702,924	673,396	163,448	82,563	46,071	47,243	16,994	16,979	34,117	20,130	10,816	56,618	39,349
	1982	501,128	479,431	109,237	51,997	32,803	29,418	8,399	11,860	19,590	9,949	7,555	30,113	18,223
REDDING	1988	169,487	157,670	42,653	35,513	4,328	10,903	5,210	2,936	6,718	3,952	1,716	10,082	7,137
	1982	127,602	119,103	32,383	27,289	3,269	6,285	2,667	1,870	3,773	2,023	1,093	5,288	3,419
RIVERSIDE - SAN BERNARDINO	1988	2,426,819	2,334,936	535,948	276,205	142,092	145,687	72,039	58,854	129,008	81,210	37,350	167,760	127,103
	1982	1,510,647	1,443,759	316,006	155,105	88,240	76,306	31,584	35,581	63,772	35,605	22,569	76,789	52,180
SACRAMENTO	1988	1,484,208	1,419,256	404,130	258,996	71,251	130,739	79,401	36,302	141,273	112,344	21,698	150,401	109,945
	1982	1,084,036	1,039,118	251,916	153,120	52,167	65,866	33,680	25,264	65,707	47,652	13,624	69,581	43,897
SALINAS - SEASIDE - MONTEREY	1988	289,177	270,[illegible]	84,266	53,947	18,929	26,900	13,848	8,507	18,913	13,862	3,509	31,693	26,013
	1982	229,520	214,957	59,168	36,640	15,064	15,507	6,930	5,297	10,140	6,938	2,185	15,955	12,291
SAN DIEGO	1988	2,370,290	2,409,906	673,152	331,011	189,007	197,917	99,617	63,710	151,395	101,651	40,202	284,330	222,581
	1982	1,638,776	1,533,351	411,739	183,827	120,263	112,070	45,590	45,777	80,965	46,622	28,887	136,358	95,750
SAN FRANCISCO	1988	2,289,308	2,158,145	598,718	336,642	119,739	151,416	77,005	49,472	192,864	146,526	31,021	283,380	213,928
	1982	1,568,472	1,488,295	367,217	199,602	82,576	78,172	34,154	30,042	92,619	64,989	18,993	130,874	90,420
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	*1988*	*7,303,751*	*7,025,885*	*2,002,565*	*1,169,674*	*418,736*	*566,330*	*312,313*	*176,832*	*493,370*	*343,231*	*108,590*	*937,950*	*730,285*
	1982	*5,453,483*	*5,138,770*	*1,297,654*	*721,573*	*306,712*	*307,300*	*142,457*	*117,140*	*253,254*	*156,058*	*72,150*	*446,565*	*314,727*

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1989 SURVEY OF BUYING POWER DATA SERVICE

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SaMM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Merchandise Line Sales											
		Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
		in Radio/TV Stores ($000)	in Dept Stores ($000)	in All Stores ($000)	in FHA Stores ($000)	in All Stores ($000)	in Apparel Stores ($000)	in Department Stores ($000)	in All Stores ($000)	in Apparel Stores ($000)	in Department Stores ($000)	in All Stores ($000)	in Apparel Stores ($000)	in Department Stores ($000)
ARKANSAS (continued)														
FORT SMITH	**1988**	**1,606**	**288**	**20,281**	**15,363**	**23,852**	**8,964**	**13,445**	**40,633**	**19,286**	**18,742**	**10,820**	**7,608**	**1,935**
	1982	995	208	15,393	11,868	20,087	9,377	9,493	35,512	20,173	13,233	10,348	7,959	1,380
LITTLE ROCK - NORTH LITTLE ROCK	**1988**	**9,904**	**2,609**	**74,624**	**57,374**	**108,016**	**42,567**	**60,552**	**227,859**	**108,969**	**109,621**	**56,302**	**40,532**	**13,048**
	1982	4,543	1,461	44,706	34,562	69,637	32,315	33,896	150,617	82,722	61,365	40,072	30,769	7,306
PINE BLUFF	**1988**	**745**	**124**	**9,091**	**6,557**	**15,710**	**6,328**	**7,289**	**30,125**	**15,259**	**11,522**	**9,556**	**6,812**	**1,184**
	1982	436	82	6,799	5,014	11,574	5,217	4,802	22,620	12,580	7,592	7,646	5,616	780
TEXARKANA	**1988**	**1,767**	**501**	**17,971**	**13,672**	**21,598**	**9,248**	**11,193**	**43,362**	**20,871**	**20,171**	**14,247**	**10,587**	**2,533**
	1982	898	303	11,584	8,858	15,217	7,428	6,823	30,942	16,765	12,295	10,875	8,504	1,545
NONMETRO PORTION OF STATE	**1988**	**2,461**	**1,472**	**120,476**	**90,930**	**146,755**	**52,694**	**65,608**	**258,322**	**128,276**	**80,350**	**69,124**	**47,685**	**4,417**
	1982	1,389	886	86,325	67,162	109,035	49,342	39,281	203,431	120,108	48,106	59,948	44,652	2,646
TOTAL STATE	**1988**	**15,787**	**4,908**	**246,489**	**184,217**	**324,425**	**121,053**	**164,186**	**608,048**	**292,652**	**247,358**	**161,994**	**113,590**	**23,197**
	1982	7,999	2,849	167,734	128,392	229,386	104,286	96,944	444,936	251,504	145,070	129,850	97,505	13,460
CALIFORNIA														
ANAHEIM - SANTA ANA	**1988**	**21,684**	**10,383**	**304,196**	**225,728**	**573,569**	**304,007**	**219,774**	**1,117,487**	**627,789**	**427,439**	**336,314**	**263,222**	**50,184**
	1982	13,520	7,628	230,829	174,416	353,744	155,189	161,450	681,997	320,472	314,001	187,271	134,371	36,867
BAKERSFIELD	**1988**	**4,921**	**1,376**	**56,186**	**46,196**	**70,273**	**33,753**	**28,323**	**120,349**	**55,705**	**53,302**	**43,814**	**34,388**	**4,918**
	1982	2,352	1,051	35,597	28,223	50,670	22,256	21,617	87,167	36,731	40,683	29,702	22,675	3,753
CHICO	**1988**	**2,167**	**561**	**13,526**	**7,827**	**20,972**	**6,535**	**11,537**	**41,655**	**19,085**	**18,424**	**12,499**	**7,822**	**2,323**
	1982	935	336	7,555	4,052	14,229	5,196	6,911	29,265	15,174	11,038	9,129	6,219	1,392
FRESNO	**1988**	**6,839**	**1,983**	**75,716**	**58,326**	**100,950**	**39,865**	**50,922**	**174,786**	**79,895**	**87,504**	**56,726**	**37,896**	**12,565**
	1982	3,284	1,436	47,229	34,530	73,819	28,825	36,849	127,633	57,768	59,341	41,170	27,401	9,093
LOS ANGELES - LONG BEACH	**1988**	**214,347**	**44,012**	**1,559,137**	**1,293,518**	**1,793,376**	**928,537**	**676,764**	**3,357,027**	**1,724,422**	**1,364,549**	**1,051,851**	**828,151**	**165,062**
	1982	73,030	31,050	726,860	539,961	1,172,523	558,085	477,391	2,197,114	1,036,444	962,545	654,412	497,752	116,437
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***1988***	***267,466***	***68,624***	***2,214,731***	***1,783,861***	***2,804,031***	***1,407,077***	***1,096,721***	***5,294,759***	***2,719,804***	***2,162,428***	***1,624,257***	***1,266,673***	***259,295***
	1982	*98,073*	*47,564*	*1,132,448*	*833,866*	*1,793,074*	*811,168*	*764,935*	*3,375,905*	*1,563,077*	*1,509,592*	*978,534*	*730,416*	*181,023*
MERCED	**1988**	**1,179**	**644**	**11,159**	**6,460**	**20,103**	**4,657**	**11,858**	**37,740**	**8,925**	**23,073**	**8,013**	**4,305**	**2,665**
	1982	595	306	6,464	4,042	11,671	3,938	5,636	21,904	7,547	10,966	5,536	3,640	1,267
MODESTO	**1988**	**2,046**	**1,553**	**52,579**	**43,018**	**59,121**	**20,212**	**33,962**	**119,085**	**52,399**	**58,822**	**41,080**	**32,626**	**5,772**
	1982	857	990	29,306	23,166	37,109	11,829	21,636	74,022	30,666	37,474	24,619	19,094	3,677
OAKLAND	**1988**	**44,753**	**10,236**	**335,544**	**262,311**	**431,166**	**201,042**	**188,701**	**812,153**	**385,261**	**367,168**	**264,169**	**185,820**	**42,419**
	1982	17,001	7,102	171,003	121,387	264,705	105,009	130,877	497,959	201,231	254,652	136,505	97,059	29,422
OXNARD - VENTURA	**1988**	**9,814**	**3,027**	**83,462**	**62,247**	**113,650**	**43,210**	**54,510**	**206,796**	**90,414**	**97,772**	**57,128**	**42,302**	**11,680**
	1982	3,895	2,115	45,665	30,765	74,975	25,190	38,075	134,956	52,708	68,293	35,065	24,661	8,159
REDDING	**1988**	**1,524**	**461**	**13,754**	**10,243**	**18,003**	**8,179**	**7,631**	**35,455**	**17,387**	**14,977**	**13,429**	**10,500**	**1,914**
	1982	627	294	7,513	5,244	11,533	5,142	5,422	22,675	10,932	9,539	8,470	6,601	1,219
RIVERSIDE - SAN BERNARDINO	**1988**	**21,621**	**11,202**	**267,936**	**202,368**	**323,436**	**131,323**	**145,673**	**613,449**	**277,179**	**272,668**	**178,964**	**132,998**	**32,369**
	1982	7,628	6,771	129,094	88,724	191,832	72,704	88,019	361,838	153,453	164,753	101,786	73,632	19,560
SACRAMENTO	**1988**	**18,726**	**4,517**	**237,750**	**178,316**	**225,068**	**90,812**	**118,444**	**438,820**	**182,387**	**230,360**	**133,873**	**95,407**	**29,836**
	1982	6,497	2,838	107,003	75,637	141,019	55,807	74,365	274,663	112,084	144,756	82,980	58,632	18,733
SALINAS - SEASIDE - MONTEREY	**1988**	**6,770**	**1,351**	**42,099**	**30,738**	**62,631**	**30,255**	**27,411**	**130,560**	**70,240**	**53,085**	**34,758**	**27,856**	**4,145**
	1982	2,780	841	22,948	15,383	41,794	20,809	17,066	86,931	48,310	33,050	23,689	19,159	2,581
SAN DIEGO	**1988**	**60,774**	**4,635**	**411,820**	**344,571**	**443,978**	**221,159**	**184,019**	**865,820**	**460,125**	**355,666**	**281,847**	**225,344**	**37,109**
	1982	22,445	3,333	205,139	158,038	268,223	107,894	132,214	517,395	224,475	255,539	148,407	110,180	26,665
SAN FRANCISCO	**1988**	**50,130**	**11,280**	**387,585**	**301,778**	**559,965**	**321,043**	**188,239**	**1,041,862**	**555,839**	**406,117**	**334,790**	**268,339**	**44,802**
	1982	18,313	6,907	185,572	133,846	312,240	165,683	120,864	584,894	286,854	248,633	178,311	138,482	26622
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***1988***	***173,439***	***33,639***	***1,153,246***	***902,139***	***1,508,702***	***756,506***	***625,945***	***2,829,242***	***1,392,955***	***1,249,362***	***882,181***	***693,311***	***133,514***
	1982	*65,166*	*22,338*	*574,833*	*410,818*	*899,183*	*398,397*	*420,072*	*1,689,185*	*735,343*	*825,148*	*486,513*	*367,108*	*87,740*

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CALIFORNIA (continued)														
SAN JOSE	**1988**	**1,729,294**	**1,607,488**	**481,962**	**270,934**	**104,221**	**165,423**	**105,834**	**48,213**	**95,938**	**57,787**	**31,055**	**310,767**	**256,617**
	1982	1,341,022	1,257,536	318,377	164,646	81,536	87,928	47,768	32,424	51,584	26,082	20,885	146,549	109,885
SANTA BARBARA - SANTA MARIA - LOMPOC	**1988**	**496,312**	**450,143**	**132,763**	**76,324**	**35,784**	**30,201**	**14,705**	**10,334**	**20,399**	**11,790**	**5,573**	**198,684**	**30,424**
	1982	311,139	281,731	76,023	40,535	22,397	17,781	8,076	6,794	11,843	6,475	3,664	110,297	15,599
SANTA CRUZ	**1988**	**260,176**	**243,984**	**55,095**	**36,234**	**13,854**	**12,557**	**7,408**	**3,614**	**13,699**	**10,371**	**2,112**	**17,416**	**14,753**
	1982	211,129	199,635	40,353	25,284	11,290	7,665	3,739	2,833	7,754	5,235	1,655	9,038	7,061
SANTA ROSA - PETALUMA	**1988**	**422,568**	**390,117**	**113,284**	**81,103**	**20,151**	**30,198**	**12,674**	**8,425**	**15,439**	**10,288**	**3,427**	**32,782**	**26,360**
	1982	335,043	312,306	74,944	50,477	16,132	18,459	6,233	5,769	8,330	5,061	2,347	16,545	12,146
STOCKTON	**1988**	**450,405**	**425,715**	**134,386**	**93,803**	**18,700**	**32,858**	**20,531**	**9,493**	**24,658**	**17,402**	**5,044**	**35,459**	**27,509**
	1982	319,766	301,790	82,518	54,470	13,257	17,558	9,971	6,375	12,[illegible]	7,943	3,388	16,883	11,694
VALLEJO - FAIRFIELD - NAPA	**1988**	**409,916**	**385,251**	**103,716**	**76,407**	**20,417**	**30,089**	**16,405**	**9,627**	**13,851**	**9,142**	**2,944**	**31,142**	**25,948**
	1982	294,775	278,411	62,369	43,184	14,755	16,260	7,930	6,202	[illegible]	4,796	1,892	14,596	11,349
VISALIA - TULARE - PORTERVILLE	**1988**	**350,484**	**334,439**	**71,999**	**44,943**	**13,616**	**25,600**	**11,643**	**7,907**	**16,064**	**11,038**	**3,515**	**11,983**	**5,505**
	1982	257,956	226,997	43,364	26,027	9,242	6,779	4,270	3,181	8,007	5,949	2,081	6,646	2,725
YUBA CITY	**1988**	**137,483**	**108,874**	**26,214**	**13,844**	**6,598**	**7,294**	**2,515**	**1,467**	**7,232**	**4,387**	**2,420**	**6,154**	**4,346**
	1982	102,193	83,163	18,363	9,376	5,040	6,790	1,999	1,273	5,728	3,805	1,946	3,041	1,874
NONMETRO PORTION OF STATE	**1988**	**1,408,093**	**1,336,590**	**305,041**	**227,256**	**60,410**	**78,416**	**46,668**	**18,018**	**36,472**	**27,599**	**3,327**	**40,274**	**30,281**
	1982	1,001,023	950,638	194,438	140,254	42,905	40,389	22,511	11,[illegible]	18,[illegible]	13,[illegible]	2,264	20,439	14,002
TOTAL STATE	**1988**	**31,621,606**	**29,735,519**	**8,334,295**	**4,684,365**	**1,870,066**	**2,364,517**	**1,316,427**	**[illegible]**	**[illegible]**	**[illegible]**	**482,372**	**3,583,314**	**2,690,913**
	1982	23,025,105	21,745,394	5,437,811	2,861,945	365,826	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	2,745,348	2,171,384
COLORADO														
BOULDER - LONGMONT	**1988**	**279,666**	**272,454**	**59,273**	**28,000**	**20,842**	**17,459**	**8,269**	**5,237**	**12,143**	**7,363**	**2,850**	**21,066**	**16,169**
	1982	203,607	198,753	38,967	18,060	15,205	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1,430	15,013	12,242
COLORADO SPRINGS	**1988**	**332,779**	**324,779**	**74,816**	**34,897**	**20,967**	**32,538**	**13,887**	**11,190**	**22,633**	**12,696**	**8,170**	**44,761**	**29,927**
	1982	239,763	234,576	44,415	17,544	15,144	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	4,913	23,604	14,518
DENVER	**1988**	**1,830,842**	**1,780,555**	**401,585**	**174,238**	**136,411**	**139,390**	**66,595**	**47,745**	**105,245**	**67,295**	**26,060**	**171,043**	**134,624**
	1982	1,484,237	1,445,414	308,022	138,331	110,737	96,326	48,[illegible]	29,[illegible]	73,623	48,636	16,288	116,798	92,503
DENVER - BOULDER CONSOLIDATED AREA	***1988***	***2,110,508***	***2,053,009***	***460,858***	***202,238***	***157,253***	***156,849***	***74,864***	***53,082***	***117,388***	***74,858***	***28,910***	***192,109***	***150,793***
	1982	1,687,844	1,644,167	346,989	156,411	125,942	108,227	54,924	32,517	82,276	54,757	17,718	131,811	104,745
FORT COLLINS - LOVELAND	**1988**	**211,778**	**202,358**	**40,464**	**17,557**	**15,085**	**15,485**	**8,929**	**3,584**	**7,643**	**4,339**	**2,136**	**14,784**	**12,606**
	1982	142,351	136,189	24,937	9,558	10,153	9,355	5,190	2,621	4,639	2,522	1,399	8,272	6,882
GREELEY	**1988**	**134,661**	**110,791**	**25,985**	**12,382**	**8,791**	**6,997**	**2,780**	**2,709**	**5,209**	**3,282**	**1,447**	**7,094**	**5,188**
	1982	88,562	85,454	19,725	10,028	6,780	4,954	2,212	1,560	3,807	2,612	833	5,118	3,892
PUEBLO	**1988**	**123,489**	**120,941**	**32,558**	**16,914**	**8,165**	**10,179**	**4,024**	**3,511**	**5,736**	**3,230**	**1,873**	**9,031**	**5,983**
	1982	105,258	103,123	24,528	12,276	6,962	7,139	2,795	2,383	3,993	2,245	1,272	6,169	4,067
NONMETRO PORTION OF STATE	**1988**	**561,626**	**539,970**	**144,259**	**80,502**	**43,519**	**26,413**	**10,363**	**3,998**	**13,308**	**5,910**	**2,526**	**26,528**	**16,903**
	1982	571,392	549,071	123,474	64,585	44,243	23,494	10,428	2,723	11,864	5,950	1,738	23,736	16,289
TOTAL STATE	**1988**	**3,454,841**	**3,351,848**	**778,940**	**364,490**	**253,780**	**248,461**	**114,847**	**78,074**	**171,917**	**104,315**	**45,062**	**294,307**	**221,400**
	1982	2,835,170	2,752,580	584,068	270,402	209,224	171,759	82,637	48,610	119,229	74,657	27,933	198,710	150,393
CONNECTICUT														
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**1988**	**1,284,953**	**1,245,815**	**229,942**	**128,033**	**31,719**	**106,287**	**77,611**	**19,177**	**58,944**	**39,365**	**12,632**	**85,337**	**51,875**
	1982	854,002	831,073	139,282	81,665	21,162	50,245	35,393	9,227	28,205	17,952	6,078	38,743	21,965
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**1988**	**1,479,158**	**1,430,008**	**358,097**	**208,264**	**49,480**	**99,340**	**57,733**	**29,822**	**43,321**	**23,074**	**13,653**	**126,593**	**96,645**
	1982	1,000,487	969,851	227,882	134,790	33,562	48,543	25,919	15,856	21,570	10,359	7,252	56,891	40,553

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA	Year	Merchandise Line Sales												
		Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
		In Radio/TV Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
CALIFORNIA (continued)														
SAN JOSE	1988	60,607	9,056	302,769	237,082	372,918	173,564	182,461	709,090	323,656	359,745	217,298	174,987	33,643
	1982	22,856	6,091	151,448	107,004	229,203	93,159	122,700	436,452	173,719	241,918	122,674	93,923	22,625
SANTA BARBARA - SANTA MARIA - LOMPOC	1988	6,875	1,501	64,255	51,119	68,829	39,923	21,222	131,653	77,281	43,729	46,266	36,717	3,889
	1982	2,996	987	36,042	28,074	42,181	23,254	13,952	80,921	45,014	28,750	27,180	21,386	2,557
SANTA CRUZ	1988	4,723	569	23,674	18,405	30,843	12,641	12,748	63,998	[illegible]17	23,086	17,162	14,514	1,437
	1982	1,972	446	13,294	9,290	22,031	7,821	9,993	44,285	22,593	17,313	11,001	8,979	1,126
SANTA ROSA - PETALUMA	1988	7,160	1,445	53,766	42,339	57,512	24,808	26,404	108,206	48,993	50,745	36,047	27,092	5,569
	1982	2,823	989	28,811	20,829	37,438	14,603	18,079	70,100	28,839	34,745	22,096	15,947	3,813
STOCKTON	1988	4,920	1,605	46,620	36,731	62,322	28,548	30,037	116,536	54,012	57,322	34,077	26,151	5,732
	1982	1,775	1,078	23,407	16,765	40,846	17,860	20,171	76,359	33,791	38,495	21,679	16,360	3,850
VALLEJO - FAIRFIELD - NAPA	1988	6,056	1,253	49,908	40,224	56,298	23,408	27,392	93,933	42,689	43,501	32,635	24,559	6,444
	1982	2,201	803	24,705	18,462	33,566	12,122	17,559	55,495	22,107	27,887	17,926	12,718	4,132
VISALIA - TULARE - PORTERVILLE	1988	2,222	1,279	36,178	28,686	44,704	15,431	26,308	84,933	41,429	39,303	23,642	15,963	6,033
	1982	910	758	20,003	15,461	27,396	9,689	15,693	52,302	26,013	23,269	14,678	10,023	3,572
YUBA CITY	1988	984	651	17,937	14,821	15,016	5,786	8,472	26,768	11,199	14,241	9,582	7,332	1,700
	1982	477	416	8,428	6,439	10,030	4,042	5,411	17,910	7,822	9,097	6,539	5,121	1,086
NONMETRO PORTION OF STATE	1988	3,923	603	87,828	69,199	120,511	67,975	27,272	211,111	129,628	42,911	79,609	61,374	5,417
	1982	1,496	377	45,244	33,225	78,153	44,013	17,108	136,837	83,929	26,918	51,509	39,734	3,398
TOTAL STATE	1988	564,765	125,183	4,525,384	3,612,251	5,645,214	2,776,673	2,310,284	10,659,272	5,372,456	4,499,209	3,325,523	2,586,165	516,827
	1982	211,265	84,943	2,309,159	1,692,963	3,540,930	1,570,119	1,579,058	6,671,074	3,038,676	3,063,655	1,962,334	1,463,749	351,606
COLORADO														
BOULDER - LONGMONT	1988	2,979	678	30,998	23,705	41,117	16,992	16,419	74,987	33,912	30,393	23,335	16,853	3,256
	1982	1,941	340	23,257	19,187	26,123	12,947	8,238	48,025	25,840	15,250	16,618	12,841	1,634
COLORADO SPRINGS	1988	3,245	1,815	63,764	45,107	67,087	24,334	33,584	120,258	57,399	56,883	38,874	27,124	7,565
	1982	1,347	1,105	34,736	23,347	42,620	16,243	20,444	77,080	38,447	34,626	25,306	18,106	4,605
DENVER	1988	25,514	7,131	260,042	196,445	354,378	131,597	179,797	644,761	246,942	342,474	192,315	134,740	25,672
	1982	15,103	4,454	184,057	141,993	252,626	108,715	112,256	459,201	204,004	213,822	150,437	111,314	22,274
DENVER - BOULDER CONSOLIDATED AREA	*1988*	*28,493*	*7,809*	*291,040*	*220,150*	*395,495*	*148,589*	*196,216*	*719,748*	*280,854*	*372,867*	*215,650*	*151,593*	*38,928*
	1982	*17,044*	*4,794*	*207,314*	*161,180*	*278,749*	*121,662*	*120,494*	*507,226*	*229,844*	*229,072*	*167,055*	*124,155*	*23,908*
FORT COLLINS - LOVELAND	1988	2,449	508	16,711	13,827	24,158	8,360	12,000	45,993	21,344	22,169	13,527	9,365	2,238
	1982	1,158	333	9,881	8,038	17,887	7,465	7,862	35,468	19,237	14,525	11,069	8,362	1,466
GREELEY	1988	687	342	9,539	6,454	14,565	3,413	7,994	27,295	8,073	17,018	7,265	4,237	1,654
	1982	452	198	7,058	5,136	10,673	3,863	4,601	20,760	9,137	9,796	6,854	4,797	952
PUEBLO	1988	1,215	447	15,167	11,652	17,721	5,167	10,334	35,273	11,649	21,158	9,405	5,710	2,143
	1982	671	303	10,555	8,096	15,040	6,179	7,148	30,530	13,929	14,357	9,441	6,829	1,454
NONMETRO PORTION OF STATE	1988	3,046	808	38,513	30,569	80,679	38,870	16,676	137,091	77,885	22,513	38,705	28,983	3,888
	1982	2,563	566	37,145	30,759	67,532	35,968	11,651	117,553	72,071	15,726	34,729	26,831	2,715
TOTAL STATE	1988	39,135	11,729	434,734	327,759	599,705	226,733	277,004	1,085,458	457,604	512,608	323,426	227,014	56,416
	1982	23,235	7,299	306,689	236,556	432,501	191,380	172,200	788,617	382,665	318,102	254,454	189,080	35,100
CONNECTICUT														
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	1988	17,055	6,736	195,051	156,333	273,283	134,700	122,967	536,393	278,343	235,431	161,113	131,345	20,213
	1982	6,140	3,242	90,988	71,293	142,910	73,016	59,161	279,785	150,879	113,459	86,957	71,198	9,725
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	1988	31,510	5,459	188,909	154,291	267,367	131,649	112,868	523,113	283,674	214,809	155,996	114,021	27,305
	1982	11,089	2,901	88,441	69,268	149,744	76,141	59,952	293,293	164,068	114,101	88,819	65,946	14,505

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1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA	Year	Merchandise Line Sales: Groceries & Other Foods — In All Stores ($000)	Groceries & Other Foods — In Food Stores ($000)	Drugs & Health & Beauty Aids — In All Stores ($000)	Drugs & Health & Beauty Aids — In Drug-stores ($000)	Drugs & Health & Beauty Aids — In Food Stores ($000)	Major Household Appliances — In All Stores ($000)	Major Household Appliances — In FHA Stores ($000)	Major Household Appliances — In Department Stores ($000)	TVs, Video Recorders & Tapes — In All Stores ($000)	TVs, Video Recorders & Tapes — In FHA Stores ($000)	TVs, Video Recorders & Tapes — In Department Stores ($000)	Audio Equipment, Musical Instruments & Supplies — In All Stores ($000)	Audio Equipment, Musical Instruments & Supplies — In FHA Stores ($000)
CONNECTICUT (continued)														
NEW HAVEN - WATERBURY - MERIDEN	**1988**	**1,061,457**	**1,009,606**	**179,722**	**112,578**	**16,490**	**64,769**	**31,016**	**25,180**	**30,275**	**17,473**	**8,140**	**107,147**	**84,565**
	1982	770,871	738,211	116,330	74,011	12,059	33,945	14,489	14,345	15,682	8,163	4,638	49,572	36,500
NEW LONDON - NORWICH	**1988**	**307,762**	**298,489**	**48,026**	**28,544**	**8,873**	**32,023**	**18,339**	**5,970**	**12,916**	**9,514**	**1,963**	**25,333**	**18,706**
	1982	217,015	209,569	33,352	20,973	6,230	16,367	8,543	3,139	6,288	4,432	1,033	11,744	8,036
NONMETRO PORTION OF STATE	**1988**	**338,178**	**332,360**	**52,416**	**34,715**	**11,420**	**14,956**	**8,876**	**2,040**	**7,293**	**4,905**	**978**	**11,029**	**7,308**
	1982	232,370	228,217	35,178	23,520	7,842	8,284	4,397	1,181	3,881	2,430	566	5,585	3,365
TOTAL STATE	**1988**	**4,471,508**	**4,316,278**	**858,203**	**512,134**	**117,982**	**317,375**	**193,575**	**82,189**	**152,749**	**94,331**	**37,366**	**355,439**	**259,099**
	1982	3,074,745	2,976,921	552,024	334,959	80,855	157,384	88,741	43,748	75,626	43,336	19,567	162,535	110,419
DELAWARE														
WILMINGTON	**1988**	**595,456**	**581,092**	**144,590**	**84,471**	**31,491**	**48,924**	**17,981**	**19,233**	**32,821**	**17,630**	**12,080**	**64,456**	**51,198**
	1982	432,232	422,592	98,603	57,730	22,902	27,759	8,619	11,321	17,523	8,451	7,111	30,935	23,071
NONMETRO PORTION OF STATE	**1988**	**225,927**	**220,925**	**54,336**	**34,223**	**11,735**	**19,265**	**6,069**	**5,199**	**7,978**	**3,549**	**2,539**	**16,643**	**11,370**
	1982	177,509	174,184	38,246	23,591	9,253	11,524	3,032	3,522	4,501	1,773	1,562	8,507	5,249
TOTAL STATE	**1988**	**730,240**	**712,727**	**177,805**	**104,824**	**38,387**	**63,138**	**22,029**	**23,338**	**37,430**	**19,199**	**14,003**	**74,214**	**56,755**
	1982	532,933	521,469	122,975	73,256	28,074	36,128	10,636	14,181	20,104	9,230	8,299	36,024	25,605
DISTRICT OF COLUMBIA														
WASHINGTON	**1988**	**4,678,438**	**4,533,763**	**1,216,693**	**718,398**	**266,014**	**307,897**	**144,128**	**110,824**	**337,014**	**242,235**	**71,512**	**563,786**	**427,096**
	1982	3,100,641	3,013,247	709,048	389,283	176,808	157,911	62,039	66,777	159,841	104,268	43,021	255,437	175,017
TOTAL STATE	**1988**	**533,678**	**508,821**	**182,011**	**126,450**	**29,856**	**27,709**	**12,070**	**9,812**	**28,872**	**20,283**	**5,892**	**52,436**	**36,533**
	1982	414,893	396,727	115,789	72,932	23,279	20,283	8,796	7,247	21,059	14,782	4,352	35,956	24,812
FLORIDA														
BRADENTON	**1988**	**246,405**	**239,251**	**63,284**	**38,528**	**13,568**	**30,519**	**20,791**	**7,313**	**9,739**	**5,991**	**2,204**	**20,407**	**16,274**
	1982	161,272	156,305	36,367	21,041	8,864	16,100	10,594	4,087	5,150	3,053	1,232	10,698	8,293
DAYTONA BEACH	**1988**	**429,926**	**418,564**	**90,287**	**48,271**	**21,668**	**50,477**	**35,987**	**8,858**	**22,417**	**14,783**	**4,370**	**25,768**	**18,583**
	1982	276,291	268,204	57,774	30,898	13,885	24,530	15,519	5,233	10,924	6,375	2,582	11,737	7,381
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**1988**	**1,512,875**	**1,465,469**	**446,108**	**267,898**	**74,320**	**134,379**	**80,665**	**39,729**	**70,282**	**42,030**	**19,164**	**147,745**	**119,294**
	1982	1,100,209	1,068,095	270,799	147,377	54,169	69,467	35,244	25,885	36,073	18,364	12,486	66,641	48,588
FORT MYERS - CAPE CORAL	**1988**	**387,948**	**369,838**	**77,771**	**42,549**	**20,972**	**33,292**	**18,704**	**9,161**	**17,212**	**7,870**	**5,304**	**32,311**	**24,541**
	1982	258,746	246,500	50,888	27,616	13,979	18,227	8,925	5,788	9,557	3,756	3,351	15,299	10,516
FORT PIERCE	**1988**	**285,367**	**278,292**	**61,266**	**35,892**	**14,232**	**22,992**	**14,146**	**5,533**	**11,964**	**7,452**	**2,562**	**20,251**	**16,416**
	1982	180,651	175,719	33,641	18,624	8,987	10,776	6,173	2,661	5,555	3,251	1,235	8,943	6,909
FORT WALTON BEACH	**1988**	**157,199**	**151,726**	**36,292**	**22,903**	**4,088**	**18,170**	**8,134**	**6,185**	**11,476**	**8,226**	**2,110**	**16,437**	**13,139**
	1982	88,011	84,966	16,876	10,095	2,290	8,296	3,602	2,796	5,154	3,643	954	6,939	5,369
GAINESVILLE	**1988**	**240,853**	**236,393**	**54,888**	**22,789**	**17,447**	**14,140**	**5,328**	**5,810**	**13,490**	**9,017**	**2,814**	**20,619**	**16,332**
	1982	162,518	159,407	35,998	14,458	11,765	8,618	3,057	4,148	7,964	5,175	1,791	11,669	8,955
JACKSONVILLE	**1988**	**880,068**	**836,543**	**204,972**	**117,912**	**41,608**	**75,599**	**33,455**	**22,184**	**34,380**	**17,200**	**9,796**	**51,668**	**35,032**
	1982	630,200	600,245	126,181	68,135	29,855	45,188	18,854	13,421	20,150	9,693	5,954	28,523	18,195
LAKELAND - WINTER HAVEN	**1988**	**423,873**	**413,883**	**84,742**	**44,894**	**24,699**	**31,483**	**13,213**	**13,070**	**15,700**	**5,766**	**4,633**	**22,197**	**14,594**
	1982	303,468	295,451	58,288	30,265	17,632	19,590	7,866	8,145	9,779	3,433	2,887	12,895	7,974
MELBOURNE - TITUSVILLE - PALM BAY	**1988**	**381,628**	**361,144**	**112,885**	**71,580**	**22,508**	**39,610**	**16,129**	**17,427**	**14,940**	**3,966**	**7,802**	**32,007**	**21,404**
	1982	245,015	231,618	65,078	39,737	14,436	23,113	9,625	9,775	8,522	2,366	4,376	17,886	11,832
MIAMI - HIALEAH	**1988**	**2,313,360**	**2,160,601**	**745,810**	**307,953**	**86,201**	**146,203**	**78,047**	**62,502**	**96,391**	**45,268**	**36,513**	**191,842**	**146,156**
	1982	1,504,794	1,471,470	411,101	255,801	58,712	98,930	45,006	38,935	56,850	26,104	22,746	105,715	78,312

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Home Computers & Calculators: In Radio/TV Stores ($000)	Home Computers & Calculators: In Dept. Stores ($000)	Furniture & Sleep Equipment: In All Stores ($000)	Furniture & Sleep Equipment: In FHA Stores ($000)	Men's & Boys' Clothing: In All Stores ($000)	Men's & Boys' Clothing: In Apparel Stores ($000)	Men's & Boys' Clothing: In Department Stores ($000)	Women's & Girls' Clothing: In All Stores ($000)	Women's & Girls' Clothing: In Apparel Stores ($000)	Women's & Girls' Clothing: In Department Stores ($000)	Footwear: In All Stores ($000)	Footwear: In Apparel Stores ($000)	Footwear: In Department Stores ($000)
CONNECTICUT (continued)														
NEW HAVEN - WATERBURY - MERIDEN	1988	10,309	3,392	132,458	105,853	188,168	76,618	101,781	348,189	193,449	142,491	82,344	67,256	12,212
	1982	3,732	1,933	65,583	49,448	115,301	50,609	57,980	217,182	127,782	81,171	53,123	44,426	6,958
NEW LONDON - NORWICH	1988	4,529	860	37,964	33,059	35,934	18,441	14,605	73,676	42,336	26,510	20,678	16,357	3,314
	1982	1,653	452	18,239	15,400	20,334	10,805	7,680	41,855	24,805	13,941	11,990	9,584	1,743
NONMETRO PORTION OF STATE	1988	1,882	472	19,646	17,325	25,329	13,069	7,246	45,322	29,454	11,040	16,373	12,157	1,355
	1982	702	274	10,031	8,583	16,545	9,169	4,195	30,182	20,661	6,391	10,999	8,528	784
TOTAL STATE	1988	65,285	16,919	574,028	466,861	790,081	374,477	359,467	1,526,893	827,256	630,681	436,504	341,136	64,399
	1982	23,316	8,802	273,282	213,992	444,834	219,740	188,968	862,297	488,195	329,063	251,888	199,682	33,715
DELAWARE														
WILMINGTON	1988	5,818	5,034	101,510	81,121	115,881	39,405	70,478	223,855	84,343	130,385	57,084	39,740	12,080
	1982	2,244	2,963	51,090	38,885	76,187	30,081	41,481	148,311	64,384	76,739	41,053	30,337	7,111
NONMETRO PORTION OF STATE	1988	1,866	1,137	30,227	24,092	40,093	16,875	17,840	77,500	38,436	29,226	17,802	13,050	2,910
	1982	738	712	15,899	12,037	27,618	12,760	11,160	54,025	29,065	18,283	12,914	9,869	1,821
TOTAL STATE	1988	7,041	5,913	121,170	96,102	147,172	52,249	84,718	284,201	114,151	152,950	69,388	48,725	14,374
	1982	2,730	3,519	61,471	46,346	97,385	39,541	50,457	189,744	86,387	90,982	49,643	36,878	8,558
DISTRICT OF COLUMBIA														
WASHINGTON	1988	147,475	9,325	799,542	629,361	885,993	428,916	379,937	1,902,314	878,408	814,430	515,391	361,995	108,919
	1982	51,567	5,612	372,626	270,906	551,393	272,578	234,567	1,121,348	558,233	488,419	323,149	230,053	66,088
TOTAL STATE	1988	10,596	768	69,289	52,699	120,569	77,310	33,566	242,874	158,333	69,439	82,326	65,250	9,225
	1982	6,083	568	50,614	38,406	93,040	60,293	24,789	187,493	123,479	51,281	63,585	50,887	6,812
FLORIDA														
BRADENTON	1988	1,495	554	24,805	18,301	26,298	9,155	15,656	53,318	26,122	25,632	15,820	13,184	1,345
	1982	602	310	13,060	9,326	15,928	6,065	8,750	32,876	17,304	14,325	10,299	8,734	752
DAYTONA BEACH	1988	5,324	873	54,448	43,920	46,527	16,610	25,354	95,566	42,850	46,118	26,729	18,294	4,590
	1982	1,790	516	25,480	18,940	30,785	12,172	14,978	64,072	31,399	27,244	16,532	13,406	2,712
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	1988	36,390	4,562	307,239	264,154	251,215	114,254	123,207	519,614	265,921	229,075	145,795	115,265	20,078
	1982	12,565	2,973	143,582	115,413	173,086	82,732	80,270	359,629	192,553	149,242	103,147	83,464	13,081
FORT MYERS - CAPE CORAL	1988	5,245	848	101,450	89,332	43,826	13,705	26,519	93,590	39,792	47,098	24,156	18,467	3,546
	1982	1,847	536	51,013	42,623	29,045	9,507	16,755	62,474	27,606	29,757	16,342	12,812	2,241
FORT PIERCE	1988	3,595	488	44,548	38,058	30,837	11,684	15,626	63,605	29,210	28,932	17,767	12,952	2,808
	1982	1,233	235	19,980	16,606	17,909	8,098	7,529	37,730	20,246	13,940	11,529	8,977	1,353
FORT WALTON BEACH	1988	2,431	510	31,991	27,371	24,790	5,074	15,510	51,007	19,147	26,953	11,097	5,134	4,068
	1982	834	230	14,424	12,121	12,911	3,491	7,010	28,272	13,175	12,182	6,371	3,533	1,839
GAINESVILLE	1988	3,694	536	21,587	14,828	34,733	13,774	17,150	63,534	26,715	31,752	16,066	10,343	3,081
	1982	1,856	341	12,830	8,508	24,806	11,177	10,915	45,548	21,681	20,209	12,092	8,394	1,961
JACKSONVILLE	1988	14,269	2,061	127,260	101,662	128,044	47,047	64,264	269,764	129,859	111,197	79,354	54,106	12,890
	1982	6,112	1,254	73,234	57,288	84,173	34,134	38,952	180,548	94,210	67,411	55,244	39,254	7,834
LAKELAND - WINTER HAVEN	1988	3,198	843	38,813	29,767	46,783	19,573	22,950	90,013	34,623	48,007	25,541	17,496	4,844
	1982	1,458	525	23,717	17,724	35,008	17,176	14,302	66,661	30,383	29,916	20,599	15,354	3,018
MELBOURNE - TITUSVILLE - PALM BAY	1988	3,363	1,559	43,907	31,723	47,199	9,221	34,636	101,137	24,603	71,770	21,825	11,403	6,239
	1982	1,575	875	25,846	18,937	30,350	8,479	19,427	66,427	22,381	40,255	16,411	10,373	3,500
MIAMI - HIALEAH	1988	62,605	7,018	340,713	272,412	501,697	267,607	203,633	990,296	571,504	377,782	330,318	266,473	40,726
	1982	28,312	4,374	199,174	157,084	328,872	180,358	126,850	650,810	385,172	235,329	219,019	179,594	25,370

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1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

Merchandise Line Sales

METRO AREA	Year	Groceries & Other Foods: In All Stores ($000)	Groceries & Other Foods: In Food Stores ($000)	Drugs & Health & Beauty Aids: In All Stores ($000)	Drugs & Health & Beauty Aids: In Drug-stores ($000)	Drugs & Health & Beauty Aids: In Food Stores ($000)	Major Household Appliances: In All Stores ($000)	Major Household Appliances: In FHA Stores ($000)	Major Household Appliances: In Department Stores ($000)	TVs, Video Recorders & Tapes: In All Stores ($000)	TVs, Video Recorders & Tapes: In FHA Stores ($000)	TVs, Video Recorders & Tapes: In Department Stores ($000)	Audio Equipment, Musical Instruments & Supplies: In All Stores ($000)	Audio Equipment, Musical Instruments & Supplies: In FHA Stores ($000)
FLORIDA (continued)														
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	*1988*	*3,726,135*	*3,626,070*	*1,191,918*	*775,851*	*160,521*	*300,582*	*158,712*	*102,231*	*166,673*	*87,298*	*55,677*	*339,587*	*265,450*
	1982	*2,605,003*	*2,539,565*	*681,900*	*403,178*	*112,881*	*168,397*	*80,250*	*64,820*	*92,923*	*44,468*	*35,232*	*172,356*	*126,900*
NAPLES	**1988**	**228,488**	**222,442**	**43,377**	**23,760**	**11,376**	**22,437**	**16,300**	**3,970**	**11,693**	**8,585**	**1,715**	**21,000**	**18,241**
	1982	121,414	117,788	24,244	13,596	6,024	9,802	6,478	2,132	5,032	3,412	921	8,722	7,250
OCALA	**1988**	**230,175**	**223,466**	**51,586**	**26,859**	**12,278**	**17,164**	**10,629**	**3,796**	**16,653**	**12,015**	**2,866**	**16,184**	**12,178**
	1982	130,363	126,119	24,999	11,796	6,930	7,441	4,205	1,771	6,966	4,753	1,337	6,432	4,489
ORLANDO	**1988**	**1,182,952**	**1,133,092**	**239,781**	**120,908**	**59,881**	**75,741**	**25,167**	**34,081**	**48,672**	**18,646**	**13,310**	**95,990**	**72,720**
	1982	712,382	678,413	132,085	62,666	35,855	40,839	13,367	18,458	26,445	9,903	7,209	49,124	36,436
PANAMA CITY	**1988**	**102,489**	**93,895**	**36,956**	**23,820**	**3,744**	**10,105**	**3,684**	**4,543**	**5,334**	**2,074**	**2,198**	**13,843**	**11,362**
	1982	75,405	68,369	20,406	12,108	2,726	5,949	2,251	2,813	3,121	1,267	1,215	8,465	6,943
PENSACOLA	**1988**	**320,637**	**305,381**	**77,968**	**44,430**	**12,181**	**37,536**	**12,059**	**13,117**	**16,830**	**6,349**	**6,121**	**20,069**	**14,298**
	1982	245,258	234,697	46,539	23,776	9,362	21,915	7,024	7,730	9,933	3,699	3,621	11,402	7,861
SARASOTA	**1988**	**373,373**	**351,800**	**89,634**	**52,810**	**18,393**	**40,302**	**28,065**	**8,821**	**12,201**	**6,029**	**3,364**	**26,202**	**20,642**
	1982	245,589	230,410	55,607	32,177	12,046	21,260	13,971	5,147	6,569	3,001	1,963	12,959	9,647
TALLAHASSEE	**1988**	**226,367**	**222,065**	**49,186**	**21,706**	**12,287**	**25,586**	**10,781**	**10,133**	**9,353**	**2,562**	**4,442**	**25,078**	**18,437**
	1982	165,114	162,250	30,055	12,927	8,978	12,757	4,902	4,900	4,741	1,165	2,149	11,514	7,966
TAMPA - ST. PETERSBURG - CLEARWATER	**1988**	**2,439,453**	**2,384,094**	**571,866**	**294,849**	**144,681**	**232,143**	**143,960**	**69,908**	**123,177**	**74,868**	**31,519**	**187,493**	**145,817**
	1982	1,609,253	1,569,764	342,795	166,666	95,269	117,541	66,106	40,603	62,440	34,380	18,307	87,630	62,668
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**1988**	**1,115,745**	**1,087,721**	**276,207**	**162,409**	**60,909**	**101,055**	**60,338**	**29,102**	**58,035**	**35,864**	**16,458**	**69,677**	**51,921**
	1982	668,111	651,615	145,757	80,156	36,490	45,496	23,332	15,404	25,440	13,869	8,712	28,000	18,492
NONMETRO PORTION OF STATE	**1988**	**1,243,114**	**1,200,002**	**250,837**	**163,393**	**58,010**	**88,345**	**54,335**	**11,096**	**37,436**	**24,281**	**3,812**	**37,047**	**22,690**
	1982	827,722	797,414	148,182	93,444	38,552	44,088	25,063	5,638	18,438	11,200	1,941	18,084	9,953
TOTAL STATE	**1988**	**14,622,195**	**14,155,662**	**3,665,703**	**2,156,113**	**735,051**	**1,267,278**	**689,917**	**386,339**	**657,375**	**358,842**	**183,077**	**1,093,835**	**830,071**
	1982	9,711,786	9,394,819	2,133,660	1,173,359	486,806	669,923	331,164	225,470	344,803	171,862	106,969	539,277	384,029
GEORGIA														
ALBANY	**1988**	**125,666**	**121,511**	**29,402**	**15,417**	**6,007**	**12,310**	**3,674**	**3,884**	**8,017**	**5,117**	**1,932**	**9,806**	**7,205**
	1982	96,261	93,577	18,896	9,594	4,627	7,080	1,922	2,157	4,353	2,677	1,072	5,017	3,492
ATHENS	**1988**	**173,337**	**168,717**	**47,914**	**31,491**	**5,752**	**11,748**	**3,991**	**1,080**	**7,735**	**2,856**	**1,957**	**10,427**	**6,868**
	1982	113,722	110,949	24,817	15,376	3,783	5,995	1,946	527	3,874	1,393	954	5,045	3,214
ATLANTA	**1988**	**3,090,232**	**2,954,004**	**945,085**	**582,211**	**158,733**	**217,420**	**90,163**	**76,268**	**154,014**	**72,892**	**51,962**	**311,401**	**233,285**
	1982	1,894,044	1,800,880	460,036	252,518	96,772	102,900	36,414	40,341	72,272	29,439	27,524	131,487	89,760
AUGUSTA	**1988**	**371,933**	**357,300**	**107,204**	**67,717**	**19,025**	**28,289**	**14,760**	**4,903**	**19,639**	**9,309**	**5,510**	**37,504**	**27,023**
	1982	267,281	256,579	59,869	33,664	13,662	15,065	6,943	2,758	10,400	4,380	3,135	18,285	11,916
COLUMBUS	**1988**	**198,628**	**191,713**	**60,372**	**40,657**	**6,333**	**20,779**	**8,925**	**7,281**	**10,427**	**6,933**	**1,944**	**24,643**	**20,367**
	1982	155,613	149,978	36,026	20,956	4,955	12,919	4,432	5,458	5,913	3,443	1,459	12,457	9,456
MACON - WARNER ROBINS	**1988**	**226,712**	**214,404**	**95,722**	**57,995**	**18,175**	**29,801**	**11,614**	**10,752**	**17,786**	**10,794**	**3,748**	**26,853**	**18,888**
	1982	240,350	230,680	57,072	30,862	13,336	17,200	5,761	6,653	9,710	5,355	2,319	13,685	8,662
SAVANNAH	**1988**	**259,256**	**245,792**	**81,431**	**54,100**	**11,704**	**28,421**	**14,638**	**6,308**	**12,658**	**8,858**	**1,741**	**19,116**	**10,844**
	1982	187,613	177,517	41,817	23,757	8,454	15,838	7,490	3,720	6,801	4,533	1,027	10,091	5,113
NONMETRO PORTION OF STATE	**1988**	**2,191,997**	**2,093,950**	**565,528**	**398,549**	**89,031**	**143,996**	**67,638**	**14,657**	**65,224**	**37,658**	**4,136**	**95,083**	**62,826**
	1982	1,583,274	1,511,275	320,844	211,709	64,265	81,237	35,352	7,613	35,501	19,679	2,162	50,234	31,300
TOTAL STATE	**1988**	**6,787,830**	**6,488,005**	**1,907,067**	**1,228,734**	**310,923**	**491,730**	**216,061**	**124,285**	**295,392**	**155,980**	**71,916**	**534,174**	**388,512**
	1982	4,540,787	4,332,551	1,005,481	589,406	206,608	257,245	100,388	68,743	148,461	71,424	39,177	245,427	163,072

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1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA	Year	Merchandise Line Sales												
		Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
		In Radio/TV Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
FLORIDA (continued)														
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	*1988*	*98,995*	*11,580*	*647,952*	*536,566*	*752,912*	*381,861*	*326,840*	*1,509,910*	*837,425*	*606,857*	*476,113*	*381,738*	*60,804*
	1982	*40,877*	*7,347*	*342,756*	*272,497*	*501,958*	*263,090*	*207,120*	*1,010,439*	*577,725*	*384,571*	*322,166*	*263,058*	*38,451*
NAPLES	**1988**	**2,091**	**326**	**48,304**	**43,845**	**26,289**	**13,623**	**10,451**	**56,592**	**34,060**	**19,349**	**18,619**	**15,101**	**1,878**
	1982	608	175	19,859	17,426	15,324	8,321	5,612	33,236	20,803	10,390	11,105	9,224	1,008
OCALA	**1988**	**4,094**	**546**	**32,145**	**27,114**	**24,318**	**6,134**	**15,567**	**61,328**	**26,670**	**31,409**	**16,150**	**11,467**	**3,141**
	1982	1,291	255	13,193	10,726	12,468	3,584	7,261	32,375	15,582	14,649	8,990	6,700	1,465
ORLANDO	**1988**	**15,175**	**2,801**	**144,574**	**108,186**	**155,587**	**55,194**	**86,593**	**334,908**	**140,547**	**168,128**	**109,618**	**83,075**	**18,213**
	1982	6,611	1,518	77,470	57,454	91,791	35,294	48,566	199,121	89,873	91,060	67,854	53,123	9,865
PANAMA CITY	**1988**	**1,864**	**417**	**17,366**	**15,127**	**23,235**	**7,673**	**13,086**	**46,072**	**18,649**	**23,239**	**12,981**	**7,956**	**3,560**
	1982	895	231	10,539	9,244	14,676	5,763	7,230	29,625	14,007	12,840	8,903	5,976	1,967
PENSACOLA	**1988**	**4,087**	**1,110**	**45,310**	**32,437**	**51,321**	**12,654**	**34,215**	**107,538**	**35,510**	**64,816**	**28,496**	**16,012**	**9,457**
	1982	1,921	658	26,689	18,895	32,849	9,204	20,244	69,665	25,828	38,349	19,280	11,546	5,596
SARASOTA	**1988**	**7,116**	**896**	**100,703**	**84,591**	**44,181**	**12,544**	**27,588**	**116,360**	**53,993**	**51,813**	**29,635**	**21,998**	**3,697**
	1982	2,615	523	52,011	42,110	28,103	9,177	16,097	76,625	39,501	30,231	20,773	16,093	2,157
TALLAHASSEE	**1988**	**6,560**	**846**	**36,434**	**26,111**	**42,455**	**10,174**	**28,354**	**88,984**	**28,032**	**55,439**	**23,063**	**13,184**	**4,868**
	1982	2,467	409	17,159	11,872	25,213	8,118	13,712	54,273	22,367	26,810	16,041	10,521	2,354
TAMPA - ST. PETERSBURG - CLEARWATER	**1988**	**42,190**	**7,500**	**370,563**	**286,821**	**298,004**	**87,151**	**179,996**	**611,991**	**229,048**	**354,230**	**161,780**	**115,618**	**30,016**
	1982	15,312	4,358	181,168	131,707	189,872	64,659	109,839	396,312	169,933	205,731	113,197	85,779	17,435
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**1988**	**17,831**	**4,114**	**263,815**	**227,878**	**181,496**	**81,775**	**89,839**	**423,001**	**241,138**	**165,280**	**107,214**	**85,130**	**15,087**
	1982	5,232	2,178	107,706	88,117	100,989	46,999	47,552	236,997	138,587	87,481	60,881	48,927	7,986
NONMETRO PORTION OF STATE	**1988**	**7,836**	**1,020**	**107,269**	**92,455**	**88,487**	**31,316**	**28,739**	**176,411**	**91,279**	**40,696**	**48,318**	**29,434**	**3,560**
	1982	2,746	519	50,949	42,641	55,679	23,481	14,621	116,145	68,441	20,705	32,695	22,066	1,810
TOTAL STATE	**1988**	**250,453**	**39,428**	**2,304,244**	**1,876,103**	**2,117,322**	**846,042**	**1,078,933**	**4,414,629**	**2,109,272**	**2,018,715**	**1,270,342**	**942,092**	**197,692**
	1982	97,882	22,993	1,159,083	904,762	1,349,837	587,989	636,472	2,839,421	1,461,032	1,178,056	849,304	653,950	115,304
GEORGIA														
ALBANY	**1988**	**2,175**	**429**	**23,638**	**20,174**	**24,880**	**8,295**	**14,802**	**49,350**	**18,723**	**28,639**	**16,241**	**10,232**	**3,432**
	1982	872	238	12,709	10,557	15,995	6,377	8,218	32,049	14,393	15,900	11,483	7,867	1,906
ATHENS	**1988**	**2,777**	**912**	**15,936**	**14,412**	**30,636**	**7,383**	**22,564**	**61,342**	**18,184**	**41,996**	**19,461**	**12,417**	**4,175**
	1982	1,139	445	7,836	7,029	16,870	5,144	11,001	34,385	12,672	20,476	12,480	8,653	2,035
ATLANTA	**1988**	**77,956**	**14,844**	**513,736**	**378,997**	**587,915**	**221,578**	**317,208**	**1,228,453**	**475,779**	**674,959**	**347,599**	**238,855**	**76,706**
	1982	24,880	7,865	226,857	153,066	332,773	134,921	172,840	695,623	289,702	357,497	204,113	145,438	40,629
AUGUSTA	**1988**	**5,304**	**917**	**57,699**	**45,555**	**68,518**	**28,531**	**31,991**	**135,007**	**60,403**	**62,050**	**39,431**	**24,472**	**9,404**
	1982	1,939	523	28,826	21,429	44,108	20,301	19,848	87,191	42,979	38,129	26,369	17,413	5,354
COLUMBUS	**1988**	**5,566**	**583**	**43,778**	**37,239**	**32,297**	**11,847**	**18,711**	**69,475**	**29,699**	**36,825**	**20,441**	**13,113**	**4,939**
	1982	2,199	440	23,327	18,493	25,986	10,483	14,027	56,433	26,282	27,604	16,976	11,605	3,703
MACON - WARNER ROBINS	**1988**	**2,696**	**833**	**43,686**	**36,435**	**47,401**	**15,680**	**28,103**	**99,054**	**41,815**	**51,882**	**26,070**	**16,728**	**6,454**
	1982	1,010	515	22,709	18,076	33,156	12,801	17,388	70,759	34,137	32,101	19,580	13,656	3,993
SAVANNAH	**1988**	**3,526**	**697**	**43,729**	**37,171**	**47,700**	**20,509**	**24,901**	**96,268**	**51,631**	**39,009**	**35,452**	**26,838**	**5,572**
	1982	1,367	411	23,162	19,020	30,626	14,001	14,685	62,635	37,048	23,003	23,610	18,321	3,286
NONMETRO PORTION OF STATE	**1988**	**5,774**	**1,176**	**238,817**	**210,259**	**242,913**	**110,559**	**79,612**	**476,376**	**243,128**	**116,407**	**139,051**	**83,934**	**16,544**
	1982	2,361	618	127,967	109,877	165,707	88,440	41,484	333,531	194,493	60,799	100,374	67,149	8,643
TOTAL STATE	**1988**	**106,128**	**20,308**	**982,348**	**783,897**	**1,070,819**	**418,809**	**532,516**	**2,191,139**	**927,048**	**1,041,264**	**636,204**	**421,489**	**125,755**
	1982	35,821	11,012	473,045	358,550	659,162	289,756	296,845	1,359,869	643,842	570,336	411,181	287,875	68,827

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1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Merchandise Line Sales												
		Groceries & Other Foods		Drugs & Health & Beauty Aids			Major Household Appliances			TVs, Video Recorders & Tapes			Audio Equipment, Musical Instruments & Supplies	
		In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In Food Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
HAWAII														
HONOLULU	**1988**	**835,434**	**714,180**	**305,913**	**196,134**	**41,001**	**47,336**	**19,450**	**18,119**	**26,856**	**12,675**	**11,002**	**58,229**	**41,572**
	1982	651,149	564,716	209,856	126,770	32,420	34,394	14,096	13,738	19,729	9,186	8,342	40,598	28,404
NONMETRO PORTION OF STATE	**1988**	**363,199**	**334,980**	**90,209**	**66,104**	**15,247**	**21,983**	**14,070**	**1,717**	**10,066**	**6,371**	**850**	**19,383**	**13,829**
	1982	278,067	257,360	57,450	39,933	11,815	11,787	6,832	1,060	5,402	3,093	526	9,889	6,371
TOTAL STATE	**1988**	**1,198,633**	**1,049,160**	**396,122**	**262,238**	**56,248**	**69,319**	**33,520**	**19,836**	**36,922**	**19,046**	**11,852**	**77,612**	**55,401**
	1982	929,216	824,276	267,336	166,703	44,235	46,181	20,928	14,798	25,131	12,279	8,868	50,487	34,775
IDAHO														
BOISE	**1988**	**219,383**	**206,442**	**40,324**	**20,340**	**10,894**	**17,548**	**10,583**	**3,394**	**8,612**	**5,920**	**1,130**	**11,247**	**5,993**
	1982	170,125	161,590	38,690	25,545	8,528	11,812	7,565	1,645	5,879	4,232	548	6,940	3,953
NONMETRO PORTION OF STATE	**1988**	**691,437**	**665,381**	**139,749**	**86,530**	**31,982**	**47,714**	**31,262**	**7,052**	**22,581**	**17,129**	**2,469**	**28,285**	**16,411**
	1982	649,933	629,483	129,963	85,379	30,257	37,168	25,142	4,437	17,617	13,775	1,484	20,821	12,637
TOTAL STATE	**1988**	**910,820**	**871,823**	**180,073**	**106,870**	**42,876**	**65,262**	**41,845**	**10,446**	**31,193**	**23,049**	**3,599**	**39,532**	**22,404**
	1982	820,058	791,073	168,653	110,924	38,785	48,980	32,707	6,082	23,496	18,007	2,032	27,761	16,590
ILLINOIS														
AURORA - ELGIN	**1988**	**371,049**	**353,815**	**89,685**	**55,312**	**11,495**	**21,792**	**9,015**	**7,829**	**15,060**	**8,746**	**3,337**	**24,239**	**15,259**
	1982	270,270	258,465	60,959	37,258	8,397	13,398	5,024	5,210	9,018	4,874	2,221	13,863	7,971
BLOOMINGTON - NORMAL	**1988**	**120,503**	**116,422**	**34,099**	**18,818**	**6,135**	**8,756**	**6,370**	**1,067**	**5,758**	**2,386**	**1,804**	**11,581**	**7,752**
	1982	92,240	89,486	23,386	12,987	4,716	4,659	3,185	637	3,240	1,193	1,076	5,959	3,580
CHAMPAIGN - URBANA - RANTOUL	**1988**	**178,728**	**171,588**	**42,910**	**21,500**	**6,704**	**11,192**	**2,044**	**5,514**	**10,960**	**4,500**	**2,350**	**23,235**	**15,482**
	1982	127,967	123,423	28,551	14,616	4,822	6,675	1,005	3,373	6,270	2,256	1,438	12,224	7,390
CHICAGO	**1988**	**6,538,890**	**6,182,745**	**1,747,262**	**1,054,874**	**192,961**	**461,267**	**230,360**	**157,306**	**407,120**	**271,442**	**67,043**	**684,195**	**488,270**
	1982	4,895,610	4,654,954	1,154,208	676,452	145,293	262,773	111,225	103,282	219,745	131,059	44,025	349,674	220,233
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***1988***	***8,598,182***	***8,146,679***	***2,207,701***	***1,360,112***	***248,410***	***596,716***	***301,715***	***194,763***	***492,669***	***326,797***	***84,456***	***819,060***	***578,977***
	1982	*6,439,301*	*6,135,015*	*1,463,738*	*876,866*	*186,724*	*340,883*	*146,867*	*129,020*	*267,203*	*158,736*	*55,884*	*420,918*	*262,560*
DAVENPORT - ROCK ISLAND - MOLINE	**1988**	**391,983**	**380,217**	**83,437**	**48,263**	**12,766**	**27,766**	**11,928**	**9,215**	**13,090**	**5,807**	**5,283**	**27,430**	**20,204**
	1982	322,932	313,737	61,954	35,600	10,535	18,562	7,347	6,409	8,673	3,577	3,680	16,926	11,762
DECATUR	**1988**	**151,411**	**147,561**	**32,429**	**16,419**	**4,995**	**13,483**	**5,242**	**5,071**	**7,408**	**3,836**	**1,600**	**16,320**	**12,319**
	1982	108,797	106,013	23,636	12,135	3,589	8,653	2,863	3,596	4,562	2,095	1,134	9,058	6,284
JOLIET	**1988**	**323,275**	**309,235**	**79,444**	**54,237**	**10,045**	**14,476**	**5,738**	**4,752**	**10,124**	**5,567**	**2,026**	**15,964**	**9,691**
	1982	232,003	222,077	51,599	33,017	7,216	9,645	3,345	3,716	6,438	3,245	1,584	9,614	5,307
KANKAKEE	**1988**	**111,019**	**107,534**	**19,561**	**12,022**	**2,795**	**9,881**	**5,586**	**2,044**	**3,926**	**2,385**	**871**	**6,192**	**3,028**
	1982	86,213	83,458	15,383	9,501	2,170	6,217	2,963	1,583	2,429	1,265	675	3,869	1,462
LAKE COUNTY	**1988**	**491,893**	**468,692**	**121,836**	**78,129**	**15,228**	**37,860**	**21,477**	**8,963**	**29,481**	**20,833**	**3,820**	**47,725**	**36,191**
	1982	352,153	336,730	82,954	52,446	10,941	20,623	9,807	6,434	15,094	9,512	2,742	23,025	15,556
PEORIA	**1988**	**364,473**	**350,568**	**83,020**	**43,785**	**14,554**	**28,658**	**18,916**	**7,753**	**17,622**	**12,095**	**2,899**	**23,766**	**16,281**
	1982	311,724	301,032	61,917	30,213	12,498	17,609	10,214	5,948	10,641	6,530	2,224	13,675	8,129
ROCKFORD	**1988**	**331,938**	**317,074**	**72,646**	**32,192**	**10,863**	**28,771**	**17,778**	**6,625**	**13,349**	**9,007**	**1,829**	**23,741**	**13,906**
	1982	231,882	221,625	51,551	24,015	7,594	16,052	8,854	4,518	7,268	4,486	1,248	12,845	6,330
SPRINGFIELD	**1988**	**211,406**	**201,387**	**55,691**	**39,260**	**6,552**	**23,250**	**7,981**	**8,467**	**19,157**	**12,391**	**3,481**	**23,883**	**16,796**
	1982	169,004	162,464	39,575	27,609	5,285	13,706	3,529	5,686	10,054	5,481	2,338	11,772	7,008
NONMETRO PORTION OF STATE	**1988**	**2,093,712**	**2,013,229**	**402,100**	**248,724**	**62,026**	**164,571**	**72,730**	**21,599**	**72,657**	**48,079**	**7,728**	**98,858**	**60,719**
	1982	1,653,804	1,593,736	301,971	192,578	49,098	105,228	43,959	13,539	45,200	29,060	4,844	60,558	35,277
TOTAL STATE	**1988**	**12,088,240**	**11,511,228**	**2,957,516**	**1,759,556**	**373,668**	**881,909**	**428,488**	**255,553**	**654,448**	**420,322**	**115,245**	**1,057,822**	**734,764**
	1982	9,165,060	8,767,557	2,020,951	1,185,473	284,989	519,021	219,395	168,942	363,986	211,049	75,586	557,664	344,044

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1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA	Year	Merchandise Line Sales												
		Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
		In Radio/TV Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
HAWAII														
HONOLULU	**1988**	**6,466**	**4,400**	**76,987**	**49,668**	**214,257**	**116,114**	**75,917**	**418,497**	**229,090**	**128,731**	**86,311**	**74,869**	**7,151**
	1982	3,838	5,337	56,313	35,994	147,797	72,971	57,558	289,056	143,969	97,599	55,440	47,051	5,422
NONMETRO PORTION OF STATE	**1988**	**2,051**	**359**	**38,220**	**33,390**	**62,413**	**46,423**	**6,228**	**113,188**	**84,304**	**10,662**	**18,604**	**15,681**	**584**
	1982	759	222	19,270	16,212	41,004	30,289	3,848	74,314	55,006	6,587	12,072	10,231	360
TOTAL STATE	**1988**	**8,517**	**4,759**	**115,207**	**83,058**	**276,670**	**162,537**	**82,145**	**531,685**	**313,394**	**139,393**	**104,915**	**90,550**	**7,735**
	1982	4,597	5,559	75,583	52,206	188,801	103,260	61,406	363,370	198,975	104,186	67,512	57,282	5,782
IDAHO														
BOISE	**1988**	**2,322**	**228**	**22,437**	**19,307**	**32,786**	**11,876**	**12,551**	**59,501**	**24,457**	**26,120**	**16,169**	**8,074**	**3,052**
	1982	1,285	110	15,557	13,802	21,408	10,441	6,082	39,481	21,502	12,656	12,136	7,098	1,479
NONMETRO PORTION OF STATE	**1988**	**1,754**	**489**	**55,851**	**46,040**	**99,906**	**38,108**	**31,822**	**165,697**	**72,096**	**60,684**	**51,848**	**28,573**	**7,153**
	1982	1,093	295	43,940	37,020	78,582	35,854	19,136	131,327	67,841	36,494	43,967	26,889	4,301
TOTAL STATE	**1988**	**4,076**	**717**	**78,288**	**65,347**	**132,692**	**49,984**	**44,373**	**225,198**	**96,553**	**86,804**	**68,017**	**36,647**	**10,205**
	1982	2,378	405	59,497	50,822	99,990	46,295	25,218	170,808	89,343	49,150	56,103	33,987	5,780
ILLINOIS														
AURORA - ELGIN	**1988**	**3,932**	**1,111**	**39,691**	**28,814**	**54,615**	**19,804**	**25,192**	**111,222**	**45,157**	**51,621**	**29,574**	**17,585**	**6,674**
	1982	1,748	740	23,267	16,054	38,869	15,518	16,765	79,669	35,385	34,352	21,610	13,780	4,442
BLOOMINGTON - NORMAL	**1988**	**1,955**	**602**	**19,051**	**15,615**	**30,943**	**10,448**	**17,928**	**62,642**	**23,394**	**31,931**	**16,006**	**11,881**	**1,946**
	1982	756	359	9,922	7,808	19,823	7,408	10,693	40,575	16,587	19,045	10,998	8,424	1,161
CHAMPAIGN - URBANA - RANTOUL	**1988**	**4,558**	**783**	**22,216**	**17,903**	**35,398**	**14,679**	**17,438**	**62,711**	**28,409**	**30,815**	**19,939**	**15,512**	**3,759**
	1982	1,913	479	11,650	8,976	22,762	9,962	10,667	40,489	19,278	18,850	13,229	10,526	2,300
CHICAGO	**1988**	**139,091**	**17,869**	**1,147,098**	**890,335**	**1,463,806**	**693,966**	**581,157**	**3,080,092**	**1,555,553**	**1,099,734**	**894,186**	**599,869**	**151,986**
	1982	53,263	11,740	599,871	429,873	1,030,918	520,958	381,553	2,178,181	1,167,741	722,015	642,886	450,320	99,790
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***1988***	***162,258***	***24,297***	***1,381,827***	***1,073,030***	***1,773,120***	***831,718***	***708,765***	***3,701,942***	***1,870,732***	***1,345,804***	***1,078,945***	***727,812***	***183,325***
	1982	*62,443*	*16,145*	*726,440*	*521,217*	*1,241,113*	*613,507*	*472,686*	*2,601,620*	*1,380,003*	*891,367*	*766,537*	*536,242*	*121,533*
DAVENPORT - ROCK ISLAND - MOLINE	**1988**	**5,114**	**2,972**	**49,625**	**34,012**	**69,536**	**23,253**	**39,634**	**145,428**	**51,675**	**82,568**	**37,250**	**27,390**	**7,271**
	1982	2,560	2,070	31,989	20,949	51,334	18,799	27,475	107,773	41,775	57,278	29,059	22,141	5,061
DECATUR	**1988**	**2,783**	**615**	**18,604**	**15,613**	**29,341**	**11,801**	**12,556**	**54,320**	**27,932**	**23,191**	**14,129**	**11,336**	**1,870**
	1982	1,218	436	10,650	8,528	20,238	7,685	8,905	37,190	18,190	16,446	9,329	7,383	1,326
JOLIET	**1988**	**2,461**	**676**	**25,613**	**18,335**	**42,480**	**18,965**	**17,015**	**87,307**	**43,243**	**31,331**	**24,869**	**16,839**	**4,052**
	1982	1,127	528	16,074	10,688	31,184	13,421	13,304	63,943	30,603	24,497	17,661	11,917	3,168
KANKAKEE	**1988**	**1,044**	**290**	**13,582**	**11,027**	**11,023**	**4,977**	**4,945**	**22,415**	**12,777**	**8,333**	**6,909**	**4,977**	**1,126**
	1982	422	225	7,830	5,849	9,205	4,478	3,830	19,072	11,497	6,453	5,938	4,478	872
LAKE COUNTY	**1988**	**11,797**	**1,273**	**81,900**	**68,617**	**91,729**	**49,038**	**32,087**	**191,564**	**111,818**	**59,083**	**59,270**	**43,543**	**7,639**
	1982	4,408	914	40,417	31,331	60,370	30,726	23,034	125,642	70,061	42,412	37,517	27,283	5,484
PEORIA	**1988**	**5,989**	**1,208**	**49,059**	**38,946**	**53,021**	**18,451**	**30,446**	**109,692**	**50,572**	**53,887**	**32,156**	**24,951**	**5,872**
	1982	2,452	927	28,750	21,026	40,995	14,168	23,355	84,896	38,834	41,335	24,606	19,160	3,892
ROCKFORD	**1988**	**4,259**	**1,142**	**53,845**	**45,844**	**45,356**	**12,685**	**26,345**	**92,611**	**37,917**	**51,202**	**24,352**	**17,717**	**3,886**
	1982	1,597	780	28,152	22,833	32,689	10,492	19,968	68,830	31,362	34,944	18,948	14,654	2,652
SPRINGFIELD	**1988**	**5,450**	**916**	**29,615**	**23,438**	**38,632**	**14,505**	**20,063**	**89,352**	**38,657**	**39,830**	**19,579**	**13,493**	**3,533**
	1982	1,955	615	14,532	10,367	27,903	11,631	13,473	65,088	30,999	26,746	14,841	10,820	2,365
NONMETRO PORTION OF STATE	**1988**	**6,488**	**3,091**	**177,052**	**152,139**	**234,213**	**102,005**	**80,601**	**412,547**	**224,150**	**119,646**	**112,353**	**77,998**	**10,851**
	1982	3,018	1,938	108,568	91,958	172,288	84,999	50,774	311,989	186,790	75,085	87,751	64,997	6,299
TOTAL STATE	**1988**	**197,146**	**33,845**	**1,773,352**	**1,391,951**	**2,280,283**	**1,019,549**	**951,616**	**4,674,524**	**2,314,620**	**1,762,626**	**1,337,828**	**906,734**	**225,115**
	1982	77,069	22,324	953,612	700,078	1,604,777	765,751	629,003	3,311,626	1,739,102	1,161,792	962,444	680,086	148,092

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA	Year	Merchandise Line Sales											
		Groceries & Other Foods		Drugs & Health & Beauty Aids			Major Household Appliances			TVs, Video Recorders & Tapes			Audio Equipment, Musical Instruments & Supplies	
		In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In Food Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
INDIANA														
ANDERSON	**1988**	**164,303**	**159,754**	**36,331**	**21,727**	**6,383**	**9,100**	**5,515**	**1,496**	**6,240**	**4,200**	**1,232**	**12,118**	**4,573**
	1982	123,584	120,034	26,502	16,085	4,796	5,551	3,148	1,013	3,763	2,398	835	7,632	2,462
BLOOMINGTON	**1988**	**96,304**	**92,671**	**19,305**	**9,294**	**3,498**	**5,811**	**3,052**	**1,232**	**5,216**	**3,513**	**1,338**	**7,965**	**5,939**
	1982	84,099	81,476	16,234	8,666	3,075	3,639	1,767	841	3,191	2,035	913	4,660	3,249
ELKHART - GOSHEN	**1988**	**198,791**	**195,233**	**30,716**	**17,027**	**7,070**	**8,353**	**4,197**	**2,404**	**6,128**	**4,246**	**836**	**11,162**	**2,852**
	1982	161,740	159,045	26,061	15,419	5,760	5,472	2,634	1,667	3,915	2,853	580	7,808	1,659
EVANSVILLE	**1988**	**336,548**	**324,739**	**61,780**	**34,196**	**9,735**	**25,080**	**8,504**	**10,181**	**19,613**	**11,928**	**4,215**	**28,767**	**18,390**
	1982	270,955	262,393	47,134	26,922	7,866	15,824	4,556	7,044	11,586	6,392	2,916	16,399	9,427
FORT WAYNE	**1988**	**387,440**	**373,508**	**85,898**	**53,201**	**13,402**	**35,505**	**22,538**	**8,095**	**13,696**	**7,195**	**4,541**	**34,332**	**25,883**
	1982	294,721	284,666	60,137	36,644	10,216	19,551	10,891	5,549	7,846	3,478	3,113	17,411	11,717
GARY - HAMMOND	**1988**	**708,920**	**676,663**	**138,543**	**98,252**	**15,179**	**53,282**	**30,896**	**13,588**	**25,959**	**17,068**	**6,750**	**39,530**	**24,931**
	1982	582,833	561,739	98,638	68,633	12,601	30,370	15,382	9,265	14,481	8,498	4,603	21,219	11,397
INDIANAPOLIS	**1988**	**1,219,009**	**1,171,787**	**339,347**	**205,573**	**44,352**	**98,777**	**47,321**	**31,254**	**75,994**	**51,596**	**16,298**	**262,006**	**85,510**
	1982	958,467	926,240	231,853	135,513	35,060	56,751	22,921	21,117	40,933	24,993	12,691	162,497	39,439
KOKOMO	**1988**	**127,736**	**122,551**	**30,998**	**20,661**	**4,025**	**6,126**	**2,071**	**2,699**	**5,081**	**2,571**	**1,635**	**11,097**	**3,862**
	1982	87,571	83,975	19,771	13,068	2,758	3,590	1,122	1,657	2,919	1,392	1,004	6,472	1,918
LAFAYETTE - WEST LAFAYETTE	**1988**	**100,832**	**97,136**	**30,435**	**17,566**	**4,940**	**12,821**	**5,986**	**3,566**	**3,972**	**2,092**	**1,474**	**10,449**	**7,653**
	1982	94,353	91,320	26,383	15,240	4,645	9,289	3,988	2,993	2,901	1,394	1,237	6,931	4,743
MUNCIE	**1988**	**147,280**	**141,356**	**36,782**	**26,815**	**3,341**	**10,918**	**6,328**	**3,283**	**8,373**	**6,220**	**1,588**	**17,967**	**10,108**
	1982	104,907	100,801	23,102	16,230	2,383	5,887	2,926	2,201	4,276	2,876	1,064	9,701	4,369
SOUTH BEND - MISHAWAKA	**1988**	**269,323**	**260,798**	**63,591**	**41,132**	**6,345**	**31,112**	**21,213**	**6,058**	**32,187**	**26,360**	**4,922**	**26,802**	**20,539**
	1982	210,854	204,824	44,217	27,826	4,984	16,716	9,973	4,249	16,416	12,392	3,452	13,275	9,069
TERRE HAUTE	**1988**	**167,954**	**162,407**	**27,153**	**16,706**	**3,740**	**14,506**	**6,218**	**5,496**	**6,691**	**5,196**	**781**	**124,346**	**9,006**
	1982	136,600	132,212	22,278	14,300	3,044	9,360	3,406	3,985	3,885	2,846	566	92,677	4,642
NONMETRO PORTION OF STATE	**1988**	**1,764,664**	**1,707,289**	**341,652**	**244,362**	**48,199**	**118,307**	**58,484**	**14,285**	**61,048**	**41,562**	**8,171**	**58,346**	**37,300**
	1982	1,370,555	1,329,119	249,123	178,672	37,529	71,068	32,354	9,515	35,400	22,990	5,445	33,304	19,455
TOTAL STATE	**1988**	**5,810,997**	**5,602,421**	**1,280,122**	**828,625**	**176,009**	**439,687**	**228,734**	**105,502**	**276,042**	**187,568**	**55,362**	**652,264**	**261,002**
	1982	4,594,678	4,447,119	923,024	592,358	139,975	259,415	118,702	72,623	155,247	96,552	39,619	404,617	125,983
IOWA														
CEDAR RAPIDS	**1988**	**171,206**	**166,008**	**37,529**	**21,639**	**5,355**	**13,996**	**5,238**	**5,584**	**6,466**	**2,086**	**3,424**	**14,119**	**10,600**
	1982	142,121	138,310	28,485	17,175	4,462	9,570	3,567	3,594	4,322	1,420	2,204	9,068	6,698
DAVENPORT - ROCK ISLAND - MOLINE	**1988**	**391,983**	**380,217**	**83,437**	**48,263**	**12,766**	**27,766**	**11,928**	**9,215**	**13,090**	**5,807**	**5,283**	**27,430**	**20,204**
	1982	322,932	313,737	61,954	35,600	10,535	18,562	7,347	6,409	8,673	3,577	3,680	16,926	11,762
DES MOINES	**1988**	**480,994**	**468,450**	**90,993**	**46,242**	**19,234**	**37,823**	**21,164**	**11,053**	**25,397**	**16,583**	**6,288**	**38,576**	**27,592**
	1982	366,460	357,070	64,190	31,919	14,661	22,748	11,174	7,400	14,775	8,756	4,210	21,064	13,499
DUBUQUE	**1988**	**101,669**	**95,484**	**20,785**	**12,990**	**2,590**	**7,577**	**3,260**	**2,792**	**4,957**	**3,257**	**1,418**	**8,508**	**6,314**
	1982	83,478	78,440	16,518	10,657	2,128	5,236	2,064	1,940	3,274	2,062	985	5,354	3,730
IOWA CITY	**1988**	**81,076**	**77,866**	**15,284**	**6,418**	**4,426**	**5,876**	**2,669**	**1,852**	**2,425**	**1,250**	**807**	**10,489**	**8,815**
	1982	65,356	62,818	12,385	5,916	3,571	4,036	1,781	1,147	1,617	834	500	6,717	5,581
SIOUX CITY	**1988**	**126,628**	**123,717**	**22,544**	**10,116**	**4,064**	**10,499**	**4,787**	**3,739**	**6,941**	**4,264**	**1,700**	**9,742**	**6,791**
	1982	104,679	102,469	18,000	8,781	3,366	7,006	3,051	2,503	4,586	2,718	1,138	6,058	3,953
WATERLOO - CEDAR FALLS	**1988**	**124,978**	**120,885**	**33,448**	**18,365**	**4,759**	**13,612**	**3,909**	**5,161**	**8,692**	**5,982**	**1,822**	**10,001**	**6,996**
	1982	119,263	115,591	28,209	15,685	4,549	10,268	2,701	3,824	6,218	4,138	1,350	6,853	4,514
NONMETRO PORTION OF STATE	**1988**	**1,711,690**	**1,645,785**	**305,171**	**188,352**	**48,225**	**99,434**	**50,457**	**10,450**	**35,993**	**23,355**	**4,906**	**62,652**	**39,584**
	1982	1,337,398	1,284,432	233,491	150,790	37,633	69,363	34,428	6,398	24,362	15,932	3,041	41,023	25,527
TOTAL STATE	**1988**	**3,046,560**	**2,937,688**	**586,087**	**341,179**	**97,885**	**205,503**	**99,074**	**46,633**	**99,188**	**60,603**	**23,765**	**170,634**	**119,453**
	1982	2,426,298	2,340,008	444,960	267,323	77,991	139,457	63,498	30,912	64,649	38,238	15,772	106,389	70,441

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1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA	Year	Merchandise Line Sales												
		Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
		In Radio/TV Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
INDIANA														
ANDERSON	**1988**	**2,161**	**745**	**11,751**	**8,951**	**21,415**	**6,653**	**13,018**	**44,683**	**23,303**	**19,249**	**10,983**	**7,834**	**2,325**
	1982	1,013	504	7,018	5,109	14,714	4,609	8,814	30,765	16,144	13,033	7,564	5,427	1,574
BLOOMINGTON	**1988**	**1,710**	**595**	**8,989**	**8,041**	**21,776**	**9,281**	**10,773**	**39,610**	**18,447**	**17,610**	**10,744**	**7,944**	**1,857**
	1982	812	406	5,315	4,658	15,495	6,878	7,354	28,256	13,672	12,021	7,803	5,887	1,268
ELKHART - GOSHEN	**1988**	**1,325**	**530**	**11,507**	**8,128**	**17,513**	**5,298**	**9,759**	**39,587**	**19,805**	**16,729**	**12,439**	**9,351**	**1,660**
	1982	656	368	7,509	5,101	13,193	4,275	6,768	30,413	15,980	11,602	9,754	7,545	1,151
EVANSVILLE	**1988**	**6,821**	**1,874**	**50,978**	**41,498**	**64,178**	**30,621**	**26,234**	**124,768**	**73,056**	**42,829**	**41,020**	**33,326**	**4,215**
	1982	2,999	1,297	28,706	22,235	42,175	19,007	18,057	81,021	45,349	29,494	26,051	20,686	2,916
FORT WAYNE	**1988**	**15,540**	**1,617**	**55,673**	**44,606**	**64,296**	**22,935**	**37,450**	**123,900**	**59,022**	**59,276**	**33,921**	**25,109**	**7,544**
	1982	5,993	1,108	29,109	21,558	45,399	16,925	25,674	88,247	43,554	40,636	24,541	18,529	5,172
GARY - HAMMOND	**1988**	**4,154**	**2,999**	**74,318**	**56,679**	**99,504**	**42,197**	**45,468**	**199,526**	**99,335**	**90,026**	**60,334**	**42,384**	**12,003**
	1982	1,583	2,046	40,259	28,219	69,087	29,339	34,272	138,727	69,065	61,382	41,600	29,469	8,184
INDIANAPOLIS	**1988**	**24,540**	**4,805**	**192,935**	**157,041**	**239,727**	**92,692**	**135,352**	**452,252**	**206,113**	**228,246**	**128,448**	**99,194**	**25,952**
	1982	9,743	3,254	100,364	76,068	160,331	60,515	91,764	301,474	134,563	156,845	84,524	64,761	17,572
KOKOMO	**1988**	**842**	**689**	**13,313**	**11,002**	**19,755**	**8,016**	**9,407**	**38,703**	**20,867**	**16,264**	**11,036**	**8,752**	**1,566**
	1982	337	423	7,400	5,958	12,679	5,347	5,775	25,049	13,922	9,985	7,248	5,838	961
LAFAYETTE - WEST LAFAYETTE	**1988**	**1,600**	**842**	**10,251**	**7,953**	**23,678**	**7,064**	**12,978**	**43,722**	**15,250**	**27,375**	**12,136**	**8,559**	**2,632**
	1982	854	707	7,169	5,299	19,284	5,555	12,105	35,834	11,990	22,974	9,623	6,729	2,209
MUNCIE	**1988**	**1,258**	**746**	**19,993**	**17,808**	**21,072**	**7,205**	**12,786**	**38,189**	**14,194**	**22,491**	**11,748**	**8,250**	**3,078**
	1982	463	500	9,691	8,234	14,670	5,284	8,571	26,619	10,409	15,077	8,401	6,051	2,064
SOUTH BEND - MISHAWAKA	**1988**	**7,964**	**1,230**	**48,052**	**41,137**	**46,843**	**14,836**	**25,939**	**89,132**	**38,437**	**43,431**	**23,259**	**15,320**	**5,334**
	1982	3,040	863	24,139	19,340	34,020	11,470	20,280	65,540	29,716	33,512	17,273	11,844	3,740
TERRE HAUTE	**1988**	**2,034**	**880**	**18,261**	**12,188**	**27,432**	**13,380**	**12,097**	**56,037**	**31,381**	**23,585**	**13,945**	**10,259**	**2,697**
	1982	893	637	11,053	6,676	19,590	9,295	9,804	39,876	21,799	17,115	9,822	7,127	1,958
NONMETRO PORTION OF STATE	**1988**	**9,157**	**3,581**	**131,559**	**116,107**	**161,970**	**67,155**	**57,762**	**311,408**	**169,182**	**89,974**	**90,894**	**66,538**	**8,690**
	1982	3,968	2,384	74,438	64,229	112,309	48,579	38,477	217,933	122,369	59,930	64,074	48,125	5,790
TOTAL STATE	**1988**	**80,894**	**21,408**	**665,535**	**544,963**	**856,544**	**336,045**	**423,494**	**1,666,491**	**821,843**	**721,930**	**478,723**	**355,838**	**82,827**
	1982	33,234	14,730	363,112	280,573	592,066	232,348	298,522	1,153,563	569,080	502,088	329,705	245,986	56,944
IOWA														
CEDAR RAPIDS	**1988**	**2,347**	**1,497**	**21,217**	**16,852**	**41,990**	**9,984**	**27,716**	**88,925**	**28,546**	**53,832**	**19,305**	**13,000**	**5,087**
	1982	1,244	964	14,405	11,475	28,443	7,563	17,838	60,913	21,625	34,646	14,031	9,848	3,274
DAVENPORT - ROCK ISLAND - MOLINE	**1988**	**5,114**	**2,972**	**49,625**	**34,012**	**69,536**	**23,253**	**39,634**	**145,428**	**51,675**	**82,568**	**37,250**	**27,390**	**7,271**
	1982	2,560	2,070	31,989	20,949	51,334	18,799	27,475	107,773	41,775	57,278	29,059	22,141	5,061
DES MOINES	**1988**	**11,663**	**2,444**	**67,022**	**57,303**	**86,768**	**31,110**	**48,906**	**166,921**	**68,497**	**89,078**	**42,009**	**32,475**	**6,288**
	1982	4,823	1,637	37,188	30,258	61,846	23,621	32,743	119,361	52,008	59,639	31,464	24,656	4,210
DUBUQUE	**1988**	**1,479**	**444**	**9,980**	**8,070**	**17,657**	**5,513**	**10,895**	**31,136**	**13,677**	**15,769**	**8,498**	**6,021**	**1,949**
	1982	750	308	6,483	5,108	13,617	5,010	7,569	24,823	12,428	10,954	7,256	5,472	1,354
IOWA CITY	**1988**	**1,708**	**370**	**8,365**	**6,333**	**13,551**	**4,685**	**7,402**	**25,750**	**10,365**	**13,639**	**7,006**	**5,223**	**1,296**
	1982	954	229	5,644	4,226	10,347	4,649	4,586	20,097	10,285	8,447	6,397	5,184	803
SIOUX CITY	**1988**	**1,492**	**638**	**13,991**	**10,454**	**24,242**	**9,486**	**13,387**	**46,258**	**17,850**	**25,712**	**12,630**	**9,410**	**2,232**
	1982	738	427	9,127	6,663	18,341	8,237	8,962	34,950	15,498	17,213	10,428	8,172	1,494
WATERLOO - CEDAR FALLS	**1988**	**2,173**	**682**	**18,361**	**14,683**	**25,376**	**10,979**	**12,635**	**46,170**	**21,825**	**22,312**	**11,943**	**9,156**	**2,389**
	1982	1,188	506	13,034	10,157	21,453	10,629	9,353	39,414	21,132	16,533	10,985	8,865	1,771
NONMETRO PORTION OF STATE	**1988**	**11,378**	**1,880**	**115,862**	**103,625**	**178,138**	**96,592**	**43,565**	**317,065**	**172,547**	**80,395**	**89,248**	**63,341**	**9,374**
	1982	6,070	1,155	79,347	70,689	138,692	85,260	26,686	246,709	152,296	49,870	73,644	55,914	5,778
TOTAL STATE	**1988**	**36,016**	**9,757**	**383,475**	**237,771**	**431,575**	**181,381**	**190,805**	**810,221**	**361,650**	**353,363**	**211,218**	**153,679**	**33,802**
	1982	17,643	6,488	184,057	151,381	324,237	155,419	125,446	610,377	308,301	233,173	170,664	130,333	22,167

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Merchandise Line Sales												
		Groceries & Other Foods		Drugs & Health & Beauty Aids			Major Household Appliances			TVs, Video Recorders & Tapes			Audio Equipment, Musical Instruments & Supplies	
		In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In Food Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
KANSAS														
KANSAS CITY	1988	1,738,325	1,661,728	485,152	267,237	55,314	141,792	47,672	56,054	80,118	37,633	25,272	131,516	95,852
	1982	1,210,559	1,160,315	313,779	172,640	38,627	86,503	28,625	32,764	48,376	22,597	14,775	76,052	54,014
LAWRENCE	1988	68,759	66,335	12,555	6,960	3,006	4,823	2,338	1,026	1,961	999	412	7,720	6,952
	1982	51,611	49,768	9,404	5,367	2,256	3,185	1,454	658	1,263	621	264	4,646	4,106
TOPEKA	1988	187,849	183,837	52,787	35,103	6,969	17,238	6,861	7,383	5,549	1,739	2,448	13,491	8,241
	1982	143,362	140,232	37,026	24,338	5,316	11,709	4,626	4,838	3,759	1,173	1,605	8,861	5,167
WICHITA	1988	401,473	377,607	115,494	63,593	18,853	39,529	14,913	18,744	26,124	12,364	9,341	39,439	25,809
	1982	345,983	326,692	85,460	44,140	16,312	29,347	11,213	13,233	19,373	9,297	6,587	28,805	18,287
NONMETRO PORTION OF STATE	1988	1,204,764	1,158,962	268,455	157,502	52,675	91,881	45,805	11,034	43,399	27,163	4,248	68,504	42,535
	1982	960,736	920,852	199,868	117,283	41,859	66,894	33,966	7,203	31,119	20,134	2,762	48,466	30,302
TOTAL STATE	1988	2,493,680	2,392,082	616,560	354,938	101,653	206,052	90,798	56,914	107,898	58,748	24,475	183,216	125,424
	1982	1,929,520	1,848,113	437,879	246,531	79,411	144,047	63,423	37,920	74,439	40,827	16,355	121,746	80,814
KENTUCKY														
CLARKSVILLE - HOPKINSVILLE	1988	107,122	101,356	36,577	22,514	4,888	11,041	2,387	4,713	4,851	2,232	1,334	12,417	8,391
	1982	93,322	89,267	23,053	12,684	4,305	7,439	1,463	3,327	3,082	1,367	835	7,513	4,795
HUNTINGTON - ASHLAND	1988	346,288	331,590	102,433	66,934	8,643	25,490	11,393	6,391	11,710	4,906	4,340	45,661	34,887
	1982	291,038	280,047	58,832	35,159	7,300	14,582	5,746	3,760	6,539	2,474	2,538	23,207	16,730
LEXINGTON-FAYETTE	1988	369,309	355,775	122,317	77,211	17,046	31,404	14,572	9,445	18,280	11,475	3,291	40,102	27,861
	1982	295,363	286,194	71,033	38,014	13,712	17,342	6,215	6,383	9,188	4,894	2,225	18,813	11,096
LOUISVILLE	1988	1,003,348	961,220	352,973	237,486	42,248	91,550	59,278	20,650	59,447	39,631	14,131	79,775	51,988
	1982	785,788	759,723	188,541	108,025	33,787	45,701	25,564	12,943	29,340	17,090	8,857	37,620	20,869
OWENSBORO	1988	100,334	92,609	37,743	26,085	4,758	11,062	4,052	3,594	5,803	4,460	726	8,553	5,939
	1982	75,298	70,502	19,223	11,494	3,623	6,280	2,090	2,089	3,078	2,301	422	4,364	2,844
NONMETRO PORTION OF STATE	1988	1,906,209	1,831,258	565,361	408,401	66,032	152,283	77,326	11,004	52,452	34,358	4,864	88,020	50,082
	1982	1,581,591	1,527,133	318,077	203,777	55,072	92,341	41,312	6,648	29,839	18,354	2,931	49,161	25,151
TOTAL STATE	1988	3,792,157	3,635,976	1,202,893	843,957	142,001	311,188	164,608	52,428	149,797	97,266	26,662	253,481	160,956
	1982	3,037,106	2,931,597	652,547	398,203	114,259	174,813	78,866	32,553	78,081	45,622	16,419	128,047	71,193
LOUISIANA														
ALEXANDRIA	1988	144,067	138,818	36,126	21,680	6,666	12,210	3,739	5,473	4,184	1,391	1,434	8,244	4,802
	1982	104,150	99,375	27,995	16,836	4,772	9,395	2,896	4,318	3,278	1,077	1,131	6,061	3,370
BATON ROUGE	1988	584,613	574,939	141,500	67,614	37,603	60,750	24,858	23,049	28,463	17,427	4,805	55,209	42,426
	1982	457,389	449,471	105,448	47,991	29,399	44,335	17,998	17,212	21,055	12,618	3,591	38,418	28,740
HOUMA - THIBODAUX	1988	207,031	202,088	49,212	28,947	10,870	16,416	6,452	6,170	7,127	3,732	1,617	11,950	8,028
	1982	182,921	178,184	42,340	24,609	9,585	14,660	6,229	5,052	6,502	3,601	1,324	10,815	7,512
LAFAYETTE	1988	266,896	261,042	59,201	33,739	10,554	28,401	6,178	14,563	14,083	6,306	5,477	24,762	17,341
	1982	209,758	204,695	47,272	26,511	8,276	22,728	5,075	11,786	11,493	5,179	4,433	19,103	13,272
LAKE CHARLES	1988	227,298	222,097	57,946	33,844	13,350	20,463	9,096	5,587	9,615	5,840	1,739	15,402	10,864
	1982	179,545	174,684	44,197	24,203	10,500	16,598	7,382	4,791	7,947	4,740	1,491	11,974	8,168
MONROE	1988	155,459	152,027	36,290	25,143	3,497	14,613	5,860	4,004	6,474	3,359	1,182	12,435	8,400
	1982	112,518	109,232	29,067	19,013	2,513	12,292	4,549	3,981	5,378	2,607	1,175	9,653	6,071
NEW ORLEANS	1988	1,678,194	1,634,542	439,437	248,454	119,039	136,573	63,778	55,192	70,547	46,698	12,550	119,333	93,011
	1982	1,189,398	1,155,552	287,378	152,198	84,158	92,598	41,949	37,527	47,215	30,715	8,534	74,908	56,854
SHREVEPORT	1988	406,805	390,935	83,616	51,019	14,590	32,876	15,361	10,714	15,503	6,246	3,744	26,067	17,602
	1982	304,834	290,995	60,376	34,284	10,861	25,315	11,392	8,736	12,030	4,632	3,053	18,756	12,061
NONMETRO PORTION OF STATE	1988	1,280,070	1,248,379	283,520	190,597	49,449	83,544	35,515	9,790	30,050	12,511	3,393	47,426	26,702
	1982	1,013,640	984,188	225,467	153,674	38,987	70,231	31,453	6,885	24,869	11,080	2,375	38,372	22,810

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1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Merchandise Line Sales												
		Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
		In Radio/TV Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
KANSAS														
KANSAS CITY	1988	23,279	7,018	215,289	126,438	361,910	125,098	174,137	698,285	249,163	341,057	182,661	123,543	30,894
	1982	11,160	4,105	180,611	75,918	234,768	90,345	101,788	453,861	179,947	199,328	126,208	89,224	18,059
LAWRENCE	1988	1,155	96	4,477	3,086	9,245	5,547	2,637	16,456	10,128	4,570	5,907	4,708	483
	1982	606	62	2,902	1,919	6,319	3,794	1,690	11,218	6,926	2,930	4,089	3,219	310
TOPEKA	1988	1,581	577	19,747	11,853	31,675	11,040	18,879	54,008	18,306	33,290	15,123	10,277	2,882
	1982	836	378	13,504	7,992	23,861	9,840	12,370	40,495	16,316	21,813	12,588	9,160	1,889
WICHITA	1988	7,740	1,869	58,854	44,151	86,954	31,217	41,217	148,045	63,354	70,609	45,358	32,006	7,845
	1982	4,680	1,318	43,969	33,197	70,568	27,917	29,066	119,641	56,657	49,794	38,995	28,523	5,533
NONMETRO PORTION OF STATE	1988	6,763	474	97,696	80,362	147,134	81,604	41,389	246,784	147,969	61,283	76,594	60,283	6,138
	1982	3,963	311	72,085	59,587	107,659	60,949	26,951	180,723	110,521	39,675	57,104	45,031	3,989
TOTAL STATE	1988	27,605	5,245	266,154	194,829	413,656	188,050	159,422	733,557	356,561	278,120	220,560	165,188	27,158
	1982	14,908	3,497	184,480	134,953	297,068	138,233	105,486	523,446	261,590	183,702	161,117	121,322	17,999
KENTUCKY														
CLARKSVILLE - HOPKINSVILLE	1988	1,858	336	19,817	15,486	20,816	5,711	12,745	35,767	12,310	19,629	10,423	6,379	2,467
	1982	912	214	12,446	9,486	14,834	4,868	7,971	25,939	10,637	12,277	6,137	5,459	1,543
HUNTINGTON - ASHLAND	1988	6,316	1,834	42,157	31,039	80,280	22,148	49,643	142,567	45,264	83,805	38,436	26,868	9,015
	1982	2,609	1,052	22,444	15,653	52,106	17,054	29,195	93,406	34,851	52,314	27,752	20,689	5,270
LEXINGTON-FAYETTE	1988	6,529	1,316	69,990	58,934	81,378	30,325	42,847	163,656	70,365	89,154	42,696	26,441	10,528
	1982	2,146	890	32,368	25,184	36,018	21,109	32,029	112,720	48,983	60,275	29,408	18,404	7,118
LOUISVILLE	1988	17,783	3,326	184,012	153,355	190,622	50,416	124,324	410,770	180,762	210,613	107,214	71,627	25,771
	1982	5,980	2,085	85,398	66,135	122,814	33,059	77,930	265,662	118,529	132,014	69,445	46,969	16,153
OWENSBORO	1988	1,401	388	13,691	11,504	22,196	7,394	13,036	40,524	14,142	25,002	10,789	7,857	2,035
	1982	563	226	7,235	5,934	13,895	5,160	7,575	25,390	9,869	14,528	7,209	5,483	1,183
NONMETRO PORTION OF STATE	1988	4,134	2,086	179,610	154,673	210,447	88,501	75,521	375,163	189,863	106,352	116,356	76,015	13,200
	1982	1,607	1,257	98,722	82,630	148,625	68,665	45,414	269,042	147,347	64,037	84,987	56,997	7,952
TOTAL STATE	1988	34,006	7,767	489,042	406,836	558,990	191,726	287,970	1,078,324	472,037	493,562	301,569	195,342	59,265
	1982	11,651	4,807	243,523	191,794	376,498	140,596	181,974	730,969	341,974	305,849	209,351	141,700	36,728
LOUISIANA														
ALEXANDRIA	1988	1,089	268	19,751	15,502	24,541	14,840	8,694	46,780	28,522	15,506	14,983	11,312	2,151
	1982	615	212	15,370	12,003	20,076	12,166	6,859	38,259	23,384	12,233	12,219	9,274	1,697
BATON ROUGE	1988	7,688	1,201	73,126	58,224	96,427	34,625	51,258	181,547	75,226	92,899	59,600	38,362	12,015
	1982	4,460	897	53,421	42,155	77,217	29,336	38,302	145,308	63,423	69,417	48,733	32,343	8,977
HOUMA - THIBODAUX	1988	1,716	303	20,130	15,498	25,923	11,236	11,415	49,310	22,704	21,012	15,812	11,095	2,424
	1982	1,294	248	18,872	14,963	23,471	10,778	9,347	44,715	21,779	17,205	14,690	10,643	1,985
LAFAYETTE	1988	3,521	812	40,571	28,062	46,683	26,420	18,061	91,332	48,624	39,979	32,107	25,084	4,870
	1982	2,267	657	33,170	23,047	39,555	22,701	14,615	77,295	41,780	32,350	27,332	21,553	3,941
LAKE CHARLES	1988	2,358	274	18,529	13,604	21,279	10,621	8,052	44,056	26,078	15,189	12,436	8,486	2,195
	1982	1,521	235	15,241	11,042	20,172	10,821	6,904	42,369	26,571	13,024	12,029	8,647	1,883
MONROE	1988	1,363	222	18,337	14,413	22,722	13,872	6,944	49,138	31,834	14,552	17,701	13,191	2,290
	1982	841	220	14,727	11,188	20,898	12,049	6,903	45,132	27,648	14,468	15,599	11,457	2,277
NEW ORLEANS	1988	17,036	837	206,690	166,730	249,013	120,668	108,305	482,909	254,097	200,854	177,460	142,463	21,757
	1982	5,754	570	137,279	109,663	186,589	96,091	73,964	363,323	202,342	136,548	137,825	113,447	14,792
SHREVEPORT	1988	4,781	1,100	54,624	45,271	55,427	25,712	25,106	105,770	50,260	46,251	36,018	26,560	5,064
	1982	2,741	695	41,187	33,573	51,136	26,166	20,473	97,781	51,148	37,714	34,662	27,027	4,130
NONMETRO PORTION OF STATE	1988	4,987	620	79,639	62,634	111,193	50,244	30,186	192,960	90,945	47,154	61,317	36,605	4,315
	1982	3,316	433	68,859	55,472	102,608	55,733	21,071	178,988	100,603	33,019	60,011	40,567	3,022

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SaMM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Merchandise Line Sales												
		Groceries & Other Foods		Drugs & Health & Beauty Aids			Major Household Appliances			TVs, Video Recorders & Tapes			Audio Equipment, Musical Instruments & Supplies	
		In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug stores ($000)	In Food Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
LOUISIANA (continued)														
TOTAL STATE	**1988**	**4,950,433**	**4,824,867**	**1,186,848**	**701,037**	**265,618**	**405,846**	**170,837**	**134,542**	**186,046**	**103,510**	**35,941**	**320,828**	**229,176**
	1982	3,754,153	3,646,376	869,540	499,319	199,051	308,152	128,923	100,288	139,767	76,249	27,107	228,060	158,858
MAINE														
BANGOR	**1988**	**178,954**	**171,555**	**25,934**	**16,726**	**3,351**	**11,879**	**5,188**	**3,840**	**5,060**	**3,323**	**897**	**10,783**	**6,540**
	1982	132,718	127,830	18,935	12,499	2,497	6,865	2,562	2,531	2,732	1,641	591	5,711	3,015
LEWISTON - AUBURN	**1988**	**152,679**	**145,726**	**22,916**	**14,490**	**2,904**	**5,356**	**1,130**	**2,408**	**2,726**	**1,625**	**563**	**5,859**	**3,171**
	1982	102,042	97,115	15,608	9,530	1,935	3,475	629	1,648	1,623	905	385	3,435	1,662
PORTLAND	**1988**	**445,616**	**430,086**	**70,324**	**47,826**	**9,903**	**23,812**	**6,477**	**9,722**	**10,279**	**5,683**	**2,041**	**22,540**	**11,140**
	1982	280,577	272,093	39,341	26,121	6,266	13,104	3,810	5,165	5,763	3,344	1,084	12,198	6,143
NONMETRO PORTION OF STATE	**1988**	**809,445**	**780,591**	**105,180**	**74,597**	**14,468**	**47,907**	**23,859**	**8,298**	**25,954**	**20,261**	**2,189**	**30,238**	**14,387**
	1982	587,966	569,309	74,451	53,416	10,554	26,794	12,008	5,276	13,705	10,260	1,368	16,782	7,090
TOTAL STATE	**1988**	**1,586,694**	**1,527,958**	**224,354**	**153,439**	**30,626**	**88,954**	**36,654**	**24,268**	**44,019**	**30,892**	**5,690**	**69,420**	**35,238**
	1982	1,103,303	1,066,347	148,335	101,566	21,252	50,238	19,009	14,620	23,823	16,150	3,428	38,126	17,910
MARYLAND														
BALTIMORE	**1988**	**2,549,168**	**2,496,360**	**645,381**	**405,440**	**138,685**	**172,813**	**75,488**	**58,239**	**164,118**	**102,710**	**33,183**	**216,909**	**142,024**
	1982	1,938,323	1,904,338	413,183	239,283	105,797	100,122	37,206	38,579	89,912	50,624	21,982	114,319	66,655
CUMBERLAND	**1988**	**94,134**	**87,048**	**31,847**	**22,419**	**2,957**	**6,862**	**5,673**	**397**	**5,770**	**4,825**	**460**	**6,073**	**3,677**
	1982	85,853	80,748	20,616	13,658	2,743	4,116	3,311	247	3,431	2,817	286	3,518	1,951
HAGERSTOWN	**1988**	**115,819**	**112,003**	**29,049**	**20,812**	**2,152**	**10,848**	**3,639**	**4,212**	**4,811**	**2,826**	**1,057**	**10,293**	**8,225**
	1982	102,091	98,837	19,258	12,180	1,899	7,897	2,057	3,672	3,174	1,597	922	5,996	4,311
NONMETRO PORTION OF STATE	**1988**	**334,919**	**321,402**	**75,674**	**52,466**	**14,864**	**25,525**	**10,121**	**4,468**	**12,485**	**8,398**	**1,887**	**20,402**	**15,095**
	1982	276,893	267,192	50,985	32,277	12,355	16,403	5,712	3,327	7,561	4,741	1,397	11,944	8,171
TOTAL STATE	**1988**	**5,291,837**	**5,149,469**	**1,309,995**	**801,605**	**283,890**	**354,117**	**161,398**	**117,450**	**341,214**	**230,505**	**68,408**	**513,182**	**367,075**
	1982	3,946,185	3,854,396	835,077	470,162	211,079	204,243	76,837	80,072	179,918	107,800	46,471	256,069	162,371
MASSACHUSETTS														
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**1988**	**5,042,062**	**4,877,201**	**1,073,823**	**766,139**	**96,064**	**328,262**	**133,189**	**79,461**	**207,306**	**85,379**	**31,768**	**426,038**	**279,286**
	1982	3,260,679	3,164,630	649,601	452,777	62,339	177,595	61,338	49,413	110,146	39,320	19,756	206,546	119,564
NEW BEDFORD - FALL RIVER - ATTLEBORO	**1988**	**871,426**	**861,413**	**105,892**	**65,037**	**18,348**	**41,844**	**19,582**	**11,444**	**22,162**	**11,497**	**3,835**	**38,034**	**27,520**
	1982	490,298	483,620	70,484	44,683	10,303	23,464	9,272	7,943	11,843	5,444	2,662	19,986	13,031
PITTSFIELD	**1988**	**234,647**	**229,430**	**46,236**	**34,439**	**5,575**	**12,186**	**5,140**	**2,742**	**5,507**	**3,704**	**1,109**	**10,737**	**6,571**
	1982	147,855	144,700	26,315	18,824	3,516	6,823	2,566	1,680	2,927	1,849	680	5,520	3,034
SPRINGFIELD	**1988**	**822,871**	**802,542**	**164,916**	**109,810**	**25,484**	**59,954**	**33,076**	**14,126**	**37,360**	**23,968**	**4,237**	**58,727**	**39,117**
	1982	535,353	522,582	97,307	62,722	16,392	30,165	14,561	8,311	17,960	10,514	2,507	26,908	16,074
WORCESTER - FITCHBURG - LEOMINSTER	**1988**	**790,614**	**760,674**	**179,371**	**149,532**	**4,119**	**53,941**	**30,833**	**10,301**	**28,461**	**17,977**	**3,920**	**42,239**	**28,081**
	1982	576,035	555,406	110,904	88,508	3,009	32,650	17,022	7,750	16,877	9,925	2,995	24,179	14,132
NONMETRO PORTION OF STATE	**1988**	**479,740**	**451,107**	**77,087**	**55,630**	**8,123**	**32,451**	**12,423**	**3,882**	**10,412**	**6,638**	**1,952**	**18,338**	**13,576**
	1982	307,692	289,526	49,290	35,693	5,214	18,926	6,190	2,341	5,585	3,309	1,177	9,237	6,316
TOTAL STATE	**1988**	**8,241,360**	**7,982,367**	**1,647,325**	**1,180,587**	**157,713**	**528,638**	**234,243**	**121,956**	**311,208**	**149,163**	**46,881**	**594,113**	**394,151**
	1982	5,317,912	5,160,464	1,003,901	703,207	100,773	289,623	110,949	77,438	165,338	70,361	29,777	292,376	172,351

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1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Home Computers & Calculators: In Radio/TV Stores ($000)	Home Computers & Calculators: In Dept Stores ($000)	Furniture & Sleep Equipment: In All Stores ($000)	Furniture & Sleep Equipment: In F+A Stores ($000)	Men's & Boys' Clothing: In All Stores ($000)	Men's & Boys' Clothing: In Apparel Stores ($000)	Men's & Boys' Clothing: In Department Stores ($000)	Women's & Girls' Clothing: In All Stores ($000)	Women's & Girls' Clothing: In Apparel Stores ($000)	Women's & Girls' Clothing: In Department Stores ($000)	Footwear: In All Stores ($000)	Footwear: In Apparel Stores ($000)	Footwear: In Department Stores ($000)
LOUISIANA (continued)														
TOTAL STATE	1988	44,539	5,637	531,397	419,938	653,208	308,238	268,021	1,243,802	628,290	493,396	427,434	313,158	57,081
	1982	25,809	4,370	398,124	313,106	341,724	275,941	198,438	1,033,170	558,878	365,978	363,100	274,958	42,704
MAINE														
BANGOR	1988	2,047	299	14,511	11,170	36,119	13,855	11,093	50,973	20,667	19,843	18,227	9,739	1,889
	1982	816	197	7,701	5,515	25,416	10,384	7,311	35,817	15,490	13,079	13,040	7,300	1,245
LEWISTON - AUBURN	1988	1,057	186	7,531	5,464	22,494	7,779	6,959	31,160	11,604	12,450	11,252	5,468	1,178
	1982	478	127	4,457	3,041	16,580	6,084	4,761	22,881	9,076	8,518	8,436	4,277	806
PORTLAND	1988	2,927	670	27,812	19,102	112,473	33,672	24,858	141,824	50,228	44,467	60,606	23,669	4,248
	1982	1,377	356	15,933	11,238	64,343	19,765	14,850	80,808	29,484	26,255	34,944	13,894	2,257
NONMETRO PORTION OF STATE	1988	4,453	546	51,716	42,188	69,779	40,571	19,622	99,341	50,146	34,867	44,997	25,673	3,470
	1982	1,456	42	27,203	21,367	50,905	32,113	12,765	71,209	39,687	21,769	32,803	20,322	2,166
TOTAL STATE	1988	10,484	1,701	101,570	77,924	240,865	95,877	62,532	323,298	132,645	111,627	135,082	64,549	10,785
	1982	4,527	1,022	55,294	41,161	157,244	68,346	39,687	210,715	93,737	69,621	89,223	45,793	6,474
MARYLAND														
BALTIMORE	1988	41,811	8,755	378,068	276,996	457,776	210,600	191,075	853,824	394,670	378,519	269,038	208,112	41,735
	1982	16,229	5,799	203,353	132,585	298,630	133,172	129,002	557,554	249,567	250,724	171,603	131,599	27,647
CUMBERLAND	1988	905	571	11,350	9,454	20,653	6,052	12,950	40,120	13,671	24,476	11,532	7,428	3,333
	1982	390	354	6,801	5,519	14,232	4,809	8,051	27,911	10,864	15,214	8,522	5,903	2,072
HAGERSTOWN	1988	1,727	413	18,163	13,348	18,869	8,589	7,587	28,993	13,384	11,242	10,775	7,118	1,931
	1982	755	361	11,383	7,545	16,763	8,012	6,614	25,828	12,485	9,801	9,576	6,640	1,684
NONMETRO PORTION OF STATE	1988	5,217	331	37,952	30,444	42,684	22,830	13,896	86,272	53,646	22,679	26,425	20,707	2,444
	1982	2,325	246	22,591	17,181	32,263	17,201	10,276	65,131	40,415	16,771	19,589	15,624	1,808
TOTAL STATE	1988	124,563	14,305	812,236	614,306	914,472	422,118	396,923	1,770,318	831,872	794,259	532,851	390,359	98,426
	1982	46,197	9,659	419,915	288,513	618,618	282,256	271,127	1,199,113	557,218	537,080	355,375	260,321	67,291
MASSACHUSETTS														
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	1988	63,402	13,231	730,247	623,672	939,189	439,149	418,109	1,916,613	1,014,842	778,800	457,601	336,394	83,375
	1982	22,682	8,232	353,285	267,217	611,429	295,378	270,476	1,252,489	682,595	484,514	301,725	219,672	51,789
NEW BEDFORD - FALL RIVER - ATTLEBORO	1988	2,985	1,475	76,775	61,541	87,951	48,227	35,106	170,514	112,250	51,038	60,779	45,911	5,734
	1982	1,048	1,024	38,543	30,560	57,111	29,447	24,366	109,221	68,538	33,423	37,438	28,033	3,980
PITTSFIELD	1988	1,432	428	14,004	9,246	30,091	16,953	10,848	53,124	30,614	19,477	13,550	10,976	1,461
	1982	561	262	7,584	4,616	18,722	10,372	6,647	32,996	18,730	11,934	8,318	6,716	895
SPRINGFIELD	1988	5,834	2,077	84,696	65,245	119,389	56,859	52,660	263,388	136,139	110,306	66,548	49,938	12,762
	1982	2,149	1,223	40,874	29,086	71,178	33,412	34,304	150,237	79,650	64,974	39,074	29,132	7,499
WORCESTER - FITCHBURG - LEOMINSTER	1988	5,938	1,591	89,941	75,816	115,082	51,807	54,142	218,664	103,611	102,314	50,995	38,912	9,156
	1982	2,459	1,198	51,583	41,857	81,755	33,707	40,732	154,846	67,413	76,972	34,046	25,317	6,889
NONMETRO PORTION OF STATE	1988	2,303	751	38,854	32,813	60,439	37,771	18,026	115,087	74,811	35,116	31,951	27,709	2,551
	1982	925	453	20,130	16,351	38,397	24,248	12,033	73,185	48,027	21,170	20,439	17,788	1,538
TOTAL STATE	1988	81,894	19,553	1,034,517	871,333	1,352,141	650,766	588,891	2,737,390	1,472,269	1,097,051	681,424	500,040	115,039
	1982	30,024	12,392	511,999	409,687	878,592	426,564	388,558	1,772,974	964,953	694,987	441,040	326,658	72,590

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1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Merchandise Line Sales												
		Groceries & Other Foods		Drugs & Health & Beauty Aids			Major Household Appliances			TVs, Video Recorders & Tapes			Audio Equipment, Musical Instruments & Supplies	
		In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In Food Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
MICHIGAN														
ANN ARBOR	1988	313,434	245,416	68,420	36,785	11,002	25,779	16,304	5,575	13,342	9,305	2,302	46,732	36,875
	1982	226,943	182,482	50,371	28,464	8,181	14,225	8,154	3,670	7,228	4,654	1,515	23,472	17,275
BATTLE CREEK	1988	194,057	146,026	37,440	23,672	2,942	10,801	5,874	3,025	5,125	2,681	1,328	6,511	4,668
	1982	153,383	102,213	23,720	14,763	2,060	6,421	3,370	1,900	3,040	1,538	835	3,611	2,471
BENTON HARBOR	1988	164,614	136,034	36,806	18,297	5,230	6,806	4,287	1,027	4,297	2,390	1,324	4,326	2,193
	1982	142,174	122,836	28,251	14,792	4,724	4,333	2,629	657	2,711	1,466	846	2,730	1,310
DETROIT	1988	5,454,970	4,900,725	1,361,728	958,715	123,489	334,572	222,780	87,090	246,271	193,043	35,852	371,388	304,783
	1982	3,993,341	3,651,663	861,929	593,491	92,024	175,740	106,639	54,132	125,043	92,406	22,482	177,413	136,452
DETROIT - ANN ARBOR CONSOLIDATED AREA	*1988*	*5,768,404*	*5,146,141*	*1,430,148*	*995,500*	*134,491*	*360,351*	*239,084*	*92,665*	*259,613*	*202,348*	*38,154*	*418,120*	*341,658*
	1982	*4,220,284*	*3,834,145*	*912,300*	*621,955*	*100,205*	*189,965*	*114,793*	*57,802*	*132,271*	*97,060*	*23,997*	*200,885*	*153,727*
FLINT	1988	574,921	440,329	137,542	84,412	5,376	40,194	22,536	10,268	22,252	15,145	4,408	27,707	17,648
	1982	438,575	359,950	97,341	55,086	4,395	24,452	14,088	5,796	13,561	9,467	2,489	16,097	10,256
GRAND RAPIDS	1988	808,572	605,919	141,214	67,961	19,749	72,405	55,123	10,327	37,782	23,239	5,611	61,886	51,142
	1982	589,988	448,261	97,777	45,418	14,611	37,807	26,258	7,283	20,543	11,070	3,958	29,663	22,782
JACKSON	1988	158,968	108,692	36,023	21,713	3,676	10,268	5,788	3,604	6,690	3,741	1,539	6,711	4,058
	1982	134,846	97,827	25,794	14,705	3,310	6,836	3,102	2,602	4,137	2,005	1,112	3,918	2,005
KALAMAZOO	1988	242,812	165,893	56,709	25,296	7,541	26,444	20,078	3,188	19,620	16,038	2,520	33,734	25,503
	1982	198,913	143,241	40,646	16,732	6,511	14,422	10,000	2,026	10,499	7,988	1,838	17,623	11,949
LANSING - EAST LANSING	1988	600,735	470,108	92,671	29,742	19,733	35,575	21,818	8,964	21,113	16,008	2,886	48,242	40,217
	1982	397,996	304,974	65,710	29,657	12,807	14,220	10,239	6,342	10,866	7,512	2,043	23,024	17,875
MUSKEGON	1988	187,960	145,622	28,873	16,642	1,312	12,216	6,244	3,502	6,883	3,849	1,538	7,740	5,217
	1982	148,194	117,794	20,967	12,106	1,062	7,894	3,577	2,498	4,207	2,082	1,094	4,598	2,822
SAGINAW - BAY CITY - MIDLAND	1988	485,430	384,030	107,530	62,035	12,625	40,358	28,196	10,001	26,453	20,424	3,945	37,751	29,601
	1982	374,546	319,908	80,647	45,504	10,483	19,680	13,348	4,980	12,994	9,653	1,988	17,581	13,011
NONMETRO PORTION OF STATE	1988	1,809,859	1,666,024	292,617	186,061	50,868	93,739	51,038	7,682	38,177	26,637	2,975	43,998	25,885
	1982	1,512,847	1,404,491	220,915	147,029	42,933	46,187	23,090	5,134	24,342	16,745	1,984	27,723	15,438
TOTAL STATE	1988	10,996,332	9,412,818	2,397,573	1,542,331	263,543	709,157	469,566	154,253	448,005	332,500	66,228	696,726	547,790
	1982	8,291,936	7,254,640	1,803,082	1,171,469	203,090	359,972	233,049	97,033	239,250	166,386	42,184	347,453	253,646
MINNESOTA														
DULUTH	1988	305,365	283,221	57,468	30,073	9,359	17,524	3,751	6,692	11,180	6,063	4,282	18,820	14,225
	1982	228,292	211,390	41,299	20,794	6,966	11,601	3,721	4,206	7,187	3,922	2,694	11,529	8,553
FARGO - MOORHEAD	1988	136,926	128,205	26,667	11,095	3,297	10,493	3,873	3,391	5,912	2,760	2,024	17,736	14,887
	1982	114,448	106,913	21,014	9,828	2,748	7,617	2,837	2,244	4,156	2,022	1,314	12,310	9,694
MINNEAPOLIS - ST. PAUL	1988	3,049,065	2,817,516	683,927	341,388	79,770	200,670	47,934	100,089	156,176	65,958	76,791	226,471	174,421
	1982	2,049,007	1,905,689	404,905	211,134	53,957	116,088	31,472	51,716	90,901	43,304	39,679	136,244	108,501
ROCHESTER	1988	140,770	135,267	32,893	18,445	3,107	10,767	3,790	4,494	7,812	3,739	2,753	13,045	9,126
	1982	93,763	90,000	22,988	14,164	2,067	6,243	2,092	2,509	4,450	2,064	1,537	7,216	4,786
ST. CLOUD	1988	180,211	180,338	38,846	16,445	6,663	27,644	4,376	3,923	23,852	4,316	2,756	65,945	10,574
	1982	124,275	118,936	26,641	13,122	4,395	16,904	2,244	2,124	14,576	2,214	1,492	40,913	5,132
NONMETRO PORTION OF STATE	1988	1,586,711	1,497,206	274,298	180,290	49,722	97,982	49,768	6,182	38,709	30,391	1,130	64,471	46,060
	1982	1,144,679	1,077,180	187,198	125,085	35,774	59,717	27,853	3,498	22,283	17,008	629	35,995	24,362
TOTAL STATE	1988	5,244,016	4,891,541	1,079,667	582,599	187,689	353,579	112,284	120,929	237,042	110,500	87,533	391,441	257,546
	1982	3,620,061	3,386,241	677,194	382,713	102,446	209,899	67,804	63,756	139,056	68,581	45,888	233,453	153,150
MISSISSIPPI														
BILOXI - GULFPORT	1988	175,519	170,366	61,547	43,521	7,255	15,983	3,360	6,649	8,602	2,162	2,996	15,208	10,593
	1982	144,971	141,422	33,951	21,285	6,022	9,971	2,135	3,803	5,333	1,375	1,716	9,242	6,306

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METRO AREA	Year	Merchandise Line Sales												
		Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
		In Radio/TV Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
MICHIGAN														
ANN ARBOR	**1988**	**5,873**	**1,135**	**43,427**	**33,640**	**54,689**	**20,583**	**26,958**	**102,887**	**42,340**	**56,144**	**27,332**	**18,398**	**6,238**
	1982	2,393	747	23,224	16,825	39,669	17,145	19,783	75,455	35,270	36,953	21,098	15,326	4,106
BATTLE CREEK	**1988**	**888**	**520**	**10,345**	**7,510**	**17,087**	**7,074**	**9,034**	**31,042**	**15,005**	**14,349**	**8,081**	**6,181**	**1,263**
	1982	397	334	6,081	4,308	11,510	5,134	5,676	21,107	10,893	9,015	5,675	4,487	793
BENTON HARBOR	**1988**	**417**	**528**	**10,831**	**8,733**	**26,212**	**8,445**	**16,280**	**48,032**	**20,397**	**25,810**	**13,517**	**9,809**	**2,515**
	1982	188	338	6,727	5,356	18,302	6,614	10,402	34,045	15,972	16,491	10,099	7,681	1,607
DETROIT	**1988**	**64,375**	**16,515**	**683,890**	**558,272**	**818,727**	**343,673**	**422,961**	**1,719,333**	**939,954**	**707,150**	**487,286**	**386,635**	**69,385**
	1982	24,513	10,274	345,955	267,229	549,811	249,876	263,018	1,175,387	683,412	439,733	343,783	281,111	43,152
DETROIT - ANN ARBOR CONSOLIDATED AREA	***1988***	***70,248***	***17,650***	***727,317***	***591,912***	***873,416***	***364,256***	***449,919***	***1,822,220***	***982,294***	***763,294***	***514,618***	***405,033***	***75,623***
	1982	*26,906*	*11,021*	*369,179*	*284,054*	*589,480*	*267,021*	*282,801*	*1,250,842*	*718,682*	*476,686*	*364,881*	*296,437*	*47,258*
FLINT	**1988**	**5,490**	**2,204**	**54,151**	**43,527**	**94,002**	**24,413**	**63,938**	**182,158**	**74,702**	**98,113**	**42,740**	**32,374**	**7,164**
	1982	2,715	1,244	33,397	27,209	58,026	17,716	36,088	116,269	54,206	55,376	29,576	23,492	4,044
GRAND RAPIDS	**1988**	**11,661**	**2,492**	**100,125**	**86,248**	**121,867**	**62,776**	**53,635**	**225,214**	**125,312**	**90,433**	**60,788**	**45,009**	**11,292**
	1982	4,322	1,759	50,370	41,085	88,253	46,675	37,819	163,626	93,173	63,766	44,164	33,465	9,235
JACKSON	**1988**	**1,054**	**617**	**15,602**	**12,527**	**19,212**	**4,331**	**13,708**	**37,664**	**16,507**	**19,[illegible]**	**10,123**	**6,702**	**2,189**
	1982	437	445	8,941	6,713	14,870	3,974	9,896	30,637	15,143	14,010	8,612	6,149	1,580
KALAMAZOO	**1988**	**4,025**	**1,120**	**38,882**	**31,901**	**47,395**	**18,071**	**27,166**	**92,053**	**42,418**	**47,890**	**25,396**	**20,497**	**3,921**
	1982	1,640	817	20,837	15,889	35,901	14,552	19,806	70,385	34,157	34,916	20,017	16,506	2,859
LANSING - EAST LANSING	**1988**	**16,079**	**1,649**	**54,069**	**46,231**	**66,948**	**25,333**	**35,887**	**128,158**	**69,790**	**52,798**	**34,994**	**24,835**	**6,186**
	1982	6,173	1,167	27,109	21,694	50,718	21,220	25,386	99,831	58,459	37,349	27,614	20,804	4,377
MUSKEGON	**1988**	**961**	**615**	**17,850**	**14,683**	**19,257**	**5,706**	**11,367**	**37,226**	**15,163**	**20,761**	**10,427**	**6,994**	**2,922**
	1982	386	437	10,198	7,942	14,638	4,947	8,083	28,906	13,144	14,762	8,511	6,063	2,078
SAGINAW - BAY CITY - MIDLAND	**1988**	**1,634**	**1,842**	**68,272**	**58,745**	**90,264**	**31,600**	**53,848**	**178,905**	**75,502**	**95,727**	**44,738**	**31,600**	**11,046**
	1982	594	918	32,777	27,764	55,015	24,763	26,820	112,338	59,168	47,679	31,632	24,763	5,501
NONMETRO PORTION OF STATE	**1988**	**3,061**	**490**	**113,931**	**100,742**	**143,140**	**74,585**	**38,594**	**270,953**	**154,656**	**67,323**	**77,810**	**57,848**	**3,466**
	1982	1,445	331	72,473	63,326	116,067	66,894	25,928	221,616	138,700	45,133	66,124	51,877	2,317
TOTAL STATE	**1988**	**115,518**	**29,737**	**1,211,375**	**1,002,759**	**1,518,800**	**626,590**	**773,376**	**3,053,625**	**1,591,746**	**1,295,903**	**843,232**	**646,882**	**127,587**
	1982	45,203	18,811	638,089	505,340	1,052,780	479,510	488,705	2,149,602	1,211,697	815,183	616,905	491,724	81,649
MINNESOTA														
DULUTH	**1988**	**3,085**	**1,264**	**27,629**	**21,705**	**44,918**	**17,248**	**23,006**	**88,613**	**33,028**	**48,423**	**19,901**	**11,691**	**5,261**
	1982	1,580	796	17,920	14,042	32,142	14,385	14,443	63,069	27,546	30,401	15,091	9,750	3,302
FARGO - MOORHEAD	**1988**	**1,310**	**987**	**18,067**	**15,152**	**30,884**	**10,182**	**18,863**	**62,056**	**22,534**	**37,035**	**13,576**	**8,305**	**3,596**
	1982	753	656	13,286	11,095	23,580	9,611	12,441	47,837	21,271	24,505	11,332	7,839	2,371
MINNEAPOLIS - ST. PAUL	**1988**	**44,176**	**19,906**	**332,057**	**219,978**	**590,828**	**219,634**	**321,415**	**1,153,514**	**424,174**	**639,992**	**281,316**	**176,884**	**88,174**
	1982	24,017	10,287	206,675	144,422	341,728	144,438	166,070	664,529	278,953	330,670	172,499	116,324	45,559
ROCHESTER	**1988**	**1,447**	**834**	**20,616**	**12,818**	**27,081**	**8,855**	**16,824**	**59,472**	**22,382**	**35,038**	**17,205**	**11,969**	**4,032**
	1982	675	466	11,716	7,077	16,947	6,475	9,392	37,648	16,368	19,560	11,865	8,753	2,251
ST. CLOUD	**1988**	**2,595**	**687**	**51,536**	**14,800**	**52,799**	**9,898**	**14,465**	**99,044**	**19,089**	**29,164**	**12,209**	**7,424**	**3,330**
	1982	1,080	373	31,072	7,589	33,849	7,707	7,833	63,372	14,862	15,791	8,514	5,780	1,803
NONMETRO PORTION OF STATE	**1988**	**7,586**	**849**	**125,280**	**112,252**	**146,019**	**80,867**	**29,640**	**278,436**	**163,644**	**54,833**	**73,159**	**51,702**	**5,091**
	1982	3,296	472	71,442	62,827	105,704	65,479	16,416	202,791	132,495	30,305	55,765	41,855	2,829
TOTAL STATE	**1988**	**59,013**	**23,494**	**558,458**	**384,005**	**856,123**	**334,870**	**403,935**	**1,668,724**	**659,855**	**804,308**	**401,653**	**258,760**	**105,551**
	1982	30,744	12,358	339,776	237,535	527,227	237,530	213,122	1,025,777	468,992	424,489	262,521	181,994	55,503
MISSISSIPPI														
BILOXI - GULFPORT	**1988**	**1,444**	**148**	**23,795**	**15,919**	**29,651**	**6,471**	**19,476**	**64,254**	**21,867**	**35,061**	**17,381**	**10,813**	**4,343**
	1982	731	85	14,832	10,119	19,652	5,586	11,150	44,505	18,877	20,070	13,437	9,334	2,487

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1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

SaMM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Groceries & Other Foods: In All Stores ($000)	Groceries & Other Foods: In Food Stores ($000)	Drugs & Health & Beauty Aids: In All Stores ($000)	Drugs & Health & Beauty Aids: In Drug-stores ($000)	Drugs & Health & Beauty Aids: In Food Stores ($000)	Major Household Appliances: In All Stores ($000)	Major Household Appliances: In FHA Stores ($000)	Major Household Appliances: In Department Stores ($000)	TVs, Video Recorders & Tapes: In All Stores ($000)	TVs, Video Recorders & Tapes: In FHA Stores ($000)	TVs, Video Recorders & Tapes: In Department Stores ($000)	Audio Equipment, Musical Instruments & Supplies: In All Stores ($000)	Audio Equipment, Musical Instruments & Supplies: In FHA Stores ($000)
MISSISSIPPI (continued)														
JACKSON	**1988**	**348,025**	**334,697**	**122,430**	**82,233**	**16,941**	**31,906**	**11,174**	**10,398**	**12,800**	**5,203**	**3,670**	**36,109**	**25,083**
	1982	302,909	293,294	76,277	45,357	14,846	21,315	6,954	6,785	8,233	3,238	2,391	21,901	14,466
PASCAGOULA	**1988**	**133,523**	**130,893**	**26,242**	**16,665**	**3,698**	**9,478**	**2,582**	**3,663**	**3,522**	**1,365**	**1,163**	**6,214**	**3,068**
	1982	105,149	103,402	15,606	9,364	2,922	5,695	1,610	1,933	2,086	851	614	3,601	1,787
NONMETRO PORTION OF STATE	**1988**	**1,619,346**	**1,542,813**	**460,035**	**325,654**	**47,326**	**142,805**	**56,920**	**22,702**	**62,539**	**30,689**	**8,077**	**87,864**	**45,046**
	1982	1,391,225	1,336,806	277,328	181,660	41,014	93,660	35,385	13,624	39,463	19,076	4,841	54,362	26,571
TOTAL STATE	**1988**	**2,342,663**	**2,244,297**	**679,426**	**473,818**	**76,977**	**201,888**	**74,428**	**43,854**	**88,494**	**39,836**	**16,203**	**146,813**	**84,333**
	1982	1,989,791	1,919,964	408,441	260,508	66,011	131,693	46,295	26,448	55,737	24,764	9,765	89,944	49,421
MISSOURI														
COLUMBIA	**1988**	**90,119**	**87,210**	**24,400**	**14,414**	**2,939**	**10,231**	**2,996**	**4,764**	**2,465**	**570**	**1,420**	**7,887**	**4,980**
	1982	75,493	73,372	20,969	13,870	2,473	7,524	2,530	2,987	1,748	481	890	5,945	3,989
JOPLIN	**1988**	**147,527**	**137,618**	**32,975**	**9,555**	**11,323**	**9,678**	**3,259**	**3,404**	**6,877**	**3,243**	**2,306**	**8,033**	**3,171**
	1982	118,831	111,374	26,746	9,702	9,164	6,684	2,633	2,103	4,897	2,620	1,432	5,641	2,418
KANSAS CITY	**1988**	**1,738,325**	**1,661,728**	**485,152**	**267,237**	**55,314**	**141,792**	**47,672**	**56,054**	**80,118**	**37,633**	**25,272**	**131,516**	**95,852**
	1982	1,210,559	1,160,315	313,779	172,640	38,627	86,503	28,625	32,764	48,376	22,597	14,775	76,052	54,014
ST. JOSEPH	**1988**	**111,128**	**108,488**	**23,019**	**13,513**	**3,001**	**9,826**	**3,065**	**4,329**	**4,994**	**3,042**	**1,316**	**5,519**	**3,812**
	1982	86,949	84,596	17,864	10,713	2,341	7,134	2,204	2,966	3,576	2,187	1,073	3,855	2,590
ST. LOUIS	**1988**	**2,619,964**	**2,520,172**	**617,514**	**311,604**	**100,180**	**197,738**	**97,405**	**55,959**	**158,936**	**80,312**	**55,919**	**211,927**	**146,555**
	1982	2,051,684	1,984,743	423,520	215,502	78,897	116,619	54,519	34,425	93,953	44,950	34,475	119,234	76,992
SPRINGFIELD	**1988**	**247,029**	**240,068**	**76,160**	**33,123**	**19,217**	**22,736**	**7,482**	**10,503**	**13,785**	**7,358**	**3,971**	**21,102**	**15,526**
	1982	192,785	188,409	56,532	26,828	15,082	15,251	5,800	6,305	9,681	5,703	2,383	14,767	11,350
NONMETRO PORTION OF STATE	**1988**	**1,587,008**	**1,501,172**	**317,177**	**150,613**	**59,594**	**94,633**	**39,156**	**11,582**	**44,489**	**23,230**	**7,990**	**63,509**	**27,024**
	1982	1,243,893	1,163,313	240,739	128,375	46,978	66,748	30,015	6,803	30,968	17,802	4,699	42,298	19,720
TOTAL STATE	**1988**	**5,335,363**	**5,098,116**	**1,284,615**	**656,518**	**209,435**	**390,224**	**160,136**	**114,086**	**245,559**	**122,399**	**76,409**	**350,227**	**224,743**
	1982	4,092,337	3,930,082	904,449	481,351	162,186	248,715	103,890	68,048	154,398	78,269	46,305	213,041	133,615
MONTANA														
BILLINGS	**1988**	**163,519**	**156,983**	**24,776**	**11,691**	**4,986**	**12,642**	**5,105**	**4,479**	**7,189**	**4,925**	**932**	**12,750**	**8,422**
	1982	129,525	123,528	28,396	17,522	3,924	10,722	4,455	3,783	6,153	4,298	788	10,306	6,819
GREAT FALLS	**1988**	**75,081**	**71,811**	**16,070**	**9,627**	**2,342**	**10,441**	**2,456**	**4,474**	**6,927**	**5,660**	**688**	**10,470**	**8,068**
	1982	62,102	59,170	17,526	12,515	1,931	8,459	2,337	3,111	6,344	5,387	479	9,112	7,316
NONMETRO PORTION OF STATE	**1988**	**605,569**	**579,614**	**118,898**	**75,341**	**27,298**	**38,725**	**21,367**	**5,007**	**16,799**	**12,400**	**1,262**	**26,037**	**15,956**
	1982	550,995	527,878	96,599	60,425	24,869	31,788	18,567	2,691	14,140	10,781	684	21,027	13,505
TOTAL STATE	**1988**	**844,169**	**808,408**	**159,744**	**96,659**	**34,626**	**61,808**	**28,928**	**13,960**	**30,915**	**22,985**	**2,882**	**49,257**	**32,446**
	1982	742,622	710,576	142,521	90,462	30,724	50,969	25,359	9,585	26,637	20,466	1,951	40,445	27,640
NEBRASKA														
LINCOLN	**1988**	**202,800**	**197,452**	**45,410**	**27,695**	**9,402**	**12,435**	**5,102**	**3,703**	**4,656**	**2,692**	**1,187**	**18,764**	**13,669**
	1982	152,021	147,686	33,977	20,728	7,033	8,503	3,268	2,680	3,117	1,725	859	11,863	8,203
OMAHA	**1988**	**669,566**	**649,206**	**161,944**	**94,439**	**30,598**	**69,745**	**50,789**	**12,201**	**47,419**	**37,692**	**7,024**	**57,443**	**42,141**
	1982	491,776	476,817	117,787	69,136	22,474	39,501	26,583	9,129	26,274	19,728	4,856	30,690	20,080
NONMETRO PORTION OF STATE	**1988**	**876,069**	**811,467**	**167,308**	**98,152**	**31,424**	**59,117**	**27,702**	**5,179**	**24,243**	**16,648**	**1,341**	**42,317**	**22,836**
	1982	656,039	608,326	124,885	75,401	23,565	40,929	19,319	3,481	16,503	11,611	907	29,041	14,490
TOTAL STATE	**1988**	**1,667,330**	**1,580,468**	**345,446**	**198,969**	**67,636**	**138,254**	**83,698**	**19,515**	**74,508**	**56,464**	**8,737**	**117,498**	**77,489**
	1982	1,241,861	1,177,065	259,239	152,695	50,324	87,318	48,658	14,490	44,921	32,739	6,208	70,523	42,585

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S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Merchandise Line Sales												
		Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
		in Radio/TV Stores ($000)	in Dept. Stores ($000)	in All Stores ($000)	in FHA Stores ($000)	in All Stores ($000)	in Apparel Stores ($000)	in Department Stores ($000)	in All Stores ($000)	in Apparel Stores ($000)	in Department Stores ($000)	in All Stores ($000)	in Apparel Stores ($000)	in Department Stores ($000)
MISSISSIPPI (continued)														
JACKSON	**1988**	**4,747**	**281**	**54,041**	**39,620**	**67,102**	**21,391**	**38,692**	**140,650**	**45,534**	**84,446**	**46,315**	**26,427**	**13,838**
	1982	2,308	184	34,273	24,657	49,001	17,987	25,197	102,468	38,291	54,992	35,774	22,223	9,012
PASCAGOULA	**1988**	**703**	**90**	**10,151**	**7,889**	**20,652**	**7,480**	**11,186**	**36,147**	**12,523**	**20,313**	**12,015**	**8,081**	**2,863**
	1982	349	47	6,220	4,920	12,242	4,782	5,903	21,292	8,006	10,719	7,466	5,166	1,511
NONMETRO PORTION OF STATE	**1988**	**5,307**	**667**	**190,939**	**160,513**	**208,147**	**85,375**	**71,944**	**405,063**	**189,293**	**123,173**	**118,796**	**73,393**	**17,499**
	1982	2,517	403	119,830	99,785	151,757	72,997	43,177	298,875	161,834	73,836	93,015	62,746	10,489
TOTAL STATE	**1988**	**12,272**	**1,241**	**281,371**	**225,385**	**329,261**	**122,569**	**142,584**	**653,566**	**273,394**	**265,487**	**197,068**	**120,485**	**38,960**
	1982	5,933	757	176,532	140,256	235,084	102,433	86,306	471,962	229,446	161,322	151,262	100,503	23,784
MISSOURI														
COLUMBIA	**1988**	**711**	**356**	**10,914**	**6,895**	**16,798**	**7,051**	**8,876**	**36,433**	**20,524**	**15,092**	**7,856**	**5,969**	**1,141**
	1982	475	223	8,562	5,822	12,365	6,007	5,565	27,703	17,487	9,461	6,452	5,086	716
JOPLIN	**1988**	**691**	**511**	**20,834**	**11,665**	**21,542**	**8,145**	**11,538**	**37,948**	**17,829**	**17,946**	**10,993**	**7,762**	**2,164**
	1982	454	318	15,648	9,425	16,357	7,817	7,159	29,960	17,111	11,136	9,612	7,449	1,340
KANSAS CITY	**1988**	**23,279**	**7,018**	**215,289**	**126,438**	**361,910**	**125,090**	**174,137**	**698,285**	**249,163**	**341,057**	**182,661**	**123,543**	**30,894**
	1982	11,160	4,105	130,817	75,918	234,768	90,348	101,788	453,861	179,947	199,328	126,208	89,224	18,059
ST. JOSEPH	**1988**	**974**	**313**	**11,792**	**6,234**	**17,141**	**5,074**	**9,316**	**35,553**	**13,821**	**17,927**	**8,930**	**5,489**	**2,504**
	1982	579	215	8,548	4,483	13,102	4,382	6,382	27,606	11,940	12,281	7,208	4,742	1,716
ST. LOUIS	**1988**	**25,290**	**11,182**	**336,184**	**245,264**	**484,708**	**176,046**	**261,716**	**971,881**	**432,851**	**478,689**	**284,702**	**176,854**	**80,524**
	1982	11,246	6,895	194,106	137,276	313,579	120,150	161,337	632,615	295,416	295,096	191,340	120,701	49,642
SPRINGFIELD	**1988**	**1,605**	**1,070**	**29,700**	**19,235**	**47,457**	**15,182**	**31,322**	**89,715**	**33,187**	**54,884**	**23,807**	**17,198**	**4,787**
	1982	1,025	643	21,495	14,908	32,272	12,742	18,802	62,000	27,852	32,944	16,579	14,433	2,873
NONMETRO PORTION OF STATE	**1988**	**4,744**	**1,596**	**122,990**	**88,180**	**164,276**	**59,263**	**70,338**	**249,364**	**115,278**	**87,119**	**69,843**	**46,569**	**5,596**
	1982	2,779	941	90,523	67,595	117,751	52,366	41,315	185,735	101,880	51,175	57,077	41,157	3,288
TOTAL STATE	**1988**	**41,672**	**17,067**	**589,836**	**398,133**	**865,253**	**303,919**	**447,537**	**1,636,010**	**683,981**	**786,549**	**453,990**	**292,021**	**97,984**
	1982	20,753	10,255	378,338	257,306	581,253	234,642	268,185	1,109,218	522,838	471,152	327,512	223,959	59,425
MONTANA														
BILLINGS	**1988**	**1,200**	**254**	**19,739**	**15,067**	**22,069**	**9,419**	**8,995**	**45,429**	**17,293**	**22,826**	**13,179**	**8,757**	**2,460**
	1982	822	215	17,017	13,149	21,102	10,240	7,597	43,013	18,800	19,279	13,203	9,520	2,078
GREAT FALLS	**1988**	**1,218**	**189**	**9,863**	**5,791**	**13,503**	**4,469**	**7,017**	**27,076**	**9,590**	**15,034**	**6,406**	**4,134**	**1,504**
	1982	991	131	8,529	5,512	12,467	5,798	4,879	25,188	12,442	10,454	7,086	5,364	1,045
NONMETRO PORTION OF STATE	**1988**	**2,671**	**469**	**46,769**	**35,755**	**58,902**	**28,420**	**18,510**	**111,841**	**54,836**	**35,985**	**36,547**	**19,760**	**3,587**
	1982	1,870	251	39,394	31,074	55,310	35,006	10,400	105,254	67,553	19,630	31,294	24,341	1,930
TOTAL STATE	**1988**	**5,089**	**912**	**76,371**	**56,613**	**94,474**	**42,308**	**34,522**	**184,346**	**81,719**	**73,845**	**56,132**	**32,651**	**7,551**
	1982	3,683	597	64,940	49,735	88,879	51,044	22,876	173,455	98,795	49,363	52,583	39,225	5,053
NEBRASKA														
LINCOLN	**1988**	**2,824**	**688**	**22,929**	**17,358**	**36,793**	**14,941**	**18,439**	**75,105**	**33,171**	**37,843**	**20,483**	**16,387**	**2,609**
	1982	1,452	498	15,227	11,117	27,929	11,763	13,342	57,061	26,117	27,382	15,924	12,903	1,888
OMAHA	**1988**	**20,660**	**3,010**	**102,336**	**91,402**	**121,476**	**45,154**	**68,556**	**226,374**	**96,222**	**121,015**	**66,220**	**51,269**	**13,691**
	1982	8,038	2,082	55,400	47,839	85,630	32,104	47,288	159,520	68,412	83,488	48,280	36,450	9,433
NONMETRO PORTION OF STATE	**1988**	**3,069**	**804**	**74,129**	**62,079**	**89,236**	**44,167**	**23,649**	**173,060**	**98,482**	**40,676**	**55,473**	**40,055**	**5,555**
	1982	1,629	543	51,948	43,293	69,859	38,648	16,022	137,503	86,178	27,334	45,664	35,057	3,724
TOTAL STATE	**1988**	**25,808**	**4,153**	**196,803**	**169,477**	**233,443**	**99,656**	**102,542**	**448,827**	**218,034**	**185,251**	**136,965**	**102,464**	**20,224**
	1982	10,783	2,945	121,147	101,469	176,001	79,996	72,520	340,578	175,303	130,920	105,958	81,529	14,213

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Merchandise Line Sales												
		Groceries & Other Foods		Drugs & Health & Beauty Aids			Major Household Appliances			TVs, Video Recorders & Tapes			Audio Equipment, Musical Instruments & Supplies	
		In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In Food Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
NEVADA														
LAS VEGAS	**1988**	**713,096**	**694,292**	**229,550**	**106,585**	**66,071**	**53,745**	**31,481**	**15,635**	**34,076**	**21,206**	**9,650**	**58,642**	**39,612**
	1982	478,463	466,571	163,383	81,271	44,403	34,755	20,338	10,478	22,091	13,700	6,467	36,199	24,144
RENO	**1988**	**267,756**	**254,741**	**109,127**	**52,476**	**24,169**	**23,632**	**8,572**	**8,247**	**14,568**	**5,038**	**6,877**	**31,792**	**17,686**
	1982	217,092	208,011	68,454	27,380	19,736	15,149	5,423	5,362	9,321	3,186	5,333	19,551	10,453
NONMETRO PORTION OF STATE	**1988**	**184,080**	**174,650**	**49,936**	**34,089**	**11,929**	**11,240**	**3,923**	**1,272**	**6,123**	**3,200**	**927**	**3,745**	**1,784**
	1982	151,267	144,506	31,309	19,260	9,871	6,831	2,079	493	3,445	1,695	357	2,048	893
TOTAL STATE	**1988**	**1,164,932**	**1,123,683**	**388,613**	**193,150**	**102,169**	**88,617**	**43,976**	**25,154**	**54,767**	**29,444**	**17,454**	**94,179**	**59,082**
	1982	846,822	819,088	263,146	127,911	74,010	56,735	27,840	16,333	34,857	18,581	12,157	57,798	35,490
NEW HAMPSHIRE														
MANCHESTER - NASHUA	**1988**	**487,222**	**473,709**	**94,767**	**45,926**	**15,123**	**44,449**	**4,989**	**24,470**	**36,424**	**5,272**	**7,879**	**72,658**	**25,561**
	1982	282,645	275,686	52,220	26,828	8,802	19,224	2,041	10,651	15,330	2,157	3,430	31,832	9,819
PORTSMOUTH - DOVER - ROCHESTER	**1988**	**576,239**	**563,013**	**82,270**	**54,635**	**11,279**	**24,566**	**8,002**	**6,251**	**14,943**	**5,504**	**2,576**	**27,508**	**15,209**
	1982	336,423	329,351	47,344	31,774	6,601	13,821	5,127	3,324	8,227	3,484	1,376	15,983	9,492
NONMETRO PORTION OF STATE	**1988**	**735,487**	**715,525**	**92,365**	**59,246**	**15,396**	**37,345**	**17,545**	**3,881**	**16,032**	**9,903**	**2,922**	**31,346**	**17,890**
	1982	436,553	424,396	56,745	37,452	9,133	19,321	8,007	2,144	7,836	4,519	1,612	15,771	7,985
TOTAL STATE	**1988**	**1,798,948**	**1,752,247**	**269,402**	**159,807**	**41,798**	**106,360**	**30,536**	**34,602**	**67,399**	**20,679**	**13,377**	**131,512**	**58,660**
	1982	1,055,621	1,029,433	156,309	96,054	24,536	52,366	15,175	16,119	31,393	10,160	6,418	63,586	27,296
NEW JERSEY														
ATLANTIC CITY	**1988**	**443,411**	**430,302**	**115,338**	**70,444**	**24,967**	**38,047**	**24,077**	**6,783**	**20,238**	**15,921**	**2,326**	**32,523**	**24,009**
	1982	313,083	304,558	70,137	39,584	17,673	19,066	10,338	3,981	9,469	6,836	1,365	15,070	9,782
BERGEN - PASSAIC	**1988**	**2,112,089**	**2,059,523**	**463,851**	**271,361**	**98,535**	**175,096**	**112,468**	**36,311**	**123,628**	**92,203**	**23,179**	**190,248**	**156,508**
	1982	1,349,514	1,315,997	275,643	152,213	62,966	84,200	44,892	23,429	56,310	36,803	15,335	80,224	59,121
JERSEY CITY	**1988**	**745,606**	**732,511**	**137,216**	**90,804**	**27,936**	**43,132**	**28,225**	**7,600**	**23,230**	**18,529**	**2,322**	**24,609**	**19,452**
	1982	472,738	464,538	80,054	51,299	17,718	20,404	11,863	4,335	10,431	7,788	1,157	10,638	7,534
MIDDLESEX - SOMERSET - HUNTERDON	**1988**	**1,520,294**	**1,487,944**	**289,441**	**155,408**	**71,192**	**121,383**	**79,757**	**24,730**	**86,907**	**65,382**	**15,400**	**130,763**	**108,351**
	1982	964,474	944,504	171,524	89,649	45,192	56,019	31,986	13,418	38,263	26,221	8,339	55,096	42,122
MONMOUTH - OCEAN	**1988**	**1,456,015**	**1,430,281**	**264,293**	**148,387**	**68,431**	**77,988**	**44,035**	**19,047**	**53,551**	**36,101**	**11,975**	**75,658**	**57,991**
	1982	946,445	929,607	167,115	92,256	44,479	40,693	19,826	12,357	26,804	16,254	8,088	37,125	26,109
NEWARK	**1988**	**2,623,388**	**2,559,154**	**480,928**	**293,790**	**116,725**	**163,638**	**112,728**	**30,960**	**132,723**	**109,745**	**14,956**	**182,897**	**158,091**
	1982	1,835,446	1,790,943	304,784	176,917	81,691	81,031	48,389	18,851	61,569	47,109	9,107	79,309	63,418
TRENTON	**1988**	**501,565**	**493,844**	**116,312**	**64,834**	**27,436**	**38,961**	**22,261**	**9,334**	**26,141**	**17,449**	**6,481**	**34,242**	**24,642**
	1982	303,332	298,943	64,669	33,727	16,608	19,219	9,322	5,245	12,271	7,307	3,643	15,227	9,581
VINELAND - MILLVILLE - BRIDGETON	**1988**	**184,696**	**182,050**	**32,800**	**20,918**	**8,158**	**13,583**	**8,908**	**2,252**	**6,098**	**3,984**	**1,377**	**8,299**	**5,971**
	1982	134,189	132,309	21,525	12,889	5,929	8,032	4,691	1,612	3,582	2,098	985	4,507	2,861
TOTAL STATE	**1988**	**10,997,127**	**10,748,057**	**2,248,674**	**1,315,658**	**513,032**	**769,226**	**484,925**	**168,935**	**545,263**	**402,417**	**102,466**	**784,733**	**634,171**
	1982	7,339,511	7,173,488	1,378,206	766,002	342,557	382,257	205,044	104,176	257,627	169,910	64,045	348,488	254,282
NEW MEXICO														
ALBUQUERQUE	**1988**	**446,674**	**429,419**	**131,929**	**68,446**	**29,714**	**44,725**	**19,616**	**18,089**	**30,927**	**21,391**	**5,596**	**52,371**	**36,884**
	1982	377,579	366,886	78,940	35,454	25,388	25,957	12,098	9,271	18,529	13,192	2,868	29,854	21,059
LAS CRUCES	**1988**	**82,898**	**79,305**	**24,654**	**11,781**	**7,854**	**8,446**	**2,392**	**3,506**	**2,194**	**471**	**863**	**5,358**	**3,292**
	1982	65,442	63,143	17,506	8,339	6,246	5,546	1,785	1,957	1,428	351	482	3,571	2,284
SANTA FE	**1988**	**94,284**	**88,744**	**29,483**	**17,859**	**5,983**	**9,347**	**3,686**	**2,669**	**4,448**	**2,705**	**883**	**8,518**	**5,902**
	1982	86,774	83,256	23,212	14,749	5,612	5,440	2,280	1,109	2,604	1,673	367	4,793	3,408

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1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA	Year	Merchandise Line Sales												
		Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
		In Radio/TV Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
NEVADA														
LAS VEGAS	1988	11,544	1,447	71,031	48,674	134,806	56,672	67,554	247,003	112,625	122,078	81,307	63,637	12,544
	1982	6,132	970	45,902	31,445	92,895	40,207	45,268	170,605	79,904	81,805	56,838	45,148	8,407
RENO	1988	5,299	1,171	43,053	26,659	67,381	18,822	38,081	124,275	35,240	69,132	35,951	23,387	7,909
	1982	2,667	762	27,421	16,863	47,903	16,239	24,761	88,407	30,404	44,951	28,497	20,177	5,143
NONMETRO PORTION OF STATE	1988	907	168	14,020	12,306	15,995	5,516	5,197	29,486	13,230	9,357	8,240	4,193	1,136
	1982	305	65	7,547	6,517	11,371	5,494	2,010	21,962	13,173	3,620	6,669	4,172	437
TOTAL STATE	1988	17,750	2,786	128,104	87,639	218,182	81,010	110,832	400,764	161,095	200,567	125,498	91,217	21,589
	1982	9,104	1,797	80,870	54,825	152,169	61,940	72,039	280,974	123,481	130,376	92,004	69,497	13,987
NEW HAMPSHIRE														
MANCHESTER - NASHUA	1988	7,865	1,314	87,704	65,798	107,643	40,893	57,129	203,884	81,785	104,279	51,146	38,254	7,370
	1982	2,572	572	36,536	26,915	51,931	21,985	24,866	98,925	43,970	45,389	26,666	20,567	3,208
PORTSMOUTH - DOVER - ROCHESTER	1988	4,210	1,028	41,959	32,915	68,531	29,137	29,735	134,118	65,594	53,566	33,641	23,160	6,027
	1982	2,282	545	26,477	21,605	40,392	18,846	15,732	79,784	42,529	28,302	20,609	14,890	3,165
NONMETRO PORTION OF STATE	1988	4,616	1,043	38,498	28,414	73,833	34,006	26,687	128,893	69,570	41,075	40,693	31,593	2,500
	1982	1,738	575	18,797	12,968	42,318	19,397	14,732	73,787	39,684	22,675	23,146	18,023	1,381
TOTAL STATE	1988	16,691	3,385	168,161	127,127	250,007	104,036	113,551	466,895	216,949	198,920	125,480	93,007	15,897
	1982	6,592	1,692	81,810	61,488	134,641	60,228	55,330	252,496	126,183	96,366	70,421	53,480	7,754
NEW JERSEY														
ATLANTIC CITY	1988	4,368	2,113	43,530	32,085	76,425	30,799	33,831	132,420	69,503	50,956	37,637	30,255	3,189
	1982	1,506	1,241	20,987	13,777	48,859	20,193	19,853	84,647	45,569	29,903	24,618	19,836	1,882
BERGEN - PASSAIC	1988	29,536	14,166	346,772	284,497	439,570	225,285	171,114	860,126	480,790	343,574	243,274	192,315	34,237
	1982	9,341	8,763	152,815	113,556	269,717	133,364	110,266	524,389	284,618	212,500	146,132	113,848	21,177
JERSEY CITY	1988	1,073	1,327	77,612	68,185	102,748	75,766	14,604	179,254	150,407	13,165	59,991	53,035	2,570
	1982	346	661	34,209	28,657	63,466	47,782	7,275	111,275	94,856	6,558	37,667	33,447	1,281
MIDDLESEX - SOMERSET - HUNTERDON	1988	24,860	10,276	243,754	201,734	288,813	140,710	117,353	566,373	300,203	228,686	154,136	120,119	24,833
	1982	8,492	5,600	105,024	80,904	159,532	75,450	63,690	309,654	161,023	124,168	84,101	64,409	13,530
MONMOUTH - OCEAN	1988	8,365	7,623	143,977	111,384	203,159	90,218	89,841	395,045	192,543	184,927	103,187	77,017	18,428
	1982	2,906	4,621	70,480	50,149	125,302	54,390	58,155	241,950	116,077	112,073	62,927	46,431	11,169
NEWARK	1988	30,265	11,218	360,371	311,169	345,546	196,673	133,673	759,749	436,498	298,194	227,817	180,078	31,780
	1982	10,530	6,800	165,117	133,573	224,828	130,099	81,390	493,396	288,742	181,562	149,779	119,120	19,350
TRENTON	1988	5,698	3,383	58,223	45,829	80,633	37,511	38,897	172,414	87,188	79,485	51,447	41,399	7,327
	1982	1,879	1,901	26,313	19,190	45,785	20,644	21,858	97,351	47,983	44,666	28,601	22,783	4,118
VINELAND - MILLVILLE - BRIDGETON	1988	803	968	12,712	9,906	23,702	9,451	11,698	41,778	20,847	18,477	10,995	8,657	920
	1982	322	693	7,243	5,217	17,768	7,373	8,372	31,494	16,265	13,222	8,424	6,754	658
TOTAL STATE	1988	121,860	58,714	1,486,242	1,212,398	1,789,252	901,773	726,278	3,600,529	1,959,185	1,447,848	1,011,538	791,299	152,210
	1982	41,388	35,313	683,857	511,922	1,109,154	553,724	448,624	2,227,109	1,204,341	881,442	625,204	486,308	92,136
NEW MEXICO														
ALBUQUERQUE	1988	6,388	858	71,885	56,727	101,513	39,033	56,826	188,162	75,679	105,904	57,806	41,266	12,485
	1982	3,057	441	43,353	34,985	62,514	29,282	29,124	116,004	56,772	54,277	40,051	30,956	6,399
LAS CRUCES	1988	1,057	133	11,064	8,719	14,010	5,171	7,638	28,499	11,342	15,210	8,150	5,715	1,859
	1982	618	74	7,967	6,506	9,621	4,430	4,263	19,692	9,715	8,489	6,354	4,896	1,038
SANTA FE	1988	1,079	135	12,904	10,208	19,857	10,020	8,014	38,058	21,545	14,195	12,703	9,720	1,700
	1982	500	56	7,848	6,316	13,370	8,299	3,330	26,201	17,845	5,898	9,650	8,050	706

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1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Merchandise Line Sales: Groceries & Other Foods — In All Stores ($000)	Groceries & Other Foods — In Food Stores ($000)	Drugs & Health & Beauty Aids — In All Stores ($000)	Drugs & Health & Beauty Aids — In Drug-stores ($000)	Drugs & Health & Beauty Aids — In Food Stores ($000)	Major Household Appliances — In All Stores ($000)	Major Household Appliances — In FHA Stores ($000)	Major Household Appliances — In Department Stores ($000)	TVs, Video Recorders & Tapes — In All Stores ($000)	TVs, Video Recorders & Tapes — In FHA Stores ($000)	TVs, Video Recorders & Tapes — In Department Stores ($000)	Audio Equipment, Musical Instruments & Supplies — In All Stores ($000)	Audio Equipment, Musical Instruments & Supplies — In FHA Stores ($000)
NEW MEXICO (continued)														
NONMETRO PORTION OF STATE	1988	671,944	634,879	149,743	83,225	40,566	37,213	12,286	8,129	14,656	6,326	1,920	28,014	17,966
	1982	624,195	593,762	105,585	49,503	37,935	30,369	11,122	4,981	12,060	5,722	1,147	22,551	15,197
TOTAL STATE	1988	1,295,800	1,232,447	335,809	181,311	84,117	99,731	37,980	32,393	52,225	30,893	9,262	94,261	64,044
	1982	1,153,990	1,107,047	225,243	108,045	75,181	67,312	27,285	17,318	34,621	20,938	4,864	60,769	41,948
NEW YORK														
ALBANY - SCHENECTADY - TROY	1988	1,266,754	1,234,550	234,336	161,022	41,444	76,271	38,109	13,038	34,857	20,584	7,173	124,150	99,733
	1982	824,605	802,192	145,495	96,653	26,932	41,112	15,582	8,716	17,878	8,416	4,780	54,612	38,810
BINGHAMTON	1988	332,533	318,380	71,041	52,740	7,108	30,575	12,907	7,270	6,893	4,690	1,254	26,144	19,145
	1982	253,744	242,179	50,814	36,468	5,409	20,481	7,020	5,608	4,171	2,551	967	14,819	9,714
BUFFALO	1988	1,352,289	1,327,198	258,047	199,912	28,709	75,305	42,148	18,284	44,384	30,818	6,234	70,817	55,845
	1982	968,787	949,645	177,092	134,457	20,545	45,821	21,840	13,434	25,846	15,969	4,581	37,603	26,848
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	*1988*	*1,623,585*	*1,593,398*	*308,651*	*235,348*	*35,186*	*84,458*	*46,038*	*21,296*	*50,757*	*34,293*	*8,360*	*83,446*	*64,543*
	1982	*1,179,397*	*1,155,945*	*219,233*	*164,061*	*25,565*	*52,408*	*24,074*	*15,979*	*30,253*	*17,964*	*6,378*	*45,674*	*31,641*
ELMIRA	1988	98,527	92,775	25,948	16,083	3,482	10,738	2,196	4,083	3,228	711	1,854	8,744	6,399
	1982	77,269	72,302	17,843	10,740	2,714	7,549	1,254	2,583	2,044	406	1,173	5,011	3,419
GLENS FALLS	1988	178,245	174,881	37,512	27,417	5,493	5,529	2,038	1,665	4,674	2,862	1,174	8,651	4,805
	1982	115,456	112,618	23,179	16,386	3,538	3,347	1,019	1,139	2,643	1,431	804	4,849	2,263
JAMESTOWN - DUNKIRK	1988	171,468	167,170	28,921	20,936	4,511	8,211	4,333	1,575	4,503	3,092	760	7,012	4,821
	1982	129,789	125,934	20,550	14,032	3,399	6,021	2,786	1,361	3,135	1,988	657	4,712	2,883
NASSAU - SUFFOLK	1988	4,586,695	4,451,314	880,677	537,298	116,067	267,405	161,716	54,640	192,876	123,267	41,807	472,512	361,216
	1982	2,912,740	2,826,501	535,851	313,007	73,707	127,661	62,514	33,916	90,789	47,651	25,931	202,131	130,655
NEW YORK	1988	9,775,604	9,580,221	2,372,030	1,590,135	223,266	529,364	327,647	96,270	504,340	363,539	84,367	1,068,308	902,316
	1982	6,363,314	6,245,544	1,338,752	849,968	145,568	251,363	131,523	55,284	228,646	146,732	50,744	447,977	347,149
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	*1988*	*24,573,973*	*24,007,079*	*5,189,772*	*3,260,118*	*765,070*	*1,503,887*	*954,148*	*293,229*	*1,190,353*	*859,023*	*213,810*	*2,260,437*	*1,838,550*
	1982	*15,994,329*	*15,638,200*	*3,056,703*	*1,833,311*	*499,527*	*722,052*	*390,760*	*173,761*	*548,133*	*350,415*	*126,857*	*965,170*	*707,456*
NIAGARA FALLS	1988	271,296	266,200	50,604	35,436	6,477	9,153	3,890	3,012	6,373	3,475	2,126	12,629	8,698
	1982	210,610	206,300	42,141	29,604	5,020	6,587	2,234	2,545	4,407	1,995	1,797	8,071	4,793
ORANGE COUNTY	1988	469,329	460,316	71,394	44,902	11,199	19,594	9,961	4,494	13,954	8,892	3,172	29,905	22,750
	1982	295,656	289,493	43,698	26,337	7,044	10,436	4,374	2,944	7,116	3,905	2,078	13,931	9,383
POUGHKEEPSIE	1988	373,838	367,610	61,114	42,209	8,921	16,290	3,377	8,967	6,197	1,379	3,571	28,421	19,413
	1982	250,507	245,849	38,195	25,665	5,967	10,051	1,494	5,716	3,749	610	2,276	13,986	8,079
ROCHESTER	1988	1,278,560	1,237,690	245,113	169,522	44,426	81,387	49,661	18,208	47,541	33,644	8,512	101,989	76,316
	1982	846,671	816,131	163,994	112,116	29,296	44,489	22,104	12,903	24,532	14,975	6,033	49,715	31,428
SYRACUSE	1988	856,141	835,217	160,383	113,098	26,732	48,638	28,349	11,388	25,462	16,678	4,363	65,776	52,471
	1982	592,831	578,479	113,327	80,386	18,517	26,859	12,938	7,779	13,719	7,612	2,986	31,239	22,361
UTICA - ROME	1988	417,850	398,632	86,932	67,160	11,308	18,917	10,990	3,604	14,798	9,031	4,203	17,131	11,367
	1982	299,392	284,797	59,774	45,198	8,080	10,916	5,009	2,713	8,416	4,117	3,188	8,989	4,780
NONMETRO PORTION OF STATE	1988	1,820,348	1,768,927	336,897	254,067	47,753	88,151	42,060	16,143	44,928	30,018	7,793	58,908	45,582
	1982	1,273,774	1,235,283	228,289	171,040	33,347	54,097	21,756	10,656	25,399	15,525	5,148	38,367	22,513
TOTAL STATE	1988	23,249,477	22,681,081	4,920,949	3,331,937	586,896	1,285,528	739,382	262,641	955,208	654,680	182,363	2,111,297	1,690,877
	1982	15,415,145	15,033,247	2,998,994	1,962,057	389,083	666,790	313,447	167,297	462,490	273,883	113,143	936,008	665,078
NORTH CAROLINA														
ASHEVILLE	1988	233,644	224,294	69,474	49,335	6,900	28,318	9,117	7,265	9,534	6,675	1,325	18,911	9,884
	1982	151,764	145,899	34,626	22,653	4,489	14,739	4,105	3,701	4,548	3,006	675	9,279	4,155
BURLINGTON	1988	124,241	118,184	39,678	25,613	6,702	13,067	6,147	2,686	6,173	4,362	666	8,777	4,834
	1982	81,984	78,377	20,465	12,256	4,445	6,197	2,612	1,208	2,762	1,811	299	3,968	1,914

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

SaMM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Merchandise Line Sales											
		Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear	
		In Radio/TV Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
NEW MEXICO (continued)													
NONMETRO PORTION OF STATE	1988	3,395	217	43,515	32,979	68,231	28,574	20,667	127,624	65,654	31,752	37,459	25,777	4,046
	1982	2,435	129	38,366	29,847	63,002	34,515	12,352	123,499	79,304	18,978	39,702	31,136	2,420
TOTAL STATE	1988	11,919	1,343	139,368	108,633	203,611	82,798	93,145	382,343	174,220	167,061	116,118	82,478	20,090
	1982	6,610	700	97,534	77,654	148,507	76,526	49,069	285,396	163,636	87,642	95,757	75,038	10,563
NEW YORK														
ALBANY - SCHENECTADY - TROY	1988	16,013	1,867	151,531	124,229	160,083	74,750	66,592	315,626	182,017	102,947	87,367	71,401	8,058
	1982	5,035	1,248	69,320	50,798	108,787	50,540	44,794	214,287	123,065	68,653	59,131	48,275	5,369
BINGHAMTON	1988	5,434	510	28,617	23,622	37,384	19,559	15,076	65,471	38,558	22,997	23,336	19,559	2,425
	1982	2,300	394	16,622	12,848	29,089	15,021	11,626	50,773	29,613	17,734	17,971	15,021	1,871
BUFFALO	1988	15,474	2,597	127,092	99,208	160,605	75,134	76,385	349,464	198,113	137,702	91,823	76,552	10,391
	1982	6,289	1,909	72,232	51,405	119,573	55,502	56,119	259,546	146,346	101,166	67,917	56,549	7,635
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	*1988*	*17,014*	*3,043*	*145,925*	*113,079*	*195,774*	*91,838*	*93,514*	*417,595*	*228,883*	*172,521*	*110,330*	*90,367*	*13,861*
	1982	*6,983*	*2,287*	*84,413*	*59,372*	*148,086*	*68,156*	*70,591*	*314,955*	*169,655*	*130,583*	*82,335*	*67,014*	*10,567*
ELMIRA	1988	1,370	452	12,671	7,797	22,087	6,067	15,594	45,357	15,793	28,813	11,507	8,880	1,810
	1982	631	286	7,663	4,451	15,184	4,833	9,866	31,616	12,580	18,230	8,831	7,074	1,145
GLENS FALLS	1988	747	249	10,888	8,069	16,359	8,437	6,808	36,225	23,180	11,140	10,132	5,920	1,920
	1982	303	170	5,968	4,035	11,054	5,548	4,660	24,301	15,244	7,625	6,793	3,894	1,313
JAMESTOWN - DUNKIRK	1988	1,057	163	11,868	9,746	13,474	5,299	6,792	22,911	10,133	10,541	6,309	5,024	597
	1982	524	141	8,097	6,267	12,743	5,433	5,869	21,810	10,387	9,108	6,242	5,150	516
NASSAU - SUFFOLK	1988	73,602	10,148	651,020	547,713	761,769	388,521	321,949	1,390,801	703,383	639,662	407,112	319,192	69,038
	1982	22,645	6,302	276,709	211,722	478,046	241,594	213,001	872,210	437,384	397,014	253,538	198,484	42,852
NEW YORK	1988	164,657	18,595	1,658,942	1,396,690	2,150,213	1,304,468	723,155	4,167,766	2,246,847	1,664,252	1,272,017	1,002,719	186,046
	1982	52,308	10,682	718,715	560,643	1,318,730	812,287	413,838	2,547,696	1,399,099	952,449	783,955	624,391	106,825
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	*1988*	*355,586*	*80,757*	*3,721,797*	*3,113,222*	*4,624,776*	*2,585,370*	*1,720,211*	*8,971,180*	*4,842,593*	*3,660,234*	*2,660,826*	*2,099,829*	*392,322*
	1982	*114,915*	*47,139*	*1,635,350*	*1,266,093*	*2,820,459*	*1,585,405*	*1,023,513*	*5,453,896*	*2,964,773*	*2,133,803*	*1,624,712*	*1,285,738*	*229,300*
NIAGARA FALLS	1988	1,540	446	18,833	13,871	35,169	16,704	17,129	68,131	30,770	34,819	18,507	13,815	3,470
	1982	694	378	12,181	7,967	23,513	12,654	14,472	55,409	23,309	29,417	14,416	10,465	2,932
ORANGE COUNTY	1988	6,173	668	44,298	35,517	59,675	29,029	25,555	115,473	53,479	51,943	32,179	24,009	5,177
	1982	2,207	438	21,293	15,596	37,928	17,422	16,737	73,541	32,095	34,020	19,656	14,410	3,391
POUGHKEEPSIE	1988	4,516	973	37,569	28,665	38,518	19,722	15,708	80,295	53,486	24,665	25,000	19,047	2,596
	1982	1,611	621	18,604	12,680	25,377	13,104	11,172	53,030	35,540	15,723	16,925	12,656	1,655
ROCHESTER	1988	16,381	1,702	166,258	141,014	159,631	64,407	84,259	312,900	135,175	157,159	90,531	67,446	14,273
	1982	5,707	1,207	80,759	62,766	117,942	49,000	59,729	231,176	102,836	111,189	67,901	51,313	10,094
SYRACUSE	1988	9,922	1,341	96,985	79,887	117,689	60,536	51,341	224,112	124,013	91,611	57,259	47,789	6,709
	1982	3,512	918	48,363	36,458	81,979	41,872	35,133	155,814	85,778	62,689	39,669	33,056	4,592
UTICA - ROME	1988	3,363	1,252	42,551	36,659	48,510	28,519	15,316	105,005	69,518	28,712	30,042	25,465	2,506
	1982	1,193	943	21,127	16,711	34,677	19,221	11,530	74,262	46,852	21,593	20,610	17,162	1,887
NONMETRO PORTION OF STATE	1988	13,882	1,672	118,393	94,629	161,100	77,037	67,161	277,705	147,275	105,543	87,773	73,018	6,121
	1982	5,826	1,104	65,509	48,948	118,078	60,269	44,311	204,580	115,217	70,738	67,549	57,126	4,043
TOTAL STATE	1988	334,131	42,635	3,177,516	2,647,316	3,942,266	2,178,189	1,508,820	7,577,242	4,031,740	3,112,476	2,250,894	1,779,836	321,137
	1982	110,785	26,741	1,443,162	1,103,295	2,537,700	1,404,301	952,857	4,870,051	2,615,345	1,917,348	1,451,106	1,155,026	196,120
NORTH CAROLINA														
ASHEVILLE	1988	1,711	395	30,172	23,943	33,889	12,665	17,084	67,482	36,207	25,425	31,446	25,639	4,106
	1982	609	202	14,565	10,781	19,723	8,069	8,704	40,156	23,067	12,954	19,551	16,335	2,092
BURLINGTON	1988	1,523	201	20,015	18,074	25,664	15,481	8,786	55,618	37,127	16,238	21,659	17,391	2,063
	1982	501	90	8,704	7,679	15,021	9,995	4,460	33,086	23,969	7,303	13,494	11,227	928

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1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

$ MM ESTIMATES 1988
U.S. CENSUS 1982

Merchandise Line Sales

METRO AREA	Year	Groceries & Other Foods: In All Stores ($000)	Groceries & Other Foods: In Food Stores ($000)	Drugs & Health & Beauty Aids: In All Stores ($000)	Drugs & Health & Beauty Aids: In Drug-stores ($000)	Drugs & Health & Beauty Aids: In Food Stores ($000)	Major Household Appliances: In All Stores ($000)	Major Household Appliances: In FHA Stores ($000)	Major Household Appliances: In Department Stores ($000)	TVs, Video Recorders & Tapes: In All Stores ($000)	TVs, Video Recorders & Tapes: In FHA Stores ($000)	TVs, Video Recorders & Tapes: In Department Stores ($000)	Audio Equipment, Musical Instruments & Supplies: In All Stores ($000)	Audio Equipment, Musical Instruments & Supplies: In FHA Stores ($000)
NORTH CAROLINA (continued)														
CHARLOTTE - GASTONIA - ROCK HILL	**1988**	**1,326,931**	**1,281,568**	**326,625**	**186,556**	**75,179**	**112,310**	**59,352**	**27,837**	**74,142**	**57,115**	**8,449**	**110,305**	**87,587**
	1982	914,137	884,129	182,485	96,286	51,867	55,297	26,310	13,803	34,408	25,320	4,191	49,297	37,108
FAYETTEVILLE	**1988**	**214,758**	**208,870**	**56,835**	**31,312**	**13,526**	**35,067**	**17,550**	**12,089**	**21,260**	**14,295**	**1,969**	**49,227**	**36,407**
	1982	143,871	139,852	29,983	14,186	9,057	18,059	8,017	7,054	10,878	6,530	1,017	23,860	15,572
GREENSBORO - WINSTON-SALEM - HIGH POINT	**1988**	**957,609**	**913,234**	**261,048**	**162,422**	**42,355**	**96,781**	**41,966**	**27,367**	**53,758**	**38,975**	**5,805**	**87,148**	**59,518**
	1982	665,639	637,431	144,935	85,678	29,565	48,453	18,731	13,562	25,319	17,395	2,876	40,180	24,913
HICKORY	**1988**	**261,215**	**253,310**	**76,580**	**54,087**	**12,047**	**22,003**	**5,497**	**4,241**	**8,021**	**4,306**	**1,050**	**16,583**	**9,402**
	1982	175,835	170,643	38,108	24,190	8,116	12,079	2,528	2,030	4,005	1,981	503	8,082	4,036
JACKSONVILLE	**1988**	**103,506**	**80,195**	**22,681**	**13,027**	**3,858**	**11,356**	**5,184**	**2,677**	**5,138**	**2,900**	**662**	**10,991**	**8,546**
	1982	77,456	63,256	12,977	6,335	3,043	6,717	2,939	1,494	2,976	1,644	370	6,317	4,845
RALEIGH - DURHAM	**1988**	**652,818**	**631,412**	**253,112**	**160,709**	**31,390**	**77,040**	**32,128**	**19,997**	**38,518**	**29,401**	**3,768**	**95,537**	**76,838**
	1982	465,532	451,369	129,868	71,111	22,441	39,164	13,427	10,301	17,268	12,288	1,942	40,659	30,226
WILMINGTON	**1988**	**158,955**	**154,367**	**42,720**	**27,936**	**5,711**	**13,516**	**1,937**	**4,696**	**4,120**	**800**	**1,164**	**11,876**	**5,986**
	1982	110,251	107,320	23,055	14,133	3,970	7,650	1,336	2,323	2,371	551	576	7,064	3,828
NONMETRO PORTION OF STATE	**1988**	**2,706,727**	**2,590,818**	**710,670**	**507,155**	**108,250**	**228,665**	**96,063**	**19,103**	**97,658**	**56,922**	**7,280**	**114,289**	**63,247**
	1982	1,997,940	1,915,786	401,045	266,460	80,052	132,886	52,770	9,625	54,296	31,269	3,667	62,935	33,005
TOTAL STATE	**1988**	**6,583,170**	**6,303,096**	**1,825,767**	**1,197,720**	**296,934**	**630,041**	**270,506**	**126,075**	**312,745**	**211,382**	**31,567**	**515,795**	**355,995**
	1982	4,685,081	4,497,563	999,234	602,952	211,384	337,205	130,772	64,154	156,205	99,867	15,829	247,956	156,777
NORTH DAKOTA														
BISMARCK	**1988**	**97,494**	**93,599**	**20,683**	**8,355**	**4,796**	**9,584**	**2,791**	**4,643**	**3,371**	**1,368**	**1,445**	**9,872**	**6,889**
	1982	73,473	70,400	15,513	7,186	3,608	6,556	2,042	2,776	2,279	1,001	864	6,567	4,638
FARGO - MOORHEAD	**1988**	**136,926**	**128,205**	**26,667**	**11,095**	**3,297**	**10,493**	**3,873**	**3,391**	**5,912**	**2,760**	**2,024**	**17,736**	**14,087**
	1982	114,448	106,913	21,014	9,828	2,748	7,617	2,837	2,244	4,186	2,022	1,314	12,310	9,694
GRAND FORKS	**1988**	**50,552**	**47,362**	**13,557**	**4,092**	**2,255**	**7,279**	**2,753**	**3,275**	**3,699**	**2,278**	**1,018**	**11,548**	**9,010**
	1982	42,591	40,053	10,164	3,696	1,907	5,090	2,049	1,994	2,620	1,695	620	7,925	6,251
NONMETRO PORTION OF STATE	**1988**	**441,888**	**420,442**	**70,444**	**41,689**	**14,154**	**26,196**	**12,000**	**3,702**	**13,034**	**8,943**	**1,389**	**18,106**	**12,261**
	1982	318,018	300,444	56,002	36,344	10,112	19,068	8,840	2,275	9,398	6,587	854	12,701	8,520
TOTAL STATE	**1988**	**672,470**	**637,283**	**124,103**	**60,648**	**23,156**	**50,723**	**19,790**	**14,791**	**24,278**	**14,190**	**5,653**	**50,925**	**36,395**
	1982	506,384	477,156	97,666	53,744	17,330	36,627	14,833	9,201	17,486	10,639	3,563	36,017	25,909
OHIO														
AKRON	**1988**	**723,767**	**694,850**	**174,492**	**105,913**	**37,836**	**51,525**	**31,415**	**12,693**	**22,525**	**14,036**	**5,539**	**59,241**	**43,961**
	1982	600,237	580,613	127,472	72,115	31,618	28,054	13,401	9,861	12,255	5,988	4,303	28,258	17,338
CANTON	**1988**	**442,896**	**431,266**	**101,767**	**65,483**	**16,303**	**32,945**	**22,382**	**6,816**	**17,714**	**12,720**	**3,547**	**32,489**	**26,204**
	1982	360,118	371,165	75,507	45,833	14,032	18,802	10,835	5,308	9,910	6,157	2,761	16,453	11,718
CINCINNATI	**1988**	**1,734,528**	**1,462,907**	**422,884**	**268,850**	**57,334**	**117,248**	**55,656**	**36,239**	**73,577**	**41,342**	**21,004**	**131,058**	**79,352**
	1982	1,265,740	1,218,966	257,142	153,479	42,033	71,328	32,952	22,844	44,578	24,478	13,242	77,443	44,921
CINCINNATI - HAMILTON CONSOLIDATED AREA	***1988***	***1,976,252***	***1,895,369***	***474,681***	***299,956***	***65,583***	***130,036***	***63,175***	***39,772***	***81,044***	***45,380***	***23,280***	***142,414***	***86,739***
	1982	*1,473,935*	*1,420,966*	*294,725*	*175,293*	*49,202*	*78,081*	*36,097*	*25,272*	*48,601*	*26,167*	*14,806*	*82,997*	*47,764*
CLEVELAND	**1988**	**2,231,750**	**2,136,680**	**608,780**	**416,302**	**55,040**	**145,698**	**81,132**	**41,941**	**96,829**	**52,977**	**27,559**	**147,906**	**110,693**
	1982	1,800,221	1,740,973	375,392	242,203	44,850	86,775	45,301	27,002	57,909	29,582	17,742	81,412	57,316
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***1988***	***3,236,930***	***3,101,245***	***836,710***	***556,221***	***102,484***	***213,089***	***120,290***	***61,844***	***129,758***	***73,714***	***35,918***	***221,714***	***165,173***
	1982	*2,629,834*	*2,542,970*	*541,234*	*337,322*	*84,355*	*124,605*	*62,357*	*42,352*	*76,069*	*38,734*	*24,192*	*117,293*	*79,249*
COLUMBUS	**1988**	**1,391,791**	**1,333,625**	**374,014**	**204,609**	**72,273**	**65,762**	**23,290**	**25,129**	**30,503**	**15,995**	**8,497**	**158,826**	**126,676**
	1982	1,060,277	1,022,179	236,692	123,819	55,394	38,990	13,886	14,653	18,116	9,538	4,956	91,312	71,932

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Merchandise Line Sales												
		Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
		In Radio/TV Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
NORTH CAROLINA (continued)														
CHARLOTTE - GASTONIA - ROCK HILL	1988	20,998	1,539	170,050	147,102	234,852	93,165	122,180	478,879	244,497	207,468	106,006	86,602	8,449
	1982	7,229	762	78,188	65,213	133,545	60,504	60,580	278,747	158,784	102,873	67,219	56,242	4,191
FAYETTEVILLE	1988	4,581	591	70,853	62,323	38,176	7,904	26,988	73,518	19,021	47,280	20,807	10,615	6,893
	1982	1,671	305	33,685	28,470	25,153	8,409	13,936	50,259	20,239	24,413	17,035	11,294	3,560
GREENSBORO - WINSTON-SALEM - HIGH POINT	1988	19,022	3,221	267,353	199,303	192,919	85,107	94,152	398,749	191,143	163,154	110,448	73,405	23,214
	1982	6,531	1,597	132,964	88,947	110,781	54,418	46,661	233,421	122,214	80,856	67,339	46,935	11,505
HICKORY	1988	2,958	314	44,029	37,279	31,832	13,760	16,177	73,046	47,377	22,163	19,795	14,710	3,254
	1982	1,063	150	21,365	17,146	18,103	8,703	7,742	43,239	29,961	10,607	11,983	9,303	1,558
JACKSONVILLE	1988	1,542	199	27,205	24,770	10,046	3,008	6,330	15,610	4,757	10,203	6,625	2,215	2,056
	1982	648	111	15,686	14,044	7,937	3,605	3,533	12,310	5,700	5,694	5,368	2,655	1,147
RALEIGH - DURHAM	1988	13,284	1,411	119,567	99,656	140,723	59,004	70,224	295,133	152,345	127,250	81,543	52,031	17,906
	1982	4,525	728	52,776	41,648	80,132	35,257	36,169	169,048	91,028	65,542	47,663	31,090	9,224
WILMINGTON	1988	1,302	350	23,924	19,051	29,034	8,772	17,685	54,031	23,838	25,364	13,491	6,648	3,606
	1982	690	173	16,011	13,137	19,513	8,864	8,748	39,897	24,089	12,546	10,496	6,718	1,784
NONMETRO PORTION OF STATE	1988	7,427	2,420	388,907	342,001	364,459	161,914	124,893	662,704	356,070	188,365	212,252	131,044	31,496
	1982	3,081	1,223	217,787	187,869	233,782	117,422	64,234	434,122	258,233	95,745	143,345	95,034	15,872
TOTAL STATE	1988	73,082	10,536	1,149,508	962,511	1,085,721	454,279	496,239	2,142,238	1,095,322	818,888	616,479	414,256	102,474
	1982	26,117	5,289	585,866	469,969	654,622	311,184	250,612	1,315,419	746,624	411,478	398,843	283,057	51,574
NORTH DAKOTA														
BISMARCK	1988	752	736	13,515	10,215	17,866	5,408	11,574	34,500	12,088	21,253	9,774	6,904	1,880
	1982	423	440	9,596	7,471	13,193	5,518	6,920	26,089	12,333	12,708	8,941	7,044	1,124
FARGO - MOORHEAD	1988	1,310	987	18,067	15,152	30,884	10,182	18,803	62,056	22,534	37,035	13,576	8,305	3,596
	1982	753	656	13,286	11,095	23,580	9,611	12,441	47,837	21,271	24,505	11,532	7,839	2,371
GRAND FORKS	1988	1,235	703	11,889	9,725	19,441	5,687	11,259	39,760	13,489	23,277	9,046	4,861	2,513
	1982	725	428	8,759	7,237	14,616	5,635	6,856	30,026	13,364	14,174	7,666	4,816	1,530
NONMETRO PORTION OF STATE	1988	3,487	796	39,395	35,065	45,820	25,038	9,606	78,083	47,389	16,911	23,789	16,789	1,970
	1982	1,964	490	29,020	25,830	38,520	24,419	5,909	66,762	46,219	10,402	21,237	16,377	1,210
TOTAL STATE	1988	6,124	3,167	76,021	63,794	109,547	44,042	50,020	205,328	90,469	96,068	53,769	35,004	9,692
	1982	3,545	1,992	56,694	47,977	86,783	43,146	31,638	164,245	88,678	60,827	47,412	34,414	6,128
OHIO														
AKRON	1988	5,894	1,582	70,315	53,654	87,984	27,688	54,604	189,067	79,566	95,757	53,300	36,141	12,661
	1982	3,967	1,229	35,562	22,886	68,230	20,934	42,416	145,926	60,159	74,381	40,406	27,325	9,835
CANTON	1988	4,364	1,266	48,385	38,603	59,818	19,805	36,475	131,253	63,533	63,583	33,163	22,587	8,865
	1982	1,651	986	26,234	18,686	47,529	16,191	28,402	105,212	51,938	49,508	26,625	18,465	6,903
CINCINNATI	1988	17,699	2,796	196,752	128,682	295,723	91,825	185,710	573,225	196,315	349,726	157,227	97,763	48,234
	1982	8,482	1,766	119,357	76,189	194,545	64,759	118,322	378,144	138,452	220,716	106,626	68,947	30,467
CINCINNATI - HAMILTON CONSOLIDATED AREA	*1988*	*19,487*	*3,365*	*223,815*	*151,595*	*317,561*	*95,835*	*201,930*	*617,212*	*209,518*	*378,610*	*167,692*	*104,987*	*49,657*
	1982	*9,047*	*2,157*	*131,816*	*85,774*	*210,397*	*68,293*	*129,468*	*411,043*	*150,086*	*240,563*	*115,188*	*75,313*	*31,445*
CLEVELAND	1988	26,908	4,861	311,283	221,621	412,728	163,843	228,317	825,339	380,844	405,286	237,013	168,211	58,356
	1982	11,645	3,131	181,774	122,748	263,940	101,584	146,696	525,684	236,125	260,901	148,717	104,292	37,569
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	*1988*	*34,817*	*7,107*	*414,045*	*300,864*	*533,183*	*199,135*	*306,642*	*1,079,080*	*482,971*	*539,857*	*307,752*	*216,552*	*75,165*
	1982	*14,352*	*4,865*	*234,598*	*158,714*	*357,300*	*128,574*	*207,169*	*721,887*	*315,051*	*364,829*	*202,773*	*141,335*	*50,561*
COLUMBUS	1988	25,378	7,284	170,037	128,557	331,911	69,197	197,907	526,407	195,468	302,322	138,133	78,478	44,920
	1982	12,674	4,248	101,319	76,647	204,419	48,320	115,397	332,334	136,489	176,279	90,093	54,797	26,194

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U.S. CENSUS 1982

Merchandise Line Sales

METRO AREA	Year	Groceries & Other Foods: In All Stores ($000)	Groceries & Other Foods: In Food Stores ($000)	Drugs & Health & Beauty Aids: In All Stores ($000)	Drugs & Health & Beauty Aids: In Drug-stores ($000)	Drugs & Health & Beauty Aids: In Food Stores ($000)	Major Household Appliances: In All Stores ($000)	Major Household Appliances: In FHA Stores ($000)	Major Household Appliances: In Department Stores ($000)	TVs, Video Recorders & Tapes: In All Stores ($000)	TVs, Video Recorders & Tapes: In FHA Stores ($000)	TVs, Video Recorders & Tapes: In Department Stores ($000)	Audio Equipment, Musical Instruments & Supplies: In All Stores ($000)	Audio Equipment, Musical Instruments & Supplies: In FHA Stores ($000)
OHIO (continued)														
DAYTON - SPRINGFIELD	**1988**	**1,056,904**	**1,017,716**	**232,732**	**135,023**	**34,662**	**65,958**	**36,014**	**21,359**	**43,010**	**30,962**	**8,536**	**63,118**	**46,506**
	1982	824,735	797,085	159,482	86,985	27,151	43,432	22,558	15,304	27,780	19,393	6,119	38,915	27,187
HAMILTON - MIDDLETOWN	**1988**	**241,724**	**232,461**	**51,797**	**31,106**	**8,249**	**12,788**	**7,519**	**3,533**	**7,467**	**4,038**	**2,276**	**11,356**	**7,387**
	1982	208,195	202,000	37,583	21,814	7,169	6,753	3,145	2,428	4,023	1,689	1,564	5,554	2,843
LIMA	**1988**	**167,162**	**160,482**	**38,692**	**22,793**	**4,536**	**14,917**	**7,904**	**4,668**	**7,663**	**5,433**	**1,636**	**17,168**	**10,080**
	1982	135,908	131,102	27,588	15,716	3,706	8,252	3,369	3,324	3,865	2,315	1,167	8,940	4,080
LORAIN - ELYRIA	**1988**	**281,413**	**269,715**	**53,438**	**34,006**	**9,608**	**15,866**	**7,743**	**7,210**	**10,404**	**6,701**	**2,820**	**14,567**	**10,519**
	1982	229,426	221,384	38,370	23,004	7,887	9,776	3,655	5,489	5,905	3,164	2,147	7,623	4,595
MANSFIELD	**1988**	**129,639**	**124,056**	**28,771**	**16,187**	**4,106**	**11,930**	**4,562**	**4,801**	**4,948**	**1,603**	**2,122**	**13,121**	**5,515**
	1982	108,914	104,836	19,996	10,940	3,470	6,837	1,981	3,117	2,893	696	1,377	7,327	2,224
PARKERSBURG - MARIETTA	**1988**	**155,807**	**144,293**	**51,860**	**34,399**	**6,088**	**14,250**	**4,576**	**6,214**	**6,961**	**4,300**	**1,860**	**9,882**	**6,486**
	1982	147,576	138,028	36,239	21,614	5,823	9,722	2,496	4,724	4,322	2,345	1,623	5,839	3,271
STEUBENVILLE - WEIRTON	**1988**	**170,906**	**167,345**	**41,822**	**29,861**	**5,185**	**9,186**	**3,693**	**2,280**	**4,896**	**3,273**	**1,083**	**9,000**	**6,295**
	1982	140,273	137,646	26,173	16,650	4,265	5,864	1,898	1,731	2,894	1,684	826	5,055	3,041
TOLEDO	**1988**	**806,035**	**782,341**	**250,393**	**181,729**	**24,589**	**67,488**	**44,707**	**17,844**	**56,293**	**46,885**	**5,969**	**70,090**	**55,314**
	1982	605,902	590,314	152,157	107,165	18,555	30,857	17,239	10,525	23,692	18,079	3,520	29,202	20,277
YOUNGSTOWN - WARREN	**1988**	**476,372**	**463,869**	**134,466**	**85,021**	**18,945**	**49,151**	**30,791**	**12,494**	**21,309**	**12,337**	**7,008**	**33,228**	**25,269**
	1982	433,693	424,127	97,791	55,815	17,322	30,696	16,511	10,169	13,692	6,615	5,705	18,831	12,525
NONMETRO PORTION OF STATE	**1988**	**2,001,078**	**1,928,930**	**399,872**	**259,408**	**67,723**	**126,905**	**79,210**	**15,900**	**73,740**	**59,888**	**6,143**	**75,016**	**47,051**
	1982	1,825,482	1,768,638	322,214	202,656	62,097	75,977	40,572	12,299	40,999	30,678	4,754	44,287	22,943
TOTAL STATE	**1988**	**11,599,509**	**11,158,433**	**2,839,605**	**1,798,477**	**408,714**	**774,838**	**429,510**	**210,145**	**462,018**	**303,018**	**101,735**	**822,026**	**594,204**
	1982	9,469,464	9,164,504	1,926,915	1,160,275	335,208	456,638	224,305	142,849	264,209	157,618	69,185	453,616	299,891
OKLAHOMA														
ENID	**1988**	**67,440**	**64,909**	**15,059**	**8,418**	**3,657**	**4,371**	**2,190**	**1,005**	**3,838**	**2,645**	**561**	**6,164**	**5,034**
	1982	63,357	60,755	15,022	8,560	3,423	4,241	2,077	950	3,679	2,508	531	5,565	4,454
LAWTON	**1988**	**99,872**	**97,236**	**21,536**	**11,247**	**4,228**	**7,886**	**2,775**	**3,048**	**5,599**	**2,672**	**1,816**	**6,689**	**3,763**
	1982	79,922	77,602	14,505	6,450	3,374	6,678	2,701	2,220	4,838	2,600	1,323	5,567	3,354
OKLAHOMA CITY	**1988**	**1,152,607**	**1,119,324**	**265,277**	**133,108**	**67,702**	**89,646**	**46,647**	**29,128**	**66,063**	**35,825**	**18,313**	**100,704**	**83,239**
	1982	949,998	920,614	195,858	85,834	55,687	60,555	26,486	22,833	44,508	20,343	14,422	58,022	44,175
TULSA	**1988**	**732,588**	**708,422**	**180,514**	**72,212**	**52,437**	**64,776**	**34,889**	**17,640**	**49,223**	**33,164**	**7,905**	**59,728**	**43,365**
	1982	670,914	649,605	146,051	51,883	48,087	47,143	22,464	13,541	34,703	21,355	6,073	39,869	26,253
NONMETRO PORTION OF STATE	**1988**	**1,311,368**	**1,230,639**	**292,229**	**159,371**	**57,789**	**85,443**	**36,877**	**8,304**	**46,810**	**26,042**	**4,858**	**58,732**	**31,380**
	1982	1,168,688	1,093,488	230,493	116,390	51,351	71,524	29,466	6,434	37,902	20,814	3,750	45,944	23,709
TOTAL STATE	**1988**	**3,384,590**	**3,240,773**	**777,359**	**385,581**	**186,674**	**252,961**	**123,756**	**59,371**	**171,926**	**100,483**	**33,607**	**232,799**	**167,283**
	1982	2,954,302	2,822,965	604,451	270,004	162,812	190,927	83,487	46,251	126,013	67,724	26,270	155,656	102,334
OREGON														
EUGENE - SPRINGFIELD	**1988**	**272,545**	**244,072**	**67,883**	**28,088**	**10,611**	**15,748**	**6,796**	**5,737**	**7,939**	**3,467**	**2,608**	**21,039**	**17,552**
	1982	228,633	206,205	56,022	24,255	8,965	11,377	4,474	4,406	5,712	2,283	2,003	13,424	10,692
MEDFORD	**1988**	**217,048**	**117,095**	**35,506**	**13,348**	**6,401**	**11,054**	**6,883**	**2,579**	**5,899**	**3,552**	**1,296**	**8,859**	**6,274**
	1982	172,806	97,020	26,367	10,724	5,304	7,422	4,544	1,629	3,965	2,345	819	5,952	4,142
PORTLAND	**1988**	**1,451,399**	**1,071,908**	**334,725**	**107,577**	**71,162**	**107,520**	**56,463**	**23,329**	**87,492**	**61,035**	**17,106**	**124,788**	**90,126**
	1982	1,088,394	839,064	236,816	78,200	55,706	65,833	31,417	14,943	51,149	33,961	10,945	70,546	47,545
PORTLAND - VANCOUVER CONSOLIDATED AREA	***1988***	***1,647,338***	***1,253,601***	***385,927***	***139,105***	***79,965***	***119,329***	***60,815***	***29,319***	***94,778***	***64,632***	***20,160***	***137,047***	***98,594***
	1982	*1,234,232*	*975,115*	*269,770*	*97,436*	*62,298*	*73,210*	*33,935*	*18,784*	*55,596*	*36,041*	*12,904*	*77,651*	*52,194*
SALEM	**1988**	**226,544**	**180,753**	**62,756**	**30,311**	**10,388**	**21,542**	**12,037**	**4,125**	**8,288**	**4,588**	**2,601**	**17,138**	**13,145**
	1982	187,013	151,902	47,348	22,045	8,730	14,823	7,564	3,059	5,633	2,883	1,929	10,804	7,807

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METRO AREA	Year	Merchandise Line Sales											
		Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear	
		In Radio/TV Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
OHIO (continued)													
DAYTON - SPRINGFIELD	**1988**	**10,366**	**2,846**	**112,701**	**85,891**	**160,774**	**50,143**	**95,460**	**323,191**	**131,938**	**179,338**	**89,948**	**66,855**	**16,365**
	1982	5,099	2,040	72,756	53,796	115,313	35,290	74,446	231,322	92,858	128,497	63,289	47,053	11,727
HAMILTON - MIDDLETOWN	**1988**	**1,788**	**569**	**27,063**	**22,913**	**21,838**	**4,010**	**16,220**	**43,987**	**13,203**	**28,884**	**10,465**	**7,224**	**1,423**
	1982	565	391	12,459	9,585	15,852	3,534	11,146	32,899	11,634	19,847	8,562	6,366	978
LIMA	**1988**	**1,078**	**544**	**22,616**	**16,796**	**29,793**	**8,384**	**20,148**	**52,396**	**20,091**	**30,187**	**13,614**	**8,686**	**3,819**
	1982	355	389	11,238	7,158	21,492	6,027	14,338	37,793	14,444	21,673	9,717	6,245	2,721
LORAIN - ELYRIA	**1988**	**2,015**	**664**	**32,447**	**25,589**	**32,471**	**7,604**	**23,721**	**64,674**	**23,561**	**38,814**	**17,439**	**12,200**	**4,148**
	1982	740	505	17,262	12,080	25,130	6,056	18,057	50,277	18,767	29,547	13,650	9,718	3,157
MANSFIELD	**1988**	**1,348**	**529**	**19,030**	**11,686**	**27,040**	**6,574**	**17,271**	**52,730**	**19,449**	**31,555**	**13,043**	**7,263**	**4,509**
	1982	458	344	9,938	5,073	18,273	4,781	12,565	36,069	14,142	20,482	9,068	5,281	2,926
PARKERSBURG - MARIETTA	**1988**	**1,800**	**794**	**21,645**	**17,710**	**26,814**	**8,158**	**17,359**	**47,590**	**18,195**	**27,036**	**14,190**	**10,339**	**3,272**
	1982	752	601	12,678	9,660	21,308	6,864	13,195	38,050	15,308	20,550	11,647	8,698	2,488
STEUBENVILLE - WEIRTON	**1988**	**882**	**405**	**13,965**	**11,695**	**17,093**	**4,822**	**10,573**	**34,070**	**11,865**	**20,344**	**8,511**	**6,301**	**1,300**
	1982	361	296	7,737	6,013	14,074	4,576	8,059	28,463	11,260	15,500	7,697	6,169	991
TOLEDO	**1988**	**11,608**	**5,304**	**107,305**	**77,738**	**148,624**	**32,092**	**103,584**	**270,174**	**77,212**	**178,167**	**63,832**	**43,876**	**15,450**
	1982	3,695	3,129	47,654	29,977	94,582	24,780	61,069	175,089	59,616	105,034	45,777	33,878	9,106
YOUNGSTOWN - WARREN	**1988**	**5,523**	**3,115**	**68,097**	**53,291**	**77,824**	**20,394**	**52,183**	**156,335**	**56,806**	**94,632**	**48,410**	**36,066**	**9,347**
	1982	2,311	2,536	40,348	28,575	63,800	16,967	42,471	128,932	47,259	77,019	39,693	30,005	7,607
NONMETRO PORTION OF STATE	**1988**	**6,606**	**3,074**	**183,755**	**167,656**	**189,998**	**64,555**	**93,254**	**338,249**	**140,754**	**152,277**	**99,758**	**75,907**	**10,759**
	1982	2,613	2,375	98,206	85,880	157,623	59,155	72,983	284,103	128,969	118,277	87,538	69,550	8,323
TOTAL STATE	**1988**	**120,367**	**34,779**	**1,363,245**	**1,032,882**	**1,866,190**	**562,229**	**1,123,060**	**3,527,110**	**1,393,036**	**1,941,603**	**970,116**	**660,484**	**235,360**
	1982	52,211	23,378	771,428	550,864	1,291,111	408,273	759,750	2,465,259	1,013,130	1,303,263	690,988	485,068	155,982
OKLAHOMA													
ENID	**1988**	**585**	**112**	**8,456**	**7,277**	**11,179**	**7,600**	**2,863**	**19,792**	**14,219**	**4,802**	**5,621**	**4,777**	**534**
	1982	444	106	8,070	6,900	11,716	8,114	2,709	20,770	15,183	4,542	5,955	5,101	505
LAWTON	**1988**	**1,103**	**364**	**15,414**	**11,791**	**18,830**	**7,594**	**9,087**	**36,150**	**15,895**	**16,627**	**10,002**	**6,363**	**1,726**
	1982	800	265	14,225	11,475	15,021	6,427	6,616	28,874	13,452	12,107	8,163	5,386	1,257
OKLAHOMA CITY	**1988**	**25,229**	**4,271**	**199,992**	**174,761**	**197,217**	**107,713**	**68,373**	**381,368**	**211,688**	**131,259**	**110,271**	**80,783**	**17,091**
	1982	11,262	3,364	119,549	99,230	171,871	96,648	53,845	332,471	189,948	103,363	96,191	72,486	13,461
TULSA	**1988**	**6,861**	**1,757**	**124,501**	**103,889**	**135,641**	**73,981**	**49,442**	**236,128**	**133,897**	**86,265**	**70,857**	**56,259**	**9,663**
	1982	3,488	1,349	84,178	66,895	114,458	64,306	37,959	198,530	116,387	66,235	60,887	48,902	7,423
NONMETRO PORTION OF STATE	**1988**	**2,726**	**1,949**	**104,276**	**81,909**	**138,591**	**71,070**	**38,850**	**247,311**	**149,958**	**45,169**	**72,300**	**53,658**	**2,434**
	1982	1,670	1,500	83,678	65,448	126,421	69,481	29,992	228,601	146,614	34,868	68,182	52,464	1,876
TOTAL STATE	**1988**	**36,504**	**8,481**	**454,244**	**380,972**	**502,537**	**268,257**	**169,306**	**922,504**	**526,301**	**285,086**	**269,472**	**202,093**	**31,581**
	1982	17,664	6,615	311,025	250,990	440,820	245,428	131,888	811,473	482,557	222,185	239,946	184,723	24,669
OREGON													
EUGENE - SPRINGFIELD	**1988**	**3,983**	**653**	**43,600**	**38,053**	**35,014**	**14,670**	**15,448**	**66,296**	**29,524**	**31,631**	**19,574**	**13,811**	**4,991**
	1982	2,026	501	29,376	25,055	29,092	13,202	13,271	55,268	26,570	24,289	16,906	12,429	3,756
MEDFORD	**1988**	**1,239**	**398**	**12,565**	**10,066**	**14,086**	**6,164**	**6,631**	**26,848**	**16,566**	**8,983**	**9,500**	**5,533**	**2,392**
	1982	626	252	8,464	6,645	10,986	5,747	4,189	22,191	15,445	5,675	7,876	4,973	1,511
PORTLAND	**1988**	**30,374**	**7,128**	**188,569**	**136,876**	**267,124**	**104,668**	**129,757**	**486,010**	**239,570**	**208,182**	**160,995**	**101,877**	**34,221**
	1982	13,972	4,561	110,774	76,159	175,872	68,979	83,001	319,539	157,884	133,166	106,024	67,139	21,891
PORTLAND - VANCOUVER CONSOLIDATED AREA	***1988***	***32,695***	***7,931***	***207,595***	***149,389***	***296,085***	***112,891***	***148,725***	***538,649***	***256,977***	***241,942***	***174,740***	***108,901***	***39,043***
	1982	*15,085*	*5,076*	*122,249*	*83,398*	*196,043*	*75,665*	*95,164*	*356,561*	*172,037*	*154,813*	*116,052*	*72,850*	*24,983*
SALEM	**1988**	**5,389**	**743**	**21,633**	**15,816**	**37,041**	**17,677**	**16,540**	**63,464**	**31,258**	**28,803**	**21,289**	**13,132**	**4,274**
	1982	2,785	551	14,339	9,940	28,562	13,998	12,262	48,963	24,752	21,354	16,428	10,398	3,169

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

Merchandise Line Sales

METRO AREA	Year	Groceries & Other Foods: In All Stores ($000)	Groceries & Other Foods: In Food Stores ($000)	Drugs & Health & Beauty Aids: In All Stores ($000)	Drugs & Health & Beauty Aids: In Drug-stores ($000)	Drugs & Health & Beauty Aids: In Food Stores ($000)	Major Household Appliances: In All Stores ($000)	Major Household Appliances: In FHA Stores ($000)	Major Household Appliances: In Department Stores ($000)	TVs, Video Recorders & Tapes: In All Stores ($000)	TVs, Video Recorders & Tapes: In FHA Stores ($000)	TVs, Video Recorders & Tapes: In Department Stores ($000)	Audio Equipment, Musical Instruments & Supplies: In All Stores ($000)	Audio Equipment, Musical Instruments & Supplies: In FHA Stores ($000)
OREGON (continued)														
NONMETRO PORTION OF STATE	**1988**	**933,145**	**879,548**	**246,699**	**152,512**	**46,606**	**52,044**	**28,638**	**7,813**	**21,399**	**14,908**	**1,950**	**41,399**	**33,037**
	1982	739,396	698,566	187,354	115,705	37,018	33,682	16,499	5,612	13,265	8,592	1,388	24,230	17,983
TOTAL STATE	**1988**	**3,100,681**	**2,493,376**	**747,569**	**331,836**	**145,168**	**207,908**	**110,817**	**43,583**	**131,017**	**87,550**	**25,561**	**213,223**	**160,134**
	1982	2,416,242	1,992,757	553,907	250,929	115,723	133,137	64,498	29,649	79,724	50,064	17,084	124,956	88,169
PENNSYLVANIA														
ALLENTOWN - BETHLEHEM	**1988**	**792,480**	**765,463**	**170,260**	**107,382**	**34,832**	**46,025**	**24,520**	**10,261**	**31,808**	**16,750**	**12,164**	**41,827**	**30,840**
	1982	592,188	572,003	110,367	66,132	26,031	26,850	12,378	6,610	18,172	8,455	7,837	21,885	14,822
ALTOONA	**1988**	**160,060**	**151,985**	**33,904**	**24,545**	**2,783**	**11,457**	**7,072**	**2,262**	**10,413**	**8,175**	**1,582**	**9,697**	**6,106**
	1982	131,748	125,921	23,122	15,873	2,306	7,065	3,953	1,581	6,126	4,570	1,106	5,659	3,131
BEAVER COUNTY	**1988**	**252,737**	**246,395**	**49,640**	**29,953**	**9,760**	**11,989**	**5,916**	**4,682**	**7,266**	**3,775**	**2,919**	**10,460**	**6,780**
	1982	189,630	183,976	36,728	20,998	7,288	8,553	3,564	3,856	5,119	2,273	2,404	6,797	3,824
ERIE	**1988**	**334,948**	**325,875**	**57,885**	**40,190**	**7,948**	**22,162**	**14,710**	**5,327**	**10,529**	**7,333**	**2,059**	**18,046**	**13,400**
	1982	265,977	258,639	42,477	29,037	6,308	14,241	8,881	3,774	6,689	4,428	1,459	10,857	7,569
HARRISBURG - LEBANON - CARLISLE	**1988**	**939,163**	**911,440**	**157,725**	**102,824**	**26,743**	**51,024**	**26,189**	**14,206**	**29,981**	**18,574**	**7,924**	**41,703**	**30,289**
	1982	600,170	581,303	97,890	64,078	17,057	29,587	14,598	8,264	16,998	10,353	4,612	22,810	16,165
JOHNSTOWN	**1988**	**286,703**	**270,166**	**43,054**	**31,371**	**3,873**	**14,911**	**9,209**	**3,221**	**5,081**	**2,870**	**1,500**	**10,368**	**7,229**
	1982	236,089	219,856	33,567	23,253	3,152	11,456	6,561	2,873	3,940	2,045	1,337	7,381	4,872
LANCASTER	**1988**	**545,859**	**522,276**	**94,117**	**65,321**	**14,525**	**49,278**	**29,811**	**7,929**	**14,885**	**10,745**	**2,692**	**33,421**	**22,018**
	1982	350,316	335,365	54,762	36,290	9,327	27,063	15,362	4,896	7,948	5,465	1,662	17,293	10,258
PHILADELPHIA	**1988**	**6,187,845**	**6,034,656**	**1,643,484**	**1,001,087**	**308,701**	**359,594**	**187,058**	**123,338**	**271,194**	**154,041**	**93,891**	**385,903**	**278,377**
	1982	3,919,656	3,816,821	936,687	525,848	195,258	201,746	96,580	74,796	149,758	79,535	56,936	199,923	134,860
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***1988***	***7,469,562***	***7,291,642***	***1,937,186***	***1,171,310***	***375,786***	***461,062***	***236,208***	***154,157***	***336,254***	***193,104***	***113,829***	***492,900***	***360,188***
	1982	*4,789,409*	*4,670,665*	*1,121,484*	*630,194*	*240,697*	*256,756*	*119,212*	*92,974*	*183,134*	*97,391*	*68,675*	*250,592*	*170,373*
PITTSBURGH	**1988**	**2,585,071**	**2,488,653**	**580,717**	**340,590**	**92,835**	**141,101**	**79,753**	**44,506**	**85,059**	**52,617**	**24,569**	**133,654**	**98,854**
	1982	2,024,374	1,939,996	437,906	235,278	72,372	95,944	45,590	37,885	56,745	30,079	20,917	81,954	53,740
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***1988***	***2,837,808***	***2,735,048***	***630,357***	***370,543***	***102,595***	***153,090***	***85,669***	***49,188***	***92,325***	***56,392***	***27,488***	***144,114***	***105,634***
	1982	*2,214,004*	*2,123,972*	*474,634*	*256,276*	*79,660*	*104,497*	*49,154*	*41,741*	*61,864*	*32,352*	*23,321*	*88,751*	*57,564*
READING	**1988**	**424,733**	**414,453**	**84,446**	**49,797**	**16,184**	**37,016**	**25,427**	**7,494**	**14,838**	**9,054**	**4,592**	**29,923**	**20,692**
	1982	277,039	270,079	47,447	25,557	10,547	18,754	11,660	4,458	7,552	4,152	2,731	14,194	8,800
SCRANTON - WILKES-BARRE	**1988**	**914,572**	**885,072**	**228,602**	**152,025**	**35,062**	**49,914**	**24,759**	**15,757**	**29,195**	**15,792**	**9,822**	**41,325**	**26,886**
	1982	643,667	622,735	140,345	87,233	24,671	29,602	13,135	10,101	16,940	8,378	6,296	23,399	14,094
SHARON	**1988**	**113,873**	**110,593**	**24,391**	**14,566**	**4,350**	**6,447**	**2,696**	**2,685**	**5,476**	**4,025**	**1,003**	**4,589**	**2,333**
	1982	108,620	105,798	19,193	10,532	4,161	4,933	1,926	2,014	3,976	2,875	753	3,258	1,530
STATE COLLEGE	**1988**	**119,116**	**113,263**	**23,349**	**16,094**	**2,065**	**8,871**	**5,366**	**1,445**	**4,550**	**3,095**	**730**	**11,445**	**8,654**
	1982	97,811	92,719	17,674	11,813	1,690	5,929	3,228	1,120	2,902	1,862	566	6,981	4,890
WILLIAMSPORT	**1988**	**143,923**	**139,833**	**30,268**	**17,576**	**5,696**	**5,951**	**2,558**	**1,520**	**4,937**	**2,758**	**1,560**	**9,222**	**7,408**
	1982	114,554	111,416	22,897	13,183	4,539	4,014	1,444	1,050	3,060	1,557	1,288	5,193	3,913
YORK	**1988**	**436,517**	**422,650**	**78,272**	**45,081**	**12,853**	**24,697**	**11,208**	**7,998**	**13,390**	**7,446**	**4,769**	**24,583**	**16,794**
	1982	329,206	318,590	55,024	29,944	9,689	16,152	6,788	5,662	8,679	4,509	3,378	14,942	9,411
NONMETRO PORTION OF STATE	**1988**	**1,822,014**	**1,760,155**	**385,872**	**268,720**	**58,679**	**115,207**	**64,288**	**23,480**	**53,446**	**37,224**	**9,271**	**71,333**	**48,510**
	1982	1,459,595	1,409,126	277,711	189,012	46,973	73,136	36,237	15,759	31,936	20,981	6,150	41,140	25,733
TOTAL STATE	**1988**	**14,689,349**	**14,229,561**	**3,347,701**	**2,114,607**	**569,355**	**860,693**	**469,380**	**244,637**	**521,094**	**312,452**	**156,847**	**776,188**	**549,757**
	1982	10,357,071	10,008,361	2,138,087	1,270,969	392,925	522,951	258,595	164,060	308,615	172,657	103,581	434,620	285,589
RHODE ISLAND														
PROVIDENCE - PAWTUCKET - WOONSOCKET	**1988**	**1,174,497**	**1,139,754**	**250,166**	**198,917**	**12,932**	**71,388**	**37,573**	**26,168**	**47,296**	**19,170**	**21,489**	**68,117**	**45,895**
	1982	778,846	755,466	143,394	111,972	8,575	37,099	17,053	15,472	25,200	8,701	12,707	32,320	19,306

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1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

SaMM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA	Year	Merchandise Line Sales												
		Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
		In Radio/TV Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
OREGON (continued)														
NONMETRO PORTION OF STATE	**1988**	**5,232**	**654**	**67,273**	**57,641**	**90,000**	**57,293**	**18,561**	**144,251**	**93,126**	**30,970**	**57,236**	**42,915**	**4,349**
	1982	2,371	467	40,464	33,218	68,354	44,101	13,331	109,476	71,682	22,222	43,495	33,036	3,114
TOTAL STATE	**1988**	**46,217**	**9,576**	**333,648**	**258,452**	**443,265**	**200,472**	**186,937**	**786,869**	**410,044**	**308,569**	**268,514**	**177,068**	**50,127**
	1982	21,780	6,332	203,417	151,017	312,866	146,027	126,054	555,437	296,333	206,706	190,729	127,975	33,441
PENNSYLVANIA														
ALLENTOWN - BETHLEHEM	**1988**	**12,421**	**2,427**	**95,746**	**72,608**	**111,346**	**35,808**	**57,636**	**240,623**	**111,765**	**120,291**	**66,291**	**51,506**	**11,264**
	1982	4,926	1,553	51,769	36,652	75,698	23,405	40,345	162,747	77,376	77,496	45,548	35,659	7,257
ALTOONA	**1988**	**1,466**	**514**	**19,433**	**15,861**	**23,617**	**8,612**	**13,876**	**54,985**	**28,039**	**24,256**	**14,616**	**10,766**	**2,774**
	1982	627	359	11,434	8,866	17,356	6,485	9,696	40,555	21,114	16,950	10,859	8,107	1,939
BEAVER COUNTY	**1988**	**2,122**	**729**	**20,062**	**13,609**	**29,576**	**7,490**	**19,701**	**57,272**	**17,543**	**35,316**	**12,387**	**7,589**	**3,940**
	1982	1,027	601	13,547	8,197	25,703	7,097	16,226	50,087	16,622	29,086	11,163	7,191	3,245
ERIE	**1988**	**7,288**	**735**	**29,869**	**23,911**	**45,592**	**19,087**	**22,939**	**88,208**	**40,445**	**42,644**	**25,294**	**19,816**	**3,969**
	1982	3,583	521	18,803	14,435	33,564	13,952	16,252	64,748	29,566	30,212	18,602	14,486	2,813
HARRISBURG - LEBANON - CARLISLE	**1988**	**9,382**	**1,863**	**66,456**	**39,897**	**106,466**	**33,828**	**61,279**	**214,908**	**86,268**	**114,534**	**61,395**	**49,369**	**7,924**
	1982	4,239	1,085	38,031	22,238	65,625	22,183	37,114	133,164	56,575	66,435	39,673	32,376	4,612
JOHNSTOWN	**1988**	**1,447**	**576**	**18,406**	**14,381**	**25,286**	**8,633**	**14,994**	**47,135**	**19,989**	**24,222**	**14,452**	**10,475**	**2,769**
	1982	801	514	13,753	10,245	22,880	7,676	13,368	42,558	17,770	21,595	12,824	9,312	2,468
LANCASTER	**1988**	**3,786**	**1,034**	**56,361**	**45,223**	**63,147**	**28,770**	**27,535**	**119,243**	**67,719**	**45,134**	**37,141**	**27,892**	**5,590**
	1982	1,475	639	29,914	23,000	39,615	17,674	17,003	74,396	41,600	27,869	22,876	17,134	3,452
PHILADELPHIA	**1988**	**61,515**	**28,884**	**728,590**	**516,472**	**1,018,645**	**501,890**	**443,295**	**2,230,818**	**1,146,877**	**895,834**	**591,789**	**452,768**	**111,947**
	1982	24,814	17,518	397,474	266,659	623,585	301,951	278,618	1,369,924	689,992	548,011	358,416	272,398	67,886
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***1988***	***73,834***	***38,269***	***901,035***	***653,327***	***1,238,861***	***588,257***	***564,368***	***2,668,865***	***1,339,255***	***1,124,181***	***711,315***	***542,564***	***132,274***
	1982	*29,259*	*23,075*	*482,120*	*329,951*	*763,325*	*360,049*	*350,329*	*1,647,080*	*818,624*	*682,638*	*436,494*	*332,272*	*79,773*
PITTSBURGH	**1988**	**32,383**	**7,678**	**298,422**	**219,125**	**362,447**	**134,523**	**216,555**	**773,855**	**357,156**	**399,321**	**224,746**	**163,445**	**49,147**
	1982	14,598	6,536	192,915	125,260	300,028	102,688	184,331	633,127	272,636	339,901	177,096	124,766	41,834
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***1988***	***34,505***	***8,407***	***318,484***	***232,734***	***392,023***	***142,013***	***236,256***	***831,127***	***374,699***	***434,637***	***237,133***	***171,034***	***53,087***
	1982	*15,625*	*7,137*	*206,462*	*133,457*	*325,731*	*109,785*	*200,557*	*683,214*	*289,258*	*368,987*	*188,259*	*131,957*	*45,079*
READING	**1988**	**3,761**	**1,276**	**40,801**	**28,837**	**104,890**	**65,163**	**36,733**	**211,389**	**152,628**	**55,354**	**72,971**	**66,033**	**5,356**
	1982	1,351	759	20,335	13,224	62,672	38,387	21,848	125,595	89,911	32,923	43,121	38,899	3,186
SCRANTON - WILKES-BARRE	**1988**	**5,821**	**2,454**	**82,242**	**56,939**	**137,151**	**52,067**	**66,296**	**275,128**	**121,948**	**118,842**	**71,410**	**52,759**	**13,256**
	1982	2,400	1,574	46,805	30,210	93,411	36,286	42,495	187,792	84,989	76,177	49,056	36,768	8,499
SHARON	**1988**	**1,007**	**419**	**14,147**	**12,443**	**18,658**	**4,633**	**11,884**	**36,029**	**12,883**	**21,675**	**16,642**	**14,254**	**1,924**
	1982	549	314	10,195	8,886	14,595	3,509	8,912	27,342	9,760	16,255	12,681	10,798	1,443
STATE COLLEGE	**1988**	**1,921**	**307**	**11,042**	**8,842**	**16,024**	**7,215**	**6,800**	**29,465**	**15,182**	**11,072**	**8,561**	**7,215**	**930**
	1982	934	238	7,009	5,319	12,613	5,563	5,270	23,137	11,706	8,582	6,610	5,563	722
WILLIAMSPORT	**1988**	**1,811**	**405**	**15,671**	**12,944**	**21,877**	**8,383**	**10,700**	**44,893**	**26,290**	**16,132**	**15,114**	**13,293**	**1,154**
	1982	825	280	9,225	7,306	15,490	5,888	7,389	31,671	18,465	11,140	10,666	9,337	797
YORK	**1988**	**2,374**	**908**	**38,246**	**29,728**	**64,045**	**20,494**	**31,811**	**99,141**	**38,667**	**47,037**	**32,044**	**25,489**	**4,769**
	1982	1,111	644	24,043	18,002	48,280	15,262	22,523	74,011	28,795	33,302	23,781	18,982	3,378
NONMETRO PORTION OF STATE	**1988**	**9,735**	**3,860**	**150,456**	**123,921**	**285,408**	**67,236**	**94,210**	**489,467**	**158,787**	**148,833**	**107,911**	**82,590**	**12,346**
	1982	4,124	2,562	88,237	69,849	224,066	55,156	62,985	385,310	130,262	98,567	85,889	67,758	8,197
TOTAL STATE	**1988**	**141,762**	**46,533**	**1,493,137**	**1,093,024**	**2,209,837**	**908,790**	**1,022,438**	**4,527,749**	**2,186,042**	**1,892,816**	**1,252,629**	**969,173**	**210,383**
	1982	61,479	30,767	875,157	604,367	1,524,600	600,543	707,631	3,099,780	1,451,804	1,229,599	848,171	651,679	142,932
RHODE ISLAND														
PROVIDENCE - PAWTUCKET - WOONSOCKET	**1988**	**13,015**	**2,528**	**122,084**	**99,950**	**172,920**	**75,610**	**82,661**	**340,014**	**180,947**	**138,211**	**80,636**	**60,745**	**14,214**
	1982	4,589	1,495	58,739	45,364	110,234	51,717	48,512	219,157	123,766	81,195	53,388	41,550	8,306

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1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Groceries & Other Foods		Drugs & Health & Beauty Aids			Major Household Appliances			TVs, Video Recorders & Tapes			Audio Equipment, Musical Instruments & Supplies	
		In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In Food Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
RHODE ISLAND (continued)														
NONMETRO PORTION OF STATE	**1988**	**96,768**	**92,984**	**20,275**	**17,149**	**950**	**5,675**	**2,999**	**1,061**	**3,448**	**1,484**	**800**	**5,103**	**3,745**
	1982	60,455	58,027	11,378	9,522	593	2,620	1,211	541	1,622	599	408	2,176	1,441
TOTAL STATE	**1988**	**1,271,265**	**1,232,738**	**270,441**	**216,066**	**13,882**	**77,063**	**40,572**	**27,229**	**50,744**	**20,654**	**22,289**	**73,220**	**49,640**
	1982	839,301	813,493	155,272	121,494	9,168	39,719	18,264	16,013	26,822	9,300	13,115	34,496	20,747
SOUTH CAROLINA														
ANDERSON	**1988**	**142,633**	**137,514**	**37,571**	**25,407**	**3,358**	**16,562**	**9,738**	**3,630**	**4,678**	**2,811**	**810**	**9,769**	**7,270**
	1982	119,189	115,389	22,114	13,427	2,818	9,300	5,050	2,166	2,599	1,457	484	5,060	3,453
CHARLESTON	**1988**	**534,963**	**522,717**	**114,477**	**58,555**	**31,617**	**38,879**	**15,828**	**14,624**	**16,684**	**10,631**	**3,528**	**57,030**	**44,565**
	1982	380,481	371,141	70,266	32,607	22,450	21,817	7,242	8,869	8,536	4,864	2,148	27,123	19,176
CHARLOTTE - GASTONIA - ROCK HILL	**1988**	**1,326,931**	**1,281,568**	**326,625**	**186,556**	**75,179**	**112,310**	**59,352**	**27,837**	**74,142**	**57,115**	**8,449**	**110,305**	**87,587**
	1982	914,137	884,129	182,485	96,286	51,867	55,297	26,310	13,803	34,408	25,320	4,191	49,297	37,108
COLUMBIA	**1988**	**431,868**	**413,989**	**111,609**	**60,109**	**20,916**	**42,862**	**19,953**	**12,181**	**23,229**	**12,866**	**6,417**	**45,023**	**31,979**
	1982	296,309	283,790	61,333	29,273	14,340	22,585	9,317	6,777	11,961	6,009	3,585	22,012	14,147
FLORENCE	**1988**	**128,650**	**123,139**	**34,395**	**21,644**	**4,957**	**15,776**	**6,222**	**4,535**	**6,504**	**4,066**	**1,373**	**8,832**	**5,598**
	1982	95,325	91,592	19,312	11,113	3,687	9,269	3,574	2,399	3,714	2,335	726	4,865	2,958
GREENVILLE - SPARTANBURG	**1988**	**747,286**	**714,648**	**182,963**	**113,384**	**28,265**	**61,118**	**34,186**	**13,493**	**32,756**	**22,865**	**4,843**	**77,273**	**57,315**
	1982	519,488	495,574	105,917	60,481	19,596	29,999	13,922	7,830	15,051	9,312	2,826	33,987	21,847
NONMETRO PORTION OF STATE	**1988**	**1,369,264**	**1,319,232**	**317,910**	**217,460**	**57,200**	**98,122**	**53,673**	**8,918**	**44,067**	**28,552**	**2,647**	**59,298**	**34,551**
	1982	956,788	920,238	174,810	111,688	39,906	50,500	25,475	4,445	21,932	13,552	1,297	29,215	15,552
TOTAL STATE	**1988**	**3,631,304**	**3,499,826**	**866,958**	**540,145**	**161,432**	**286,830**	**145,975**	**60,533**	**137,370**	**87,285**	**21,416**	**271,155**	**190,865**
	1982	2,550,872	2,455,427	489,780	279,755	112,782	150,140	67,446	33,991	68,248	40,002	11,892	128,817	81,440
SOUTH DAKOTA														
RAPID CITY	**1988**	**97,427**	**91,648**	**23,306**	**9,866**	**3,750**	**9,235**	**3,039**	**4,022**	**4,961**	**2,797**	**1,786**	**8,534**	**5,065**
	1982	72,653	68,660	13,624	5,635	2,810	5,952	2,274	2,084	3,273	2,079	926	5,613	3,505
SIOUX FALLS	**1988**	**142,410**	**134,655**	**29,974**	**13,664**	**5,081**	**12,714**	**4,112**	**6,166**	**5,066**	**2,223**	**1,961**	**12,055**	**8,913**
	1982	99,940	93,707	20,545	10,412	3,536	8,011	2,676	3,526	3,166	1,446	1,121	7,312	5,366
NONMETRO PORTION OF STATE	**1988**	**457,032**	**435,794**	**82,056**	**46,265**	**18,486**	**23,666**	**8,228**	**3,684**	**12,981**	**8,565**	**1,286**	**21,715**	**11,856**
	1982	336,287	319,984	56,612	32,784	13,572	15,740	5,677	2,048	8,590	5,910	708	14,392	7,808
TOTAL STATE	**1988**	**696,869**	**662,097**	**135,336**	**69,795**	**27,317**	**45,615**	**15,399**	**13,872**	**23,008**	**13,585**	**5,033**	**42,304**	**25,834**
	1982	508,880	482,351	90,781	48,831	19,918	29,703	10,627	7,658	15,029	9,435	2,755	27,317	16,679
TENNESSEE														
CHATTANOOGA	**1988**	**572,691**	**544,436**	**105,112**	**62,866**	**10,303**	**38,382**	**17,763**	**10,230**	**27,995**	**18,651**	**3,728**	**42,215**	**32,296**
	1982	454,979	430,941	65,952	38,616	8,157	20,741	8,040	5,959	14,461	8,441	2,174	19,838	13,698
CLARKSVILLE - HOPKINSVILLE	**1988**	**107,122**	**101,356**	**36,577**	**22,514**	**4,888**	**11,041**	**2,387**	**4,713**	**4,851**	**2,232**	**1,334**	**12,417**	**8,391**
	1982	93,322	89,267	23,053	12,684	4,305	7,439	1,463	3,327	3,082	1,367	835	7,513	4,795
JACKSON	**1988**	**80,828**	**75,361**	**30,098**	**15,562**	**2,898**	**9,795**	**3,401**	**3,410**	**5,386**	**2,561**	**1,950**	**9,704**	**4,842**
	1982	65,027	61,464	17,432	8,530	2,364	5,489	1,846	1,830	2,935	1,390	1,046	5,065	2,440
JOHNSON CITY - KINGSPORT - BRISTOL	**1988**	**407,707**	**396,791**	**119,666**	**77,685**	**13,952**	**36,489**	**11,615**	**11,175**	**13,393**	**6,990**	**3,429**	**36,200**	**23,871**
	1982	354,603	346,727	73,809	42,497	13,941	23,544	6,848	7,185	8,283	4,122	2,185	21,399	13,420
KNOXVILLE	**1988**	**711,252**	**669,642**	**191,284**	**112,039**	**32,794**	**51,828**	**25,467**	**16,503**	**28,703**	**15,952**	**8,591**	**67,111**	**50,579**
	1982	518,597	489,849	113,022	59,182	23,992	28,914	12,469	10,426	15,813	7,810	5,349	33,334	23,304
MEMPHIS	**1988**	**921,233**	**884,447**	**342,202**	**231,194**	**23,699**	**84,043**	**42,857**	**26,514**	**72,112**	**45,498**	**19,952**	**100,057**	**63,640**
	1982	815,672	791,624	186,118	110,108	21,213	44,126	19,371	15,086	36,004	20,566	11,356	48,012	26,754

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1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA	Year	Merchandise Line Sales												
		Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
		In Radio/TV Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
RHODE ISLAND (continued)														
NONMETRO PORTION OF STATE	**1988**	**1,125**	**100**	**8,605**	**7,220**	**12,415**	**7,454**	**3,524**	**21,263**	**12,593**	**5,998**	**4,770**	**3,112**	**726**
	1982	372	51	3,672	2,915	7,709	4,882	1,798	13,172	8,248	3,060	2,933	2,038	370
TOTAL STATE	**1988**	**14,140**	**2,628**	**130,689**	**107,170**	**185,335**	**83,064**	**86,185**	**361,277**	**193,540**	**144,209**	**85,406**	**63,857**	**14,940**
	1982	4,961	1,546	62,411	48,279	117,943	56,599	50,310	232,329	132,014	84,255	56,321	43,588	8,676
SOUTH CAROLINA														
ANDERSON	**1988**	**1,593**	**243**	**17,877**	**15,597**	**20,938**	**7,546**	**11,034**	**39,450**	**16,977**	**18,580**	**13,400**	**8,849**	**2,434**
	1982	630	145	9,586	8,087	14,145	5,751	6,585	26,918	12,939	11,088	9,705	6,744	1,453
CHARLESTON	**1988**	**8,506**	**813**	**87,731**	**76,749**	**79,071**	**39,950**	**33,671**	**147,406**	**83,627**	**54,579**	**45,939**	**34,290**	**7,602**
	1982	3,018	496	42,273	35,115	50,670	26,354	20,493	94,787	55,164	33,217	29,975	22,620	4,627
CHARLOTTE - GASTONIA - ROCK HILL	**1988**	**20,998**	**1,539**	**170,050**	**147,102**	**234,852**	**93,165**	**122,180**	**478,879**	**244,497**	**207,468**	**106,006**	**86,602**	**8,449**
	1982	7,229	762	78,188	65,213	133,545	60,504	60,580	278,747	158,784	102,873	67,219	56,242	4,191
COLUMBIA	**1988**	**7,527**	**1,072**	**60,831**	**50,081**	**82,629**	**32,835**	**41,751**	**169,955**	**68,584**	**88,203**	**40,427**	**23,069**	**9,273**
	1982	2,775	598	29,821	23,388	52,113	23,639	25,691	106,924	49,376	53,574	27,377	20,208	5,179
FLORENCE	**1988**	**1,382**	**257**	**14,791**	**12,469**	**21,742**	**6,195**	**11,153**	**47,077**	**21,886**	**19,134**	**13,120**	**7,939**	**2,573**
	1982	607	136	8,535	7,162	13,682	4,898	5,899	31,441	17,305	10,120	9,395	6,277	1,361
GREENVILLE - SPARTANBURG	**1988**	**11,334**	**1,613**	**97,655**	**87,014**	**114,180**	**46,428**	**55,507**	**225,975**	**112,513**	**101,403**	**66,078**	**43,709**	**14,137**
	1982	3,612	941	41,940	35,435	72,184	31,158	34,864	143,984	75,507	59,128	43,023	29,334	8,244
NONMETRO PORTION OF STATE	**1988**	**2,685**	**664**	**195,593**	**179,315**	**170,124**	**86,583**	**46,766**	**319,612**	**196,859**	**66,223**	**103,861**	**69,935**	**9,916**
	1982	937	325	95,002	85,121	104,929	59,293	22,952	202,624	134,803	32,500	67,365	47,892	4,868
TOTAL STATE	**1988**	**34,652**	**4,972**	**496,010**	**438,210**	**523,208**	**234,608**	**215,898**	**1,018,948**	**535,649**	**377,043**	**301,571**	**206,185**	**48,597**
	1982	12,130	2,783	237,190	201,938	326,739	160,270	124,050	645,306	366,582	213,234	197,772	141,238	26,939
SOUTH DAKOTA														
RAPID CITY	**1988**	**2,273**	**421**	**13,818**	**11,954**	**20,866**	**7,766**	**11,987**	**37,642**	**14,191**	**20,447**	**9,278**	**5,512**	**2,733**
	1982	1,331	218	9,989	8,885	13,295	6,226	6,211	23,948	11,376	11,659	6,543	4,418	1,416
SIOUX FALLS	**1988**	**3,369**	**580**	**22,815**	**20,164**	**33,992**	**12,996**	**18,457**	**67,671**	**26,925**	**34,251**	**17,111**	**10,820**	**3,778**
	1982	1,702	332	14,756	13,121	22,450	9,877	10,552	44,657	20,462	19,582	12,146	8,224	2,160
NONMETRO PORTION OF STATE	**1988**	**3,155**	**365**	**33,790**	**29,125**	**49,274**	**28,133**	**8,833**	**82,538**	**49,039**	**15,211**	**26,015**	**18,783**	**1,818**
	1982	1,726	206	23,209	20,093	36,238	23,654	4,934	61,153	41,226	8,499	20,395	15,796	1,028
TOTAL STATE	**1988**	**8,797**	**1,366**	**70,423**	**61,243**	**104,132**	**48,895**	**39,277**	**187,851**	**90,155**	**69,909**	**52,404**	**35,115**	**8,329**
	1982	4,759	756	47,954	42,099	71,983	39,757	21,697	129,758	73,064	39,740	39,084	28,438	4,604
TENNESSEE														
CHATTANOOGA	**1988**	**7,592**	**1,553**	**76,868**	**66,574**	**78,137**	**30,406**	**39,141**	**148,660**	**64,233**	**74,243**	**42,697**	**28,885**	**10,253**
	1982	2,686	906	36,298	30,131	51,534	22,917	22,823	98,724	48,413	43,292	30,070	21,772	5,978
CLARKSVILLE - HOPKINSVILLE	**1988**	**1,858**	**336**	**19,817**	**15,486**	**20,816**	**5,711**	**12,745**	**35,767**	**12,310**	**19,629**	**10,423**	**6,379**	**2,467**
	1982	912	214	12,446	9,486	14,834	4,888	7,971	25,939	10,537	12,277	8,137	5,459	1,543
JACKSON	**1988**	**1,160**	**345**	**13,881**	**9,794**	**24,615**	**8,736**	**13,868**	**47,808**	**20,010**	**25,214**	**13,480**	**8,736**	**3,209**
	1982	496	185	7,579	5,317	14,149	5,350	7,443	27,568	12,256	13,532	7,963	5,350	1,722
JOHNSON CITY - KINGSPORT - BRISTOL	**1988**	**4,435**	**569**	**44,936**	**36,444**	**68,636**	**21,818**	**39,043**	**137,718**	**62,321**	**62,609**	**36,209**	**22,576**	**8,567**
	1982	2,123	364	27,118	21,490	48,230	17,202	25,059	98,914	49,137	40,124	26,798	17,798	5,461
KNOXVILLE	**1988**	**9,878**	**2,781**	**101,247**	**83,858**	**120,141**	**55,034**	**56,542**	**253,810**	**135,979**	**105,743**	**75,831**	**49,356**	**16,685**
	1982	3,751	1,735	51,699	41,056	74,620	33,231	35,273	156,724	82,111	66,787	45,529	29,804	10,408
MEMPHIS	**1988**	**17,236**	**3,692**	**197,775**	**157,684**	**199,357**	**95,892**	**86,449**	**403,447**	**216,275**	**167,726**	**132,406**	**91,741**	**28,075**
	1982	6,023	2,103	95,531	71,272	119,077	58,359	49,206	240,571	131,625	95,468	79,747	55,833	15,980

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1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

SaMM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Groceries & Other Foods: In All Stores ($000)	Groceries & Other Foods: In Food Stores ($000)	Drugs & Health & Beauty Aids: In All Stores ($000)	Drugs & Health & Beauty Aids: In Drug-stores ($000)	Drugs & Health & Beauty Aids: In Food Stores ($000)	Major Household Appliances: In All Stores ($000)	Major Household Appliances: In FHA Stores ($000)	Major Household Appliances: In Department Stores ($000)	TVs, Video Recorders & Tapes: In All Stores ($000)	TVs, Video Recorders & Tapes: In FHA Stores ($000)	TVs, Video Recorders & Tapes: In Department Stores ($000)	Audio Equipment, Musical Instruments & Supplies: In All Stores ($000)	Audio Equipment, Musical Instruments & Supplies: In FHA Stores ($000)
TENNESSEE (continued)														
NASHVILLE	**1988**	**828,645**	**776,734**	**260,019**	**146,278**	**46,066**	**74,173**	**35,430**	**18,839**	**44,320**	**29,903**	**10,679**	**119,282**	**81,742**
	1982	709,899	673,779	165,405	80,710	39,961	43,958	17,679	12,155	24,132	14,917	6,879	62,422	38,680
NONMETRO PORTION OF STATE	**1988**	**1,287,775**	**1,228,316**	**385,661**	**272,752**	**40,880**	**102,475**	**54,915**	**5,998**	**41,498**	**26,039**	**4,188**	**50,921**	**22,143**
	1982	1,141,867	1,094,349	245,421	161,462	36,429	70,188	35,445	3,618	26,746	16,804	2,517	31,924	13,518
TOTAL STATE	**1988**	**4,430,600**	**4,204,611**	**1,389,719**	**890,617**	**164,250**	**384,317**	**185,456**	**91,755**	**225,817**	**140,501**	**51,603**	**413,329**	**270,748**
	1982	3,834,942	3,669,415	844,615	487,817	141,273	230,927	99,152	56,131	125,026	71,974	31,065	216,890	128,790
TEXAS														
ABILENE	**1988**	**159,833**	**154,444**	**47,654**	**27,653**	**11,064**	**16,987**	**5,445**	**8,109**	**7,837**	**2,832**	**2,439**	**14,459**	**8,480**
	1982	110,004	106,173	27,781	14,549	7,606	10,939	3,704	4,725	5,069	1,926	1,567	9,206	5,349
AMARILLO	**1988**	**207,571**	**201,726**	**55,999**	**22,406**	**20,344**	**20,888**	**9,764**	**6,285**	**7,950**	**3,414**	**2,882**	**19,972**	**14,541**
	1982	188,021	182,582	46,730	16,810	18,414	17,673	8,393	5,228	6,722	2,936	2,392	16,449	11,989
AUSTIN	**1988**	**721,963**	**704,395**	**190,211**	**81,741**	**73,168**	**61,787**	**28,183**	**21,663**	**29,611**	**11,554**	**12,223**	**62,066**	**43,033**
	1982	490,520	476,519	122,847	49,541	49,499	42,142	19,553	13,925	19,979	8,016	7,875	40,979	27,968
BEAUMONT - PORT ARTHUR	**1988**	**462,568**	**449,285**	**98,925**	**50,920**	**19,082**	**40,770**	**16,600**	**12,963**	**22,849**	**15,508**	**4,941**	**24,594**	**14,641**
	1982	379,823	368,080	79,713	40,639	15,632	32,037	13,551	10,294	18,493	12,660	3,957	19,126	11,224
BRAZORIA	**1988**	**226,895**	**221,761**	**43,724**	**18,631**	**16,356**	**10,957**	**3,593**	**3,954**	**6,379**	**3,112**	**1,756**	**9,036**	**5,705**
	1982	181,292	176,955	34,474	15,059	13,052	8,126	2,895	2,685	4,852	2,508	1,193	7,026	4,599
BROWNSVILLE - HARLINGEN	**1988**	**257,625**	**237,683**	**64,742**	**29,493**	**23,169**	**27,330**	**10,451**	**11,067**	**14,994**	**9,987**	**2,522**	**17,627**	**12,794**
	1982	187,515	172,998	42,526	17,196	16,865	19,509	8,027	7,503	11,096	7,671	1,710	12,489	9,171
BRYAN - COLLEGE STATION	**1988**	**145,949**	**140,418**	**30,481**	**7,969**	**14,164**	**17,018**	**1,293**	**5,269**	**4,735**	**551**	**2,341**	**10,586**	**6,014**
	1982	102,462	98,503	20,227	5,128	9,937	10,465	966	3,027	3,005	411	1,345	7,125	4,252
CORPUS CHRISTI	**1988**	**352,838**	**342,805**	**88,856**	**37,447**	**34,888**	**45,479**	**12,869**	**16,697**	**17,825**	**9,463**	**3,585**	**28,937**	**23,027**
	1982	302,950	293,109	68,695	27,556	29,831	31,587	9,497	11,094	12,534	6,983	2,382	20,210	15,974
DALLAS	**1988**	**2,944,497**	**2,856,992**	**772,329**	**324,140**	**251,850**	**219,479**	**81,157**	**96,511**	**159,318**	**85,485**	**55,332**	**236,864**	**173,118**
	1982	1,983,876	1,917,388	514,399	218,598	169,026	147,343	58,340	58,246	107,984	61,450	33,333	159,537	117,141
DALLAS - FORT WORTH CONSOLIDATED AREA	***1988***	***4,400,750***	***4,257,919***	***1,124,619***	***481,479***	***355,178***	***336,769***	***126,014***	***140,752***	***230,784***	***124,349***	***78,257***	***346,413***	***248,558***
	1982	*2,992,171*	*2,884,719*	*747,240*	*318,970*	*240,375*	*221,336*	*84,056*	*86,864*	*151,996*	*83,730*	*48,151*	*223,384*	*157,987*
EL PASO	**1988**	**436,887**	**399,900**	**110,256**	**37,729**	**32,470**	**36,833**	**14,653**	**14,449**	**29,136**	**20,559**	**5,211**	**33,152**	**22,222**
	1982	349,691	320,491	87,672	30,154	26,023	28,089	10,968	11,025	22,083	15,389	3,977	23,928	15,389
FORT WORTH - ARLINGTON	**1988**	**1,456,253**	**1,400,927**	**352,290**	**157,339**	**103,328**	**117,290**	**44,857**	**44,241**	**71,466**	**38,864**	**22,925**	**109,549**	**75,440**
	1982	1,008,295	967,331	232,841	100,372	71,349	73,993	25,716	28,618	44,012	22,280	14,818	63,847	40,846
GALVESTON - TEXAS CITY	**1988**	**277,228**	**273,018**	**45,465**	**24,880**	**14,052**	**20,195**	**6,717**	**9,475**	**7,031**	**2,832**	**2,000**	**9,783**	**5,452**
	1982	207,428	203,742	34,109	18,534	10,487	15,550	5,611	7,030	5,514	2,366	1,484	7,415	4,177
HOUSTON	**1988**	**3,587,802**	**3,500,307**	**872,798**	**423,261**	**211,986**	**266,892**	**115,235**	**104,125**	**197,024**	**95,685**	**69,475**	**285,620**	**203,202**
	1982	3,038,372	2,961,546	677,037	307,828	179,361	207,878	88,724	81,285	154,098	73,672	54,251	211,313	145,569
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***1988***	***4,091,925***	***3,995,086***	***961,987***	***466,772***	***242,394***	***298,044***	***125,545***	***117,554***	***210,434***	***101,629***	***73,231***	***304,439***	***214,359***
	1982	*3,427,092*	*3,342,243*	*745,620*	*341,421*	*202,900*	*231,554*	*97,230*	*91,000*	*164,464*	*78,546*	*56,928*	*225,754*	*154,345*
KILLEEN - TEMPLE	**1988**	**203,656**	**195,543**	**43,920**	**18,201**	**14,971**	**19,898**	**2,609**	**10,503**	**10,887**	**4,456**	**3,592**	**21,961**	**13,942**
	1982	142,948	136,377	29,001	11,683	10,441	13,340	1,956	6,123	7,517	3,339	2,090	15,083	9,816
LAREDO	**1988**	**173,677**	**168,362**	**42,084**	**13,456**	**16,388**	**26,530**	**12,560**	**10,298**	**14,538**	**10,881**	**2,189**	**25,227**	**20,360**
	1982	109,965	106,385	26,576	9,164	10,355	14,303	6,318	5,612	7,637	5,474	1,194	12,944	10,035
LONGVIEW - MARSHALL	**1988**	**228,184**	**213,002**	**52,868**	**25,510**	**13,884**	**19,844**	**6,561**	**7,110**	**9,486**	**4,901**	**2,115**	**13,773**	**8,803**
	1982	192,689	180,337	40,632	19,271	11,756	14,299	5,202	4,831	7,109	3,886	1,414	10,394	6,842
LUBBOCK	**1988**	**241,271**	**230,444**	**59,843**	**22,988**	**23,950**	**19,052**	**8,639**	**6,451**	**13,376**	**8,052**	**3,008**	**18,312**	**12,178**
	1982	202,770	192,318	49,618	18,532	19,988	16,578	7,813	5,387	11,722	7,282	2,512	15,464	10,348
McALLEN - EDINBURG - MISSION	**1988**	**341,203**	**330,005**	**81,769**	**35,043**	**26,704**	**28,545**	**10,846**	**15,003**	**16,906**	**9,396**	**3,971**	**27,887**	**18,764**
	1982	231,792	222,679	61,898	28,706	18,020	20,631	7,548	11,061	11,966	6,539	2,928	18,500	11,989

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METRO AREA	Year	Merchandise Line Sales											
		Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear	
		In Radio/TV Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
TENNESSEE (continued)													
NASHVILLE	**1988**	**10,361**	**1,424**	**121,600**	**95,772**	**165,635**	**61,562**	**92,223**	**328,713**	**130,081**	**182,405**	**94,456**	**72,806**	**14,953**
	1982	4,133	917	64,506	47,781	113,406	44,763	59,434	224,742	94,584	117,543	67,108	52,937	9,632
NONMETRO PORTION OF STATE	**1988**	**5,977**	**413**	**129,548**	**110,912**	**143,334**	**63,877**	**43,100**	**249,924**	**138,869**	**58,165**	**81,321**	**57,381**	**6,274**
	1982	2,946	251	83,943	71,578	105,970	52,578	25,903	188,099	114,292	34,958	62,956	47,227	3,773
TOTAL STATE	**1988**	**55,919**	**10,572**	**666,013**	**544,281**	**778,335**	**326,840**	**365,193**	**1,523,876**	**741,716**	**664,730**	**460,272**	**321,550**	**86,105**
	1982	22,088	6,372	359,142	282,660	513,794	226,819	222,590	1,005,856	513,088	406,086	310,675	223,532	52,001
TEXAS													
ABILENE	**1988**	**1,620**	**586**	**22,584**	**16,273**	**28,382**	**10,267**	**13,911**	**60,614**	**28,878**	**26,303**	**18,682**	**11,766**	**4,209**
	1982	860	341	14,943	11,069	19,618	8,396	8,105	43,160	23,614	15,325	13,994	9,621	2,452
AMARILLO	**1988**	**3,047**	**626**	**24,993**	**18,294**	**33,957**	**18,604**	**12,322**	**71,720**	**40,070**	**26,862**	**21,917**	**13,662**	**3,929**
	1982	2,084	520	21,303	15,724	33,286	20,122	10,242	70,371	43,339	22,315	22,227	16,940	3,269
AUSTIN	**1988**	**11,272**	**2,443**	**93,745**	**70,986**	**119,175**	**46,440**	**57,290**	**242,976**	**115,282**	**109,658**	**82,858**	**63,707**	**11,243**
	1982	6,212	1,575	64,180	49,247	88,533	39,999	36,847	183,389	99,294	70,543	68,148	54,873	7,246
BEAUMONT - PORT ARTHUR	**1988**	**2,898**	**1,238**	**42,594**	**31,689**	**66,498**	**35,943**	**24,704**	**118,291**	**72,026**	**38,786**	**39,029**	**30,745**	**3,952**
	1982	1,845	990	34,594	25,868	59,053	34,308	19,785	106,169	68,753	31,062	35,910	29,347	3,165
BRAZORIA	**1988**	**966**	**382**	**14,869**	**10,933**	**23,008**	**9,282**	**9,242**	**44,787**	**20,452**	**17,339**	**13,524**	**9,162**	**2,063**
	1982	590	259	11,634	8,813	18,756	8,810	6,277	36,955	19,413	11,777	11,915	8,696	1,401
BROWNSVILLE - HARLINGEN	**1988**	**3,871**	**788**	**26,335**	**20,614**	**51,178**	**23,016**	**20,496**	**100,691**	**55,176**	**34,844**	**27,024**	**18,295**	**4,256**
	1982	2,376	534	19,760	15,833	39,703	19,949	13,894	79,629	47,825	23,620	21,969	15,857	2,886
BRYAN - COLLEGE STATION	**1988**	**1,688**	**507**	**13,622**	**9,129**	**22,543**	**9,246**	**10,995**	**47,627**	**24,934**	**19,447**	**15,235**	**10,811**	**2,749**
	1982	1,040	292	9,533	6,814	15,572	7,451	6,317	33,861	20,092	11,172	11,532	8,711	1,579
CORPUS CHRISTI	**1988**	**7,915**	**1,121**	**46,696**	**34,881**	**55,792**	**18,294**	**28,011**	**123,345**	**64,902**	**50,646**	**41,140**	**31,111**	**4,470**
	1982	4,738	745	34,236	25,740	41,061	14,478	18,610	91,545	51,366	33,647	32,259	24,623	2,966
DALLAS	**1988**	**45,225**	**10,248**	**327,352**	**236,665**	**544,153**	**234,149**	**261,272**	**1,151,941**	**532,931**	**520,810**	**360,187**	**261,695**	**65,587**
	1982	26,300	6,174	227,755	170,129	367,078	171,635	157,701	781,790	390,645	314,325	255,959	191,828	39,505
DALLAS - FORT WORTH CONSOLIDATED AREA	***1988***	***66,623***	***15,231***	***504,428***	***373,215***	***784,978***	***334,699***	***381,181***	***1,625,241***	***754,489***	***745,888***	***502,002***	***360,940***	***92,501***
	1982	*36,281*	*9,396*	*332,867*	*248,411*	*534,471*	*245,853*	*235,662*	*1,111,954*	*554,182*	*460,018*	*357,920*	*265,083*	*56,901*
EL PASO	**1988**	**3,401**	**694**	**74,489**	**60,882**	**93,307**	**37,702**	**44,134**	**181,706**	**85,958**	**83,053**	**62,773**	**45,140**	**11,814**
	1982	1,962	530	56,170	45,573	75,783	32,124	33,674	148,301	73,238	63,371	52,239	38,461	9,015
FORT WORTH - ARLINGTON	**1988**	**21,398**	**4,983**	**177,076**	**136,550**	**240,825**	**100,550**	**119,909**	**473,300**	**221,558**	**225,078**	**141,815**	**99,285**	**26,914**
	1982	9,981	3,222	105,112	78,282	167,393	74,218	77,961	330,164	163,537	145,693	101,961	73,255	17,396
GALVESTON - TEXAS CITY	**1988**	**1,316**	**519**	**12,877**	**8,751**	**32,028**	**20,953**	**9,018**	**58,924**	**42,778**	**12,957**	**24,447**	**20,694**	**1,643**
	1982	846	385	10,426	7,310	24,101	15,585	6,690	44,232	31,818	9,613	18,283	15,391	1,220
HOUSTON	**1988**	**47,627**	**14,884**	**505,470**	**398,099**	**679,706**	**330,850**	**302,748**	**1,283,946**	**673,860**	**563,307**	**401,525**	**299,710**	**66,996**
	1982	28,517	11,626	391,696	306,509	558,709	280,587	236,381	1,055,193	571,480	439,822	335,792	254,285	52,314
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***1988***	***49,909***	***15,785***	***533,216***	***417,783***	***734,742***	***361,085***	***321,008***	***1,387,657***	***737,090***	***593,603***	***439,496***	***329,646***	***70,702***
	1982	*29,953*	*12,270*	*413,756*	*322,632*	*601,568*	*304,982*	*249,348*	*1,136,380*	*622,711*	*461,212*	*365,990*	*278,382*	*54,935*
KILLEEN - TEMPLE	**1988**	**1,285**	**749**	**29,103**	**20,502**	**30,948**	**9,988**	**16,911**	**56,277**	**22,929**	**26,638**	**15,933**	**9,994**	**3,442**
	1982	780	436	20,771	15,369	22,339	9,138	9,839	41,847	20,978	15,498	12,967	9,098	2,003
LAREDO	**1988**	**11,753**	**818**	**43,622**	**38,229**	**57,912**	**27,400**	**22,588**	**128,390**	**63,616**	**57,779**	**32,587**	**24,541**	**4,419**
	1982	5,526	446	22,451	19,232	39,503	21,931	12,318	87,632	50,917	31,509	24,476	19,642	2,410
LONGVIEW - MARSHALL	**1988**	**2,177**	**661**	**22,255**	**18,612**	**31,902**	**14,771**	**13,344**	**65,216**	**36,457**	**22,727**	**20,244**	**13,629**	**3,171**
	1982	1,319	442	17,273	14,759	26,180	14,179	8,921	55,030	34,996	15,193	17,907	13,083	2,120
LUBBOCK	**1988**	**2,358**	**791**	**35,544**	**28,612**	**45,388**	**21,090**	**21,690**	**83,760**	**40,458**	**40,055**	**30,773**	**22,811**	**6,175**
	1982	1,709	661	31,743	25,874	39,646	18,765	18,113	73,061	35,997	33,449	27,092	20,296	5,156
McALLEN - EDINBURG - MISSION	**1988**	**4,566**	**993**	**43,135**	**33,018**	**75,660**	**44,377**	**25,815**	**151,026**	**102,267**	**42,891**	**41,187**	**30,863**	**5,361**
	1982	2,420	732	30,399	22,976	58,694	34,795	19,032	117,383	80,186	31,622	31,907	24,199	3,953

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM: ESTIMATES 1988
U.S. CENSUS 1982

Merchandise Line Sales

METRO AREA	Year	Groceries & Other Foods: In All Stores ($000)	Groceries & Other Foods: In Food Stores ($000)	Drugs & Health & Beauty Aids: In All Stores ($000)	Drugs & Health & Beauty Aids: In Drug-stores ($000)	Drugs & Health & Beauty Aids: In Food Stores ($000)	Major Household Appliances: In All Stores ($000)	Major Household Appliances: In FHA Stores ($000)	Major Household Appliances: In Department Stores ($000)	TVs, Video Recorders & Tapes: In All Stores ($000)	TVs, Video Recorders & Tapes: In FHA Stores ($000)	TVs, Video Recorders & Tapes: In Department Stores ($000)	Audio Equipment, Musical Instruments & Supplies: In All Stores ($000)	Audio Equipment, Musical Instruments & Supplies: In FHA Stores ($000)
TEXAS (continued)														
MIDLAND	**1988**	**202,401**	**176,536**	**52,059**	**15,279**	**18,184**	**15,409**	**3,211**	**7,563**	**13,041**	**7,357**	**4,067**	**12,466**	**8,077**
	1982	122,340	107,625	28,654	8,757	11,086	8,238	2,069	3,373	7,566	4,740	1,814	7,022	4,819
ODESSA	**1988**	**207,125**	**187,006**	**60,095**	**17,059**	**26,631**	**19,700**	**5,184**	**7,198**	**14,172**	**8,465**	**2,338**	**16,841**	**13,260**
	1982	147,971	131,469	42,496	10,772	18,722	14,075	3,483	5,598	9,838	5,687	1,818	10,978	8,311
SAN ANGELO	**1988**	**130,579**	**127,345**	**31,811**	**13,686**	**11,906**	**13,290**	**5,064**	**4,026**	**7,205**	**4,388**	**1,788**	**13,319**	**8,420**
	1982	95,964	93,394	20,562	7,775	8,732	8,225	2,861	2,505	4,306	2,479	1,113	7,751	4,544
SAN ANTONIO	**1988**	**1,426,735**	**1,396,458**	**276,492**	**101,338**	**119,631**	**75,935**	**28,586**	**31,723**	**53,174**	**30,237**	**12,987**	**95,447**	**70,771**
	1982	924,595	896,897	195,596	73,310	76,839	58,897	21,739	28,805	40,891	22,994	10,502	69,627	50,857
SHERMAN - DENISON	**1988**	**101,024**	**90,239**	**28,334**	**12,734**	**8,570**	**7,477**	**2,084**	**3,424**	**4,993**	**3,479**	**966**	**5,880**	**2,215**
	1982	87,641	79,530	23,007	10,249	7,554	5,616	1,683	2,397	3,921	2,809	676	4,299	1,658
TEXARKANA	**1988**	**141,536**	**135,428**	**32,485**	**19,072**	**4,386**	**11,410**	**3,230**	**5,726**	**6,021**	**2,929**	**2,111**	**10,454**	**6,775**
	1982	111,195	106,466	21,603	12,287	3,448	7,316	2,093	3,496	3,880	1,898	1,287	6,519	4,151
TYLER	**1988**	**177,462**	**161,758**	**40,662**	**20,054**	**9,955**	**14,783**	**2,677**	**9,158**	**8,124**	**3,353**	**3,344**	**10,686**	**6,930**
	1982	141,949	127,054	30,449	15,091	7,819	10,845	2,364	6,103	6,331	2,961	2,229	8,401	5,665
VICTORIA	**1988**	**89,068**	**84,300**	**20,382**	**6,528**	**6,786**	**8,152**	**2,177**	**3,818**	**4,952**	**2,990**	**1,279**	**5,193**	**2,706**
	1982	74,622	70,356	17,010	5,833	5,663	6,450	1,774	2,829	3,973	2,435	949	4,039	2,060
WACO	**1988**	**181,426**	**176,806**	**45,714**	**17,205**	**16,026**	**17,776**	**6,018**	**7,656**	**7,824**	**3,112**	**3,008**	**21,518**	**7,516**
	1982	155,078	150,754	37,705	14,803	13,665	14,184	5,436	5,298	6,364	2,812	2,082	18,444	6,328
WICHITA FALLS	**1988**	**149,115**	**140,945**	**37,289**	**18,995**	**6,720**	**14,433**	**5,456**	**6,038**	**9,280**	**4,455**	**3,656**	**13,979**	**9,442**
	1982	113,698	107,187	28,096	14,438	5,111	10,683	4,220	4,254	6,944	3,445	2,576	10,063	6,767
NONMETRO PORTION OF STATE	**1988**	**3,345,261**	**3,197,868**	**706,568**	**421,824**	**165,465**	**189,100**	**68,197**	**10,992**	**86,601**	**43,060**	**5,908**	**94,443**	**37,262**
	1982	2,625,765	2,495,196	527,181	313,278	129,122	149,419	56,850	7,359	67,055	35,900	3,948	70,374	29,731
TOTAL STATE	**1988**	**18,518,670**	**17,838,326**	**4,375,605**	**2,015,327**	**1,314,219**	**1,401,418**	**523,210**	**500,922**	**855,682**	**450,717**	**244,027**	**1,267,720**	**853,690**
	1982	13,967,031	13,405,680	3,161,638	1,430,877	974,018	1,017,190	388,903	349,330	621,727	332,539	169,292	887,273	586,675
UTAH														
PROVO - OREM	**1988**	**186,738**	**178,860**	**46,501**	**28,293**	**8,955**	**13,718**	**5,000**	**4,457**	**6,141**	**2,693**	**1,774**	**18,694**	**12,594**
	1982	154,651	148,814	35,743	21,912	7,450	10,208	3,951	2,998	4,553	2,128	1,193	13,767	9,407
SALT LAKE CITY - OGDEN	**1988**	**1,033,815**	**991,123**	**228,644**	**99,088**	**78,136**	**78,326**	**42,268**	**24,460**	**42,949**	**21,940**	**10,743**	**92,425**	**62,256**
	1982	731,609	701,614	184,375	95,808	55,314	49,760	26,805	15,548	27,218	13,913	6,828	56,072	36,785
NONMETRO PORTION OF STATE	**1988**	**301,596**	**277,555**	**59,280**	**35,867**	**17,443**	**16,828**	**9,717**	**1,373**	**6,521**	**4,714**	**187**	**9,784**	**6,098**
	1982	277,276	255,304	54,846	33,996	16,046	13,242	7,382	1,106	5,080	3,582	150	7,465	4,494
TOTAL STATE	**1988**	**1,522,149**	**1,447,538**	**334,425**	**163,248**	**104,534**	**108,872**	**56,985**	**30,290**	**55,611**	**29,347**	**12,704**	**120,903**	**80,948**
	1982	1,163,536	1,105,732	274,964	151,716	78,810	73,210	38,138	19,652	36,851	19,623	8,171	77,304	50,686
VERMONT														
BURLINGTON	**1988**	**195,196**	**184,929**	**33,738**	**22,157**	**5,748**	**14,622**	**8,323**	**2,896**	**6,549**	**5,123**	**609**	**13,656**	**9,097**
	1982	120,223	113,476	18,779	11,352	3,528	7,617	3,630	1,881	3,063	2,234	396	6,683	3,704
NONMETRO PORTION OF STATE	**1988**	**555,098**	**523,604**	**89,275**	**61,674**	**16,276**	**29,427**	**13,506**	**3,885**	**11,431**	**8,313**	**805**	**26,947**	**14,484**
	1982	379,103	358,671	53,718	35,283	11,151	16,297	6,322	2,318	5,693	3,892	480	14,523	6,452
TOTAL STATE	**1988**	**750,294**	**708,533**	**123,013**	**83,831**	**22,024**	**44,049**	**21,829**	**6,781**	**17,980**	**13,436**	**1,414**	**40,603**	**23,581**
	1982	499,326	472,147	72,497	46,635	14,679	23,914	9,952	4,199	8,756	6,126	876	21,206	10,156
VIRGINIA														
CHARLOTTESVILLE	**1988**	**165,446**	**161,364**	**45,503**	**28,098**	**8,718**	**18,929**	**7,332**	**4,993**	**5,276**	**2,628**	**1,667**	**33,873**	**12,819**
	1982	106,946	104,654	23,820	14,094	5,653	8,207	2,601	2,309	2,165	933	715	16,961	4,520
DANVILLE	**1988**	**102,506**	**98,545**	**32,689**	**23,828**	**5,142**	**8,077**	**2,102**	**1,693**	**3,215**	**2,221**	**471**	**5,574**	**3,466**
	1982	83,147	80,459	17,561	10,838	4,200	5,129	1,155	1,108	1,862	1,220	309	3,297	1,905

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1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Merchandise Line Sales												
		Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
		In Radio/TV Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
TEXAS (continued)														
MIDLAND	**1988**	**1,455**	**883**	**27,072**	**22,426**	**38,700**	**11,013**	**18,915**	**71,290**	**27,982**	**40,307**	**19,931**	**12,384**	**4,773**
	1982	724	394	16,712	14,449	22,231	8,128	8,437	40,491	20,651	17,978	13,074	9,139	2,129
ODESSA	**1988**	**3,552**	**726**	**32,931**	**28,264**	**36,034**	**13,915**	**14,229**	**64,506**	**30,429**	**25,264**	**22,742**	**15,771**	**3,775**
	1982	1,885	565	22,521	18,988	29,377	11,961	11,065	53,186	26,155	19,646	18,828	13,556	2,936
SAN ANGELO	**1988**	**3,384**	**390**	**20,081**	**15,416**	**16,975**	**6,941**	**9,020**	**38,837**	**20,379**	**16,877**	**12,670**	**8,994**	**2,101**
	1982	1,623	242	11,719	8,709	12,644	6,149	5,613	29,934	18,051	10,501	10,380	7,967	1,307
SAN ANTONIO	**1988**	**19,427**	**2,594**	**145,239**	**109,385**	**207,209**	**97,932**	**87,671**	**406,163**	**200,066**	**183,137**	**144,857**	**110,960**	**17,533**
	1982	12,034	2,100	111,780	83,182	161,383	71,832	70,890	316,819	146,746	148,081	108,272	81,389	14,178
SHERMAN - DENISON	**1988**	**354**	**414**	**10,143**	**8,062**	**13,284**	**3,613**	**7,870**	**30,773**	**15,870**	**12,263**	**7,168**	**4,615**	**1,740**
	1982	220	290	8,006	6,510	10,920	3,848	5,510	27,784	16,900	8,584	6,825	4,914	1,218
TEXARKANA	**1988**	**1,767**	**501**	**17,971**	**13,672**	**21,598**	**9,248**	**11,193**	**43,362**	**20,871**	**20,171**	**14,247**	**10,587**	**2,533**
	1982	898	303	11,584	8,858	15,217	7,428	6,823	30,942	16,765	12,295	10,875	8,504	1,545
TYLER	**1988**	**1,593**	**761**	**24,761**	**19,554**	**30,117**	**10,493**	**18,396**	**60,077**	**25,307**	**33,445**	**20,036**	**13,991**	**4,105**
	1982	1,086	507	20,899	17,266	24,481	10,994	12,260	50,239	26,514	22,290	19,036	14,658	2,736
VICTORIA	**1988**	**747**	**367**	**12,028**	**8,573**	**16,191**	**6,972**	**7,893**	**31,797**	**16,811**	**13,202**	**9,583**	**6,750**	**1,598**
	1982	479	273	9,660	6,984	13,489	6,349	5,848	26,835	15,307	9,782	8,431	6,146	1,184
WACO	**1988**	**1,900**	**717**	**19,434**	**14,637**	**31,988**	**10,264**	**19,772**	**59,651**	**27,284**	**29,656**	**20,571**	**14,520**	**4,728**
	1982	1,349	496	16,773	13,223	24,600	8,920	13,683	46,952	23,711	20,524	17,033	12,618	3,272
WICHITA FALLS	**1988**	**1,642**	**677**	**24,081**	**20,884**	**23,551**	**7,155**	**14,491**	**51,292**	**17,954**	**27,088**	**15,693**	**8,789**	**3,927**
	1982	983	477	18,480	16,151	19,454	7,493	10,210	43,042	18,803	19,084	14,273	9,205	2,767
NONMETRO PORTION OF STATE	**1988**	**13,015**	**661**	**211,775**	**170,835**	**293,735**	**156,693**	**55,869**	**516,007**	**317,641**	**68,344**	**155,969**	**103,867**	**5,908**
	1982	8,415	439	171,137	142,441	259,164	159,206	37,310	467,287	322,728	45,648	144,403	105,523	3,948
TOTAL STATE	**1988**	**222,956**	**51,704**	**2,098,513**	**1,621,438**	**2,958,617**	**1,345,451**	**1,278,752**	**5,811,768**	**2,961,267**	**2,387,190**	**1,831,931**	**1,328,881**	**284,896**
	1982	128,676	35,984	1,540,908	1,199,974	2,285,129	1,126,976	887,697	4,507,187	2,475,752	1,652,781	1,465,550	1,099,722	197,127
UTAH														
PROVO - OREM	**1988**	**2,803**	**381**	**12,393**	**8,434**	**29,844**	**9,451**	**16,466**	**52,801**	**22,204**	**26,346**	**18,632**	**11,577**	**4,180**
	1982	1,837	256	9,456	6,663	22,150	8,092	11,076	40,019	19,012	17,722	14,893	9,912	2,812
SALT LAKE CITY - OGDEN	**1988**	**22,841**	**2,148**	**147,915**	**124,078**	**199,861**	**79,051**	**95,257**	**352,138**	**164,904**	**165,996**	**120,927**	**72,896**	**26,500**
	1982	11,036	1,366	93,739	78,682	132,027	54,171	60,543	233,359	113,002	106,519	80,753	49,953	16,844
NONMETRO PORTION OF STATE	**1988**	**3,919**	**144**	**20,288**	**18,163**	**27,994**	**12,301**	**4,909**	**51,150**	**25,521**	**8,904**	**18,035**	**11,594**	**1,444**
	1982	2,746	116	15,570	13,806	21,540	8,775	4,076	38,895	18,207	7,155	13,577	8,268	1,164
TOTAL STATE	**1988**	**29,563**	**2,673**	**180,596**	**150,675**	**257,699**	**100,803**	**116,632**	**456,089**	**212,629**	**201,246**	**157,594**	**96,067**	**32,124**
	1982	15,619	1,738	118,765	99,151	175,717	71,038	75,695	312,273	150,221	131,396	109,223	68,133	20,820
VERMONT														
BURLINGTON	**1988**	**3,578**	**443**	**22,957**	**20,271**	**40,148**	**22,866**	**9,954**	**65,013**	**38,832**	**18,577**	**19,548**	**14,041**	**2,133**
	1982	1,245	289	10,551	8,841	23,961	12,415	6,468	38,598	21,083	12,070	11,005	7,624	1,386
NONMETRO PORTION OF STATE	**1988**	**4,707**	**508**	**38,616**	**32,892**	**71,810**	**30,319**	**11,421**	**108,263**	**51,484**	**21,310**	**30,888**	**18,620**	**2,446**
	1982	1,741	308	18,885	15,401	45,783	18,731	6,912	68,461	31,809	12,900	19,034	11,504	1,481
TOTAL STATE	**1988**	**8,285**	**953**	**61,573**	**53,163**	**111,958**	**53,185**	**21,375**	**173,276**	**90,316**	**39,887**	**50,436**	**32,661**	**4,579**
	1982	2,986	597	29,436	24,242	69,744	31,146	13,380	107,059	52,892	24,970	30,039	19,128	2,867
VIRGINIA														
CHARLOTTESVILLE	**1988**	**2,734**	**342**	**25,753**	**19,369**	**37,931**	**20,461**	**13,432**	**74,661**	**34,901**	**24,951**	**16,920**	**11,427**	**3,212**
	1982	744	159	10,275	6,873	19,614	11,667	5,949	38,973	19,901	11,184	9,131	6,516	1,436
DANVILLE	**1988**	**780**	**118**	**9,772**	**8,612**	**15,403**	**10,180**	**3,751**	**30,609**	**19,550**	**6,946**	**9,948**	**7,512**	**1,287**
	1982	315	77	5,513	4,731	11,425	7,888	2,456	22,782	15,149	4,548	7,525	5,821	791

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S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Merchandise Line Sales											
		Groceries & Other Foods		Drugs & Health & Beauty Aids			Major Household Appliances			TVs, Video Recorders & Tapes			Audio Equipment, Musical Instruments & Supplies	
		In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In Food Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
VIRGINIA (continued)														
LYNCHBURG	**1988**	**169,793**	**164,680**	**49,973**	**30,699**	**8,200**	**15,937**	**5,387**	**4,308**	**7,604**	**3,625**	**1,794**	**13,117**	**8,696**
	1982	122,753	119,274	29,911	17,444	5,940	8,729	2,613	2,441	4,002	1,760	1,018	6,479	3,813
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**1988**	**1,262,225**	**1,217,223**	**326,759**	**205,027**	**58,813**	**122,606**	**49,971**	**46,740**	**76,429**	**52,957**	**14,794**	**142,632**	**112,231**
	1982	871,634	843,892	169,332	91,758	40,779	64,006	22,993	26,956	37,572	24,366	8,214	66,217	48,730
RICHMOND - PETERSBURG	**1988**	**1,012,360**	**986,880**	**312,365**	**209,889**	**40,894**	**79,792**	**34,617**	**30,043**	**56,000**	**30,064**	**18,041**	**78,441**	**53,465**
	1982	680,298	664,681	168,477	105,837	27,547	43,349	18,150	16,303	30,223	15,764	9,915	41,505	27,245
ROANOKE	**1988**	**259,661**	**247,509**	**75,711**	**46,628**	**12,151**	**28,098**	**12,310**	**8,869**	**12,787**	**9,249**	**1,980**	**27,211**	**18,052**
	1982	200,508	192,246	45,239	25,561	9,437	15,283	5,843	4,887	6,480	4,390	1,090	13,823	8,246
NONMETRO PORTION OF STATE	**1988**	**1,668,712**	**1,595,058**	**439,521**	**316,744**	**65,192**	**108,849**	**48,688**	**10,260**	**52,819**	**31,998**	**5,834**	**76,370**	**43,826**
	1982	1,232,265	1,184,581	241,238	161,655	48,420	58,907	23,504	5,038	26,856	15,447	2,872	38,546	20,323
TOTAL STATE	**1988**	**6,718,656**	**6,492,168**	**1,815,472**	**1,166,724**	**315,991**	**534,677**	**229,138**	**160,139**	**372,249**	**244,959**	**79,206**	**639,828**	**452,800**
	1982	4,544,656	4,405,577	974,905	579,146	211,955	271,845	103,156	86,305	174,402	106,360	41,423	291,878	187,699
WASHINGTON														
BELLINGHAM	**1988**	**132,431**	**120,150**	**30,985**	**16,375**	**7,017**	**9,605**	**5,143**	**2,443**	**8,890**	**6,921**	**1,245**	**8,870**	**6,650**
	1982	102,219	92,446	22,785	11,672	5,399	6,221	2,864	1,885	5,317	3,854	961	5,097	3,476
BREMERTON	**1988**	**164,243**	**158,678**	**43,392**	**35,285**	**4,851**	**11,459**	**7,223**	**2,978**	**5,108**	**3,038**	**1,520**	**8,219**	**5,522**
	1982	121,188	116,690	29,140	23,638	3,568	7,079	4,533	1,743	3,135	1,907	889	4,869	3,203
OLYMPIA	**1988**	**188,232**	**183,602**	**41,607**	**24,297**	**10,369**	**11,846**	**4,368**	**3,991**	**5,920**	**3,604**	**1,572**	**11,615**	**8,073**
	1982	118,394	115,020	26,087	15,296	6,496	6,968	2,317	2,448	3,303	1,912	965	6,219	4,011
RICHLAND - KENNEWICK - PASCO	**1988**	**157,198**	**143,030**	**45,018**	**31,291**	**6,831**	**13,702**	**6,019**	**3,106**	**6,657**	**4,107**	**1,463**	**8,018**	**4,028**
	1982	139,803	129,127	37,483	26,204	6,167	10,023	4,330	2,252	4,833	2,954	1,054	5,686	2,730
SEATTLE	**1988**	**2,337,632**	**2,212,352**	**635,966**	**406,435**	**100,826**	**139,055**	**62,401**	**45,653**	**97,635**	**59,566**	**26,463**	**193,146**	**152,144**
	1982	1,611,259	1,523,518	397,958	243,643	69,436	89,568	39,108	31,382	62,534	37,331	18,192	118,125	90,968
SEATTLE - TACOMA CONSOLIDATED AREA	***1988***	***2,924,719***	***2,748,107***	***746,521***	***467,248***	***125,584***	***178,393***	***88,730***	***52,072***	***116,115***	***68,885***	***32,718***	***244,827***	***194,362***
	1982	*2,012,039*	*1,887,155*	*475,448*	*286,315*	*86,241*	*111,026*	*51,784*	*36,093*	*73,377*	*41,818*	*22,782*	*143,560*	*109,798*
SPOKANE	**1988**	**402,795**	**395,968**	**101,316**	**57,684**	**26,570**	**29,509**	**10,863**	**10,941**	**14,447**	**7,440**	**5,527**	**39,223**	**33,462**
	1982	306,119	300,854	78,093	45,398	20,189	19,065	5,413	8,161	8,851	3,707	4,122	20,088	15,662
TACOMA	**1988**	**587,087**	**535,755**	**110,555**	**60,813**	**24,758**	**39,338**	**26,329**	**6,419**	**18,480**	**9,319**	**6,255**	**51,681**	**42,218**
	1982	400,780	363,637	77,490	42,672	16,805	21,458	12,676	4,711	10,843	4,487	4,590	25,435	18,830
VANCOUVER	**1988**	**195,939**	**181,693**	**51,202**	**31,528**	**8,803**	**11,809**	**4,352**	**5,990**	**7,286**	**3,597**	**3,054**	**12,259**	**8,468**
	1982	145,838	136,051	32,954	19,236	6,592	7,377	2,518	3,841	4,447	2,080	1,959	7,105	4,649
YAKIMA	**1988**	**190,285**	**187,711**	**44,282**	**23,503**	**7,636**	**11,586**	**4,814**	**4,745**	**5,123**	**2,498**	**1,608**	**8,800**	**6,272**
	1982	154,760	152,552	35,052	18,856	6,206	7,864	2,804	3,585	3,399	1,454	1,216	5,279	3,377
NONMETRO PORTION OF STATE	**1988**	**952,469**	**910,303**	**202,410**	**137,645**	**45,322**	**47,268**	**19,576**	**8,693**	**29,848**	**21,111**	**2,601**	**38,696**	**30,187**
	1982	743,041	709,608	147,576	97,931	35,331	30,103	10,538	6,350	17,533	11,365	1,924	21,427	15,463
TOTAL STATE	**1988**	**5,308,311**	**5,029,242**	**1,306,733**	**824,856**	**242,983**	**325,177**	**151,088**	**94,959**	**199,394**	**121,201**	**51,308**	**380,627**	**297,024**
	1982	3,843,401	3,639,503	884,618	544,546	176,189	205,726	87,101	66,358	124,195	71,051	35,872	219,330	162,369
WEST VIRGINIA														
CHARLESTON	**1988**	**311,150**	**301,280**	**87,183**	**56,890**	**12,220**	**27,824**	**11,006**	**9,166**	**12,957**	**8,952**	**2,502**	**24,799**	**18,499**
	1982	264,648	256,978	56,471	32,528	10,423	18,331	5,790	6,647	7,580	4,709	1,815	13,673	9,002
HUNTINGTON - ASHLAND	**1988**	**346,288**	**331,590**	**102,433**	**66,934**	**8,643**	**25,490**	**11,393**	**6,391**	**11,710**	**4,906**	**4,340**	**45,661**	**34,887**
	1982	291,038	280,047	58,832	35,159	7,300	14,582	5,746	3,760	6,539	2,474	2,538	23,207	16,730
PARKERSBURG - MARIETTA	**1988**	**155,807**	**144,293**	**51,860**	**34,399**	**6,088**	**14,250**	**4,576**	**6,214**	**6,961**	**4,300**	**1,860**	**9,882**	**6,486**
	1982	147,576	138,028	36,239	21,614	5,823	9,722	2,496	4,724	4,322	2,345	1,623	5,839	3,271
STEUBENVILLE - WEIRTON	**1988**	**170,906**	**167,345**	**41,822**	**29,861**	**5,185**	**9,186**	**3,693**	**2,280**	**4,896**	**3,273**	**1,083**	**9,000**	**6,295**
	1982	140,273	137,646	26,173	16,650	4,265	5,864	1,898	1,731	2,894	1,684	826	5,055	3,041

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1989 SURVEY OF BUYING POWER DATA SERVICE

198d RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Home Computers & Calculators: In Radio/TV Stores ($000)	Home Computers & Calculators: In Dept Stores ($000)	Furniture & Sleep Equipment: In All Stores ($000)	Furniture & Sleep Equipment: In FHA Stores ($000)	Men's & Boys' Clothing: In All Stores ($000)	Men's & Boys' Clothing: In Apparel Stores ($000)	Men's & Boys' Clothing: In Department Stores ($000)	Women's & Girls' Clothing: In All Stores ($000)	Women's & Girls' Clothing: In Apparel Stores ($000)	Women's & Girls' Clothing: In Department Stores ($000)	Footwear: In All Stores ($000)	Footwear: In Apparel Stores ($000)	Footwear: In Department Stores ($000)
VIRGINIA (continued)														
LYNCHBURG	**1988**	**800**	**448**	**24,760**	**22,063**	**34,801**	**8,609**	**22,560**	**71,178**	**20,466**	**48,273**	**31,060**	**9,312**	**6,492**
	1982	296	255	12,345	10,706	21,739	6,506	12,790	44,828	15,465	27,570	21,994	7,037	3,732
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	**1988**	**31,451**	**4,625**	**299,380**	**263,176**	**239,977**	**110,973**	**109,135**	**480,146**	**235,234**	**218,824**	**144,021**	**105,284**	**25,890**
	1982	10,863	2,566	141,749	121,087	146,368	71,901	60,690	293,152	152,406	121,668	90,574	68,214	14,372
RICHMOND - PETERSBURG	**1988**	**10,171**	**2,258**	**121,714**	**92,876**	**162,870**	**64,546**	**83,668**	**353,123**	**141,089**	**189,389**	**88,473**	**57,874**	**22,842**
	1982	4,287	1,241	65,227	48,697	101,715	46,137	47,148	220,238	100,851	105,696	58,797	41,370	12,520
ROANOKE	**1988**	**4,504**	**658**	**40,112**	**34,228**	**51,240**	**16,548**	**31,913**	**96,307**	**41,368**	**50,877**	**48,499**	**20,280**	**5,493**
	1982	1,747	363	19,821	16,245	32,073	11,763	17,585	61,432	29,406	28,034	34,715	14,415	3,027
NONMETRO PORTION OF STATE	**1988**	**9,681**	**2,120**	**209,222**	**183,385**	**183,689**	**65,766**	**69,075**	**326,252**	**137,303**	**113,614**	**108,451**	**60,770**	**19,621**
	1982	3,483	1,044	104,055	88,508	110,351	45,609	34,328	198,389	95,232	56,390	69,190	42,156	9,654
TOTAL STATE	**1988**	**123,082**	**15,102**	**1,108,589**	**920,076**	**1,133,330**	**480,462**	**516,048**	**2,263,640**	**1,009,160**	**1,052,886**	**674,451**	**428,099**	**136,920**
	1982	41,171	7,972	512,905	409,725	656,829	299,871	278,311	1,315,784	633,243	555,399	412,782	269,359	71,649
WASHINGTON														
BELLINGHAM	**1988**	**877**	**327**	**14,459**	**12,636**	**16,720**	**6,584**	**6,663**	**32,108**	**17,827**	**11,938**	**10,039**	**6,887**	**1,967**
	1982	391	253	8,419	7,037	12,060	4,314	5,140	22,775	11,679	9,208	6,902	4,511	1,517
BREMERTON	**1988**	**1,285**	**399**	**14,645**	**8,762**	**18,510**	**7,438**	**9,432**	**31,767**	**15,971**	**13,485**	**10,520**	**5,933**	**2,398**
	1982	628	234	9,119	5,499	11,041	4,402	5,519	18,853	9,451	7,890	6,328	3,511	1,403
OLYMPIA	**1988**	**1,105**	**534**	**16,674**	**13,116**	**25,677**	**9,749**	**13,492**	**51,247**	**20,956**	**27,626**	**15,848**	**9,023**	**4,497**
	1982	469	328	9,172	6,956	15,265	5,360	8,277	30,337	11,520	16,948	9,032	4,960	2,759
RICHLAND - KENNEWICK - PASCO	**1988**	**1,273**	**416**	**18,778**	**12,480**	**22,620**	**6,910**	**10,991**	**45,498**	**18,845**	**19,988**	**12,663**	**9,316**	**2,126**
	1982	722	302	13,695	8,980	17,185	5,597	7,928	34,891	15,268	14,403	10,023	7,548	1,519
SEATTLE	**1988**	**27,542**	**5,040**	**271,253**	**199,906**	**454,352**	**259,874**	**148,710**	**879,116**	**555,485**	**264,654**	**278,069**	**210,062**	**35,285**
	1982	14,332	3,465	173,387	125,281	264,166	130,824	102,220	502,216	279,636	181,917	150,867	105,749	24,255
SEATTLE - TACOMA CONSOLIDATED AREA	***1988***	***34,846***	***7,672***	***346,233***	***256,459***	***535,749***	***291,702***	***189,524***	***1,036,116***	***629,459***	***337,724***	***329,939***	***244,069***	***46,805***
	1982	*17,095*	*5,397*	*213,514*	*152,508*	*318,970*	*149,529*	*132,173*	*606,477*	*323,110*	*235,543*	*183,361*	*125,735*	*32,710*
SPOKANE	**1988**	**5,050**	**961**	**59,095**	**46,836**	**64,006**	**27,565**	**29,794**	**122,145**	**58,167**	**56,703**	**39,058**	**27,799**	**8,408**
	1982	2,018	717	32,457	23,338	46,102	18,564	22,221	87,621	39,173	42,291	27,037	18,721	6,272
TACOMA	**1988**	**7,304**	**2,632**	**74,980**	**56,553**	**81,397**	**31,828**	**40,814**	**157,000**	**73,974**	**73,070**	**51,870**	**34,087**	**11,520**
	1982	2,763	1,932	40,127	27,227	54,804	18,705	29,953	104,261	43,474	53,626	32,494	19,986	8,455
VANCOUVER	**1988**	**2,321**	**803**	**19,026**	**12,513**	**28,961**	**8,223**	**18,968**	**52,639**	**17,407**	**33,760**	**13,745**	**7,024**	**4,822**
	1982	1,113	515	11,475	7,239	20,171	6,686	12,163	37,022	14,153	21,647	10,028	5,711	3,092
YAKIMA	**1988**	**1,251**	**433**	**16,413**	**12,813**	**27,339**	**15,088**	**10,672**	**52,365**	**29,932**	**20,412**	**17,595**	**13,249**	**2,710**
	1982	562	320	10,210	7,461	19,446	10,005	8,065	37,159	19,847	15,426	12,038	8,785	2,048
NONMETRO PORTION OF STATE	**1988**	**4,477**	**429**	**71,135**	**58,867**	**82,494**	**43,458**	**22,285**	**133,813**	**74,511**	**34,832**	**44,936**	**29,489**	**6,718**
	1982	1,909	319	40,535	31,682	61,230	32,590	16,367	99,310	55,886	25,551	33,060	22,117	4,969
TOTAL STATE	**1988**	**52,485**	**11,964**	**576,458**	**434,482**	**822,076**	**416,717**	**311,821**	**1,557,698**	**883,075**	**556,468**	**494,343**	**352,789**	**80,451**
	1982	24,907	8,385	348,596	250,700	521,470	237,047	217,853	974,445	500,087	388,907	297,809	201,599	56,289
WEST VIRGINIA														
CHARLESTON	**1988**	**1,907**	**1,252**	**34,352**	**26,981**	**40,286**	**16,440**	**22,526**	**80,643**	**39,514**	**38,589**	**22,668**	**16,440**	**5,006**
	1982	780	907	19,714	14,194	32,060	14,435	16,334	65,002	34,695	27,979	19,058	14,435	3,630
HUNTINGTON - ASHLAND	**1988**	**6,316**	**1,834**	**42,167**	**31,039**	**80,280**	**22,148**	**49,643**	**142,567**	**45,264**	**83,805**	**38,436**	**26,868**	**9,015**
	1982	2,609	1,052	22,444	15,653	52,106	17,054	29,195	93,406	34,851	52,314	27,752	20,689	5,270
PARKERSBURG - MARIETTA	**1988**	**1,800**	**794**	**21,645**	**17,710**	**26,814**	**8,158**	**17,359**	**47,590**	**18,195**	**27,036**	**14,190**	**10,339**	**3,272**
	1982	752	601	12,678	9,660	21,308	6,864	13,195	38,050	15,308	20,550	11,647	8,698	2,488
STEUBENVILLE - WEIRTON	**1988**	**882**	**405**	**13,965**	**11,695**	**17,093**	**4,822**	**10,573**	**34,070**	**11,865**	**20,344**	**8,511**	**6,501**	**1,300**
	1982	361	296	7,737	6,013	14,074	4,576	8,059	28,463	11,260	15,500	7,697	6,169	991

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1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

SMM ESTIMATES: 1988
U.S. CENSUS: 1982

METRO AREA	Year	Merchandise Line Sales: Groceries & Other Foods — In All Stores ($000)	Groceries & Other Foods — In Food Stores ($000)	Drugs & Health & Beauty Aids — In All Stores ($000)	Drugs & Health & Beauty Aids — In Drug-stores ($000)	Drugs & Health & Beauty Aids — In Food Stores ($000)	Major Household Appliances — In All Stores ($000)	Major Household Appliances — In FHA Stores ($000)	Major Household Appliances — In Department Stores ($000)	TVs, Video Recorders & Tapes — In All Stores ($000)	TVs, Video Recorders & Tapes — In FHA Stores ($000)	TVs, Video Recorders & Tapes — In Department Stores ($000)	Audio Equipment, Musical Instruments & Supplies — In All Stores ($000)	Audio Equipment, Musical Instruments & Supplies — In FHA Stores ($000)
WEST VIRGINIA (continued)														
WHEELING	**1988**	**190,797**	**186,247**	**52,511**	**33,267**	**7,366**	**15,780**	**7,530**	**4,524**	**8,988**	**5,629**	**2,319**	**14,470**	**10,151**
	1982	169,940	166,799	33,114	18,512	6,597	9,855	4,134	2,983	5,296	3,090	1,523	8,032	5,163
NONMETRO PORTION OF STATE	**1988**	**1,210,017**	**1,156,118**	**320,636**	**235,217**	**40,170**	**94,121**	**40,116**	**18,211**	**39,668**	**24,553**	**6,048**	**55,900**	**30,255**
	1982	1,001,314	960,690	192,653	127,659	33,384	63,340	25,026	12,173	25,203	15,320	4,045	35,203	17,877
TOTAL STATE	**1988**	**1,995,628**	**1,912,389**	**547,728**	**382,729**	**67,490**	**160,442**	**66,986**	**39,043**	**71,897**	**44,134**	**14,251**	**126,275**	**81,362**
	1982	1,659,212	1,596,964	328,616	204,892	56,579	105,599	39,760	26,562	44,304	26,178	9,646	73,443	43,373
WISCONSIN														
APPLETON - OSHKOSH - NEENAH	**1988**	**333,555**	**295,637**	**58,458**	**25,859**	**9,466**	**29,825**	**20,644**	**5,229**	**18,617**	**14,159**	**3,481**	**25,636**	**18,557**
	1982	240,125	215,083	37,518	17,496	6,886	15,846	10,395	2,909	9,678	7,130	1,933	13,085	9,016
EAU CLAIRE	**1988**	**180,637**	**158,150**	**33,213**	**15,103**	**7,344**	**14,521**	**8,110**	**2,605**	**7,642**	**5,212**	**1,490**	**12,804**	**9,288**
	1982	114,450	99,372	21,923	10,352	4,614	7,836	3,885	1,634	3,984	2,497	935	5,903	4,195
GREEN BAY	**1988**	**210,956**	**189,007**	**48,672**	**15,969**	**5,354**	**20,196**	**10,463**	**7,086**	**15,889**	**11,091**	**3,562**	**20,607**	**14,568**
	1982	136,217	121,926	31,277	12,139	3,455	11,299	5,690	3,992	8,769	6,031	2,007	10,808	7,337
JANESVILLE - BELOIT	**1988**	**189,506**	**178,670**	**40,486**	**22,364**	**4,729**	**10,925**	**3,535**	**4,905**	**4,833**	**3,229**	**1,002**	**10,972**	**7,325**
	1982	125,336	117,977	24,063	12,821	3,123	6,290	1,892	2,925	2,672	1,728	597	5,853	3,680
KENOSHA	**1988**	**164,155**	**155,529**	**30,931**	**19,308**	**3,502**	**8,039**	**4,229**	**2,325**	**4,925**	**3,141**	**1,480**	**7,407**	**4,635**
	1982	106,432	101,050	15,380	9,060	2,276	4,074	2,084	1,113	2,427	1,548	709	3,523	2,096
LA CROSSE	**1988**	**102,768**	**96,154**	**23,938**	**8,595**	**2,654**	**13,060**	**7,063**	**4,278**	**8,941**	**6,884**	**1,471**	**14,352**	**11,142**
	1982	81,980	77,105	16,646	6,394	2,128	6,969	3,048	2,696	4,291	2,971	927	6,603	4,499
MADISON	**1988**	**534,316**	**420,880**	**77,466**	**43,091**	**10,279**	**48,386**	**35,741**	**6,653**	**53,342**	**49,907**	**1,838**	**152,154**	**141,747**
	1982	330,002	264,324	46,202	27,640	6,455	21,785	14,749	3,567	22,460	20,595	985	62,880	57,031
MILWAUKEE	**1988**	**2,114,997**	**2,018,362**	**351,957**	**203,718**	**52,567**	**113,095**	**67,638**	**29,964**	**90,826**	**56,318**	**25,890**	**126,351**	**102,760**
	1982	1,369,407	1,298,910	236,113	141,234	33,833	63,904	35,469	18,864	51,154	29,533	16,315	65,295	50,380
MILWAUKEE - RACINE CONSOLIDATED AREA	***1988***	***2,335,582***	***2,230,883***	***391,894***	***227,048***	***58,416***	***126,241***	***73,939***	***33,693***	***99,062***	***60,621***	***28,025***	***137,577***	***111,093***
	1982	*1,531,951*	*1,455,469*	*261,803*	*155,791*	*38,142*	*72,222*	*39,322*	*21,177*	*56,299*	*32,165*	*17,639*	*71,892*	*55,117*
RACINE	**1988**	**220,385**	**212,521**	**39,937**	**23,330**	**5,849**	**13,146**	**6,301**	**3,729**	**8,236**	**4,303**	**2,135**	**11,246**	**8,333**
	1982	162,544	156,559	25,690	14,557	4,309	8,318	3,853	2,313	5,145	2,632	1,324	6,597	4,737
SHEBOYGAN	**1988**	**108,110**	**102,595**	**19,522**	**9,708**	**2,746**	**5,240**	**1,065**	**2,102**	**2,896**	**1,206**	**1,204**	**6,741**	**5,263**
	1982	81,477	77,506	14,013	7,373	2,074	3,267	553	1,315	1,705	626	753	3,506	2,601
WAUSAU	**1988**	**135,833**	**121,093**	**20,513**	**5,109**	**2,339**	**11,770**	**3,774**	**2,611**	**3,060**	**1,082**	**1,494**	**5,451**	**3,147**
	1982	92,143	82,212	13,113	4,241	1,589	7,220	2,318	1,418	1,781	665	812	3,103	1,793
NONMETRO PORTION OF STATE	**1988**	**2,043,310**	**1,734,178**	**287,840**	**174,028**	**43,504**	**88,814**	**49,049**	**10,323**	**41,661**	**30,511**	**3,675**	**48,916**	**25,314**
	1982	1,418,415	1,223,420	186,817	117,378	30,696	50,231	26,926	5,353	23,153	16,753	1,901	26,346	12,900
TOTAL STATE	**1988**	**6,419,024**	**5,757,108**	**1,047,946**	**576,807**	**152,611**	**380,854**	**218,574**	**82,481**	**263,293**	**188,169**	**49,124**	**445,465**	**354,901**
	1982	4,320,629	3,893,052	679,618	387,581	103,216	209,319	111,375	48,486	138,557	93,306	29,430	215,432	161,643
WYOMING														
CASPER	**1988**	**75,487**	**71,477**	**10,171**	**2,913**	**3,149**	**4,378**	**2,028**	**1,265**	**2,360**	**1,681**	**197**	**7,342**	**4,931**
	1982	78,957	75,441	15,300	8,769	3,323	4,090	1,966	932	2,293	1,628	145	6,543	4,484
CHEYENNE	**1988**	**68,916**	**62,492**	**12,277**	**3,845**	**3,233**	**6,252**	**2,475**	**1,524**	**2,590**	**1,613**	**238**	**8,227**	**4,989**
	1982	50,320	45,874	12,478	6,976	2,374	4,449	2,054	889	1,969	1,339	139	5,939	3,843
NONMETRO PORTION OF STATE	**1988**	**304,520**	**294,809**	**54,688**	**28,855**	**14,484**	**12,535**	**4,409**	**712**	**5,442**	**2,955**	**316**	**15,682**	**8,665**
	1982	356,968	346,920	63,779	38,193	17,046	13,318	5,611	482	6,169	3,763	216	17,276	10,794
TOTAL STATE	**1988**	**448,923**	**428,778**	**77,136**	**35,613**	**20,866**	**23,165**	**8,912**	**3,501**	**10,392**	**6,249**	**751**	**31,221**	**18,585**
	1982	486,245	468,235	91,557	53,938	22,743	21,857	9,631	2,303	10,431	6,730	500	29,758	19,121

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1989 SURVEY OF BUYING POWER DATA SERVICE

1988 RETAIL SALES BY MERCHANDISE LINE—WITH 1982 CENSUS DATA

S&MM ESTIMATES 1988
U.S. CENSUS 1982

METRO AREA	Year	Home Computers & Calculators: In Radio/TV Stores ($000)	Home Computers & Calculators: In Dept Stores ($000)	Furniture & Sleep Equipment: In All Stores ($000)	Furniture & Sleep Equipment: In FHA Stores ($000)	Men's & Boys' Clothing: In All Stores ($000)	Men's & Boys' Clothing: In Apparel Stores ($000)	Men's & Boys' Clothing: In Department Stores ($000)	Women's & Girls' Clothing: In All Stores ($000)	Women's & Girls' Clothing: In Apparel Stores ($000)	Women's & Girls' Clothing: In Department Stores ($000)	Footwear: In All Stores ($000)	Footwear: In Apparel Stores ($000)	Footwear: In Department Stores ($000)
WEST VIRGINIA (continued)														
WHEELING	**1988**	**2,126**	**757**	**25,894**	**20,814**	**32,889**	**7,389**	**23,066**	**64,662**	**18,608**	**41,989**	**17,704**	**11,142**	**4,008**
	1982	818	510	14,797	11,426	24,288	7,037	15,050	48,759	17,717	27,417	15,121	10,609	2,616
NONMETRO PORTION OF STATE	**1988**	**6,764**	**3,295**	**105,556**	**84,611**	**133,372**	**43,307**	**62,692**	**246,863**	**95,106**	**107,593**	**78,074**	**54,225**	**11,546**
	1982	3,160	2,205	67,446	52,789	100,814	38,006	41,760	188,889	83,473	71,687	63,928	47,593	7,721
TOTAL STATE	**1988**	**14,912**	**7,206**	**199,866**	**158,139**	**268,416**	**85,841**	**145,106**	**499,492**	**191,480**	**247,601**	**148,146**	**103,822**	**27,478**
	1982	6,638	4,779	122,068	93,341	197,072	73,253	95,238	372,058	163,808	165,490	118,879	88,663	18,128
WISCONSIN														
APPLETON - OSHKOSH - NEENAH	**1988**	**1,566**	**803**	**45,317**	**36,782**	**61,041**	**20,614**	**36,136**	**103,650**	**42,728**	**53,803**	**31,832**	**21,671**	**5,620**
	1982	643	447	23,514	18,521	35,984	12,982	20,073	61,681	26,909	29,886	19,648	13,648	3,123
EAU CLAIRE	**1988**	**1,861**	**373**	**22,940**	**15,430**	**23,654**	**12,376**	**8,947**	**45,934**	**22,691**	**20,039**	**13,583**	**10,119**	**1,078**
	1982	707	234	12,131	7,391	14,334	7,090	5,612	27,987	12,998	12,569	7,936	5,798	676
GREEN BAY	**1988**	**1,363**	**1,023**	**31,790**	**25,608**	**51,738**	**14,803**	**32,972**	**89,648**	**29,972**	**54,440**	**24,157**	**15,963**	**4,856**
	1982	583	576	17,489	13,927	31,892	10,733	18,575	55,885	21,732	30,670	16,285	11,575	2,736
JANESVILLE - BELOIT	**1988**	**1,365**	**548**	**13,255**	**9,948**	**26,019**	**4,967**	**17,152**	**54,397**	**22,057**	**28,403**	**15,491**	**11,962**	**2,513**
	1982	592	327	7,306	5,324	15,986	3,256	10,229	34,014	14,458	16,939	9,928	7,841	1,499
KENOSHA	**1988**	**823**	**369**	**13,207**	**10,250**	**20,986**	**7,748**	**7,846**	**32,231**	**15,626**	**14,009**	**10,712**	**7,592**	**971**
	1982	314	177	6,552	5,052	10,685	3,545	3,758	15,458	7,148	6,709	5,263	3,473	465
LA CROSSE	**1988**	**2,221**	**482**	**16,864**	**13,858**	**21,784**	**7,222**	**13,744**	**44,343**	**18,176**	**24,474**	**11,188**	**8,137**	**2,156**
	1982	779	304	7,939	5,980	14,742	5,435	8,661	30,369	13,679	15,422	8,078	6,124	1,358
MADISON	**1988**	**9,551**	**1,469**	**82,684**	**72,240**	**90,083**	**33,137**	**48,882**	**164,075**	**72,401**	**82,328**	**45,511**	**30,910**	**10,659**
	1982	3,609	788	35,549	29,811	51,621	20,349	26,200	94,572	44,460	44,126	26,954	18,981	5,713
MILWAUKEE	**1988**	**25,358**	**7,234**	**205,070**	**161,206**	**291,947**	**101,332**	**153,486**	**557,951**	**207,289**	**311,232**	**161,970**	**100,071**	**42,218**
	1982	10,560	4,557	112,368	84,536	190,403	68,996	104,807	364,463	141,141	195,943	107,075	68,137	26,581
MILWAUKEE - RACINE CONSOLIDATED AREA	***1988***	***26,828***	***7,768***	***224,988***	***178,347***	***320,157***	***110,370***	***171,102***	***615,959***	***230,236***	***344,064***	***183,733***	***117,747***	***45,422***
	1982	*11,264*	*4,888*	*124,614*	*95,017*	*208,349*	*74,797*	*115,731*	*401,322*	*155,870*	*216,302*	*121,001*	*79,482*	*28,567*
RACINE	**1988**	**1,470**	**534**	**19,918**	**17,141**	**28,210**	**9,038**	**17,616**	**58,008**	**22,947**	**32,832**	**21,763**	**17,676**	**3,204**
	1982	704	331	12,246	10,481	17,946	5,801	10,924	36,859	14,729	20,359	13,926	11,345	1,986
SHEBOYGAN	**1988**	**879**	**300**	**11,722**	**9,003**	**13,783**	**2,832**	**9,557**	**25,476**	**5,883**	**16,778**	**7,704**	**4,019**	**1,880**
	1982	361	188	6,434	4,677	9,473	2,415	5,978	17,629	5,016	10,497	5,791	3,427	1,177
WAUSAU	**1988**	**1,110**	**373**	**15,465**	**12,288**	**18,194**	**6,243**	**10,145**	**32,956**	**14,718**	**15,930**	**9,482**	**7,123**	**1,672**
	1982	531	203	9,346	7,547	11,241	4,541	5,509	20,895	10,703	8,652	6,513	5,181	908
NONMETRO PORTION OF STATE	**1988**	**8,213**	**2,059**	**122,517**	**99,165**	**231,774**	**64,614**	**53,193**	**332,699**	**146,443**	**85,331**	**102,264**	**59,159**	**7,714**
	1982	3,523	1,061	67,821	54,439	144,142	47,102	27,913	212,091	106,752	43,996	68,267	43,122	3,978
TOTAL STATE	**1988**	**56,316**	**15,668**	**606,254**	**486,830**	**889,199**	**288,831**	**412,313**	**1,560,794**	**628,424**	**745,149**	**460,210**	**297,167**	**85,145**
	1982	23,130	9,251	321,711	249,764	554,718	195,236	249,759	984,004	425,466	438,968	298,841	200,782	50,548
WYOMING														
CASPER	**1988**	**1,355**	**366**	**8,512**	**6,569**	**9,959**	**4,233**	**4,835**	**17,812**	**8,909**	**7,574**	**4,775**	**3,454**	**694**
	1982	1,058	196	8,262	6,364	11,693	7,273	3,575	22,165	15,306	5,578	7,085	5,934	511
CHEYENNE	**1988**	**1,360**	**296**	**8,330**	**6,012**	**13,152**	**5,680**	**5,843**	**22,848**	**11,452**	**9,802**	**6,366**	**4,480**	**771**
	1982	929	173	6,469	4,990	9,992	5,508	3,408	17,914	11,105	5,717	5,524	4,344	450
NONMETRO PORTION OF STATE	**1988**	**2,077**	**98**	**16,651**	**11,006**	**35,267**	**18,818**	**2,158**	**63,095**	**37,955**	**3,151**	**18,511**	**14,850**	**250**
	1982	2,035	65	19,530	14,014	33,672	21,164	1,460	61,617	42,677	2,131	20,187	16,693	168
TOTAL STATE	**1988**	**4,792**	**660**	**33,493**	**23,587**	**58,378**	**28,731**	**12,856**	**103,755**	**58,316**	**20,527**	**29,652**	**22,784**	**1,715**
	1982	4,022	434	34,261	25,368	55,357	33,945	8,443	101,696	69,088	13,426	32,796	26,971	1,129

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1989 SURVEY OF BUYING POWER DATA SERVICE

SECTION 13

1993 Projections
State And Regional Summaries

EXPLANATION OF TERMS

An explanation of terms used in the **Survey Of Buying Power Data Service** will be found in the Introductory Section starting on page A-5.

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1993 PROJECTIONS

S&MM ESTIMATES

REGION · State	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
NEW ENGLAND	**13,022.7**	**13,403.4**	**2.9**	**5,146.7**	**5.7**	**290,165,553**	**48.2**	**40,214**	**56,379**	**163,324,956**	**51.4**	**22,151**	**31,734**	**6.2230**	**6.1484**
Connecticut	3,266.6	3,347.8	2.5	1,264.9	5.1	80,679,017	47.3	45,497	63,783	41,201,689	50.0	22,814	32,573	1.6604	1.6292
Maine	1,204.5	1,246.1	3.5	483.9	6.8	21,308,418	53.2	30,704	44,035	14,415,619	54.9	20,538	29,790	.4946	.5011
Massachusetts	5,908.0	6,014.6	1.8	2,330.4	4.6	133,636,318	45.8	41,154	57,345	73,189,012	49.2	22,013	31,406	2.8710	2.7947
New Hampshire	1,091.5	1,192.9	9.3	456.7	11.9	25,273,473	57.0	39,446	55,339	16,889,606	60.4	25,791	36,982	.5436	.5699
Rhode Island	995.3	1,021.3	2.6	383.4	4.6	19,387,833	50.0	35,274	50,568	10,729,688	51.4	19,333	27,986	.4211	.4183
Vermont	556.8	580.7	4.3	227.4	7.7	9,880,494	52.8	30,635	43,450	6,899,342	54.6	21,143	30,340	.2323	.2352
MIDDLE ATLANTIC	**37,839.4**	**38,438.8**	**1.6**	**14,836.8**	**4.2**	**756,293,656**	**44.6**	**36,714**	**50,974**	**378,238,269**	**47.2**	**18,043**	**25,493**	**16.2942**	**15.7190**
New Jersey	7,764.2	7,999.2	3.0	3,025.9	5.7	190,810,889	48.1	45,010	63,059	88,969,963	50.4	20,670	29,403	3.8118	3.7562
New York	18,029.4	18,302.7	1.5	7,084.5	4.1	352,116,626	42.3	36,349	49,702	174,491,159	46.4	17,511	24,630	7.6757	7.3303
Pennsylvania	12,045.8	12,136.9	.8	4,726.4	3.3	213,366,141	45.4	32,069	45,143	114,777,147	45.9	17,193	24,284	4.8067	4.6325
EAST NORTH CENTRAL	**42,372.5**	**42,603.6**	**.5**	**16,275.9**	**3.2**	**749,165,585**	**47.9**	**32,127**	**46,029**	**397,381,972**	**47.5**	**17,091**	**24,415**	**16.6203**	**16.1961**
Illinois	11,674.3	11,762.1	.8	4,485.9	3.5	223,664,533	46.8	35,150	49,859	112,119,809	48.1	17,463	24,994	4.8154	4.6823
Indiana	5,597.2	5,632.4	.6	2,117.2	3.2	90,869,720	50.1	29,513	42,920	52,464,638	48.6	17,216	24,780	2.0861	2.0522
Michigan	9,335.3	9,381.9	.5	3,529.5	3.1	163,879,199	48.1	32,329	46,431	89,004,439	47.7	17,601	25,217	3.6626	3.5730
Ohio	10,896.1	10,899.5	.0	4,240.7	2.8	184,455,283	47.2	30,368	43,496	96,489,588	45.0	16,127	22,753	4.1417	4.0029
Wisconsin	4,869.6	4,927.7	1.2	1,902.6	3.8	86,296,850	49.6	31,477	45,357	47,303,498	49.3	17,286	24,863	1.9145	1.8857
WEST NORTH CENTRAL	**17,909.4**	**18,268.4**	**2.0**	**7,030.6**	**4.2**	**310,264,791**	**49.3**	**30,787**	**44,131**	**169,554,452**	**47.4**	**17,043**	**24,117**	**6.9422**	**6.8163**
Iowa	2,847.4	2,811.3	-1.3	1,120.4	1.3	45,227,720	47.6	27,706	40,367	24,080,494	41.6	15,375	21,493	1.0413	.9974
Kansas	2,511.3	2,583.9	2.9	1,006.7	5.0	45,653,846	49.3	31,880	45,350	21,701,012	44.8	15,628	21,557	.9762	.9554
Minnesota	4,326.8	4,462.1	3.1	1,709.3	5.7	81,957,162	52.3	33,292	47,948	47,808,861	52.6	19,374	27,970	1.8010	1.8093
Missouri	5,205.0	5,350.6	2.8	2,022.4	4.5	88,790,902	47.8	31,044	43,904	48,467,273	47.5	16,981	23,965	2.0026	1.9595
Nebraska	1,610.1	1,624.8	.9	629.9	3.0	27,434,291	48.8	30,170	43,553	14,785,916	47.2	16,435	23,473	.6150	.6009
North Dakota	686.3	697.4	1.6	260.6	4.3	10,468,693	49.6	28,011	40,172	6,460,506	43.7	17,995	24,791	.2520	.2452
South Dakota	722.5	738.3	2.2	281.3	4.3	10,732,177	49.2	26,657	38,152	6,250,390	45.9	15,878	22,220	.2541	.2486
SOUTH ATLANTIC	**42,921.5**	**46,127.2**	**7.5**	**17,854.2**	**10.3**	**804,760,092**	**55.7**	**31,915**	**45,074**	**462,752,432**	**56.6**	**18,252**	**25,918**	**17.3108**	**17.8626**
Delaware	654.2	685.8	4.8	254.2	7.4	12,718,535	52.0	35,340	50,034	7,772,463	53.1	21,446	30,576	.2823	.2845
District of Columbia	623.8	613.2	-1.7	254.6	-.2	13,014,099	41.8	35,960	51,116	5,106,026	39.5	14,342	20,055	.2670	.2498
Florida	12,506.5	14,020.2	12.1	5,799.5	14.6	252,734,523	61.3	30,963	43,579	152,893,194	60.9	18,776	26,363	5.3053	5.6658
Georgia	6,439.0	6,936.3	7.7	2,566.6	10.4	112,250,540	55.1	31,135	43,735	65,389,952	55.0	18,150	25,477	2.4738	2.5405
Maryland	4,666.0	4,917.6	5.4	1,833.6	7.8	100,741,064	48.8	39,819	54,942	51,107,813	51.0	19,909	27,873	2.1016	2.0871
North Carolina	6,554.1	6,918.5	5.6	2,668.9	8.9	108,883,041	55.2	28,619	40,797	64,382,603	55.6	16,879	24,123	2.4314	2.4906
South Carolina	3,511.0	3,712.2	5.7	1,380.8	8.8	53,787,984	56.7	27,058	38,954	31,427,796	55.5	15,932	22,761	1.2138	1.2485
Virginia	6,047.2	6,426.3	6.3	2,352.9	8.6	124,935,700	53.7	37,511	53,099	68,481,747	57.6	20,055	29,105	2.6098	2.6755
West Virginia	1,919.7	1,897.1	-1.2	743.1	1.7	25,694,606	53.1	22,976	34,578	16,190,838	50.6	14,718	21,788	.6258	.6203
EAST SOUTH CENTRAL	**15,554.1**	**15,964.2**	**2.6**	**6,036.3**	**5.5**	**232,232,812**	**55.0**	**26,181**	**38,473**	**131,723,117**	**51.7**	**15,177**	**21,822**	**5.2901**	**5.3372**
Alabama	4,165.3	4,294.9	3.1	1,635.0	5.8	59,940,448	53.0	25,362	36,661	32,428,466	50.0	13,999	19,834	1.3714	1.3720
Kentucky	3,773.2	3,812.9	1.1	1,427.8	3.8	56,398,211	55.1	26,427	39,500	35,488,158	54.1	16,732	24,855	1.3196	1.3337
Mississippi	2,667.4	2,725.5	2.2	987.1	5.2	34,399,369	56.3	23,471	34,849	19,499,673	50.7	13,797	19,755	.8115	.8183
Tennessee	4,948.2	5,130.9	3.7	1,986.4	6.6	81,494,784	56.0	28,043	41,026	44,306,820	51.5	15,699	22,305	1.7876	1.8132
WEST SOUTH CENTRAL	**27,139.7**	**28,874.6**	**6.4**	**10,617.6**	**8.5**	**433,433,479**	**56.6**	**28,289**	**40,822**	**243,735,438**	**45.9**	**17,076**	**22,956**	**9.7668**	**9.8649**
Arkansas	2,435.4	2,512.8	3.2	948.0	5.3	34,291,471	52.2	25,022	36,172	18,774,910	47.3	14,155	19,805	.7974	.7919
Louisiana	4,467.9	4,554.8	1.9	1,649.2	4.4	61,890,513	55.5	25,202	37,528	37,127,094	44.2	16,299	22,512	1.4816	1.4703
Oklahoma	3,317.5	3,459.3	4.3	1,328.2	5.7	46,485,634	53.1	24,156	34,999	26,817,349	39.7	15,272	20,191	1.1148	1.0941
Texas	16,918.9	18,347.7	8.4	6,692.2	10.7	290,765,861	57.9	30,440	43,448	161,016,085	47.2	18,088	24,060	6.3730	6.5086
MOUNTAIN	**13,583.2**	**14,776.3**	**8.8**	**5,652.7**	**11.5**	**235,508,171**	**60.4**	**28,953**	**41,663**	**128,150,204**	**53.3**	**16,481**	**22,671**	**5.0223**	**5.2371**
Arizona	3,550.5	4,031.2	13.5	1,594.7	16.9	65,319,789	61.9	29,576	40,961	39,347,203	63.2	17,678	24,674	1.3867	1.4937
Colorado	3,369.9	3,628.5	7.7	1,443.7	10.1	64,276,406	60.1	30,624	44,522	32,339,943	48.5	16,610	22,401	1.3262	1.3661
Idaho	1,025.9	1,060.7	3.4	381.3	5.5	15,327,901	55.5	27,261	40,199	7,459,456	45.4	14,196	19,563	.3375	.3377
Montana	819.9	836.7	2.0	333.6	4.6	12,328,874	52.7	25,307	36,957	6,339,745	39.3	14,267	19,004	.2812	.2745
Nevada	1,069.7	1,222.4	14.3	513.3	16.7	23,757,871	68.8	32,003	46,285	12,361,160	55.5	18,072	24,082	.4615	.5008
New Mexico	1,537.9	1,663.6	8.2	612.9	10.6	22,216,762	56.7	25,595	36,249	12,523,832	50.2	15,052	20,434	.5083	.5201
Utah	1,719.3	1,833.4	6.6	578.1	7.9	24,752,135	60.8	28,724	42,816	13,846,723	54.8	16,685	23,952	.5537	.5766
Wyoming	490.1	499.8	2.0	195.1	5.5	7,528,433	59.1	25,597	38,588	3,932,142	42.5	14,923	20,154	.1672	.1676
PACIFIC	**37,577.8**	**40,812.0**	**8.6**	**15,242.5**	**9.7**	**826,437,340**	**52.9**	**38,914**	**54,219**	**391,402,529**	**53.3**	**18,376**	**25,678**	**16.5303**	**16.8184**
Alaska	538.2	608.7	13.1	216.0	16.4	12,523,070	62.4	41,546	57,977	5,846,479	49.0	21,136	27,067	.2411	.2530
California	28,549.3	31,331.5	9.7	11,543.3	10.4	648,531,602	52.2	40,748	56,183	301,002,842	53.8	18,717	26,076	12.8435	13.0695
Hawaii	1,104.5	1,175.3	6.4	387.0	9.7	22,227,049	54.7	40,728	57,434	11,838,574	52.7	21,970	30,591	.4656	.4743
Oregon	2,755.6	2,804.9	1.8	1,120.1	4.3	48,832,784	57.4	28,872	43,597	26,795,391	51.2	16,497	23,922	1.0531	1.0688
Washington	4,630.2	4,891.6	5.6	1,976.1	8.5	94,322,835	53.7	33,685	47,732	45,919,243	52.3	16,552	23,237	1.9270	1.9528
TOTAL UNITED STATES	**247,920.3**	**259,268.5**	**4.6**	**98,693.3**	**6.9**	**4,638,261,479**	**51.4**	**33,198**	**46,997**	**2,466,263,369**	**50.6**	**17,745**	**24,989**	**100.0000**	**100.0000**

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1989 SURVEY OF BUYING POWER DATA SERVICE

SECTION 14
1993 Metropolitan Market Rankings

1993 Population
Percent Change In Population 1980-1993
1993 Households
1993 Effective Buying Income (EBI)
1993 Average Household EBI
1993 Total Retail Sales
1993 Per Household Retail Sales
1993 Buying Power Index (BPI)

EXPLANATION OF TERMS

An explanation of terms used in the **Survey Of Buying Power Data Service** will be found in the Introductory Section starting on page A-5.

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Ask for Product #59800.

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1989 SURVEY OF BUYING POWER DATA SERVICE

1993 POPULATION

Area	(Thous.)	Rank
Los Angeles - Long Beach, Cal.	9,441.1	1
New York, N.Y.	8,765.1	2
Chicago, Ill.	6,253.6	3
Philadelphia, Pa.	5,013.3	4
Detroit, Mich.	4,386.0	5
Washington, D.C.	4,008.5	6
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	3,766.1	7
Houston, Tex.	3,422.5	8
Atlanta, Ga.	3,086.5	9
Dallas, Tex.	2,757.4	10
Nassau - Suffolk, N.Y.	2,711.0	11
San Diego, Cal.	2,690.1	12
Riverside - San Bernardino, Cal.	2,672.2	13
St. Louis, Mo.	2,534.7	14
Minneapolis - St. Paul, Minn.	2,507.7	15
Anaheim - Santa Ana, Cal.	2,477.1	16
Baltimore, Md.	2,456.9	17
Phoenix, Ariz.	2,385.3	18
Tampa - St. Petersburg - Clearwater, Fla.	2,270.0	19
Oakland, Cal.	2,145.9	20
Pittsburgh, Pa.	2,060.0	21
Miami - Hialeah, Fla.	1,987.0	22
Seattle, Wash.	1,975.3	23
Newark, N.J.	1,917.7	24
Cleveland, Ohio	1,824.6	25
Denver, Colo.	1,823.4	26
San Francisco, Cal.	1,673.3	27
Kansas City, Mo.-Kans.	1,637.8	28
Sacramento, Cal.	1,568.2	29
San Jose, Cal.	1,518.0	30
Norfolk - Virginia Beach - Newport News, Va.	1,476.9	31
Cincinnati, Ohio	1,460.5	32
Fort Worth - Arlington, Tex.	1,458.5	33
San Antonio, Tex.	1,424.2	34
Milwaukee, Wisc.	1,396.3	35
Columbus, Ohio	1,379.0	36
New Orleans, La.	1,348.8	37
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	1,330.6	38
Bergen - Passaic, N.J.	1,299.8	39
Indianapolis, Ind.	1,278.6	40
Portland, Ore.	1,212.9	41
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	1,193.1	42
Hartford - New Britain - Middletown - Bristol, Conn.	1,153.1	43
Orlando, Fla.	1,151.3	44
Salt Lake City - Ogden, Utah	1,143.2	45
Monmouth - Ocean, N.J.	1,068.0	46
Nashville, Tenn.	1,063.9	47
Oklahoma City, Okla.	1,045.8	48
Middlesex - Somerset - Hunterdon, N.J.	1,034.7	49
Jacksonville, Fla.	1,021.3	50
Total Top 50	**118,676.8**	
Memphis, Tenn.	1,015.3	51
Rochester, N.Y.	1,002.1	52
Greensboro - Winston-Salem - High Point, N.C.	976.7	53
West Palm Beach - Boca Raton - Delray Beach, Fla.	972.7	54
Louisville, Ky.	966.5	55
Birmingham, Ala.	958.9	56
Buffalo, N.Y.	942.2	57
Dayton - Springfield, Ohio	933.2	58
Providence - Pawtucket - Woonsocket, R.I.	933.0	59
Richmond - Petersburg, Va.	893.0	60
Honolulu, Haw.	881.8	61
Albany - Schenectady - Troy, N.Y.	870.2	62
Austin, Tex.	867.3	63
Bridgeport - Stamford - Norwalk - Danbury, Conn.	843.2	64
New Haven - Waterbury - Meriden, Conn.	810.3	65
Tulsa, Okla.	793.1	66
Raleigh - Durham, N.C.	762.4	67
Las Vegas, Nev.	745.0	68
Scranton - Wilkes-Barre, Pa.	738.7	69
Tucson, Ariz.	717.1	70
Oxnard - Ventura, Cal.	710.3	71
Grand Rapids, Mich.	697.5	72
Worcester - Fitchburg - Leominster, Mass.	696.3	73
Allentown - Bethlehem, Pa.	694.9	74
Fresno, Cal.	669.2	75
Greenville - Spartanburg, S.C.	654.5	76
Syracuse, N.Y.	652.8	77
Omaha, Neb.	638.7	78
Akron, Ohio	638.3	79
El Paso, Tex.	633.9	80
Knoxville, Tenn.	625.8	81
Gary - Hammond, Ind.	615.3	82
Toledo, Ohio	612.4	83
Harrisburg - Lebanon - Carlisle, Pa.	604.8	84
Springfield, Mass.	596.6	85
Tacoma, Wash.	593.1	86
Wilmington, Del.	586.7	87
Bakersfield, Cal.	585.4	88
Baton Rouge, La.	563.2	89
Charleston, S.C.	552.5	90
Little Rock - North Little Rock, Ark.	545.2	91
Albuquerque, N.M.	540.6	92
Stockton, Cal.	540.6	92
Jersey City, N.J.	540.2	94
Lake County, Ill.	528.9	95
New Bedford - Fall River - Attleboro, Mass.	516.3	96
Mobile, Ala.	509.8	97
Columbia, S.C.	498.3	98
Youngstown - Warren, Ohio	495.9	99
Wichita, Kans.	467.0	100
Total Top 100	**154,104.4**	
Vallejo - Fairfield - Napa, Cal.	464.4	101
Johnson City - Kingsport - Bristol, Tenn.	459.1	102
Melbourne - Titusville - Palm Bay, Fla.	452.4	103
Colorado Springs, Colo.	451.9	104
Lakeland - Winter Haven, Fla.	445.7	105
Lansing - East Lansing, Mich.	444.8	106
Chattanooga, Tenn.	441.9	107
Augusta, Ga.	435.3	108
McAllen - Edinburg - Mission, Tex.	435.3	108
Lancaster, Pa.	432.2	110
Flint, Mich.	429.5	111
Jackson, Miss.	422.3	112
York, Pa.	419.3	113
Santa Rosa - Petaluma, Cal.	407.5	114
Joliet, Ill.	402.0	115
Canton, Ohio	401.2	116
Saginaw - Bay City - Midland, Mich.	401.0	117
Des Moines, Iowa	399.5	118
Daytona Beach, Fla.	395.3	119
Pensacola, Fla.	391.1	120
Modesto, Cal.	385.7	121
Salinas - Seaside - Monterey, Cal.	383.8	122
Aurora - Elgin, Ill.	382.5	123
Corpus Christi, Tex.	377.0	124
Shreveport, La.	376.0	125
Beaumont - Port Arthur, Tex.	374.5	126
Santa Barbara - Santa Maria - Lompoc, Cal.	374.4	127
Portsmouth - Dover - Rochester, N.H.	374.0	128
Fort Wayne, Ind.	367.7	129
Manchester - Nashua, N.H.	366.9	130
Madison, Wisc.	366.7	131
Spokane, Wash.	363.0	132
Davenport - Rock Island - Moline, Iowa-Ill.	360.3	133
Lexington-Fayette, Ky.	358.9	134
Fort Myers - Cape Coral, Fla.	358.8	135
Peoria, Ill.	340.9	136
Trenton, N.J.	339.1	137
Reading, Pa.	337.5	138
Atlantic City, N.J.	334.1	139
Visalia - Tulare - Porterville, Cal.	333.2	140
Huntington - Ashland, W.Va.-Ky.	325.2	141
Appleton - Oshkosh - Neenah, Wisc.	324.0	142
Montgomery, Ala.	323.0	143
Utica - Rome, N.Y.	319.8	144
Orange County, N.Y.	308.7	145
Macon - Warner Robins, Ga.	303.4	146
Sarasota, Fla.	294.7	147
Brownsville - Harlingen, Tex.	291.5	148
Hamilton - Middletown, Ohio	290.9	149
Evansville, Ind.	287.1	150
Total Top 150	**172,959.4**	
Rockford, Ill.	285.0	151
Erie, Pa.	282.4	152
Fayetteville, N.C.	277.2	153
Ann Arbor, Mich.	277.1	154
Salem, Ore.	276.8	155
Reno, Nev.	272.5	156
Poughkeepsie, N.Y.	270.6	157
Lorain - Elyria, Ohio	270.0	158
Killeen - Temple, Tex.	267.9	159
Huntsville, Ala.	267.8	160
Binghamton, N.Y.	266.1	161
Fort Pierce, Fla.	265.5	162
Columbus, Ga.	265.1	163
Charleston, W.Va.	263.9	164
Eugene - Springfield, Ore.	261.5	165
Santa Cruz, Cal.	261.2	166
Savannah, Ga.	261.2	166
Provo - Orem, Utah	261.1	168
New London - Norwich, Conn.	258.4	169
Tallahassee, Fla.	252.0	170
Johnstown, Pa.	250.4	171
Anchorage, Alas.	249.6	172
Springfield, Mo.	249.5	173
Portland, Me.	244.8	174
Duluth, Minn.	239.8	175
Boulder - Longmont, Colo.	239.3	176
South Bend - Mishawaka, Ind.	239.2	177
Hickory, N.C.	236.9	178
Roanoke, Va.	235.7	179
Vancouver, Wash.	229.5	180
Gainesville, Fla.	228.9	181
Lubbock, Tex.	228.6	182
Kalamazoo, Mich.	226.5	183
Galveston - Texas City, Tex.	223.3	184
Boise, Ida.	222.8	185
Lafayette, La.	222.6	186
Ocala, Fla.	222.2	187
Lincoln, Neb.	219.0	188
Biloxi - Gulfport, Miss.	216.2	189
Niagara Falls, N.Y.	212.3	190
Brazoria, Tex.	210.6	191
Bradenton, Fla.	210.4	192
Amarillo, Tex.	209.1	193
Fort Collins - Loveland, Colo.	208.9	194
Waco, Tex.	202.9	195
Green Bay, Wisc.	200.6	196
Bremerton, Wash.	198.2	197
Merced, Cal.	198.2	197
Springfield, Ill.	197.4	199
Fort Smith, Ark.	195.3	200
Total Top 200	**184,991.4**	
Chico, Cal.	194.0	201
St. Cloud, Minn.	193.6	202
Yakima, Wash.	193.2	203
Beaver County, Pa.	187.2	204
Houma - Thibodaux, La.	184.4	205
Asheville, N.C.	180.7	206
Fort Walton Beach, Fla.	178.8	207
Longview - Marshall, Tex.	177.6	208
Racine, Wisc.	176.2	209
Champaign - Urbana - Rantoul, Ill.	173.4	210
Olympia, Wash.	173.4	210
Lake Charles, La.	172.3	212
Wheeling, W.Va.	171.2	213
Tyler, Tex.	169.4	214
Topeka, Kans.	167.2	215
Cedar Rapids, Iowa	167.0	216
Benton Harbor, Mich.	164.9	217
Clarksville - Hopkinsville, Tenn.-Ky.	163.8	218
Athens, Ga.	159.9	219
Lima, Ohio	159.1	220
Muskegon, Mich.	159.1	220
Elkhart - Goshen, Ind.	157.2	222
Fargo - Moorhead, N.D.-Minn.	157.1	223
Parkersburg - Marietta, W.Va.-Ohio	156.2	224
Naples, Fla.	155.9	225
Redding, Cal.	153.8	226
Panama City, Fla.	153.3	227
Anderson, S.C.	153.1	228
Tuscaloosa, Ala.	152.6	229
Lynchburg, Va.	152.3	230
Richland - Kennewick - Pasco, Wash.	151.4	231
Las Cruces, N.M.	151.1	232
Medford, Ore.	149.7	233
Jackson, Mich.	147.8	234
Steubenville - Weirton, Ohio-W.Va.	147.3	235
Monroe, La.	146.8	236
Greeley, Colo.	146.4	237
Waterloo - Cedar Falls, Iowa	145.2	238
Burlington, Vt.	143.6	239
Eau Claire, Wisc.	143.2	240
Vineland - Millville - Bridgeton, N.J.	142.9	241
Jamestown - Dunkirk, N.Y.	142.2	242
Florence, Ala.	141.7	243
Bryan - College Station, Tex.	141.4	244
Pittsfield, Mass.	141.4	244
Joplin, Mo.	141.0	246
Alexandria, La.	139.7	247
Bangor, Me.	139.6	248
Jacksonville, N.C.	138.0	249
Dothan, Ala.	137.9	250
Total Top 250	**192,927.6**	
Sioux Falls, S.D.	137.2	251
Battle Creek, Mich.	137.1	252
Janesville - Beloit, Wisc.	136.4	253
Laredo, Tex.	136.2	254
Pascagoula, Miss.	135.2	255
Charlottesville, Va.	133.3	256
Abilene, Tex.	131.7	257
Odessa, Tex.	130.6	258
Altoona, Pa.	130.5	259
Midland, Tex.	130.0	260
Terre Haute, Ind.	129.9	261
Yuba City, Cal.	129.9	261
Pueblo, Colo.	129.1	263
Bloomington - Normal, Ill.	128.6	264
Anderson, Ind.	128.0	265
Anniston, Ala.	127.5	266
Wichita Falls, Tex.	127.3	267
Wilmington, N.C.	127.0	268
Texarkana, Tex.-Ark.	126.9	269
Mansfield, Ohio	126.8	270
Florence, S.C.	126.4	271
Bellingham, Wash.	124.4	272
Lafayette - West Lafayette, Ind.	124.3	273
Santa Fe, N.M.	122.9	274
Billings, Mont.	122.6	275
Decatur, Ill.	121.6	276
Sharon, Pa.	121.6	276
Albany, Ga.	121.5	278
Lawton, Okla.	121.1	279
Kenosha, Wisc.	120.6	280
State College, Pa.	120.2	281
Fayetteville - Springdale, Ark.	119.1	282
Muncie, Ind.	117.9	283
Glens Falls, N.Y.	117.5	284
Columbia, Mo.	117.4	285
Williamsport, Pa.	117.4	285
Hagerstown, Md.	116.4	287
Sioux City, Iowa	113.4	288
Wausau, Wisc.	113.1	289
Danville, Va.	110.2	290
Decatur, Ala.	109.2	291
Burlington, N.C.	107.8	292
San Angelo, Tex.	105.2	293
Bloomington, Ind.	104.2	294
Gadsden, Ala.	103.6	295
Sheboygan, Wisc.	103.5	296
Sherman - Denison, Tex.	103.1	297
Lewiston - Auburn, Me.	102.8	298
Rochester, Minn.	102.1	299
Cumberland, Md.	101.1	300
Kokomo, Ind.	99.9	301
Kankakee, Ill.	99.2	302
La Crosse, Wisc.	98.1	303
Bismarck, N.D.	93.8	304
Elmira, N.Y.	91.5	305
Pine Bluff, Ark.	88.8	306
Dubuque, Iowa	88.6	307
Owensboro, Ky.	88.3	308
Iowa City, Iowa	86.8	309
Rapid City, S.D.	85.4	310
St. Joseph, Mo.	84.6	311
Jackson, Tenn.	79.9	312
Victoria, Tex.	79.2	313
Lawrence, Kans.	78.3	314
Cheyenne, Wyo.	78.0	315
Great Falls, Mont.	76.7	316
Grand Forks, N.D.	72.0	317
Casper, Wyo.	64.8	318
Enid, Okla.	59.6	319
Total Above Areas	**200,572.5**	
Percent of U.S.	**77.3609**	
U.S. Total	**259,268.5**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

PERCENT CHANGE IN POPULATION 1988-1993

Area	%	Rank
Naples, Fla.	17.1	1
Ocala, Fla.	17.1	1
Fort Myers - Cape Coral, Fla.	16.8	3
Riverside - San Bernardino, Cal.	16.8	3
Fort Pierce, Fla.	16.7	5
West Palm Beach - Boca Raton - Delray Beach, Fla.	16.4	6
Melbourne - Titusville - Palm Bay, Fla.	16.3	7
Orlando, Fla.	16.3	7
Austin, Tex.	16.2	9
Fort Walton Beach, Fla.	16.0	10
Las Vegas, Nev.	16.0	10
Phoenix, Ariz.	15.9	12
Las Cruces, N.M.	15.8	13
Stockton, Cal.	15.7	14
McAllen - Edinburg - Mission, Tex.	15.6	15
Midland, Tex.	15.6	15
Panama City, Fla.	15.6	15
Daytona Beach, Fla.	14.3	18
Fort Worth - Arlington, Tex.	14.1	19
Merced, Cal.	13.3	20
Bryan - College Station, Tex.	13.2	21
Colorado Springs, Colo.	13.0	22
San Diego, Cal.	12.9	23
Bakersfield, Cal.	12.7	24
Modesto, Cal.	12.7	24
Sarasota, Fla.	12.7	24
Bradenton, Fla.	12.2	27
Sacramento, Cal.	12.2	27
Reno, Nev.	12.0	29
Anchorage, Alas.	11.9	30
Tampa - St. Petersburg - Clearwater, Fla.	11.7	31
Atlanta, Ga.	11.6	32
Dallas, Tex.	11.4	33
Fort Collins - Loveland, Colo.	11.4	33
Santa Cruz, Cal.	11.4	33
Jacksonville, Fla.	11.3	36
Laredo, Tex.	11.1	37
Olympia, Wash.	11.1	37
Lakeland - Winter Haven, Fla.	11.0	39
Portsmouth - Dover - Rochester, N.H.	11.0	39
Brownsville - Harlingen, Tex.	10.9	41
Raleigh - Durham, N.C.	10.8	42
Vallejo - Fairfield - Napa, Cal.	10.8	42
Huntsville, Ala.	10.7	44
Santa Rosa - Petaluma, Cal.	10.7	44
Visalia - Tulare - Porterville, Cal.	10.5	46
Tucson, Ariz.	10.3	47
Chico, Cal.	10.2	48
Manchester - Nashua, N.H.	10.1	49
Oxnard - Ventura, Cal.	10.1	49
Pensacola, Fla.	10.1	49
Bremerton, Wash.	9.8	52
San Antonio, Tex.	9.7	53
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	9.6	54
Gainesville, Fla.	9.6	54
Redding, Cal.	9.5	56
Tallahassee, Fla.	9.5	56
Tyler, Tex.	9.4	58
El Paso, Tex.	9.3	59
Santa Fe, N.M.	9.3	59
Fresno, Cal.	9.0	61
Salinas - Seaside - Monterey, Cal.	9.0	61
Anaheim - Santa Ana, Cal.	8.9	63
Albuquerque, N.M.	8.8	64
Los Angeles - Long Beach, Cal.	8.5	65
Yuba City, Cal.	8.3	66
Boise, Ida.	8.2	67
Denver, Colo.	8.2	67
Monmouth - Ocean, N.J.	8.2	67
Boulder - Longmont, Colo.	8.1	70
Nashville, Tenn.	8.0	71
Santa Barbara - Santa Maria - Lompoc, Cal.	7.9	72
Charleston, S.C.	7.6	73
Killeen - Temple, Tex.	7.6	73
Norfolk - Virginia Beach - Newport News, Va.	7.6	73
Augusta, Ga.	7.5	76
Washington, D.C.	7.5	76
Miami - Hialeah, Fla.	7.4	78
Sioux Falls, S.D.	7.4	78
Athens, Ga.	7.3	80
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	7.2	81
Seattle, Wash.	7.2	81
Houston, Tex.	7.1	83
Brazoria, Tex.	7.0	84
Columbia, S.C.	7.0	84
Salt Lake City - Ogden, Utah	7.0	84
Atlantic City, N.J.	6.9	87
Jacksonville, N.C.	6.9	87
Rapid City, S.D.	6.9	87
Oakland, Cal.	6.8	90
Wilmington, N.C.	6.8	90
Tacoma, Wash.	6.7	92
Aurora - Elgin, Ill.	6.5	93
San Angelo, Tex.	6.5	93
Decatur, Ala.	6.4	95
Burlington, Vt.	6.3	96
Fort Smith, Ark.	6.3	96
Oklahoma City, Okla.	6.3	96
Springfield, Mo.	6.3	96
Orange County, N.Y.	6.2	100
Amarillo, Tex.	6.1	101
Lake County, Ill.	6.1	101
Lancaster, Pa.	6.1	101
Tulsa, Okla.	6.1	101
Fayetteville - Springdale, Ark.	6.0	105
Vancouver, Wash.	6.0	105
Richmond - Petersburg, Va.	5.9	107
Charlottesville, Va.	5.7	108
Columbia, Mo.	5.7	108
Middlesex - Somerset - Hunterdon, N.J.	5.7	108
Hickory, N.C.	5.6	111
Montgomery, Ala.	5.6	111
San Jose, Cal.	5.6	111
Biloxi - Gulfport, Miss.	5.5	114
Greeley, Colo.	5.5	114
Minneapolis - St. Paul, Minn.	5.5	114
Savannah, Ga.	5.5	114
Waco, Tex.	5.5	114
Abilene, Tex.	5.4	119
St. Cloud, Minn.	5.2	120
Longview - Marshall, Tex.	5.0	121
Bellingham, Wash.	4.9	122
Jackson, Miss.	4.9	122
Grand Rapids, Mich.	4.8	124
Greensboro - Winston-Salem - High Point, N.C.	4.7	125
Greenville - Spartanburg, S.C.	4.7	125
Sherman - Denison, Tex.	4.7	125
Elkhart - Goshen, Ind.	4.6	128
Macon - Warner Robins, Ga.	4.6	128
Green Bay, Wisc.	4.5	130
Kansas City, Mo.-Kans.	4.5	130
Lafayette, La.	4.5	130
Little Rock - North Little Rock, Ark.	4.5	130
Portland, Me.	4.5	130
Anderson, S.C.	4.4	135
Honolulu, Haw.	4.4	135
Lawrence, Kans.	4.4	135
Mobile, Ala.	4.4	135
Provo - Orem, Utah	4.4	135
Asheville, N.C.	4.3	140
Bismarck, N.D.	4.3	140
Lexington-Fayette, Ky.	4.3	140
Fargo - Moorhead, N.D.-Minn.	4.2	143
Madison, Wisc.	4.2	143
San Francisco, Cal.	4.2	143
Corpus Christi, Tex.	4.1	146
Pascagoula, Miss.	4.1	146
Wichita, Kans.	4.1	146
Billings, Mont.	4.0	149
Galveston - Texas City, Tex.	4.0	149
Cheyenne, Wyo.	3.9	151
Florence, S.C.	3.9	151
Hamilton - Middletown, Ohio	3.9	151
Joliet, Ill.	3.9	151
Lincoln, Neb.	3.9	151
Wilmington, Del.	3.9	151
Baltimore, Md.	3.8	157
Medford, Ore.	3.8	157
Texarkana, Tex.-Ark.	3.8	157
Baton Rouge, La.	3.7	160
Dothan, Ala.	3.7	160
Shreveport, La.	3.7	160
Victoria, Tex.	3.7	160
Yakima, Wash.	3.6	164
Columbus, Ga.	3.5	165
Memphis, Tenn.	3.5	165
Tuscaloosa, Ala.	3.5	165
Fayetteville, N.C.	3.4	168
Trenton, N.J.	3.4	168
Appleton - Oshkosh - Neenah, Wisc.	3.3	170
Columbus, Ohio	3.3	170
Joplin, Mo.	3.3	170
Knoxville, Tenn.	3.3	170
Burlington, N.C.	3.2	174
Hartford - New Britain - Middletown - Bristol, Conn.	3.2	174
New Bedford - Fall River - Attleboro, Mass.	3.2	174
Poughkeepsie, N.Y.	3.2	174
Rochester, Minn.	3.2	174
York, Pa.	3.2	174
Allentown - Bethlehem, Pa.	3.1	180
Salem, Ore.	3.1	180
Clarksville - Hopkinsville, Tenn.-Ky.	2.9	182
Harrisburg - Lebanon - Carlisle, Pa.	2.8	183
Indianapolis, Ind.	2.8	183
Portland, Ore.	2.8	183
Worcester - Fitchburg - Leominster, Mass.	2.8	183
Des Moines, Iowa	2.7	187
Providence - Pawtucket - Woonsocket, R.I.	2.7	187
Birmingham, Ala.	2.6	189
Odessa, Tex.	2.6	189
Omaha, Neb.	2.6	189
Eau Claire, Wisc.	2.5	192
Reading, Pa.	2.5	192
Glens Falls, N.Y.	2.4	194
Lynchburg, Va.	2.4	194
Roanoke, Va.	2.3	196
New York, N.Y.	2.2	197
Topeka, Kans.	2.2	197
Vineland - Millville - Bridgeton, N.J.	2.2	197
New Haven - Waterbury - Meriden, Conn.	2.1	200
Philadelphia, Pa.	2.1	200
St. Louis, Mo.	2.1	200
Grand Forks, N.D.	2.0	203
Kalamazoo, Mich.	2.0	203
La Crosse, Wisc.	2.0	203
Albany, Ga.	1.9	206
State College, Pa.	1.9	206
Anniston, Ala.	1.8	208
Bloomington - Normal, Ill.	1.8	208
Jackson, Tenn.	1.8	208
Lubbock, Tex.	1.8	208
New London - Norwich, Conn.	1.8	208
New Orleans, La.	1.8	208
Johnson City - Kingsport - Bristol, Tenn.	1.7	214
Lawton, Okla.	1.7	214
Lansing - East Lansing, Mich.	1.6	216
Nassau - Suffolk, N.Y.	1.6	216
Spokane, Wash.	1.6	216
Albany - Schenectady - Troy, N.Y.	1.5	219
Bloomington, Ind.	1.5	219
Bridgeport - Stamford - Norwalk - Danbury, Conn.	1.5	219
Springfield, Ill.	1.3	222
Ann Arbor, Mich.	1.2	223
Cincinnati, Ohio	1.2	223
Florence, Ala.	1.2	223
Monroe, La.	1.2	223
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1.1	227
Evansville, Ind.	1.1	227
Chattanooga, Tenn.	1.0	229
Springfield, Mass.	1.0	229
Rochester, N.Y.	.9	231
Wichita Falls, Tex.	.9	231
Chicago, Ill.	.8	233
Fort Wayne, Ind.	.8	233
Lewiston - Auburn, Me.	.8	233
Newark, N.J.	.8	233
Iowa City, Iowa	.7	237
Hagerstown, Md.	.5	238
Lafayette - West Lafayette, Ind.	.5	238
Owensboro, Ky.	.5	238
Richland - Kennewick - Pasco, Wash.	.5	238
Alexandria, La.	.4	242
Bergen - Passaic, N.J.	.3	243
Lima, Ohio	.3	243
Pueblo, Colo.	.3	243
Scranton - Wilkes-Barre, Pa.	.3	243
Bangor, Me.	.2	247
Champaign - Urbana - Rantoul, Ill.	.2	247
Rockford, Ill.	.2	247
Sheboygan, Wisc.	.2	247
Syracuse, N.Y.	.2	247
Binghamton, N.Y.	.1	252
Houma - Thibodaux, La.	.1	252
Racine, Wisc.	.1	252
Erie, Pa.	-.1	255
Detroit, Mich.	-.2	256
Louisville, Ky.	-.2	256
Wausau, Wisc.	-.2	256
Lake Charles, La.	-.3	259
Gadsden, Ala.	-.4	260
Milwaukee, Wisc.	-.4	260
Muskegon, Mich.	-.5	262
Toledo, Ohio	-.5	262
Utica - Rome, N.Y.	-.5	262
Canton, Ohio	-.7	265
Dayton - Springfield, Ohio	-.7	265
Pittsfield, Mass.	-.8	267
Charleston, W.Va.	-.9	268
Parkersburg - Marietta, W.Va.-Ohio	-.9	268
Williamsport, Pa.	-.9	268
Danville, Va.	-1.0	271
South Bend - Mishawaka, Ind.	-1.0	271
Kenosha, Wisc.	-1.1	273
Beaumont - Port Arthur, Tex.	-1.2	274
Cedar Rapids, Iowa	-1.2	274
Janesville - Beloit, Wisc.	-1.2	274
Jersey City, N.J.	-1.2	274
Lorain - Elyria, Ohio	-1.2	274
Gary - Hammond, Ind.	-1.4	279
Jackson, Mich.	-1.5	280
Cleveland, Ohio	-1.6	281
Huntington - Ashland, W.Va.-Ky.	-1.6	281
Jamestown - Dunkirk, N.Y.	-1.6	281
Akron, Ohio	-1.7	284
Battle Creek, Mich.	-1.7	284
Johnstown, Pa.	-1.7	284
St. Joseph, Mo.	-1.7	284
Benton Harbor, Mich.	-1.8	288
Mansfield, Ohio	-1.8	288
Saginaw - Bay City - Midland, Mich.	-1.8	288
Cumberland, Md.	-1.9	291
Pine Bluff, Ark.	-1.9	291
Sioux City, Iowa	-1.9	291
Altoona, Pa.	-2.0	294
Kankakee, Ill.	-2.1	295
Kokomo, Ind.	-2.1	295
Terre Haute, Ind.	-2.1	295
Pittsburgh, Pa.	-2.3	298
Anderson, Ind.	-2.4	299
Casper, Wyo.	-2.4	299
Dubuque, Iowa	-2.4	299
Duluth, Minn.	-2.4	299
Great Falls, Mont.	-2.4	299
Peoria, Ill.	-2.4	299
Beaver County, Pa.	-2.5	305
Buffalo, N.Y.	-2.5	305
Davenport - Rock Island - Moline, Iowa-Ill.	-2.5	305
Decatur, Ill.	-2.5	305
Elmira, N.Y.	-2.5	305
Enid, Okla.	-2.5	305
Eugene - Springfield, Ore.	-2.5	305
Flint, Mich.	-2.5	305
Muncie, Ind.	-2.5	305
Niagara Falls, N.Y.	-2.5	305
Sharon, Pa.	-2.5	305
Steubenville - Weirton, Ohio-W.Va.	-2.5	305
Waterloo - Cedar Falls, Iowa	-2.5	305
Wheeling, W.Va.	-2.5	305
Youngstown - Warren, Ohio	-2.5	305
Average Above Areas	**5.1**	
U.S. Average	**4.6**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

1993 HOUSEHOLDS

Area	(Thous.)	Rank
New York, N.Y.	3,622.9	1
Los Angeles - Long Beach, Cal.	3,427.6	2
Chicago, Ill.	2,386.6	3
Philadelphia, Pa.	1,908.6	4
Detroit, Mich.	1,663.4	5
Washington, D.C.	1,537.3	6
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1,459.3	7
Houston, Tex.	1,285.4	8
Atlanta, Ga.	1,180.9	9
Dallas, Tex.	1,063.9	10
San Diego, Cal.	988.8	11
Tampa - St. Petersburg - Clearwater, Fla.	985.5	12
Minneapolis - St. Paul, Minn.	980.4	13
Riverside - San Bernardino, Cal.	967.4	14
Phoenix, Ariz.	965.2	15
St. Louis, Mo.	951.8	16
Baltimore, Md.	919.5	17
Nassau - Suffolk, N.Y.	913.9	18
Anaheim - Santa Ana, Cal.	883.2	19
Oakland, Cal.	842.8	20
Pittsburgh, Pa.	831.8	21
Seattle, Wash.	824.2	22
Miami - Hialeah, Fla.	773.6	23
Denver, Colo.	740.5	24
Cleveland, Ohio	730.8	25
Newark, N.J.	718.0	26
San Francisco, Cal.	711.3	27
Kansas City, Mo.-Kans.	638.8	28
Sacramento, Cal.	618.6	29
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	590.1	30
Cincinnati, Ohio	568.8	31
Fort Worth - Arlington, Tex.	552.2	32
Columbus, Ohio	549.9	33
Milwaukee, Wisc.	548.5	34
San Jose, Cal.	538.1	35
Norfolk - Virginia Beach - Newport News, Va.	519.1	36
New Orleans, La.	510.1	37
San Antonio, Tex.	498.1	38
Bergen - Passaic, N.J.	498.0	39
Portland, Ore.	493.3	40
Indianapolis, Ind.	492.0	41
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	465.2	42
Orlando, Fla.	451.6	43
Hartford - New Britain - Middletown - Bristol, Conn.	441.3	44
West Palm Beach - Boca Raton - Delray Beach, Fla.	430.4	45
Monmouth - Ocean, N.J.	418.0	46
Nashville, Tenn.	413.6	47
Oklahoma City, Okla.	406.7	48
Jacksonville, Fla.	397.1	49
Greensboro - Winston-Salem - High Point, N.C.	389.7	50
Total Top 50	**45,693.8**	
Rochester, N.Y.	381.7	51
Memphis, Tenn.	379.6	52
Middlesex - Somerset - Hunterdon, N.J.	378.7	53
Salt Lake City - Ogden, Utah	376.2	54
Birmingham, Ala.	375.8	55
Dayton - Springfield, Ohio	372.7	56
Louisville, Ky.	372.0	57
Buffalo, N.Y.	359.5	58
Providence - Pawtucket - Woonsocket, R.I.	351.0	59
Austin, Tex.	342.2	60
Albany - Schenectady - Troy, N.Y.	337.8	61
Richmond - Petersburg, Va.	331.9	62
Bridgeport - Stamford - Norwalk - Danbury, Conn.	311.6	63
Tulsa, Okla.	311.3	64
Las Vegas, Nev.	310.5	65
New Haven - Waterbury - Meriden, Conn.	309.7	66
Raleigh - Durham, N.C.	305.1	67
Tucson, Ariz.	293.8	68
Scranton - Wilkes-Barre, Pa.	291.9	69
Honolulu, Haw.	288.7	70
Allentown - Bethlehem, Pa.	275.6	71
Worcester - Fitchburg - Leominster, Mass.	264.3	72
Grand Rapids, Mich.	261.2	73
Greenville - Spartanburg, S.C.	255.1	74
Knoxville, Tenn.	252.4	75
Akron, Ohio	248.6	76
Fresno, Cal.	243.4	77
Syracuse, N.Y.	243.2	78
Omaha, Neb.	242.5	79
Harrisburg - Lebanon - Carlisle, Pa.	240.0	80
Toledo, Ohio	239.1	81
Oxnard - Ventura, Cal.	236.7	82
Tacoma, Wash.	230.9	83
Springfield, Mass.	227.0	84
Gary - Hammond, Ind.	220.4	85
Wilmington, Del.	217.4	86
Jersey City, N.J.	215.9	87
Albuquerque, N.M.	213.3	88
Bakersfield, Cal.	209.1	89
Little Rock - North Little Rock, Ark.	204.8	90
Baton Rouge, La.	200.6	91
New Bedford - Fall River - Attleboro, Mass.	196.1	92
Charleston, S.C.	194.8	93
El Paso, Tex.	193.9	94
Mobile, Ala.	192.4	95
Youngstown - Warren, Ohio	191.6	96
Columbia, S.C.	187.7	97
Melbourne - Titusville - Palm Bay, Fla.	187.3	98
Wichita, Kans.	185.6	99
Stockton, Cal.	182.9	100
Total Top 100	**59,129.3**	
Lake County, Ill.	182.8	101
Johnson City - Kingsport - Bristol, Tenn.	177.8	102
Colorado Springs, Colo.	174.8	103
Daytona Beach, Fla.	173.1	104
Chattanooga, Tenn.	172.6	105
Lakeland - Winter Haven, Fla.	172.0	106
Vallejo - Fairfield - Napa, Cal.	167.9	107
Des Moines, Iowa	166.4	108
Lansing - East Lansing, Mich.	164.5	109
Santa Rosa - Petaluma, Cal.	164.4	110
York, Pa.	163.4	111
Lancaster, Pa.	162.8	112
Flint, Mich.	161.8	113
Augusta, Ga.	159.8	114
Fort Myers - Cape Coral, Fla.	157.3	115
Jackson, Miss.	153.7	116
Canton, Ohio	152.4	117
Madison, Wisc.	151.7	118
Spokane, Wash.	148.1	119
Pensacola, Fla.	147.7	120
Saginaw - Bay City - Midland, Mich.	147.3	121
Santa Barbara - Santa Maria - Lompoc, Cal.	143.7	122
Shreveport, La.	142.6	123
Davenport - Rock Island - Moline, Iowa-Ill.	142.3	124
Lexington-Fayette, Ky.	141.6	125
Portsmouth - Dover - Rochester, N.H.	141.0	126
Aurora - Elgin, Ill.	140.3	127
Manchester - Nashua, N.H.	139.2	128
Fort Wayne, Ind.	138.0	129
Joliet, Ill.	137.5	130
Beaumont - Port Arthur, Tex.	137.0	131
Sarasota, Fla.	136.3	132
Atlantic City, N.J.	136.1	133
Reading, Pa.	135.4	134
Modesto, Cal.	135.2	135
Peoria, Ill.	132.8	136
Corpus Christi, Tex.	127.9	137
Trenton, N.J.	127.0	138
Salinas - Seaside - Monterey, Cal.	126.1	139
Huntington - Ashland, W.Va.-Ky.	125.7	140
Appleton - Oshkosh - Neenah, Wisc.	123.4	141
McAllen - Edinburg - Mission, Tex.	122.5	142
Montgomery, Ala.	120.8	143
Reno, Nev.	119.6	144
Utica - Rome, N.Y.	118.2	145
Evansville, Ind.	113.4	146
Macon - Warner Robins, Ga.	111.5	147
Fort Pierce, Fla.	111.2	148
Rockford, Ill.	111.0	149
Charleston, W.Va.	108.8	150
Total Top 150	**66,297.7**	
Hamilton - Middletown, Ohio	108.2	151
Visalia - Tulare - Porterville, Cal.	108.2	151
Salem, Ore.	107.1	153
Eugene - Springfield, Ore.	107.0	154
Erie, Pa.	106.7	155
Orange County, N.Y.	105.5	156
Ann Arbor, Mich.	105.3	157
Huntsville, Ala.	104.9	158
Binghamton, N.Y.	101.6	159
Portland, Me.	98.8	160
Lorain - Elyria, Ohio	98.7	161
Savannah, Ga.	98.4	162
Springfield, Mo.	97.4	163
Tallahassee, Fla.	97.1	164
Santa Cruz, Cal.	96.6	165
Anchorage, Alas.	96.1	166
Columbus, Ga.	95.8	167
Boulder - Longmont, Colo.	95.7	168
Poughkeepsie, N.Y.	95.7	168
New London - Norwich, Conn.	95.2	170
Duluth, Minn.	94.6	171
Johnstown, Pa.	94.0	172
Fayetteville, N.C.	93.8	173
Bradenton, Fla.	93.2	174
Roanoke, Va.	92.9	175
South Bend - Mishawaka, Ind.	92.1	176
Hickory, N.C.	92.0	177
Killeen - Temple, Tex.	90.7	178
Ocala, Fla.	89.9	179
Gainesville, Fla.	89.4	180
Lincoln, Neb.	88.7	181
Vancouver, Wash.	88.4	182
Kalamazoo, Mich.	87.6	183
Boise, Ida.	86.7	184
Brownsville - Harlingen, Tex.	86.0	185
Lubbock, Tex.	83.6	186
Galveston - Texas City, Tex.	83.2	187
Springfield, Ill.	83.2	187
Fort Collins - Loveland, Colo.	82.1	189
Amarillo, Tex.	81.0	190
Biloxi - Gulfport, Miss.	80.8	191
Niagara Falls, N.Y.	80.8	191
Lafayette, La.	80.3	193
Chico, Cal.	78.8	194
Green Bay, Wisc.	77.4	195
Bremerton, Wash.	76.7	196
Waco, Tex.	75.9	197
Asheville, N.C.	75.2	198
Fort Smith, Ark.	74.3	199
Yakima, Wash.	74.2	200
Total Top 200	**70,865.2**	
Provo - Orem, Utah	71.8	201
Beaver County, Pa.	71.4	202
Olympia, Wash.	70.5	203
Brazoria, Tex.	70.1	204
Wheeling, W.Va.	69.2	205
Topeka, Kans.	68.0	206
Cedar Rapids, Iowa	67.8	207
Naples, Fla.	67.4	208
Fort Walton Beach, Fla.	67.2	209
Racine, Wisc.	66.5	210
Longview - Marshall, Tex.	65.8	211
Champaign - Urbana - Rantoul, Ill.	64.8	212
St. Cloud, Minn.	64.2	213
Merced, Cal.	63.8	214
Benton Harbor, Mich.	63.6	215
Tyler, Tex.	63.5	216
Houma - Thibodaux, La.	62.6	217
Lake Charles, La.	62.6	217
Parkersburg - Marietta, W.Va.-Ohio	61.4	219
Fargo - Moorhead, N.D.-Minn.	60.9	220
Athens, Ga.	60.6	221
Panama City, Fla.	60.2	222
Anderson, S.C.	59.8	223
Lima, Ohio	59.7	224
Muskegon, Mich.	59.5	225
Elkhart - Goshen, Ind.	59.1	226
Medford, Ore.	58.9	227
Tuscaloosa, Ala.	58.2	228
Redding, Cal.	57.8	229
Clarksville - Hopkinsville, Tenn.-Ky.	57.3	230
Steubenville - Weirton, Ohio-W.Va.	57.3	230
Pittsfield, Mass.	56.4	232
Richland - Kennewick - Pasco, Wash.	56.1	233
Sioux Falls, S.D.	55.8	234
Florence, Ala.	55.6	235
Waterloo - Cedar Falls, Iowa	55.6	235
Greeley, Colo.	55.3	237
Burlington, Vt.	54.6	238
Joplin, Mo.	54.5	239
Jamestown - Dunkirk, N.Y.	54.3	240
Lynchburg, Va.	54.3	240
Monroe, La.	53.7	242
Battle Creek, Mich.	53.5	243
Bryan - College Station, Tex.	53.5	243
Eau Claire, Wisc.	53.5	243
Las Cruces, N.M.	53.5	243
Jackson, Mich.	53.4	247
Janesville - Beloit, Wisc.	52.6	248
Charlottesville, Va.	52.4	249
Dothan, Ala.	51.6	250
Total Top 250	**73,866.9**	
Vineland - Millville - Bridgeton, N.J.	51.5	251
Pueblo, Colo.	51.3	252
Bangor, Me.	51.2	253
Wilmington, N.C.	51.2	253
Altoona, Pa.	50.8	255
Alexandria, La.	50.7	256
Bellingham, Wash.	49.8	257
Terre Haute, Ind.	49.7	258
Billings, Mont.	49.6	259
Anderson, Ind.	49.4	260
Mansfield, Ohio	49.3	261
Abilene, Tex.	48.8	262
Midland, Tex.	48.6	263
Bloomington - Normal, Ill.	48.5	264
Odessa, Tex.	48.5	264
Decatur, Ill.	48.4	266
Santa Fe, N.M.	48.3	267
Pascagoula, Miss.	48.1	268
Yuba City, Cal.	48.1	268
Texarkana, Tex.-Ark.	47.8	270
Wichita Falls, Tex.	47.5	271
Anniston, Ala.	47.3	272
Fayetteville - Springdale, Ark.	46.1	273
Sharon, Pa.	46.1	273
Florence, S.C.	45.7	275
Kenosha, Wisc.	45.2	276
Lafayette - West Lafayette, Ind.	45.2	276
Sioux City, Iowa	45.1	278
Williamsport, Pa.	45.0	279
Columbia, Mo.	44.0	280
Muncie, Ind.	44.0	280
Jacksonville, N.C.	43.4	282
Hagerstown, Md.	43.3	283
Burlington, N.C.	43.2	284
Glens Falls, N.Y.	42.5	285
Wausau, Wisc.	42.4	286
Albany, Ga.	42.3	287
State College, Pa.	42.3	287
Decatur, Ala.	41.3	289
Danville, Va.	40.8	290
Gadsden, Ala.	40.5	291
Lawton, Okla.	40.4	292
Sherman - Denison, Tex.	40.4	292
Lewiston - Auburn, Me.	40.0	294
Rochester, Minn.	39.5	295
Sheboygan, Wisc.	39.5	295
Cumberland, Md.	39.3	297
San Angelo, Tex.	39.3	297
Bloomington, Ind.	39.2	299
Kokomo, Ind.	38.7	300
La Crosse, Wisc.	37.9	301
Laredo, Tex.	37.1	302
Kankakee, Ill.	36.9	303
Bismarck, N.D.	34.9	304
Iowa City, Iowa	34.8	305
Elmira, N.Y.	34.4	306
Owensboro, Ky.	34.3	307
Rapid City, S.D.	33.9	308
St. Joseph, Mo.	32.5	309
Cheyenne, Wyo.	32.3	310
Dubuque, Iowa	31.6	311
Jackson, Tenn.	31.5	312
Pine Bluff, Ark.	31.2	313
Great Falls, Mont.	30.7	314
Lawrence, Kans.	28.9	315
Victoria, Tex.	27.7	316
Casper, Wyo.	25.9	317
Grand Forks, N.D.	25.9	317
Enid, Okla.	23.7	319
Total Above Areas	**76,742.1**	
Percent of U.S.	**77.7582**	
U.S. Total	**98,693.3**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

1993 EFFECTIVE BUYING INCOME (EBI)

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	194,027,603	1
New York, N.Y.	173,084,950	2
Chicago, Ill.	128,040,063	3
Washington, D.C.	103,273,507	4
Philadelphia, Pa.	101,369,722	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	90,449,568	6
Detroit, Mich.	83,596,323	7
Nassau - Suffolk, N.Y.	65,835,108	8
Houston, Tex.	61,719,261	9
Atlanta, Ga.	60,482,863	10
Anaheim - Santa Ana, Cal.	57,439,097	11
San Diego, Cal.	56,939,063	12
Minneapolis - St. Paul, Minn.	54,520,195	13
Dallas, Tex.	54,236,377	14
Oakland, Cal.	51,562,558	15
Riverside - San Bernardino, Cal.	48,332,764	16
St. Louis, Mo.	47,442,473	17
Newark, N.J.	46,992,659	18
Seattle, Wash.	46,851,940	19
Baltimore, Md.	45,670,300	20
San Francisco, Cal.	45,387,036	21
Phoenix, Ariz.	43,387,494	22
Tampa - St. Petersburg - Clearwater, Fla.	41,024,123	23
San Jose, Cal.	38,261,385	24
Denver, Colo.	36,533,977	25
Pittsburgh, Pa.	35,839,726	26
Bergen - Passaic, N.J.	35,204,233	27
Miami - Hialeah, Fla.	35,026,005	28
Cleveland, Ohio	33,823,243	29
Kansas City, Mo.-Kans.	31,999,362	30
Sacramento, Cal.	31,985,337	31
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	29,556,880	32
Milwaukee, Wisc.	27,469,335	33
Middlesex - Somerset - Hunterdon, N.J.	27,341,020	34
Cincinnati, Ohio	26,999,405	35
Hartford - New Britain - Middletown - Bristol, Conn.	26,611,193	36
Fort Worth - Arlington, Tex.	26,321,540	37
Monmouth - Ocean, N.J.	26,288,305	38
Norfolk - Virginia Beach - Newport News, Va.	25,392,860	39
Portland, Ore.	24,685,246	40
Bridgeport - Stamford - Norwalk - Danbury, Conn.	24,515,224	41
Columbus, Ohio	24,288,689	42
Indianapolis, Ind.	23,220,550	43
West Palm Beach - Boca Raton - Delray Beach, Fla.	22,947,627	44
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	21,028,207	45
Orlando, Fla.	20,851,622	46
San Antonio, Tex.	20,761,138	47
New Orleans, La.	20,365,415	48
Nashville, Tenn.	19,982,685	49
Rochester, N.Y.	18,911,343	50
Total Top 50	**.2,437,876,5[illegible]**	
New Haven - Waterbury - Meriden, Conn.	18,108,236	51
Jacksonville, Fla.	17,770,422	52
Honolulu, Haw.	17,500,413	53
Providence - Pawtucket - Woonsocket, R.I.	17,494,916	54
Greensboro - Winston-Salem - High Point, N.C.	17,340,624	55
Richmond - Petersburg, Va.	17,218,487	56
Salt Lake City - Ogden, Utah	16,868,974	57
Dayton - Springfield, Ohio	16,784,157	58
Louisville, Ky.	16,747,265	59
Memphis, Tenn.	16,165,958	60
Albany - Schenectady - Troy, N.Y.	15,905,585	61
Oklahoma City, Okla.	15,707,906	62
Buffalo, N.Y.	15,399,578	63
Austin, Tex.	15,351,953	64
Oxnard - Ventura, Cal.	15,220,890	65
Raleigh - Durham, N.C.	15,157,311	66
Birmingham, Ala.	14,632,111	67
Las Vegas, Nev.	14,274,935	68
Worcester - Fitchburg - Leominster, Mass.	14,198,157	69
Allentown - Bethlehem, Pa.	13,047,354	70
Grand Rapids, Mich.	12,880,955	71
Omaha, Neb.	12,486,737	72
Lake County, Ill.	12,366,384	73
Fresno, Cal.	11,830,904	74
Tulsa, Okla.	11,827,045	75
Wilmington, Del.	11,776,900	76
Scranton - Wilkes-Barre, Pa.	11,537,324	77
Harrisburg - Lebanon - Carlisle, Pa.	11,461,577	78
Syracuse, N.Y.	11,287,085	79
Springfield, Mass.	11,059,552	80
Tucson, Ariz.	10,931,398	81
Akron, Ohio	10,906,409	82
Toledo, Ohio	10,681,549	83
Knoxville, Tenn.	10,365,260	84
Bakersfield, Cal.	10,062,948	85
Greenville - Spartanburg, S.C.	9,994,575	86
Jersey City, N.J.	9,627,088	87
Gary - Hammond, Ind.	9,596,155	88
Wichita, Kans.	9,428,200	89
Tacoma, Wash.	9,125,521	90
Little Rock - North Little Rock, Ark.	9,072,814	91
New Bedford - Fall River - Attleboro, Mass.	9,072,633	92
Santa Rosa - Petaluma, Cal.	9,071,311	93
Trenton, N.J.	8,801,440	94
Columbia, S.C.	8,776,518	95
Vallejo - Fairfield - Napa, Cal.	8,758,708	96
Manchester - Nashua, N.H.	8,727,884	97
Stockton, Cal.	8,478,533	98
Baton Rouge, La.	8,375,699	99
Albuquerque, N.M.	8,332,888	100
Total Top 100	**.3,065,473,825**	
Portsmouth - Dover - Rochester, N.H.	8,108,301	101
Youngstown - Warren, Ohio	8,071,388	102
Santa Barbara - Santa Maria - Lompoc, Cal.	7,994,064	103
Charleston, S.C.	7,752,748	104
Lancaster, Pa.	7,725,405	105
Lansing - East Lansing, Mich.	7,702,482	106
Melbourne - Titusville - Palm Bay, Fla.	7,665,216	107
Des Moines, Iowa	7,658,318	108
Mobile, Ala.	7,602,070	109
Aurora - Elgin, Ill.	7,497,401	110
Colorado Springs, Colo.	7,478,984	111
York, Pa.	7,432,869	112
Joliet, Ill.	7,329,421	113
Madison, Wisc.	7,286,212	114
El Paso, Tex.	7,268,565	115
Fort Myers - Cape Coral, Fla.	6,998,983	116
Johnson City - Kingsport - Bristol, Tenn.	6,962,542	117
Daytona Beach, Fla.	6,878,172	118
Peoria, Ill.	6,842,701	119
Chattanooga, Tenn.	6,838,365	120
Flint, Mich.	6,760,137	121
Davenport - Rock Island - Moline, Iowa-Ill.	6,742,217	122
Salinas - Seaside - Monterey, Cal.	6,726,143	123
Lakeland - Winter Haven, Fla.	6,666,120	124
Augusta, Ga.	6,659,797	125
Jackson, Miss.	6,566,050	126
Saginaw - Bay City - Midland, Mich.	6,487,430	127
Lexington-Fayette, Ky.	6,372,397	128
Fort Wayne, Ind.	6,342,338	129
Canton, Ohio	6,299,432	130
Pensacola, Fla.	6,244,290	131
Modesto, Cal.	6,131,420	132
Reading, Pa.	6,129,370	133
Atlantic City, N.J.	6,101,818	134
Beaumont - Port Arthur, Tex.	6,094,602	135
Appleton - Oshkosh - Neenah, Wisc.	5,851,046	136
Sarasota, Fla.	5,785,055	137
Reno, Nev.	5,784,755	138
Anchorage, Alas.	5,665,505	139
Spokane, Wash.	5,655,416	140
Shreveport, La.	5,566,223	141
Santa Cruz, Cal.	5,360,939	142
Orange County, N.Y.	5,298,106	143
Poughkeepsie, N.Y.	5,290,711	144
Ann Arbor, Mich.	5,270,085	145
Rockford, Ill.	5,257,955	146
Huntsville, Ala.	5,255,687	147
New London - Norwich, Conn.	5,253,758	148
Corpus Christi, Tex.	5,057,025	149
Portland, Me.	5,033,387	150
Total Top 150	**.3,392,277,246**	
Evansville, Ind.	4,968,937	151
Macon - Warner Robins, Ga.	4,869,276	152
Montgomery, Ala.	4,839,867	153
Erie, Pa.	4,787,464	154
Lorain - Elyria, Ohio	4,727,802	155
Utica - Rome, N.Y.	4,704,419	156
Hamilton - Middletown, Ohio	4,633,172	157
Binghamton, N.Y.	4,623,077	158
Lincoln, Neb.	4,535,285	159
Kalamazoo, Mich.	4,469,010	160
Huntington - Ashland, W.Va.-Ky.	4,434,365	161
Fort Pierce, Fla.	4,423,776	162
Charleston, W.Va.	4,378,693	163
Boulder - Longmont, Colo.	4,356,533	164
Eugene - Springfield, Ore.	4,311,618	165
Salem, Ore.	4,246,571	166
Savannah, Ga.	4,156,425	167
Roanoke, Va.	4,097,683	168
Visalia - Tulare - Porterville, Cal.	4,072,264	169
Tallahassee, Fla.	4,064,121	170
South Bend - Mishawaka, Ind.	4,041,055	171
Duluth, Minn.	3,972,053	172
Vancouver, Wash.	3,967,856	173
Boise, Ida.	3,954,524	174
Fayetteville, N.C.	3,938,586	175
Springfield, Mo.	3,926,202	176
Hickory, N.C.	3,924,104	177
Galveston - Texas City, Tex.	3,860,380	178
Bradenton, Fla.	3,855,861	179
Brazoria, Tex.	3,834,790	180
Killeen - Temple, Tex.	3,824,611	181
Columbus, Ga.	3,697,371	182
McAllen - Edinburg - Mission, Tex.	3,614,072	183
Amarillo, Tex.	3,555,330	184
Bremerton, Wash.	3,486,612	185
Gainesville, Fla.	3,462,591	186
Green Bay, Wisc.	3,441,121	187
Springfield, Ill.	3,405,246	188
Lafayette, La.	3,395,598	189
Lubbock, Tex.	3,300,007	190
Racine, Wisc.	3,273,786	191
Fort Collins - Loveland, Colo.	3,266,050	192
Niagara Falls, N.Y.	3,259,994	193
Topeka, Kans.	3,256,919	194
Biloxi - Gulfport, Miss.	3,240,919	195
Cedar Rapids, Iowa	3,176,311	196
Olympia, Wash.	3,166,569	197
Johnstown, Pa.	3,095,197	198
Beaver County, Pa.	3,007,714	199
Ocala, Fla.	3,006,388	200
Total Top 200	**.3,588,185,421**	
Richland - Kennewick - Pasco, Wash.	2,983,673	201
Naples, Fla.	2,953,059	202
Chico, Cal.	2,922,380	203
Fort Walton Beach, Fla.	2,889,368	204
Champaign - Urbana - Rantoul, Ill.	2,880,502	205
Brownsville - Harlingen, Tex.	2,876,019	206
Asheville, N.C.	2,868,980	207
Burlington, Vt.	2,820,821	208
Waco, Tex.	2,800,411	209
St. Cloud, Minn.	2,778,317	210
Tyler, Tex.	2,765,806	211
Yakima, Wash.	2,764,275	212
Provo - Orem, Utah	2,734,850	213
Waterloo - Cedar Falls, Iowa	2,732,968	214
Fort Smith, Ark.	2,701,770	215
Pittsfield, Mass.	2,680,095	216
Kenosha, Wisc.	2,671,240	217
Midland, Tex.	2,627,385	218
Sioux Falls, S.D.	2,620,667	219
Longview - Marshall, Tex.	2,616,916	220
Houma - Thibodaux, La.	2,610,803	221
Merced, Cal.	2,603,292	222
Benton Harbor, Mich.	2,585,139	223
Fargo - Moorhead, N.D.-Minn.	2,574,737	224
Elkhart - Goshen, Ind.	2,547,367	225
Wheeling, W.Va.	2,541,508	226
Battle Creek, Mich.	2,521,551	227
Lima, Ohio	2,514,792	228
Charlottesville, Va.	2,511,011	229
Lake Charles, La.	2,509,114	230
Muskegon, Mich.	2,475,008	231
Lynchburg, Va.	2,462,283	232
Janesville - Beloit, Wisc.	2,458,079	233
Vineland - Millville - Bridgeton, N.J.	2,430,385	234
Jackson, Mich.	2,414,370	235
Bloomington - Normal, Ill.	2,410,334	236
Parkersburg - Marietta, W.Va.-Ohio	2,343,497	237
Clarksville - Hopkinsville, Tenn.-Ky.	2,340,828	238
Redding, Cal.	2,306,903	239
Decatur, Ill.	2,303,417	240
Odessa, Tex.	2,279,006	241
Athens, Ga.	2,275,623	242
Santa Fe, N.M.	2,260,177	243
Steubenville - Weirton, Ohio-W.Va.	2,254,484	244
Bryan - College Station, Tex.	2,234,804	245
Eau Claire, Wisc.	2,234,045	246
Medford, Ore.	2,224,713	247
Bangor, Me.	2,198,876	248
Anderson, S.C.	2,196,527	249
Pascagoula, Miss.	2,151,244	250
Total Top 250	**.3,715,650,840**	
Columbia, Mo.	2,124,355	251
Rochester, Minn.	2,106,646	252
Lafayette - West Lafayette, Ind.	2,062,193	253
Terre Haute, Ind.	2,061,194	254
Jamestown - Dunkirk, N.Y.	2,042,690	255
Anderson, Ind.	2,040,565	256
Mansfield, Ohio	2,030,760	257
Tuscaloosa, Ala.	2,030,428	258
Billings, Mont.	2,013,168	259
Greeley, Colo.	2,005,807	260
Panama City, Fla.	1,986,061	261
Florence, Ala.	1,979,836	262
Wilmington, N.C.	1,967,496	263
Bellingham, Wash.	1,955,348	264
Joplin, Mo.	1,946,052	265
Yuba City, Cal.	1,935,282	266
Sheboygan, Wisc.	1,911,456	267
Sharon, Pa.	1,906,920	268
Altoona, Pa.	1,896,038	269
Abilene, Tex.	1,890,496	270
Dothan, Ala.	1,863,369	271
Wichita Falls, Tex.	1,853,564	272
Monroe, La.	1,840,182	273
Kokomo, Ind.	1,805,566	274
Wausau, Wisc.	1,804,703	275
Williamsport, Pa.	1,795,112	276
Muncie, Ind.	1,787,028	277
Fayetteville - Springdale, Ark.	1,777,191	278
Las Cruces, N.M.	1,761,689	279
Alexandria, La.	1,753,595	280
Sioux City, Iowa	1,739,359	281
Burlington, N.C.	1,729,576	282
Glens Falls, N.Y.	1,729,296	283
Pueblo, Colo.	1,728,253	284
Hagerstown, Md.	1,721,182	285
La Crosse, Wisc.	1,708,737	286
Texarkana, Tex.-Ark.	1,707,623	287
Jacksonville, N.C.	1,697,781	288
State College, Pa.	1,695,680	289
Lewiston - Auburn, Me.	1,691,263	290
Bloomington, Ind.	1,687,340	291
Albany, Ga.	1,676,827	292
San Angelo, Tex.	1,675,012	293
Anniston, Ala.	1,673,231	294
Sherman - Denison, Tex.	1,664,544	295
Danville, Va.	1,634,650	296
Florence, S.C.	1,595,388	297
Lawton, Okla.	1,562,953	298
Iowa City, Iowa	1,559,887	299
Kankakee, Ill.	1,539,787	300
Decatur, Ala.	1,502,216	301
Rapid City, S.D.	1,483,514	302
Bismarck, N.D.	1,450,411	303
Cumberland, Md.	1,402,115	304
St. Joseph, Mo.	1,349,432	305
Owensboro, Ky.	1,338,868	306
Gadsden, Ala.	1,336,895	307
Elmira, N.Y.	1,331,393	308
Dubuque, Iowa	1,326,637	309
Grand Forks, N.D.	1,308,954	310
Jackson, Tenn.	1,254,511	311
Lawrence, Kans.	1,246,866	312
Great Falls, Mont.	1,219,522	313
Victoria, Tex.	1,151,280	314
Cheyenne, Wyo.	1,150,516	315
Laredo, Tex.	1,114,348	316
Pine Bluff, Ark.	1,114,345	317
Casper, Wyo.	1,065,851	318
Enid, Okla.	878,612	319
Total Above Areas	**.3,831,030,285**	
Percent of U.S.	**82.5963**	
U.S. Total	**.4,638,361,479**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

1993 AVERAGE HOUSEHOLD EBI

Area	($)	Rank
Bridgeport - Stamford - Norwalk - Danbury, Conn.	78,675	1
Middlesex - Somerset - Hunterdon, N.J.	72,197	2
Nassau - Suffolk, N.Y.	72,038	3
San Jose, Cal.	71,105	4
Bergen - Passaic, N.J.	70,691	5
Trenton, N.J.	69,303	6
Lake County, Ill.	67,650	7
Washington, D.C.	67,178	8
Newark, N.J.	65,449	9
Anaheim - Santa Ana, Cal.	65,035	10
Oxnard - Ventura, Cal.	64,305	11
San Francisco, Cal.	63,809	12
Monmouth - Ocean, N.J.	62,891	13
Manchester - Nashua, N.H.	62,700	14
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	61,981	15
Oakland, Cal.	61,180	16
Honolulu, Haw.	60,618	17
Hartford - New Britain - Middletown - Bristol, Conn.	60,302	18
Kenosha, Wisc.	59,098	19
Anchorage, Alas.	58,954	20
New Haven - Waterbury - Meriden, Conn.	58,470	21
San Diego, Cal.	57,584	22
Portsmouth - Dover - Rochester, N.H.	57,506	23
Seattle, Wash.	56,845	24
Los Angeles - Long Beach, Cal.	56,607	25
Santa Barbara - Santa Maria - Lompoc, Cal.	55,630	26
Minneapolis - St. Paul, Minn.	55,610	27
Santa Cruz, Cal.	55,496	28
Poughkeepsie, N.Y.	55,284	29
New London - Norwich, Conn.	55,187	30
Santa Rosa - Petaluma, Cal.	55,178	31
Brazoria, Tex.	54,705	32
Wilmington, Del.	54,172	33
Midland, Tex.	54,061	34
Worcester - Fitchburg - Leominster, Mass.	53,720	35
Chicago, Ill.	53,650	36
Aurora - Elgin, Ill.	53,438	37
Salinas - Seaside - Monterey, Cal.	53,340	38
Rochester, Minn.	53,333	39
West Palm Beach - Boca Raton - Delray Beach, Fla.	53,317	40
Joliet, Ill.	53,305	41
Richland - Kennewick - Pasco, Wash.	53,185	42
Philadelphia, Pa.	53,112	43
Vallejo - Fairfield - Napa, Cal.	52,166	44
Richmond - Petersburg, Va.	51,879	45
Sacramento, Cal.	51,706	46
Burlington, Vt.	51,663	47
Peoria, Ill.	51,526	48
Omaha, Neb.	51,492	49
Atlanta, Ga.	51,218	50
Lincoln, Neb.	51,131	51
Kalamazoo, Mich.	51,016	52
Dallas, Tex.	50,979	53
Portland, Me.	50,945	54
Wichita, Kans.	50,798	55
Grand Forks, N.D.	50,539	56
Detroit, Mich.	50,256	57
Orange County, N.Y.	50,219	58
Huntsville, Ala.	50,102	59
Kansas City, Mo.-Kans.	50,093	60
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	50,088	61
Milwaukee, Wisc.	50,081	62
Ann Arbor, Mich.	50,048	63
Portland, Ore.	50,041	64
Riverside - San Bernardino, Cal.	49,962	65
St. Louis, Mo.	49,845	66
Providence - Pawtucket - Woonsocket, R.I.	49,843	67
Bloomington - Normal, Ill.	49,698	68
Raleigh - Durham, N.C.	49,680	69
Baltimore, Md.	49,669	70
Rochester, N.Y.	49,545	71
Denver, Colo.	49,337	72
Grand Rapids, Mich.	49,315	73
Racine, Wisc.	49,230	74
Waterloo - Cedar Falls, Iowa	49,154	75
Norfolk - Virginia Beach - Newport News, Va.	48,917	76
Springfield, Mass.	48,720	77
Fresno, Cal.	48,607	78
Sheboygan, Wisc.	48,391	79
Reno, Nev.	48,368	80
Nashville, Tenn.	48,314	81
Columbia, Mo.	48,281	82
Bakersfield, Cal.	48,125	83
Madison, Wisc.	48,030	84
Houston, Tex.	48,016	85
Charlottesville, Va.	47,920	86
Lorain - Elyria, Ohio	47,901	87
Topeka, Kans.	47,896	88
New York, N.Y.	47,775	89
Harrisburg - Lebanon - Carlisle, Pa.	47,757	90
Fort Worth - Arlington, Tex.	47,667	91
Decatur, Ill.	47,591	92
Pittsfield, Mass.	47,519	93
Cincinnati, Ohio	47,467	94
Lancaster, Pa.	47,453	95
Appleton - Oshkosh - Neenah, Wisc.	47,415	96
Davenport - Rock Island - Moline, Iowa-Ill.	47,380	97
Rockford, Ill.	47,369	98
Allentown - Bethlehem, Pa.	47,342	99
Indianapolis, Ind.	47,196	100
Vineland - Millville - Bridgeton, N.J.	47,192	101
Battle Creek, Mich.	47,132	102
Albany - Schenectady - Troy, N.Y.	47,086	103
Odessa, Tex.	46,990	104
Sioux Falls, S.D.	46,965	105
Cedar Rapids, Iowa	46,848	106
Lansing - East Lansing, Mich.	46,324	107
Santa Fe, N.M.	46,795	108
Columbia, S.C.	46,758	109
Janesville - Beloit, Wisc.	46,732	110
Kokomo, Ind.	46,655	111
Syracuse, N.Y.	46,411	112
Galveston - Texas City, Tex.	46,399	113
Stockton, Cal.	46,356	114
Cleveland, Ohio	46,282	115
New Bedford - Fall River - Attleboro, Mass.	46,265	116
Orlando, Fla.	46,173	117
Des Moines, Iowa	46,024	118
Las Vegas, Nev.	45,974	119
Fort Wayne, Ind.	45,959	120
Lafayette - West Lafayette, Ind.	45,624	121
Boise, Ida.	45,612	122
Boulder - Longmont, Colo.	45,523	123
Binghamton, N.Y.	45,503	124
York, Pa.	45,489	125
Bremerton, Wash.	45,458	126
Modesto, Cal.	45,351	127
Lynchburg, Va.	45,346	128
Miami - Hialeah, Fla.	45,277	129
Reading, Pa.	45,269	130
Jackson, Mich.	45,213	131
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	45,203	132
La Crosse, Wisc.	45,085	133
Dayton - Springfield, Ohio	45,034	134
Louisville, Ky.	45,020	135
Lexington-Fayette, Ky.	45,003	136
Phoenix, Ariz.	44,952	137
Olympia, Wash.	44,916	138
Vancouver, Wash.	44,885	139
Erie, Pa.	44,868	140
Austin, Tex.	44,863	141
Salt Lake City - Ogden, Utah	44,840	142
Atlantic City, N.J.	44,833	143
Iowa City, Iowa	44,824	144
Jacksonville, Fla.	44,750	145
Pascagoula, Miss.	44,724	146
Toledo, Ohio	44,674	147
Jersey City, N.J.	44,590	148
Greensboro - Winston-Salem - High Point, N.C.	44,497	149
Fort Myers - Cape Coral, Fla.	44,494	150
Beaumont - Port Arthur, Tex.	44,486	151
Green Bay, Wisc.	44,459	152
Champaign - Urbana - Rantoul, Ill.	44,452	153
Little Rock - North Little Rock, Ark.	44,301	154
Columbus, Ohio	44,169	155
Roanoke, Va.	44,109	156
Saginaw - Bay City - Midland, Mich.	44,042	157
Amarillo, Tex.	43,893	158
South Bend - Mishawaka, Ind.	43,877	159
Akron, Ohio	43,871	160
Evansville, Ind.	43,818	161
Naples, Fla.	43,814	162
Rapid City, S.D.	43,761	163
Macon - Warner Robins, Ga.	43,671	164
Tyler, Tex.	43,556	165
Gary - Hammond, Ind.	43,540	166
St. Cloud, Minn.	43,276	167
Lawrence, Kans.	43,144	168
Elkhart - Goshen, Ind.	43,103	169
Pittsburgh, Pa.	43,087	170
Bloomington, Ind.	43,044	171
Fort Walton Beach, Fla.	42,997	172
Bangor, Me.	42,947	173
Buffalo, N.Y.	42,836	174
Hamilton - Middletown, Ohio	42,820	175
Colorado Springs, Colo.	42,786	176
Jackson, Miss.	42,720	177
Hickory, N.C.	42,653	178
San Angelo, Tex.	42,621	179
Memphis, Tenn.	42,587	180
Wausau, Wisc.	42,564	181
Sarasota, Fla.	42,444	182
Lafayette, La.	42,286	183
Lewiston - Auburn, Me.	42,282	184
Fargo - Moorhead, N.D.-Minn.	42,278	185
Pensacola, Fla.	42,277	186
Savannah, Ga.	42,240	187
Killeen - Temple, Tex.	42,168	188
Youngstown - Warren, Ohio	42,126	189
Beaver County, Pa.	42,125	190
Lima, Ohio	42,124	191
Fayetteville, N.C.	41,989	192
Duluth, Minn.	41,988	193
Dubuque, Iowa	41,982	194
Tallahassee, Fla.	41,855	195
Flint, Mich.	41,781	196
Bryan - College Station, Tex.	41,772	197
Eau Claire, Wisc.	41,758	198
Baton Rouge, La.	41,753	199
Kankakee, Ill.	41,729	200
Houma - Thibodaux, La.	41,706	201
San Antonio, Tex.	41,681	202
Augusta, Ga.	41,676	203
Tampa - St. Petersburg - Clearwater, Fla.	41,628	204
Muskegon, Mich.	41,597	205
Victoria, Tex.	41,562	206
Bismarck, N.D.	41,559	207
St. Joseph, Mo.	41,521	208
Terre Haute, Ind.	41,473	209
Bradenton, Fla.	41,372	210
Sharon, Pa.	41,365	211
Canton, Ohio	41,335	212
Anderson, Ind.	41,307	213
Sherman - Denison, Tex.	41,202	214
Mansfield, Ohio	41,192	215
Casper, Wyo.	41,153	216
Knoxville, Tenn.	41,067	217
Springfield, Ill.	40,928	218
Melbourne - Titusville - Palm Bay, Fla.	40,925	219
Clarksville - Hopkinsville, Tenn.-Ky.	40,852	220
Merced, Cal.	40,804	221
Glens Falls, N.Y.	40,689	222
Benton Harbor, Mich.	40,647	223
Muncie, Ind.	40,614	224
Billings, Mont.	40,588	225
Niagara Falls, N.Y.	40,346	226
Springfield, Mo.	40,310	227
Eugene - Springfield, Ore.	40,295	228
Charleston, W.Va.	40,245	229
Yuba City, Cal.	40,235	230
Biloxi - Gulfport, Miss.	40,110	231
State College, Pa.	40,087	232
Lake Charles, La.	40,082	233
Danville, Va.	40,065	234
Montgomery, Ala.	40,065	234
Burlington, N.C.	40,036	236
New Orleans, La.	39,924	237
Redding, Cal.	39,912	238
Williamsport, Pa.	39,891	239
Jackson, Tenn.	39,826	240
Utica - Rome, N.Y.	39,800	241
Charleston, S.C.	39,799	242
Fort Pierce, Fla.	39,782	243
Fort Collins - Loveland, Colo.	39,781	244
Longview - Marshall, Tex.	39,771	245
Hagerstown, Md.	39,750	246
Daytona Beach, Fla.	39,735	247
Great Falls, Mont.	39,724	248
Salem, Ore.	39,651	249
Albany, Ga.	39,641	250
Chattanooga, Tenn.	39,620	251
Corpus Christi, Tex.	39,539	252
Scranton - Wilkes-Barre, Pa.	39,525	253
Tacoma, Wash.	39,522	254
Mobile, Ala.	39,512	255
Lubbock, Tex.	39,474	256
Steubenville - Weirton, Ohio-W.Va.	39,345	257
Bellingham, Wash.	39,264	258
Greenville - Spartanburg, S.C.	39,179	259
Johnson City - Kingsport - Bristol, Tenn.	39,159	260
Jacksonville, N.C.	39,119	261
Albuquerque, N.M.	39,067	262
Owensboro, Ky.	39,034	263
Shreveport, La.	39,034	263
Wichita Falls, Tex.	39,022	265
Birmingham, Ala.	38,936	266
Lakeland - Winter Haven, Fla.	38,757	267
Abilene, Tex.	38,740	268
Gainesville, Fla.	38,731	269
Elmira, N.Y.	38,703	270
Lawton, Okla.	38,687	271
Oklahoma City, Okla.	38,623	272
Columbus, Ga.	38,595	273
Sioux City, Iowa	38,567	274
Fayetteville - Springdale, Ark.	38,551	275
Wilmington, N.C.	38,428	276
Spokane, Wash.	38,186	277
Parkersburg - Marietta, W.Va.-Ohio	38,168	278
Asheville, N.C.	38,151	279
Provo - Orem, Utah	38,090	280
Tulsa, Okla.	37,992	281
Medford, Ore.	37,771	282
Visalia - Tulare - Porterville, Cal.	37,636	283
Jamestown - Dunkirk, N.Y.	37,619	284
Athens, Ga.	37,552	285
El Paso, Tex.	37,486	286
Altoona, Pa.	37,324	287
Yakima, Wash.	37,254	288
Tucson, Ariz.	37,207	289
Chico, Cal.	37,086	290
Enid, Okla.	37,072	291
Waco, Tex.	36,896	292
Anderson, S.C.	36,765	293
Wheeling, W.Va.	36,727	294
Decatur, Ala.	36,373	295
Fort Smith, Ark.	36,363	296
Greeley, Colo.	36,271	297
Dothan, Ala.	36,112	298
Texarkana, Tex.-Ark.	35,724	299
Pine Bluff, Ark.	35,716	300
Joplin, Mo.	35,707	301
Cumberland, Md.	35,677	302
Cheyenne, Wyo.	35,620	303
Florence, Ala.	35,609	304
Anniston, Ala.	35,375	305
Huntington - Ashland, W.Va.-Ky.	35,277	306
Florence, S.C.	34,910	307
Tuscaloosa, Ala.	34,887	308
Alexandria, La.	34,588	309
Monroe, La.	34,268	310
Pueblo, Colo.	33,689	311
Brownsville - Harlingen, Tex.	33,442	312
Ocala, Fla.	33,441	313
Gadsden, Ala.	33,010	314
Panama City, Fla.	32,991	315
Las Cruces, N.M.	32,929	316
Johnstown, Pa.	32,928	317
Laredo, Tex.	30,036	318
McAllen - Edinburg - Mission, Tex.	29,503	319
Average Above Areas	**49,921**	
U.S. Average	**46,997**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

1993 TOTAL RETAIL SALES

Area	($000)	Rank
Los Angeles - Long Beach, Cal.	89,723,055	1
New York, N.Y.	77,503,801	2
Chicago, Ill.	63,703,215	3
Philadelphia, Pa.	53,748,046	4
Washington, D.C.	49,261,513	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	47,640,261	6
Detroit, Mich.	45,566,125	7
Nassau - Suffolk, N.Y.	35,878,452	8
Atlanta, Ga.	35,320,873	9
Houston, Tex.	33,137,581	10
Minneapolis - St. Paul, Minn.	29,558,800	11
Dallas, Tex.	28,578,340	12
Anaheim - Santa Ana, Cal.	27,704,551	13
San Diego, Cal.	26,106,721	14
Phoenix, Ariz.	25,764,189	15
Miami - Hialeah, Fla.	25,224,419	16
St. Louis, Mo.	25,126,516	17
Tampa - St. Petersburg - Clearwater, Fla.	23,935,455	18
Baltimore, Md.	23,654,663	19
San Francisco, Cal.	23,633,661	20
Oakland, Cal.	22,601,213	21
Seattle, Wash.	22,299,521	22
Riverside - San Bernardino, Cal.	20,448,795	23
Newark, N.J.	19,202,856	24
Cleveland, Ohio	18,791,800	25
Pittsburgh, Pa.	18,321,198	26
Bergen - Passaic, N.J.	18,069,022	27
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	17,958,525	28
Kansas City, Mo.-Kans.	17,192,220	29
San Jose, Cal.	17,087,965	30
Denver, Colo.	17,066,768	31
Sacramento, Cal.	15,104,910	32
Cincinnati, Ohio	15,054,835	33
Milwaukee, Wisc.	14,539,190	34
Norfolk - Virginia Beach - Newport News, Va.	14,318,969	35
Hartford - New Britain - Middletown - Bristol, Conn.	14,122,902	36
Columbus, Ohio	14,035,107	37
Portland, Ore.	13,857,028	38
Indianapolis, Ind.	13,780,866	39
Orlando, Fla.	13,717,100	40
Fort Worth - Arlington, Tex.	13,574,495	41
New Orleans, La.	13,352,455	42
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	12,953,805	43
West Palm Beach - Boca Raton - Delray Beach, Fla.	12,599,356	44
Middlesex - Somerset - Hunterdon, N.J.	12,549,254	45
Bridgeport - Stamford - Norwalk - Danbury, Conn.	12,349,490	46
Monmouth - Ocean, N.J.	11,954,112	47
San Antonio, Tex.	10,995,380	48
Louisville, Ky.	10,615,641	49
Memphis, Tenn.	10,614,466	50
Total Top 50	**1,249,899,481**	
Oklahoma City, Okla.	10,520,117	51
Greensboro - Winston-Salem - High Point, N.C.	10,390,568	52
Richmond - Petersburg, Va.	10,141,386	53
Salt Lake City - Ogden, Utah	10,116,187	54
Rochester, N.Y.	9,693,439	55
Providence - Pawtucket - Woonsocket, R.I.	9,660,119	56
Nashville, Tenn.	9,644,396	57
Jacksonville, Fla.	9,233,654	58
New Haven - Waterbury - Meriden, Conn.	9,221,740	59
Albany - Schenectady - Troy, N.Y.	9,129,441	60
Honolulu, Haw.	8,743,454	61
Dayton - Springfield, Ohio	8,626,874	62
Buffalo, N.Y.	8,615,269	63
Raleigh - Durham, N.C.	7,782,046	64
Birmingham, Ala.	7,754,058	65
Las Vegas, Nev.	7,551,552	66
Austin, Tex.	7,528,567	67
Harrisburg - Lebanon - Carlisle, Pa.	7,305,155	68
Grand Rapids, Mich.	7,260,616	69
Knoxville, Tenn.	7,222,920	70
Toledo, Ohio	7,016,535	71
Allentown - Bethlehem, Pa.	6,871,497	72
Tucson, Ariz.	6,841,967	73
Scranton - Wilkes-Barre, Pa.	6,763,180	74
Worcester - Fitchburg - Leominster, Mass.	6,705,253	75
Springfield, Mass.	6,595,103	76
Omaha, Neb.	6,587,801	77
Greenville - Spartanburg, S.C.	6,428,500	78
Wilmington, Del.	6,228,872	79
Syracuse, N.Y.	6,211,933	80
Tulsa, Okla.	6,159,067	81
New Bedford - Fall River - Attleboro, Mass.	6,122,788	82
Oxnard - Ventura, Cal.	5,943,837	83
Lake County, Ill.	5,907,635	84
Gary - Hammond, Ind.	5,872,605	85
Akron, Ohio	5,741,461	86
Manchester - Nashua, N.H.	5,599,667	87
Albuquerque, N.M.	5,560,935	88
Tacoma, Wash.	5,346,113	89
Little Rock - North Little Rock, Ark.	5,248,299	90
Portsmouth - Dover - Rochester, N.H.	5,169,778	91
Fresno, Cal.	5,131,924	92
Baton Rouge, La.	4,994,231	93
Madison, Wisc.	4,841,861	94
Santa Barbara - Santa Maria - Lompoc, Cal.	4,827,830	95
Mobile, Ala.	4,705,244	96
Charleston, S.C.	4,678,234	97
Flint, Mich.	4,661,558	98
Portland, Me.	4,591,103	99
Bakersfield, Cal.	4,583,500	100
Total Top 100	**1,597,979,350**	
Jersey City, N.J.	4,553,403	101
Columbia, S.C.	4,533,429	102
Lansing - East Lansing, Mich.	4,501,973	103
Lancaster, Pa.	4,486,363	104
Atlantic City, N.J.	4,394,862	105
Lexington-Fayette, Ky.	4,347,159	106
Chattanooga, Tenn.	4,313,698	107
Saginaw - Bay City - Midland, Mich.	4,249,097	108
Youngstown - Warren, Ohio	4,189,007	109
Des Moines, Iowa	4,144,265	110
Colorado Springs, Colo.	4,047,057	111
Wichita, Kans.	4,023,744	112
Stockton, Cal.	4,009,021	113
Melbourne - Titusville - Palm Bay, Fla.	4,004,913	114
Sarasota, Fla.	3,977,884	115
Trenton, N.J.	3,965,811	116
Reading, Pa.	3,952,484	117
Daytona Beach, Fla.	3,943,110	118
Johnson City - Kingsport - Bristol, Tenn.	3,885,268	119
El Paso, Tex.	3,873,327	120
Vallejo - Fairfield - Napa, Cal.	3,762,425	121
Lakeland - Winter Haven, Fla.	3,742,210	122
Jackson, Miss.	3,718,857	123
Fort Myers - Cape Coral, Fla.	3,695,921	124
Santa Rosa - Petaluma, Cal.	3,651,653	125
Fort Wayne, Ind.	3,601,779	126
Augusta, Ga.	3,526,783	127
Davenport - Rock Island - Moline, Iowa-Ill.	3,495,625	128
Beaumont - Port Arthur, Tex.	3,494,090	129
Spokane, Wash.	3,475,018	130
Canton, Ohio	3,458,815	131
York, Pa.	3,380,150	132
Corpus Christi, Tex.	3,288,540	133
Pensacola, Fla.	3,251,148	134
Peoria, Ill.	3,233,690	135
Reno, Nev.	3,224,573	136
Huntington - Ashland, W.Va.-Ky.	3,179,307	137
Modesto, Cal.	3,155,041	138
Shreveport, La.	3,147,191	139
Aurora - Elgin, Ill.	3,142,968	140
Orange County, N.Y.	3,114,534	141
Anchorage, Alas.	3,108,941	142
Ann Arbor, Mich.	3,070,325	143
Evansville, Ind.	3,063,995	144
Salinas - Seaside - Monterey, Cal.	3,055,437	145
Macon - Warner Robins, Ga.	2,958,981	146
Appleton - Oshkosh - Neenah, Wisc.	2,957,848	147
New London - Norwich, Conn.	2,952,206	148
Rockford, Ill.	2,931,056	149
Joliet, Ill.	2,904,170	150
Total Top 150	**1,780,118,502**	
McAllen - Edinburg - Mission, Tex.	2,887,759	151
Montgomery, Ala.	2,853,963	152
Fort Pierce, Fla.	2,768,618	153
Boulder - Longmont, Colo.	2,731,115	154
Visalia - Tulare - Porterville, Cal.	2,728,927	155
Utica - Rome, N.Y.	2,711,795	156
Savannah, Ga.	2,676,352	157
Charleston, W.Va.	2,646,219	158
St. Cloud, Minn.	2,633,790	159
Roanoke, Va.	2,585,523	160
South Bend - Mishawaka, Ind.	2,584,971	161
Poughkeepsie, N.Y.	2,567,872	162
Bradenton, Fla.	2,530,785	163
Kalamazoo, Mich.	2,474,005	164
Fayetteville, N.C.	2,471,289	165
Springfield, Mo.	2,455,927	166
Lafayette, La.	2,443,587	167
Tallahassee, Fla.	2,418,037	168
Erie, Pa.	2,402,517	169
Huntsville, Ala.	2,386,643	170
Duluth, Minn.	2,385,159	171
Ocala, Fla.	2,361,313	172
Eugene - Springfield, Ore.	2,329,283	173
Binghamton, N.Y.	2,322,451	174
Gainesville, Fla.	2,272,461	175
Naples, Fla.	2,258,709	176
Brownsville - Harlingen, Tex.	2,250,919	177
Hickory, N.C.	2,246,051	178
Asheville, N.C.	2,243,096	179
Lubbock, Tex.	2,201,041	180
Odessa, Tex.	2,169,257	181
Green Bay, Wisc.	2,156,613	182
Amarillo, Tex.	2,154,623	183
Columbus, Ga.	2,116,038	184
Springfield, Ill.	2,109,612	185
Santa Cruz, Cal.	2,076,815	186
Lorain - Elyria, Ohio	2,062,355	187
Galveston - Texas City, Tex.	2,033,387	188
Salem, Ore.	2,018,719	189
Laredo, Tex.	2,006,223	190
Boise, Ida.	1,961,749	191
Hamilton - Middletown, Ohio	1,954,564	192
Midland, Tex.	1,950,894	193
Burlington, Vt.	1,943,506	194
Fort Walton Beach, Fla.	1,931,936	195
Fort Collins - Loveland, Colo.	1,927,776	196
Longview - Marshall, Tex.	1,922,402	197
Lincoln, Neb.	1,867,574	198
Killeen - Temple, Tex.	1,827,674	199
Champaign - Urbana - Rantoul, Ill.	1,820,412	200
Total Top 200	**1,894,960,808**	
Biloxi - Gulfport, Miss.	1,799,535	201
Charlottesville, Va.	1,788,972	202
Pittsfield, Mass.	1,754,637	203
Abilene, Tex.	1,748,760	204
Chico, Cal.	1,693,109	205
Elkhart - Goshen, Ind.	1,683,645	206
Wilmington, N.C.	1,680,051	207
Bangor, Me.	1,674,022	208
Terre Haute, Ind.	1,645,368	209
Wheeling, W.Va.	1,609,760	210
Lynchburg, Va.	1,607,967	211
Fargo - Moorhead, N.D.-Minn.	1,603,757	212
Eau Claire, Wisc.	1,596,233	213
Waco, Tex.	1,595,715	214
Topeka, Kans.	1,576,159	215
Cedar Rapids, Iowa	1,564,536	216
Johnstown, Pa.	1,560,917	217
Brazoria, Tex.	1,549,960	218
Houma - Thibodaux, La.	1,540,036	219
Lima, Ohio	1,520,165	220
Olympia, Wash.	1,517,011	221
Athens, Ga.	1,511,497	222
Niagara Falls, N.Y.	1,503,627	223
Racine, Wisc.	1,502,018	224
Lake Charles, La.	1,494,012	225
Yakima, Wash.	1,482,254	226
Panama City, Fla.	1,481,666	227
Vancouver, Wash.	1,477,204	228
Sioux Falls, S.D.	1,476,256	229
Provo - Orem, Utah	1,461,817	230
Parkersburg - Marietta, W.Va.-Ohio	1,460,621	231
Burlington, N.C.	1,459,709	232
Janesville - Beloit, Wisc.	1,444,636	233
Tyler, Tex.	1,443,100	234
Rochester, Minn.	1,424,809	235
Dothan, Ala.	1,418,346	236
Merced, Cal.	1,403,079	237
Redding, Cal.	1,401,990	238
Wichita Falls, Tex.	1,382,690	239
Bremerton, Wash.	1,373,827	240
Bloomington - Normal, Ill.	1,367,597	241
Fort Smith, Ark.	1,361,892	242
Bryan - College Station, Tex.	1,322,968	243
Beaver County, Pa.	1,319,883	244
Muncie, Ind.	1,312,020	245
Benton Harbor, Mich.	1,297,341	246
Richland - Kennewick - Pasco, Wash.	1,288,237	247
Vineland - Millville - Bridgeton, N.J.	1,287,333	248
Billings, Mont.	1,285,288	249
Altoona, Pa.	1,276,396	250
Total Top 250	**1,969,983,236**	
Medford, Ore.	1,275,664	251
Decatur, Ill.	1,271,714	252
Clarksville - Hopkinsville, Tenn.-Ky.	1,264,189	253
Tuscaloosa, Ala.	1,259,398	254
Joplin, Mo.	1,248,510	255
Battle Creek, Mich.	1,244,979	256
Glens Falls, N.Y.	1,241,787	257
Mansfield, Ohio	1,236,791	258
San Angelo, Tex.	1,236,781	259
Anderson, Ind.	1,228,898	260
Florence, S.C.	1,224,990	261
Albany, Ga.	1,217,430	262
Muskegon, Mich.	1,214,167	263
Waterloo - Cedar Falls, Iowa	1,213,809	264
Texarkana, Tex.-Ark.	1,209,126	265
Anderson, S.C.	1,196,995	266
Florence, Ala.	1,166,963	267
Kokomo, Ind.	1,159,347	268
Owensboro, Ky.	1,157,841	269
Monroe, La.	1,147,110	270
Jackson, Mich.	1,142,229	271
Kenosha, Wisc.	1,129,028	272
Santa Fe, N.M.	1,126,838	273
Bellingham, Wash.	1,126,044	274
Lafayette - West Lafayette, Ind.	1,125,580	275
Lewiston - Auburn, Me.	1,119,806	276
Alexandria, La.	1,105,301	277
Fayetteville - Springdale, Ark.	1,104,328	278
Sioux City, Iowa	1,084,313	279
Steubenville - Weirton, Ohio-W.Va.	1,079,893	280
La Crosse, Wisc.	1,079,138	281
Hagerstown, Md.	1,058,477	282
Williamsport, Pa.	1,036,483	283
Rapid City, S.D.	1,014,188	284
Jamestown - Dunkirk, N.Y.	1,007,549	285
Jackson, Tenn.	1,005,979	286
Pueblo, Colo.	1,000,552	287
Wausau, Wisc.	1,000,115	288
Yuba City, Cal.	995,648	289
Pascagoula, Miss.	985,156	290
Jacksonville, N.C.	979,464	291
State College, Pa.	971,149	292
Bismarck, N.D.	944,514	293
Bloomington, Ind.	904,454	294
Danville, Va.	902,192	295
Elmira, N.Y.	893,434	296
Decatur, Ala.	873,107	297
Greeley, Colo.	869,330	298
St. Joseph, Mo.	864,240	299
Columbia, Mo.	859,279	300
Sherman - Denison, Tex.	849,421	301
Cumberland, Md.	841,317	302
Sharon, Pa.	840,160	303
Cheyenne, Wyo.	836,909	304
Las Cruces, N.M.	822,749	305
Lawton, Okla.	822,421	306
Sheboygan, Wisc.	820,628	307
Victoria, Tex.	798,929	308
Kankakee, Ill.	796,389	309
Dubuque, Iowa	761,596	310
Grand Forks, N.D.	723,641	311
Anniston, Ala.	693,038	312
Great Falls, Mont.	692,055	313
Pine Bluff, Ark.	683,996	314
Iowa City, Iowa	647,395	315
Gadsden, Ala.	642,904	316
Casper, Wyo.	635,162	317
Lawrence, Kans.	595,751	318
Enid, Okla.	503,212	319
Total Above Areas	**2,038,795,206**	
Percent of U.S.	**82.6674**	
U.S. Total	**2,466,263,369**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

1993 PER HOUSEHOLD RETAIL SALES

Area	($)	Rank
Laredo, Tex.	54,076	1
Portland, Me.	46,469	2
Odessa, Tex.	44,727	3
St. Cloud, Minn.	41,025	4
Manchester - Nashua, N.H.	40,227	5
Midland, Tex.	40,142	6
Bridgeport - Stamford - Norwalk - Danbury, Conn.	39,633	7
Nassau - Suffolk, N.Y.	39,259	8
Portsmouth - Dover - Rochester, N.H.	36,665	9
Bergen - Passaic, N.J.	36,283	10
Rochester, Minn.	36,071	11
Abilene, Tex.	35,835	12
Burlington, Vt.	35,595	13
Charlottesville, Va.	34,141	14
Burlington, N.C.	33,790	15
Owensboro, Ky.	33,756	16
Santa Barbara - Santa Maria - Lompoc, Cal.	33,597	17
Naples, Fla.	33,512	18
San Francisco, Cal.	33,226	19
Middlesex - Somerset - Hunterdon, N.J.	33,138	20
Terre Haute, Ind.	33,106	21
Wilmington, N.C.	32,813	22
Bangor, Me.	32,696	23
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	32,646	24
Miami - Hialeah, Fla.	32,607	25
Anchorage, Alas.	32,351	26
Lake County, Ill.	32,317	27
Atlantic City, N.J.	32,291	28
Washington, D.C.	32,044	29
Hartford - New Britain - Middletown - Bristol, Conn.	32,003	30
Jackson, Tenn.	31,936	31
Madison, Wisc.	31,917	32
San Jose, Cal.	31,756	33
San Angelo, Tex.	31,470	34
Anaheim - Santa Ana, Cal.	31,368	35
Trenton, N.J.	31,227	36
New Bedford - Fall River - Attleboro, Mass.	31,223	37
Pittsfield, Mass.	31,111	38
New London - Norwich, Conn.	31,011	39
Lexington-Fayette, Ky.	30,700	40
Richmond - Petersburg, Va.	30,556	41
Harrisburg - Lebanon - Carlisle, Pa.	30,438	42
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	30,433	43
Lafayette, La.	30,431	44
Orlando, Fla.	30,374	45
Honolulu, Haw.	30,286	46
Minneapolis - St. Paul, Minn.	30,150	47
Kokomo, Ind.	29,957	48
Rapid City, S.D.	29,917	49
Atlanta, Ga.	29,910	50
Eau Claire, Wisc.	29,836	51
Asheville, N.C.	29,828	52
Muncie, Ind.	29,819	53
New Haven - Waterbury - Meriden, Conn.	29,776	54
Lynchburg, Va.	29,613	55
Orange County, N.Y.	29,522	56
Toledo, Ohio	29,346	57
West Palm Beach - Boca Raton - Delray Beach, Fla.	29,274	58
Glens Falls, N.Y.	29,219	59
Longview - Marshall, Tex.	29,216	60
Reading, Pa.	29,191	61
Sarasota, Fla.	29,185	62
Ann Arbor, Mich.	29,158	63
Wichita Falls, Tex.	29,109	64
Springfield, Mass.	29,053	65
Saginaw - Bay City - Midland, Mich.	28,847	66
Victoria, Tex.	28,842	67
Flint, Mich.	28,811	68
Albany, Ga.	28,781	69
Fort Walton Beach, Fla.	28,749	70
Wilmington, Del.	28,652	71
Knoxville, Tenn.	28,617	72
Monmouth - Ocean, N.J.	28,598	73
Boulder - Longmont, Colo.	28,538	74
Louisville, Ky.	28,537	75
Elkhart - Goshen, Ind.	28,488	76
La Crosse, Wisc.	28,473	77
Kalamazoo, Mich.	28,242	78
Bloomington - Normal, Ill.	28,198	79
Philadelphia, Pa.	28,161	80
Champaign - Urbana - Rantoul, Ill.	28,093	81
Portland, Ore.	28,090	82
South Bend - Mishawaka, Ind.	28,067	83
Indianapolis, Ind.	28,010	84
Lewiston - Auburn, Me.	27,995	85
Memphis, Tenn.	27,962	88
Grand Forks, N.D.	27,940	87
Green Bay, Wisc.	27,863	88
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	27,846	89
Roanoke, Va.	27,831	90
Grand Rapids, Mich.	27,797	91
Norfolk - Virginia Beach - Newport News, Va.	27,584	92
Lancaster, Pa.	27,558	93
Providence - Pawtucket - Woonsocket, R.I.	27,522	94
Janesville - Beloit, Wisc.	27,465	95
Detroit, Mich.	27,393	96
Lansing - East Lansing, Mich.	27,368	97
Dothan, Ala.	27,294	98
Savannah, Ga.	27,199	99
Omaha, Neb.	27,166	100
Bradenton, Fla.	27,154	101
Bismarck, N.D.	27,063	102
Seattle, Wash.	27,056	103
Albany - Schenectady - Troy, N.Y.	27,026	104
Evansville, Ind.	27,019	105
Reno, Nev.	26,961	106
Kansas City, Mo.-Kans.	26,913	107
Salt Lake City - Ogden, Utah	26,890	108
Dallas, Tex.	26,862	109
Poughkeepsie, N.Y.	26,833	110
Oakland, Cal.	26,817	111
Florence, S.C.	26,805	112
Newark, N.J.	26,745	113
Phoenix, Ariz.	26,693	114
Chicago, Ill.	26,692	115
Greensboro - Winston-Salem - High Point, N.C.	26,663	116
Gary - Hammond, Ind.	26,645	117
Amarillo, Tex.	26,600	118
St. Joseph, Mo.	26,592	119
Macon - Warner Robins, Ga.	26,538	120
Milwaukee, Wisc.	26,507	121
Cincinnati, Ohio	26,468	122
Sioux Falls, S.D.	26,456	123
Rockford, Ill.	26,406	124
San Diego, Cal.	26,402	125
St. Louis, Mo.	26,399	126
Fayetteville, N.C.	26,346	127
Fargo - Moorhead, N.D.-Minn.	26,334	128
Lubbock, Tex.	26,328	129
Decatur, Ill.	26,275	130
Ocala, Fla.	26,266	131
Los Angeles - Long Beach, Cal.	26,177	132
New Orleans, La.	26,176	133
Brownsville - Harlingen, Tex.	26,173	134
Fort Wayne, Ind.	26,100	135
Albuquerque, N.M.	26,071	136
Elmira, N.Y.	25,972	137
Billings, Mont.	25,913	138
Cheyenne, Wyo.	25,910	139
Oklahoma City, Okla.	25,867	140
Houston, Tex.	25,780	141
Baltimore, Md.	25,726	142
Cleveland, Ohio	25,714	143
Corpus Christi, Tex.	25,712	144
Little Rock - North Little Rock, Ark.	25,626	145
Syracuse, N.Y.	25,542	146
Columbus, Ohio	25,523	147
Raleigh - Durham, N.C.	25,507	148
Beaumont - Port Arthur, Tex.	25,504	149
Lima, Ohio	25,463	150
Gainesville, Fla.	25,419	151
Rochester, N.Y.	25,395	152
Worcester - Fitchburg - Leominster, Mass.	25,370	153
Springfield, Ill.	25,356	154
Texarkana, Tex.-Ark.	25,296	155
Huntington - Ashland, W.Va.-Ky.	25,293	156
Visalia - Tulare - Porterville, Cal.	25,221	157
Springfield, Mo.	25,215	158
Duluth, Minn.	25,213	159
Greenville - Spartanburg, S.C.	25,200	160
Altoona, Pa.	25,126	161
Oxnard - Ventura, Cal.	25,111	162
Mansfield, Ohio	25,087	163
Vineland - Millville - Bridgeton, N.J.	24,997	164
Chattanooga, Tenn.	24,992	165
Kenosha, Wisc.	24,978	166
Athens, Ga.	24,942	167
Allentown - Bethlehem, Pa.	24,933	168
Des Moines, Iowa	24,905	169
Tallahassee, Fla.	24,903	170
Lafayette - West Lafayette, Ind.	24,902	171
Fort Pierce, Fla.	24,898	172
Baton Rouge, La.	24,896	173
Anderson, Ind.	24,876	174
Bryan - College Station, Tex.	24,728	175
Panama City, Fla.	24,612	176
Houma - Thibodaux, La.	24,601	177
Fort Worth - Arlington, Tex.	24,583	178
Davenport - Rock Island - Moline, Iowa-Ill.	24,565	179
Casper, Wyo.	24,524	180
Mobile, Ala.	24,456	181
Hagerstown, Md.	24,445	182
Galveston - Texas City, Tex.	24,440	183
Sacramento, Cal.	24,418	184
Hickory, N.C.	24,414	185
Peoria, Ill.	24,350	186
Charleston, W.Va.	24,322	187
Las Vegas, Nev.	24,321	188
Tampa - St. Petersburg - Clearwater, Fla.	24,288	189
Redding, Cal.	24,256	190
Salinas - Seaside - Monterey, Cal.	24,230	191
Jackson, Miss.	24,196	192
Columbia, S.C.	24,153	193
Dubuque, Iowa	24,101	194
Sioux City, Iowa	24,042	195
Charleston, S.C.	24,016	196
Appleton - Oshkosh - Neenah, Wisc.	23,970	197
Buffalo, N.Y.	23,965	198
Fayetteville - Springdale, Ark.	23,955	199
Lake Charles, La.	23,866	200
Parkersburg - Marietta, W.Va.-Ohio	23,789	201
Montgomery, Ala.	23,626	202
Wausau, Wisc.	23,588	203
McAllen - Edinburg - Mission, Tex.	23,574	204
Fort Myers - Cape Coral, Fla.	23,496	205
Fort Collins - Loveland, Colo.	23,481	206
Spokane, Wash.	23,464	207
Modesto, Cal.	23,336	208
Santa Fe, N.M.	23,330	209
Nashville, Tenn.	23,318	210
Tucson, Ariz.	23,288	211
Battle Creek, Mich.	23,271	212
Wheeling, W.Va.	23,262	213
Jacksonville, Fla.	23,253	214
Topeka, Kans.	23,179	215
Scranton - Wilkes-Barre, Pa.	23,170	216
Colorado Springs, Colo.	23,153	217
Tacoma, Wash.	23,153	217
Dayton - Springfield, Ohio	23,147	219
Akron, Ohio	23,095	220
Cedar Rapids, Iowa	23,076	221
Bloomington, Ind.	23,073	222
Denver, Colo.	23,048	223
Williamsport, Pa.	23,033	224
Richland - Kennewick - Pasco, Wash.	22,963	225
State College, Pa.	22,959	226
Utica - Rome, N.Y.	22,942	227
Joplin, Mo.	22,908	228
Binghamton, N.Y.	22,859	229
Daytona Beach, Fla.	22,779	230
Huntsville, Ala.	22,752	231
Tyler, Tex.	22,726	232
Canton, Ohio	22,696	233
Boise, Ida.	22,627	234
Bellingham, Wash.	22,611	235
Racine, Wisc.	22,587	236
Jacksonville, N.C.	22,568	237
Great Falls, Mont.	22,543	238
Erie, Pa.	22,517	239
Vallejo - Fairfield - Napa, Cal.	22,409	240
Aurora - Elgin, Ill.	22,402	241
Biloxi - Gulfport, Miss.	22,271	242
Santa Rosa - Petaluma, Cal.	22,212	243
Danville, Va.	22,113	244
Brazoria, Tex.	22,111	245
Columbus, Ga.	22,088	246
San Antonio, Tex.	22,075	247
Augusta, Ga.	22,070	248
Shreveport, La.	22,070	248
Clarksville - Hopkinsville, Tenn.-Ky.	22,063	250
Pittsburgh, Pa.	22,026	251
Pensacola, Fla.	22,012	252
Austin, Tex.	22,000	253
Merced, Cal.	21,992	254
Pine Bluff, Ark.	21,923	255
Bakersfield, Cal.	21,920	256
Stockton, Cal.	21,919	257
Youngstown - Warren, Ohio	21,863	258
Johnson City - Kingsport - Bristol, Tenn.	21,852	259
Waterloo - Cedar Falls, Iowa	21,831	260
Alexandria, La.	21,801	261
Eugene - Springfield, Ore.	21,769	262
Lakeland - Winter Haven, Fla.	21,757	263
Wichita, Kans.	21,680	264
Medford, Ore.	21,658	265
Tuscaloosa, Ala.	21,639	266
Kankakee, Ill.	21,582	267
Olympia, Wash.	21,518	268
Santa Cruz, Cal.	21,499	269
Chico, Cal.	21,486	270
Cumberland, Md.	21,408	271
New York, N.Y.	21,393	272
Jackson, Mich.	21,390	273
Melbourne - Titusville - Palm Bay, Fla.	21,382	274
Monroe, La.	21,361	275
Enid, Okla.	21,233	276
Decatur, Ala.	21,141	277
Riverside - San Bernardino, Cal.	21,138	278
Joliet, Ill.	21,121	279
Jersey City, N.J.	21,090	280
Fresno, Cal.	21,084	281
Lincoln, Neb.	21,055	282
Sherman - Denison, Tex.	21,025	283
Waco, Tex.	21,024	284
Florence, Ala.	20,989	285
Lorain - Elyria, Ohio	20,895	286
Sheboygan, Wisc.	20,775	287
Yuba City, Cal.	20,700	288
York, Pa.	20,686	289
Birmingham, Ala.	20,633	290
Lawrence, Kans.	20,614	291
Pascagoula, Miss.	20,481	292
Muskegon, Mich.	20,406	293
Benton Harbor, Mich.	20,398	294
Provo - Orem, Utah	20,360	295
Lawton, Okla.	20,357	296
Killeen - Temple, Tex.	20,151	297
Anderson, S.C.	20,017	298
El Paso, Tex.	19,976	299
Yakima, Wash.	19,976	299
Tulsa, Okla.	19,785	301
Columbia, Mo.	19,529	302
Pueblo, Colo.	19,504	303
Salem, Ore.	18,549	304
Steubenville - Weirton, Ohio-W.Va.	18,846	305
Niagara Falls, N.Y.	18,609	306
Iowa City, Iowa	18,603	307
Jamestown - Dunkirk, N.Y.	18,555	308
Beaver County, Pa.	18,456	309
Fort Smith, Ark.	18,330	310
Sharon, Pa.	18,225	311
Hamilton - Middletown, Ohio	18,064	312
Bremerton, Wash.	17,912	313
Vancouver, Wash.	16,710	314
Johnstown, Pa.	16,606	315
Gadsden, Ala.	15,874	316
Greeley, Colo.	15,720	317
Las Cruces, N.M.	15,378	318
Anniston, Ala.	14,652	319
Average Above Areas	**26,567**	
U.S. Average	**24,980**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

1993 BUYING POWER INDEX (BPI)

Area	BPI	Rank
Los Angeles - Long Beach, Cal.	3.9113	1
New York, N.Y.	3.4850	2
Chicago, Ill.	2.6375	3
Philadelphia, Pa.	2.1332	4
Washington, D.C.	2.0220	5
Boston - Lawrence - Salem - Lowell - Brockton, Mass.	1.8453	6
Detroit, Mich.	1.7938	7
Nassau - Suffolk, N.Y.	1.3551	8
Houston, Tex.	1.3324	9
Atlanta, Ga.	1.3199	10
Anaheim - Santa Ana, Cal.	1.1473	11
Dallas, Tex.	1.1452	12
Minneapolis - St. Paul, Minn.	1.1410	13
San Diego, Cal.	1.1389	14
St. Louis, Mo.	1.0127	15
Oakland, Cal.	.9963	16
Riverside - San Bernardino, Cal.	.9758	17
Baltimore, Md.	.9695	18
Phoenix, Ariz.	.9651	19
Seattle, Wash.	.9287	20
Tampa - St. Petersburg - Clearwater, Fla.	.9084	21
San Francisco, Cal.	.9058	22
Newark, N.J.	.8882	23
Miami - Hialeah, Fla.	.8377	24
Pittsburgh, Pa.	.7682	25
Denver, Colo.	.7419	26
San Jose, Cal.	.7374	27
Cleveland, Ohio	.7339	28
Bergen - Passaic, N.J.	.6995	29
Kansas City, Mo.-Kans.	.6805	30
Sacramento, Cal.	.6497	31
Fort Lauderdale - Hollywood - Pompano Beach, Fla.	.6397	32
Cincinnati, Ohio	.5868	33
Milwaukee, Wisc.	.5808	34
Norfolk - Virginia Beach - Newport News, Va.	.5620	35
Fort Worth - Arlington, Tex.	.5616	36
Hartford - New Britain - Middletown - Bristol, Conn.	.5478	37
Columbus, Ohio	.5392	38
Portland, Ore.	.5280	39
Middlesex - Somerset - Hunterdon, N.J.	.5273	40
Indianapolis, Ind.	.5168	41
Monmouth - Ocean, N.J.	.5111	42
New Orleans, La.	.4859	43
Orlando, Fla.	.4805	44
Bridgeport - Stamford - Norwalk - Danbury, Conn.	.4795	45
Charlotte - Gastonia - Rock Hill, N.C.-S.C.	.4762	46
West Palm Beach - Boca Raton - Delray Beach, Fla.	.4758	47
San Antonio, Tex.	.4674	48
Nashville, Tenn.	.4146	49
Rochester, N.Y.	.3990	50
Total Top 50	**50.5872**	
Salt Lake City - Ogden, Utah	.3931	51
Greensboro - Winston-Salem - High Point, N.C.	.3886	52
Louisville, Ky.	.3840	53
Jacksonville, Fla.	.3826	54
Memphis, Tenn.	.3814	55
Oklahoma City, Okla.	.3782	56
Providence - Pawtucket - Woonsocket, R.I.	.3781	57
Richmond - Petersburg, Va.	.3780	58
New Haven - Waterbury - Meriden, Conn.	.3698	59
Honolulu, Haw.	.3630	60
Dayton - Springfield, Ohio	.3578	61
Albany - Schenectady - Troy, N.Y.	.3498	62
Buffalo, N.Y.	.3435	63
Birmingham, Ala.	.3259	64
Austin, Tex.	.3239	65
Raleigh - Durham, N.C.	.3170	66
Las Vegas, Nev.	.3032	67
Oxnard - Ventura, Cal.	.2911	68
Worcester - Fitchburg - Leominster, Mass.	.2883	69
Grand Rapids, Mich.	.2811	70
Allentown - Bethlehem, Pa.	.2778	71
Omaha, Neb.	.2639	72
Tulsa, Okla.	.2636	73
Scranton - Wilkes-Barre, Pa.	.2634	74
Harrisburg - Lebanon - Carlisle, Pa.	.2594	75
Tucson, Ariz.	.2564	76
Knoxville, Tenn.	.2483	77
Wilmington, Del.	.2481	78
Syracuse, N.Y.	.2476	79
Toledo, Ohio	.2475	80
Lake County, Ill.	.2400	81
Springfield, Mass.	.2454	82
Fresno, Cal.	.2416	83
Akron, Ohio	.2367	84
Greenville - Spartanburg, S.C.	.2365	85
Gary - Hammond, Ind.	.2223	86
New Bedford - Fall River - Attleboro, Mass.	.2121	87
Bakersfield, Cal.	.2094	88
Tacoma, Wash.	.2091	89
Little Rock - North Little Rock, Ark.	.2039	90
Jersey City, N.J.	.2007	91
Albuquerque, N.M.	.1992	92
Baton Rouge, La.	.1942	93
Manchester - Nashua, N.H.	.1905	94
Columbia, S.C.	.1882	95
Wichita, Kans.	.1867	96
Charleston, S.C.	.1831	97
Stockton, Cal.	.1819	98
Portsmouth - Dover - Rochester, N.H.	.1792	99
Mobile, Ala.	.1785	100
Total Top 100	**64.2868**	
Youngstown - Warren, Ohio	.1760	101
Vallejo - Fairfield - Napa, Cal.	.1758	102
El Paso, Tex.	.1744	103
Santa Barbara - Santa Maria - Lompoc, Cal.	.1738	104
Santa Rosa - Petaluma, Cal.	.1737	105
Lansing - East Lansing, Mich.	.1723	106
Lancaster, Pa.	.1713	107
Trenton, N.J.	.1693	108
Melbourne - Titusville - Palm Bay, Fla.	.1662	109
Madison, Wisc.	.1657	110
Colorado Springs, Colo.	.1646	111
Des Moines, Iowa	.1637	112
Flint, Mich.	.1627	113
Chattanooga, Tenn.	.1599	114
Johnson City - Kingsport - Bristol, Tenn.	.1575	115
York, Pa.	.1535	116
Daytona Beach, Fla.	.1525	117
Saginaw - Bay City - Midland, Mich.	.1525	117
Lakeland - Winter Haven, Fla.	.1517	119
Lexington-Fayette, Ky.	.1490	120
Aurora - Elgin, Ill.	.1486	121
Jackson, Miss.	.1486	121
Fort Myers - Cape Coral, Fla.	.1481	123
Augusta, Ga.	.1480	124
Joliet, Ill.	.1454	125
Atlantic City, N.J.	.1452	126
Davenport - Rock Island - Moline, Iowa-Ill.	.1429	127
Canton, Ohio	.1411	128
Fort Wayne, Ind.	.1404	129
Reading, Pa.	.1402	130
Salinas - Seaside - Monterey, Cal.	.1396	131
Peoria, Ill.	.1391	132
Pensacola, Fla.	.1370	133
Beaumont - Port Arthur, Tex.	.1369	134
Modesto, Cal.	.1342	135
Sarasota, Fla.	.1334	136
Spokane, Wash.	.1313	137
Portland, Me.	.1291	138
Shreveport, La.	.1273	139
Appleton - Oshkosh - Neenah, Wisc.	.1240	140
Corpus Christi, Tex.	.1238	141
Reno, Nev.	.1226	142
Orange County, N.Y.	.1188	143
Anchorage, Alas.	.1181	144
Ann Arbor, Mich.	.1156	145
Rockford, Ill.	.1144	146
Evansville, Ind.	.1129	147
New London - Norwich, Conn.	.1125	148
Montgomery, Ala.	.1120	149
Macon - Warner Robins, Ga.	.1118	150
Total Top 150	**71.5156**	
Huntington - Ashland, W.Va.-Ky.	.1114	151
Poughkeepsie, N.Y.	.1090	152
Utica - Rome, N.Y.	.1081	153
McAllen - Edinburg - Mission, Tex.	.1076	154
Huntsville, Ala.	.1065	155
Santa Cruz, Cal.	.1032	156
Visalia - Tulare - Porterville, Cal.	.1028	157
Erie, Pa.	.1026	158
Fort Pierce, Fla.	.1018	159
Charleston, W.Va.	.0997	160
Boulder - Longmont, Colo.	.0988	161
Binghamton, N.Y.	.0987	162
Savannah, Ga.	.0974	163
Lorain - Elyria, Ohio	.0970	164
Hamilton - Middletown, Ohio	.0962	165
Kalamazoo, Mich.	.0958	166
Eugene - Springfield, Ore.	.0951	167
Fayetteville, N.C.	.0939	168
Roanoke, Va.	.0936	169
South Bend - Mishawaka, Ind.	.0935	170
Tallahassee, Fla.	.0927	171
Salem, Ore.	.0917	172
Springfield, Mo.	.0916	173
Duluth, Minn.	.0903	174
Lincoln, Neb.	.0886	175
Bradenton, Fla.	.0884	176
Hickory, N.C.	.0878	177
Columbus, Ga.	.0860	178
Killeen - Temple, Tex.	.0842	179
Boise, Ida.	.0837	180
Galveston - Texas City, Tex.	.0837	180
Lafayette, La.	.0834	182
Gainesville, Fla.	.0826	183
Brownsville - Harlingen, Tex.	.0809	184
Amarillo, Tex.	.0808	185
Lubbock, Tex.	.0800	186
Green Bay, Wisc.	.0788	187
Ocala, Fla.	.0785	188
Vancouver, Wash.	.0784	189
Springfield, Ill.	.0775	190
St. Cloud, Minn.	.0767	191
Brazoria, Tex.	.0765	192
Fort Collins - Loveland, Colo.	.0747	193
Biloxi - Gulfport, Miss.	.0735	194
Asheville, N.C.	.0722	195
Johnstown, Pa.	.0716	196
Naples, Fla.	.0713	197
Niagara Falls, N.Y.	.0698	198
Bremerton, Wash.	.0695	199
Fort Walton Beach, Fla.	.0684	200
Total Top 200	**75.9421**	
Provo - Orem, Utah	.0675	201
Topeka, Kans.	.0672	202
Chico, Cal.	.0671	203
Racine, Wisc.	.0671	203
Champaign - Urbana - Rantoul, Ill.	.0666	205
Cedar Rapids, Iowa	.0661	206
Olympia, Wash.	.0658	207
Waco, Tex.	.0652	208
Burlington, Vt.	.0651	209
Longview - Marshall, Tex.	.0651	209
Beaver County, Pa.	.0630	211
Yakima, Wash.	.0627	212
Midland, Tex.	.0621	213
Houma - Thibodaux, La.	.0611	214
Pittsfield, Mass.	.0611	214
Odessa, Tex.	.0610	216
Fort Smith, Ark.	.0608	217
Merced, Cal.	.0604	218
Tyler, Tex.	.0603	219
Wheeling, W.Va.	.0602	220
Elkhart - Goshen, Ind.	.0600	221
Richland - Kennewick - Pasco, Wash.	.0597	222
Fargo - Moorhead, N.D.-Minn.	.0594	223
Charlottesville, Va.	.0589	224
Lake Charles, La.	.0585	225
Lynchburg, Va.	.0580	226
Lima, Ohio	.0579	227
Sioux Falls, S.D.	.0568	228
Benton Harbor, Mich.	.0563	229
Waterloo - Cedar Falls, Iowa	.0554	230
Athens, Ga.	.0551	231
Parkersburg - Marietta, W.Va.-Ohio	.0551	231
Bangor, Me.	.0548	233
Janesville - Beloit, Wisc.	.0546	234
Eau Claire, Wisc.	.0544	235
Redding, Cal.	.0538	236
Muskegon, Mich.	.0537	237
Clarksville - Hopkinsville, Tenn.-Ky.	.0532	238
Battle Creek, Mich.	.0529	239
Vineland - Millville - Bridgeton, N.J.	.0528	240
Bloomington - Normal, Ill.	.0525	241
Terre Haute, Ind.	.0522	242
Abilene, Tex.	.0518	243
Kenosha, Wisc.	.0517	244
Wilmington, N.C.	.0515	245
Panama City, Fla.	.0514	246
Jackson, Mich.	.0513	247
Bryan - College Station, Tex.	.0510	248
Medford, Ore.	.0510	248
Anderson, S.C.	.0500	250
Total Top 250	**76.8533**	
Decatur, Ill.	.0498	251
Tuscaloosa, Ala.	.0490	252
Steubenville - Weirton, Ohio-W.Va.	.0489	253
Rochester, Minn.	.0480	254
Dothan, Ala.	.0477	255
Santa Fe, N.M.	.0475	256
Laredo, Tex.	.0470	257
Billings, Mont.	.0469	258
Anderson, Ind.	.0468	259
Joplin, Mo.	.0468	259
Mansfield, Ohio	.0468	259
Wichita Falls, Tex.	.0467	262
Florence, Ala.	.0465	263
Altoona, Pa.	.0460	264
Pascagoula, Miss.	.0455	265
Lafayette - West Lafayette, Ind.	.0454	266
Jamestown - Dunkirk, N.Y.	.0453	267
Monroe, La.	.0451	268
Burlington, N.C.	.0447	269
Bellingham, Wash.	.0443	270
Muncie, Ind.	.0443	270
Greeley, Colo.	.0435	272
Alexandria, La.	.0431	273
Glens Falls, N.Y.	.0430	274
Yuba City, Cal.	.0430	274
Texarkana, Tex.-Ark.	.0429	276
Columbia, Mo.	.0425	277
Albany, Ga.	.0422	278
Fayetteville - Springdale, Ark.	.0419	279
Florence, S.C.	.0418	280
Kokomo, Ind.	.0412	281
San Angelo, Tex.	.0412	281
Jacksonville, N.C.	.0410	283
Williamsport, Pa.	.0410	283
Las Cruces, N.M.	.0407	285
Pueblo, Colo.	.0407	285
Sioux City, Iowa	.0406	287
Hagerstown, Md.	.0405	288
Wausau, Wisc.	.0403	289
Sharon, Pa.	.0401	290
Lewiston - Auburn, Me.	.0397	291
La Crosse, Wisc.	.0392	292
State College, Pa.	.0392	292
Sheboygan, Wisc.	.0386	294
Bloomington, Ind.	.0373	295
Danville, Va.	.0371	296
Sherman - Denison, Tex.	.0364	297
Anniston, Ala.	.0363	298
Lawton, Okla.	.0361	299
Owensboro, Ky.	.0354	300
Decatur, Ala.	.0352	301
Rapid City, S.D.	.0348	302
Bismarck, N.D.	.0344	303
Kankakee, Ill.	.0340	304
Cumberland, Md.	.0332	305
Elmira, N.Y.	.0323	306
Jackson, Tenn.	.0319	307
St. Joseph, Mo.	.0316	308
Iowa City, Iowa	.0313	309
Dubuque, Iowa	.0304	310
Gadsden, Ala.	.0302	311
Cheyenne, Wyo.	.0286	312
Grand Forks, N.D.	.0285	313
Victoria, Tex.	.0282	314
Great Falls, Mont.	.0275	315
Pine Bluff, Ark.	.0271	316
Lawrence, Kans.	.0266	317
Casper, Wyo.	.0243	318
Enid, Okla.	.0203	319
Total Above Area:	**81.5692**	
Percent of U.S.	**81.5692**	
U.S. Total	**100.0000**	

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1989 SURVEY OF BUYING POWER DATA SERVICE

SECTION 15
1993 Projections For Metropolitan Markets And All Counties

Population
Households
Effective Buying Income (EBI)
Total Retail Sales
Buying Power Index (BPI)

EXPLANATION OF TERMS

An explanation of terms used in the **Survey Of Buying Power Data Service** will be found in the Introductory Section starting on page A-5.

To order additional copies of the 1989 DATA SERVICE
please call toll-free 1-800-825-8508.
Ask for Product #59800.

SYMBOLS USED IN TABLES

□ Metropolitan county of another state's metropolitan area. For area name, see page facing state map in Section 1.

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

$ & MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
ALABAMA															
ANNISTON	**125.3**	**127.5**	**1.8**	**47.3**	**4.6**	**1,673,231**	**50.8**	**24,548**	**35,375**	**693,038**	**35.2**	**11,337**	**14,652**	**.0376**	**.0363**
Calhoun	125.3	127.5	1.8	47.3	4.6	1,673,231	50.8	24,548	35,375	693,038	35.2	11,337	14,652	.0376	.0363
BIRMINGHAM	**934.9**	**958.9**	**2.6**	**375.8**	**5.2**	**14,632,111**	**51.6**	**27,025**	**38,936**	**7,754,058**	**47.2**	**14,744**	**20,633**	**.3295**	**.3259**
Blount	42.1	45.1	7.1	17.2	10.3	477,381	58.9	19,263	27,755	148,086	48.9	6,373	8,610	.0101	.0104
Jefferson	683.0	684.4	.2	274.4	3.0	11,002,561	48.4	27,828	40,097	6,681,980	47.5	16,998	24,351	.2591	.2527
St. Clair	50.5	55.2	9.3	19.9	12.4	635,689	62.0	22,171	31,944	152,734	45.3	5,939	7,675	.0124	.0130
Shelby	88.0	101.8	15.7	36.8	18.7	1,622,400	71.0	30,597	44,087	356,578	55.4	7,403	9,690	.0268	.0296
Walker	71.3	72.4	1.5	27.5	4.2	893,980	50.1	22,561	32,508	414,680	37.0	11,467	15,079	.0211	.0202
DECATUR	**102.6**	**109.2**	**6.4**	**41.3**	**8.7**	**1,502,216**	**56.6**	**25,244**	**36,373**	**873,107**	**52.3**	**15,088**	**21,141**	**.0345**	**.0352**
Morgan	102.6	109.2	6.4	41.3	8.7	1,502,216	56.6	25,244	36,373	873,107	52.3	15,088	21,141	.0345	.0352
DOTHAN	**133.0**	**137.9**	**3.7**	**51.6**	**6.6**	**1,863,369**	**53.5**	**25,074**	**36,112**	**1,408,346**	**54.8**	**18,798**	**27,294**	**.0472**	**.0477**
Dale	49.5	49.8	.6	17.4	3.6	647,378	49.2	25,823	37,206	250,975	46.2	10,216	14,424	.0141	.0138
Houston	83.5	88.1	5.5	34.2	8.2	1,215,991	55.9	24,675	35,555	1,157,371	56.8	23,361	33,841	.0331	.0339
FLORENCE	**140.0**	**141.7**	**1.2**	**55.6**	**3.9**	**1,979,836**	**49.9**	**24,692**	**35,609**	**1,166,963**	**50.2**	**14,520**	**20,989**	**.0471**	**.0465**
Colbert	55.0	54.6	–.7	21.6	2.4	703,603	47.5	22,608	32,574	492,250	55.0	15,054	22,789	.0181	.0178
Lauderdale	85.0	87.1	2.5	34.0	4.9	1,276,233	51.2	26,049	37,536	674,713	46.9	14,172	19,845	.0290	.0287
GADSDEN	**104.0**	**103.6**	**–.4**	**40.5**	**2.0**	**1,336,895**	**47.0**	**22,908**	**33,010**	**642,904**	**34.0**	**12,087**	**15,874**	**.0321**	**.0302**
Etowah	104.0	103.6	–.4	40.5	2.0	1,336,895	47.0	22,908	33,010	642,904	34.0	12,087	15,874	.0321	.0302
HUNTSVILLE	**242.0**	**267.8**	**10.7**	**104.9**	**14.0**	**5,255,687**	**64.3**	**34,770**	**50,102**	**2,386,643**	**57.7**	**16,445**	**22,752**	**.0994**	**.1065**
Madison	242.0	267.8	10.7	104.9	14.0	5,255,687	64.3	34,770	50,102	2,386,643	57.7	16,445	22,752	.0994	.1065
MOBILE	**488.1**	**509.8**	**4.4**	**192.4**	**7.4**	**7,602,070**	**54.7**	**27,432**	**39,512**	**4,705,244**	**54.6**	**16,996**	**24,456**	**.1753**	**.1785**
Baldwin	96.1	106.0	10.3	40.5	13.4	1,558,801	63.5	26,713	38,489	868,879	61.2	15,099	21,454	.0332	.0356
Mobile	392.0	403.8	3.0	151.9	5.9	6,043,269	52.6	27,612	39,785	3,836,365	53.2	17,468	25,256	.1421	.1429
MONTGOMERY	**305.8**	**323.0**	**5.6**	**120.8**	**8.5**	**4,839,867**	**56.4**	**27,810**	**40,065**	**2,853,963**	**56.2**	**16,414**	**23,626**	**.1087**	**.1120**
Autauga	37.2	39.9	7.3	14.0	10.2	572,510	58.8	28,381	40,894	253,512	59.7	12,500	18,108	.0118	.0124
Elmore	50.6	54.0	6.7	18.8	9.3	670,395	57.5	24,749	35,659	203,739	48.0	8,006	10,837	.0136	.0140
Montgomery	218.0	229.1	5.1	88.0	8.1	3,596,962	55.8	28,368	40,875	2,396,712	56.6	18,801	27,235	.0833	.0856
TUSCALOOSA	**147.4**	**152.6**	**3.5**	**58.2**	**6.8**	**2,030,428**	**53.9**	**24,213**	**34,887**	**1,259,398**	**49.7**	**15,440**	**21,639**	**.0488**	**.0490**
Tuscaloosa	147.4	152.6	3.5	58.2	6.8	2,030,428	53.9	24,213	34,887	1,259,398	49.7	15,440	21,639	.0488	.0490
ALL COUNTIES															
Autauga	37.2	39.9	7.3	14.0	10.2	572,510	58.8	28,381	40,894	253,512	59.7	12,500	18,108	.0118	.0124
Baldwin	96.1	106.0	10.3	40.5	13.4	1,558,801	63.5	26,713	38,489	868,879	61.2	15,099	21,454	.0332	.0356
Barbour	26.1	26.7	2.3	9.8	5.4	307,025	51.8	21,745	31,329	149,900	52.6	10,560	15,296	.0072	.0071
Bibb	16.8	17.3	3.0	6.5	8.3	187,200	56.1	19,993	28,800	67,486	52.7	7,368	10,382	.0041	.0041
Blount	42.1	45.1	7.1	17.2	10.3	477,381	58.9	19,263	27,755	148,086	48.9	6,373	8,610	.0101	.0104
Bullock	10.2	9.9	–2.9	3.4	.0	93,870	44.1	19,161	27,609	45,371	44.9	9,212	13,344	.0025	.0025
Butler	22.1	22.0	–.5	8.1	1.3	240,129	45.9	20,572	29,646	159,857	45.9	13,694	19,735	.0065	.0061
Calhoun	125.3	127.5	1.8	47.3	4.6	1,673,231	50.8	24,548	35,375	693,038	35.2	11,337	14,652	.0376	.0363
Chambers	39.5	39.5	.0	15.1	3.4	553,688	49.0	25,448	36,668	284,384	49.8	13,001	18,833	.0127	.0126
Cherokee	20.2	21.0	4.0	7.8	6.8	236,772	53.9	21,072	30,355	74,460	43.8	7,094	9,546	.0050	.0050
Chilton	33.4	35.0	4.8	13.9	7.8	455,682	55.3	22,750	32,783	241,701	56.1	12,003	17,389	.0103	.0105
Choctaw	17.0	17.0	.0	5.9	.0	196,551	44.1	23,118	33,314	73,253	44.8	8,575	12,416	.0046	.0043
Clarke	27.4	26.9	–1.8	9.5	.0	311,041	44.1	22,721	32,741	217,602	44.9	15,811	22,905	.0085	.0082
Clay	13.4	13.1	–2.2	4.7	.0	131,873	44.1	19,470	28,058	64,838	44.1	9,577	13,795	.0034	.0032
Cleburne	13.2	13.5	2.3	5.4	5.9	175,511	52.5	22,561	32,502	35,196	41.2	4,889	6,518	.0034	.0033
Coffee	40.4	41.1	1.7	15.7	4.0	503,816	49.8	22,271	32,090	308,133	44.2	14,148	19,626	.0126	.0123
Colbert	55.0	54.6	–.7	21.6	2.4	703,603	47.5	22,608	32,574	492,250	55.0	15,054	22,789	.0181	.0178
Conecuh	15.6	15.4	–1.3	5.5	.0	147,818	44.1	18,655	26,876	63,232	36.9	8,395	11,497	.0038	.0036
Coosa	11.5	11.5	.0	4.5	.0	149,676	44.1	23,083	33,261	11,628	36.0	1,900	2,584	.0027	.0026
Covington	36.3	35.8	–1.4	14.7	.7	423,972	45.1	20,014	28,842	254,389	41.5	12,316	17,305	.0111	.0104
Crenshaw	14.0	13.8	–1.4	5.3	.0	119,405	44.1	15,634	22,529	59,647	44.9	7,768	11,254	.0032	.0032
Cullman	68.0	71.1	4.6	27.3	7.5	859,574	54.8	21,855	31,486	464,447	49.6	12,219	17,013	.0203	.0204
Dale	49.5	49.8	.6	17.4	3.6	647,378	49.2	25,823	37,206	250,975	46.2	10,216	14,424	.0141	.0138
Dallas	53.6	52.5	–2.1	18.9	.5	512,267	44.9	18,810	27,104	350,212	41.1	13,203	18,530	.0147	.0139
De Kalb	55.5	56.1	1.1	22.1	3.3	648,277	48.8	20,359	29,334	236,128	38.5	7,966	10,685	.0147	.0141
Elmore	50.6	54.0	6.7	18.8	9.3	670,395	57.5	24,749	35,659	203,739	48.0	8,006	10,837	.0136	.0140
Escambia	37.5	36.6	–2.4	12.7	.0	394,541	44.1	21,538	31,066	251,836	40.3	14,139	19,830	.0107	.0100
Etowah	104.0	103.6	–.4	40.5	2.0	1,336,895	47.0	22,908	33,010	642,904	34.0	12,087	15,874	.0321	.0302
Fayette	19.3	19.4	.5	7.5	2.7	257,632	48.0	23,839	34,351	89,103	36.0	8,978	11,880	.0055	.0054
Franklin	29.2	29.3	.3	11.7	4.5	368,286	50.5	21,846	31,477	220,262	51.3	12,996	18,826	.0090	.0090
Geneva	24.6	24.7	.4	9.4	2.2	305,646	47.2	22,567	32,516	82,464	34.0	6,691	8,773	.0066	.0062

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

SaMM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988-1993	12/31/93 Households (Thous.)	% Change 1988-1993	1993 EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
ALABAMA (continued)															
ALL COUNTIES (continued)															
Greene	10.8	10.5	-2.8	3.7	.0	94,229	44.1	17,676	25,467	64,890	44.9	12,107	17,538	.0027	.0026
Hale	15.2	14.8	-2.6	5.2	.0	133,192	44.1	17,773	25,614	43,586	29.2	6,486	8,382	.0034	.0030
Henry	15.4	15.4	.0	5.6	.0	182,584	44.1	22,625	32,604	84,920	44.9	10,468	15,164	.0043	.0043
Houston	83.5	88.1	5.5	34.2	8.2	1,215,991	55.9	24,675	35,555	1,157,371	56.8	23,361	33,841	.0331	.0339
Jackson	53.2	53.6	.8	20.2	3.1	636,288	48.5	21,861	31,499	266,252	40.7	9,657	13,181	.0147	.0143
Jefferson	683.0	684.4	.2	274.4	3.0	11,002,661	48.4	27,828	40,097	6,681,980	47.5	16,998	24,351	.2591	.2527
Lamar	16.9	17.1	1.2	6.6	4.8	212,196	51.0	22,313	32,151	87,340	51.8	9,135	13,233	.0047	.0046
Lauderdale	85.0	87.1	2.5	34.0	4.9	1,276,233	51.2	26,049	37,536	674,713	46.9	14,172	19,845	.0290	.0287
Lawrence	31.8	32.5	2.2	11.4	4.6	390,105	50.7	23,753	34,220	138,606	51.5	8,394	12,158	.0085	.0084
Lee	82.7	86.8	5.0	35.1	8.0	1,211,795	55.6	23,961	34,524	696,343	53.3	13,972	19,839	.0277	.0283
Limestone	52.0	55.3	6.3	20.1	8.6	836,676	56.5	28,891	41,626	346,884	57.4	11,914	17,258	.0170	.0174
Lowndes	13.8	14.1	2.2	4.2	2.4	115,569	47.6	19,100	27,516	41,196	43.0	7,027	9,809	.0029	.0028
Macon	26.9	27.0	.4	9.0	2.3	245,824	47.4	18,958	27,314	100,237	48.1	7,689	11,137	.0061	.0060
Madison	242.0	267.8	10.7	104.9	14.0	5,255,687	64.3	34,770	50,102	2,386,643	57.7	16,445	22,752	.0994	.1065
Marengo	25.0	24.9	-.4	8.7	1.2	253,676	45.8	20,234	29,158	148,992	41.1	12,279	17,126	.0068	.0064
Marion	32.2	33.3	3.4	12.8	5.8	412,224	52.4	22,352	32,205	171,114	53.2	9,229	13,368	.0091	.0090
Marshall	73.0	76.9	5.3	30.9	8.8	901,473	56.8	20,246	29,174	752,150	59.1	16,647	24,341	.0239	.0249
Mobile	392.0	403.8	3.0	151.9	5.9	6,043,269	52.6	27,612	39,785	3,836,365	53.2	17,468	25,256	.1421	.1429
Monroe	23.4	23.5	.4	8.2	2.5	271,119	47.7	22,945	33,063	97,134	32.5	9,166	11,846	.0062	.0059
Montgomery	218.0	229.1	5.1	88.0	8.1	3,596,962	55.8	28,368	40,875	2,396,712	56.6	18,801	27,235	.0833	.0856
Morgan	102.6	109.2	6.4	41.3	8.7	1,502,216	56.6	25,244	36,373	873,107	52.3	15,088	21,141	.0345	.0352
Perry	14.9	14.8	-.7	4.9	.0	117,067	44.1	16,581	23,891	33,965	31.4	5,277	6,932	.0030	.0028
Pickens	21.2	20.8	-1.9	7.3	.0	199,248	44.1	18,941	27,294	61,415	32.1	6,369	8,413	.0049	.0046
Pike	28.9	29.2	1.0	10.8	2.9	310,082	48.2	19,926	28,711	211,998	49.0	13,550	19,629	.0083	.0081
Randolph	20.5	20.5	.0	7.6	1.3	222,146	46.0	20,286	29,230	108,384	46.8	9,845	14,261	.0055	.0053
Russell	50.5	52.0	3.0	19.9	5.9	605,058	52.5	21,101	30,405	260,145	51.0	9,166	13,073	.0136	.0137
St. Clair	50.5	55.2	9.3	19.9	12.4	635,689	62.0	22,171	31,944	152,734	45.3	5,939	7,675	.0124	.0130
Shelby	88.0	101.8	15.7	36.8	18.7	1,622,400	71.0	30,597	44,087	356,576	55.4	7,403	9,690	.0268	.0296
Sumter	16.3	15.9	-2.5	5.3	.0	155,131	44.1	20,315	29,270	70,081	44.4	9,156	13,223	.0040	.0039
Talladega	77.1	78.2	1.4	28.2	4.1	1,015,304	49.9	24,987	36,004	622,971	50.7	15,250	22,091	.0249	.0245
Tallapoosa	40.5	41.3	2.0	15.7	4.0	508,851	49.8	22,494	32,411	218,129	44.4	10,006	13,894	.0115	.0113
Tuscaloosa	147.4	152.6	3.5	58.2	6.8	2,030,428	53.9	24,213	34,887	1,259,398	49.7	15,440	21,639	.0488	.0490
Walker	71.3	72.4	1.5	27.5	4.2	893,980	50.1	22,561	32,508	414,680	37.0	11,467	15,079	.0211	.0202
Washington	17.1	17.0	-.6	5.8	.0	207,520	44.1	24,831	35,779	69,206	44.9	8,237	11,932	.0046	.0045
Wilcox	14.4	14.0	-2.8	4.6	0	129,416	44.1	19,522	28,134	65,614	44.9	9,846	14,264	.0034	.0032
Winston	23.7	24.3	2.5	9.4	5.6	277,713	52.2	20,504	29,544	117,721	41.6	9,344	12,524	.0064	.0064
TOTAL METRO COUNTIES	**2,773.6**	**2,884.0**	**4.0**	**1,108.3**	**6.8**	**43,320,768**	**54.2**	**27,069**	**39,088**	**24,003,809**	**50.8**	**15,338**	**21,658**	**.9738**	**.9815**
TOTAL STATE	**4,165.3**	**4,294.9**	**3.1**	**1,635.0**	**5.8**	**59,940,448**	**53.0**	**25,362**	**36,661**	**32,428,466**	**50.0**	**13,999**	**19,834**	**1.3714**	**1.3720**
ALASKA															
ANCHORAGE	**223.0**	**249.6**	**11.9**	**96.1**	**15.8**	**5,665,505**	**62.0**	**42,140**	**58,954**	**3,108,941**	**47.2**	**25,442**	**32,351**	**.1137**	**.1181**
Anchorage	223.0	249.6	11.9	96.1	15.8	5,665,505	62.0	42,140	58,954	3,108,941	47.2	25,442	32,351	.1137	.1181
ALL COUNTIES															
Aleutian Islands	6.7	6.9	3.0	1.4	.0	164,768	39.9	84,106	117,691	33,483	42.8	16,748	23,916	.0030	.0026
Aleutians East	1.8	1.9	5.6	.4	.0	39,022	39.9	69,720	97,555	7,798	42.8	13,653	19,495	.0007	.0007
Anchorage	223.0	249.6	11.9	96.1	15.8	5,665,505	62.0	42,140	58,954	3,108,941	47.2	25,442	32,351	.1137	.1181
Bethel	13.2	14.5	9.8	4.0	14.3	169,689	59.9	30,323	42,422	72,599	53.2	12,711	18,150	.0036	.0040
Bristol Bay	1.2	1.2	.0	.2	.0	22,755	39.9	81,340	113,775	11,705	42.8	40,990	58,525	.0006	.0004
Dillingham	6.2	7.2	16.1	2.5	25.0	120,561	74.9	34,473	42,224	24,338	62.9	7,471	9,735	.0019	.0021
Fairbanks North Star	70.8	81.8	15.5	29.5	19.0	1,873,182	66.4	45,387	63,498	799,932	51.3	21,325	27,116	.0338	.0362
Haines	1.8	1.8	.0	.6	.0	26,011	39.9	30,987	43,352	14,391	27.2	18,863	23,985	.0006	.0007
Juneau	26.2	30.3	15.6	11.1	16.8	753,533	63.5	48,518	67,886	295,080	48.6	20,905	26,584	.0132	.0140
Kenai Peninsula	43.7	51.8	18.5	18.5	20.9	993,265	69.2	38,379	53,690	376,736	53.7	16,016	20,364	.0177	.0193
Ketchikan Gateway	12.7	13.3	4.7	5.3	10.4	311,151	54.5	41,961	58,708	162,080	47.7	22,862	30,581	.0062	.0064
Kodiak Island	14.3	16.6	16.1	5.6	21.7	374,732	70.3	47,827	66,916	127,607	54.8	17,920	22,787	.0062	.0068
Matanuska - Susitna	41.0	49.7	21.2	17.1	24.8	704,805	74.6	29,460	41,217	321,906	61.3	14,571	18,825	.0136	.0153
Nome	7.8	8.6	10.3	2.5	13.6	121,926	59.0	34,860	48,770	63,949	50.7	19,292	25,580	.0027	.0028
North Slope	5.5	6.4	16.4	1.3	8.3	104,506	51.6	57,454	80,389	48,884	37.8	29,571	37,603	.0022	.0022
Northwest Arctic	6.3	7.3	15.9	2.2	29.4	102,390	81.1	33,265	46,541	39,395	64.6	14,082	17,907	.0018	.0022
Prince of Wales - Outer Ketchikan	5.1	5.9	15.7	1.8	20.0	120,962	67.9	48,029	67,201	36,572	71.4	14,229	20,318	.0020	.0021
Sitka	8.5	8.7	2.4	2.6	.0	194,034	39.9	53,333	74,628	80,897	42.8	21,788	31,114	.0041	.0038
Skagway - Yakutat - Angoon	4.3	4.8	11.6	1.3	.0	66,122	39.9	36,350	50,863	28,157	42.8	15,168	21,659	.0014	.0013
Southeast Fairbanks	7.0	7.5	7.1	2.0	5.3	96,980	47.3	34,656	48,490	19,097	33.9	7,509	9,549	.0019	.0020

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S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
ALASKA (continued)															
ALL COUNTIES (continued)															
Valdez - Cordova	9.1	9.4	3.3	3.6	9.1	236,488	52.6	46,949	65,691	68,845	38.7	15,039	19,124	.0042	.0041
Wade Hampton	5.8	6.5	12.1	1.2	.0	36,856	39.9	21,949	30,713	20,119	29.9	12,908	16,766	.0012	.0012
Wrangell - Petersburg	6.6	6.7	1.5	2.1	.0	106,222	39.9	36,151	50,582	58,327	39.3	19,940	27,775	.0025	.0024
Yukon - Koyukuk	9.6	10.3	7.3	3.1	10.7	117,605	54.9	27,113	37,937	25,641	40.8	6,504	8,271	.0023	.0023
TOTAL METRO COUNTIES	**223.0**	**249.6**	**11.9**	**96.1**	**15.8**	**5,665,505**	**62.0**	**42,140**	**58,954**	**3,108,941**	**47.2**	**25,442**	**32,351**	**.1137**	**.1181**
TOTAL STATE	**538.2**	**608.7**	**13.1**	**216.0**	**16.4**	**12,523,070**	**62.4**	**41,546**	**57,977**	**5,846,479**	**49.0**	**21,136**	**27,067**	**.2411**	**.2530**
ARIZONA															
PHOENIX	**2,057.6**	**2,385.3**	**15.9**	**965.2**	**19.2**	**43,387,494**	**64.6**	**32,545**	**44,952**	**25,764,189**	**66.5**	**19,108**	**26,693**	**.8796**	**.9651**
Maricopa	2,057.6	2,385.3	15.9	965.2	19.2	43,387,494	64.6	32,545	44,952	25,764,189	66.5	19,108	26,693	.8796	.9651
TUCSON	**650.0**	**717.1**	**10.3**	**293.8**	**13.5**	**10,931,398**	**56.7**	**26,940**	**37,207**	**6,841,967**	**60.1**	**16,503**	**23,288**	**.2446**	**.2564**
Pima	650.0	717.1	10.3	293.8	13.5	10,931,398	56.7	26,940	37,207	6,841,967	60.1	16,503	23,288	.2446	.2564
ALL COUNTIES															
Apache	64.2	70.6	10.0	19.0	12.4	562,211	55.3	21,425	29,590	233,577	59.5	8,664	12,294	.0139	.0143
Cochise	101.5	108.9	7.3	40.1	10.5	1,250,032	52.6	22,571	31,173	642,347	50.5	11,757	16,019	.0293	.0297
Coconino	94.0	104.3	11.0	34.3	14.7	1,325,673	58.4	27,986	38,649	962,221	52.3	21,124	28,053	.0328	.0341
Gila	40.8	42.1	3.2	16.3	5.8	568,416	46.2	25,251	34,872	244,575	34.9	11,772	15,005	.0130	.0123
Graham	25.1	25.9	3.2	8.0	6.7	235,218	47.3	21,291	29,402	135,787	34.7	13,443	16,973	.0064	.0062
Greenlee	8.9	8.7	-2.2	3.0	.0	118,425	38.1	28,580	39,475	22,937	26.3	6,055	7,646	.0024	.0022
La Paz	15.0	16.3	8.7	6.9	13.1	172,641	56.2	18,121	25,020	110,740	60.5	11,312	16,049	.0043	.0045
Maricopa	2,057.6	2,385.3	15.9	965.2	19.2	43,387,494	64.6	32,545	44,952	25,764,189	66.5	19,108	26,693	.8796	.9651
Mohave	85.2	99.6	16.9	42.2	19.9	1,273,809	65.6	21,857	30,185	857,729	58.0	15,426	20,325	.0294	.0318
Navajo	77.1	82.0	6.4	24.7	9.3	886,330	50.9	25,983	35,884	441,343	39.3	14,018	17,868	.0215	.0213
Pima	650.0	717.1	10.3	293.8	13.5	10,931,398	56.7	26,940	37,207	6,841,967	60.1	16,503	23,288	.2446	.2564
Pinal	110.0	119.7	8.8	42.2	12.2	1,418,166	55.0	24,332	33,606	784,180	59.3	13,095	18,582	.0328	.0341
Santa Cruz	27.0	31.2	15.6	10.2	17.2	378,269	61.9	26,850	37,085	300,757	51.2	22,865	29,486	.0096	.0101
Yavapai	99.9	116.1	16.2	51.0	19.7	1,596,948	65.4	22,671	31,313	994,176	67.5	13,934	19,494	.0348	.0383
Yuma	94.2	103.4	9.8	37.8	12.2	1,214,759	54.9	23,267	32,136	1,010,678	55.0	19,346	26,738	.0323	.0333
TOTAL METRO COUNTIES	**2,707.6**	**3,102.4**	**14.6**	**1,259.0**	**17.8**	**54,318,892**	**63.0**	**31,187**	**43,144**	**32,606,156**	**65.1**	**18,477**	**25,898**	**1.1242**	**1.2215**
TOTAL STATE	**3,550.5**	**4,031.2**	**13.5**	**1,594.7**	**16.9**	**65,319,789**	**61.9**	**29,576**	**40,961**	**39,347,203**	**63.2**	**17,678**	**24,674**	**1.3867**	**1.4937**
ARKANSAS															
FAYETTEVILLE - SPRINGDALE	**112.4**	**119.1**	**6.0**	**46.1**	**8.7**	**1,777,191**	**56.9**	**26,709**	**38,551**	**1,104,328**	**51.9**	**17,145**	**23,955**	**.0408**	**.0419**
Washington	112.4	119.1	6.0	46.1	8.7	1,777,191	56.9	26,709	38,551	1,104,328	51.9	17,145	23,955	.0408	.0419
FORT SMITH	**183.8**	**195.3**	**6.3**	**74.3**	**8.3**	**2,701,770**	**55.9**	**25,256**	**36,363**	**1,361,892**	**43.6**	**13,822**	**18,330**	**.0606**	**.0608**
Crawford	44.7	49.1	9.8	17.6	12.1	623,375	61.8	24,541	35,419	165,599	45.0	7,274	9,409	.0120	.0126
Sebastian	102.5	106.3	3.7	42.8	6.2	1,743,035	53.3	28,215	40,725	1,079,416	43.5	18,664	25,220	.0406	.0401
Sequoyah, Okla.	*36.6*	*39.9*	*9.0*	*13.9*	*10.3*	*335,360*	*59.5*	*16,682*	*24,127*	*116,877*	*42.9*	*6,493*	*8,408*	*.0080*	*.0081*
LITTLE ROCK - NORTH LITTLE ROCK	**521.8**	**545.2**	**4.5**	**204.8**	**6.5**	**9,072,814**	**53.4**	**30,766**	**44,301**	**5,248,299**	**50.9**	**18,086**	**25,626**	**.2021**	**.2039**
Faulkner	57.5	63.9	11.1	23.3	14.8	975,630	65.7	29,010	41,873	399,630	54.0	12,785	17,152	.0189	.0203
Lonoke	40.7	43.9	7.9	15.6	10.6	506,368	59.7	22,487	32,459	205,067	45.5	9,997	13,145	.0110	.0114
Pulaski	362.7	372.2	2.6	143.3	4.5	6,734,319	50.9	32,561	46,995	4,385,666	51.5	21,110	30,605	.1550	.1547
Saline	60.9	65.2	7.1	22.6	8.7	856,497	56.8	26,255	37,898	257,936	40.7	8,813	11,413	.0172	.0175
PINE BLUFF	**90.5**	**88.8**	**-1.9**	**31.2**	**.0**	**1,114,345**	**44.4**	**24,740**	**35,716**	**683,996**	**39.5**	**15,718**	**21,923**	**.0288**	**.0271**
Jefferson	90.5	88.8	-1.9	31.2	.0	1,114,345	44.4	24,740	35,716	683,996	39.5	15,718	21,923	.0288	.0271
TEXARKANA	**122.3**	**126.9**	**3.8**	**47.8**	**5.8**	**1,707,623**	**51.1**	**24,999**	**35,724**	**1,209,126**	**47.4**	**18,153**	**25,296**	**.0432**	**.0429**
Miller	39.3	40.0	1.8	14.8	3.5	553,726	49.4	25,922	37,414	278,236	40.1	13,885	18,800	.0128	.0125
Bowie, Tex.	*83.0*	*86.9*	*4.7*	*33.0*	*6.8*	*1,153,897*	*52.0*	*24,571*	*34,967*	*930,890*	*49.7*	*20,128*	*28,209*	*.0304*	*.0304*
ALL COUNTIES															
Arkansas	22.2	21.7	-2.3	8.5	.0	287,202	44.4	23,407	33,788	147,588	34.0	12,957	17,363	.0071	.0066
Ashley	26.4	26.2	-.8	9.4	.0	343,168	44.4	25,288	36,507	111,817	29.4	9,191	11,895	.0075	.0071
Baxter	32.0	34.5	7.8	14.9	11.2	527,732	60.5	24,537	35,418	226,158	51.1	11,169	15,178	.0108	.0111
Benton	97.6	108.6	11.3	42.1	13.5	1,756,855	63.8	28,911	41,731	698,257	56.0	12,066	16,586	.0335	.0358
Boone	29.9	31.8	6.4	12.7	8.5	392,756	56.7	21,427	30,926	255,796	46.7	14,899	20,141	.0096	.0097
Bradley	13.3	13.0	-2.3	5.0	.0	151,300	44.3	20,964	30,260	68,592	39.0	9,871	13,718	.0038	.0036
Calhoun	6.1	6.0	-1.6	2.2	.0	76,233	44.3	24,006	34,651	19,808	41.3	6,371	9,004	.0015	.0015
Carroll	19.0	20.5	7.9	9.0	12.5	270,879	62.4	20,854	30,098	145,754	57.7	11,551	16,195	.0059	.0063
Chicot	16.4	16.0	-2.4	5.6	0	143,584	44.4	17,762	25,640	77,696	40.8	9,851	13,874	.0041	.0037

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
ARKANSAS (continued)															
ALL COUNTIES (continued)															
Clark	22.9	22.6	–1.3	8.0	.0	268,238	44.4	23,228	33,530	198,124	43.1	17,308	24,766	.0074	.0070
Clay	19.9	19.4	–2.5	7.7	.0	214,296	44.4	19,279	27,831	68,943	32.8	6,745	8,954	.0049	.0047
Cleburne	20.6	22.5	9.2	8.9	11.3	282,161	60.6	21,965	31,703	95,589	43.9	8,303	10,740	.0058	.0059
Cleveland	8.3	8.5	2.4	3.0	.0	95,643	44.3	22,089	31,881	8,254	29.4	2,127	2,751	.0020	.0017
Columbia	26.4	26.0	–1.5	9.8	.0	395,087	44.4	27,928	40,315	154,134	32.5	11,866	15,728	.0086	.0082
Conway	19.8	19.9	.5	7.2	1.4	253,630	46.4	24,404	35,226	231,515	47.0	22,177	32,155	.0074	.0071
Craighead	66.3	67.9	2.4	25.2	4.1	927,929	50.3	25,512	36,823	760,065	59.4	19,705	30,161	.0240	.0245
Crawford	44.7	49.1	9.8	17.6	12.1	623,375	61.8	24,541	35,419	165,599	45.0	7,274	9,409	.0120	.0126
Crittenden	50.7	51.0	.6	17.5	2.9	556,401	48.6	22,028	31,794	694,923	61.3	25,347	39,710	.0181	.0183
Cross	20.0	19.5	–2.5	6.8	.0	218,994	44.3	22,311	32,205	121,852	39.1	12,884	17,919	.0057	.0053
Dallas	10.6	10.6	.0	4.0	.0	146,842	44.4	25,431	36,711	58,747	32.6	11,076	14,687	.0034	.0032
Desha	19.0	18.5	–2.6	6.5	.0	202,396	44.4	21,570	31,138	249,193	49.2	25,699	38,337	.0069	.0067
Drew	18.3	18.3	.0	6.5	.0	231,134	44.3	24,634	35,559	85,128	31.3	9,976	13,097	.0053	.0049
Faulkner	57.5	63.9	11.1	23.3	14.8	975,630	65.7	29,010	41,873	399,630	54.0	12,785	17,152	.0189	.0203
Franklin	16.0	16.8	5.0	6.3	8.6	214,570	56.8	23,599	34,059	60,947	40.5	7,479	9,674	.0043	.0043
Fulton	10.7	11.2	4.7	4.9	11.4	108,948	60.7	15,406	22,234	33,062	44.0	5,217	6,747	.0024	.0025
Garland	78.3	82.5	5.4	35.4	7.9	1,352,851	55.8	26,477	38,216	690,564	43.6	14,659	19,507	.0293	.0293
Grant	14.3	15.1	5.6	5.7	9.6	211,347	58.2	25,689	37,078	54,569	45.5	7,214	9,574	.0041	.0041
Greene	32.8	33.9	3.4	13.0	4.8	450,333	51.3	24,000	34,641	214,544	47.4	11,735	16,503	.0101	.0101
Hempstead	23.8	23.9	.4	8.5	.0	273,931	44.4	22,326	32,227	118,310	36.9	10,165	13,919	.0066	.0062
Hot Spring	28.5	29.3	2.8	11.2	4.7	366,762	51.1	22,688	32,747	132,716	35.4	9,161	11,850	.0081	.0078
Howard	14.0	14.1	.7	5.1	.0	152,569	44.3	20,725	29,915	105,150	40.8	14,644	20,618	.0042	.0040
Independence	33.1	34.6	4.5	12.6	5.0	417,138	51.6	22,936	33,106	178,104	37.3	10,810	14,135	.0095	.0094
Izard	11.4	11.6	1.8	4.5	.0	125,134	44.3	19,266	27,808	54,680	42.7	8,512	12,151	.0030	.0029
Jackson	20.1	19.6	–2.5	7.6	.0	232,299	44.4	21,173	30,566	162,161	45.0	14,715	21,337	.0064	.0060
Jefferson	90.5	88.8	–1.9	31.2	.0	1,114,345	44.4	24,740	35,716	683,996	39.5	15,718	21,923	.0288	.0271
Johnson	19.0	19.8	4.2	7.4	4.2	227,567	50.4	21,305	30,752	91,835	39.2	9,290	12,410	.0053	.0052
Lafayette	9.6	9.4	–2.1	3.5	.0	115,155	44.3	22,794	32,901	42,218	45.0	8,319	12,062	.0026	.0025
Lawrence	18.5	18.2	–1.6	7.1	.0	196,086	44.4	19,131	27,618	121,926	45.0	11,844	17,173	.0052	.0049
Lee	14.8	14.4	–2.7	5.1	.0	127,638	44.4	17,337	25,027	56,999	45.0	7,708	11,176	.0035	.0032
Lincoln	13.1	12.8	–2.3	3.5	.0	109,600	44.3	21,694	31,314	42,485	45.0	8,372	12,139	.0027	.0028
Little River	14.6	14.9	2.1	5.1	2.0	188,199	47.2	25,565	36,902	58,558	34.7	8,698	11,482	.0041	.0038
Logan	21.6	22.4	3.7	8.0	3.9	253,492	50.0	21,953	31,687	99,367	36.0	9,489	12,421	.0058	.0057
Lonoke	40.7	43.9	7.9	15.6	10.6	506,368	59.7	22,487	32,459	205,067	45.5	9,997	13,145	.0110	.0114
Madison	12.4	13.0	4.8	5.2	10.6	141,183	59.7	18,812	27,151	52,577	55.3	7,202	10,111	.0031	.0031
Marion	13.5	14.7	8.9	5.7	9.6	174,585	58.2	21,220	30,629	18,012	41.8	2,443	3,160	.0032	.0032
Miller	39.3	40.0	1.8	14.8	3.5	553,726	49.4	25,922	37,414	278,236	40.1	13,885	18,800	.0128	.0125
Mississippi	57.5	56.1	–2.4	19.7	.0	672,619	44.4	23,650	34,143	384,383	43.4	13,610	19,512	.0171	.0162
Monroe	12.2	11.9	–2.5	4.5	.0	113,406	44.4	17,458	25,201	84,059	37.1	13,620	18,680	.0034	.0031
Montgomery	8.5	9.0	5.9	3.9	14.7	109,085	65.6	19,379	27,971	34,007	66.3	6,014	8,720	.0022	.0023
Nevada	10.7	10.4	–2.8	3.8	.0	107,748	44.3	19,645	28,355	45,914	38.7	8,710	12,083	.0027	.0026
Newton	8.5	8.8	3.5	3.4	9.7	72,083	58.2	14,694	21,201	8,547	41.8	1,944	2,514	.0014	.0016
Ouachita	34.2	36.3	6.1	13.9	7.8	458,495	55.5	22,850	32,985	334,686	56.2	16,606	24,078	.0116	.0118
Perry	8.4	8.9	6.0	2.9	.0	79,525	44.3	19,000	27,422	15,771	44.7	3,758	5,438	.0018	.0017
Phillips	31.6	30.8	–2.5	10.7	.0	293,958	44.4	19,030	27,473	226,401	44.1	14,686	21,159	.0087	.0083
Pike	10.8	11.1	2.8	4.2	2.4	103,393	47.8	17,057	24,617	43,077	32.5	7,930	10,256	.0026	.0024
Poinsett	25.9	25.3	–2.3	9.2	–1.1	265,735	42.8	20,009	28,884	115,990	33.7	9,325	12,608	.0068	.0063
Polk	17.7	17.9	1.1	6.5	.0	196,155	44.4	20,904	30,178	113,039	43.6	12,108	17,391	.0050	.0049
Pope	45.8	49.6	8.3	19.0	11.8	669,121	61.3	24,399	35,217	542,340	63.1	19,559	28,544	.0165	.0176
Prairie	9.6	9.4	–2.1	3.6	.0	102,055	44.4	19,638	28,349	42,652	36.8	8,660	11,848	.0026	.0023
Pulaski	362.7	372.2	2.6	143.3	4.5	6,734,319	50.9	32,561	46,995	4,365,666	51.5	21,110	30,605	.1550	.1547
Randolph	17.4	17.6	1.1	6.8	3.0	200,682	48.7	20,446	29,512	59,523	34.1	6,725	8,753	.0044	.0043
St. Francis	29.9	29.2	–2.3	9.9	.0	284,596	44.4	19,913	28,747	174,328	30.1	13,540	17,609	.0083	.0074
Saline	60.9	65.2	7.1	22.6	8.7	856,497	56.8	26,255	37,898	257,936	40.7	8,813	11,413	.0172	.0175
Scott	10.8	11.6	7.4	4.7	11.9	126,678	61.5	18,676	26,953	35,505	44.7	5,841	7,554	.0025	.0027
Searcy	9.0	9.1	1.1	3.7	2.8	88,888	48.3	12,862	18,564	22,125	32.9	4,623	5,980	.0018	.0017
Sebastian	102.5	106.3	3.7	42.8	6.2	1,743,035	53.3	28,215	40,725	1,079,416	43.5	18,664	25,220	.0406	.0401
Sevier	14.6	14.8	1.4	5.7	3.6	190,119	49.6	23,108	33,354	54,539	34.1	7,397	9,568	.0039	.0038
Sharp	16.2	16.9	4.3	6.9	7.8	189,296	55.6	19,069	27,434	40,313	39.5	4,517	5,842	.0039	.0038
Stone	10.2	10.9	6.9	4.1	7.9	95,094	55.7	16,072	23,194	43,446	39.5	8,193	10,597	.0023	.0024
Union	49.4	49.5	.2	18.8	1.1	647,723	45.9	23,867	34,453	383,785	38.2	14,929	20,414	.0164	.0155
Van Buren	16.0	17.5	9.4	6.8	7.9	171,567	55.8	17,481	25,230	64,348	40.3	7,280	9,463	.0040	.0039
Washington	112.4	119.1	6.0	46.1	8.7	1,777,191	56.9	26,709	38,551	1,104,328	51.9	17,145	23,955	.0408	.0419
White	53.2	57.6	4.3	21.0	7.1	680,026	54.6	22,436	32,382	363,990	41.5	13,128	17,333	.0163	.0161
Woodruff	10.0	9.8	–2.0	3.6	.0	88,990	44.3	17,127	24,719	42,076	40.1	8,340	11,688	.0023	.0023
Yell	18.3	19.1	4.4	7.5	7.1	238,301	54.6	22,014	31,773	73,475	46.6	7,162	9,797	.0050	.0049

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ARKANSAS (continued)															
TOTAL METRO COUNTIES	**961.9**	**999.5**	**3.9**	**374.8**	**6.1**	**15,440,887**	**53.1**	**28,562**	**41,198**	**9,254,797**	**49.5**	**17,529**	**24,693**	**.3552**	**.3564**
TOTAL STATE	**2,435.4**	**2,512.8**	**3.2**	**948.0**	**5.3**	**34,291,471**	**52.2**	**25,022**	**36,172**	**18,774,910**	**47.3**	**14,155**	**19,805**	**.7974**	**.7919**
CALIFORNIA															
ANAHEIM - SANTA ANA	**2,273.7**	**2,477.1**	**8.9**	**883.2**	**9.3**	**57,439,097**	**51.0**	**47,061**	**65,035**	**27,704,551**	**55.1**	**22,100**	**31,368**	**1.1313**	**1.1473**
Orange	2,273.7	2,477.1	8.9	883.2	9.3	57,439,097	51.0	47,061	65,035	27,704,551	55.1	22,100	31,368	1.1313	1.1473
BAKERSFIELD	**519.4**	**585.4**	**12.7**	**209.1**	**14.0**	**10,062,948**	**57.6**	**34,825**	**48,125**	**4,583,500**	**50.2**	**16,642**	**21,920**	**.2020**	**.2094**
Kern	519.4	585.4	12.7	209.1	14.0	10,062,948	57.6	34,825	48,125	4,583,500	50.2	16,642	21,920	.2020	.2094
CHICO	**176.0**	**194.0**	**10.2**	**78.8**	**11.3**	**2,922,380**	**53.8**	**26,841**	**37,086**	**1,693,109**	**57.0**	**15,234**	**21,486**	**.0650**	**.0671**
Butte	176.0	194.0	10.2	78.8	11.3	2,922,380	53.8	26,841	37,086	1,693,109	57.0	15,234	21,486	.0650	.0671
FRESNO	**613.7**	**669.2**	**9.0**	**243.4**	**10.8**	**11,830,904**	**53.2**	**35,174**	**48,607**	**5,131,924**	**45.6**	**16,048**	**21,084**	**.2400**	**.2416**
Fresno	613.7	669.2	9.0	243.4	10.8	11,830,904	53.2	35,174	48,607	5,131,924	45.6	16,048	21,084	.2400	.2416
LOS ANGELES - LONG BEACH	**8,704.7**	**9,441.1**	**8.5**	**3,427.6**	**8.4**	**194,027,603**	**49.8**	**40,961**	**56,607**	**89,723,055**	**51.3**	**18,751**	**26,177**	**3.9019**	**3.9113**
Los Angeles	8,704.7	9,441.1	8.5	3,427.6	8.4	194,027,603	49.8	40,961	56,607	89,723,055	51.3	18,751	26,177	3.9019	3.9113
LOS ANGELES - ANAHEIM - RIVERSIDE CONSOLIDATED AREA	***13,911.2***	***15,300.7***	***10.0***	***5,514.9***	***10.3***	***315,020,354***	***52.2***	***41,400***	***57,122***	***143,820,238***	***53.3***	***18,766***	***26,078***	***6.2187***	***6.3255***
MERCED	**175.0**	**198.2**	**13.3**	**63.8**	**12.1**	**2,603,292**	**54.9**	**29,534**	**40,804**	**1,403,079**	**59.1**	**15,496**	**21,992**	**.0577**	**.0604**
Merced	175.0	198.2	13.3	63.8	12.1	2,603,292	54.9	29,534	40,804	1,403,079	59.1	15,496	21,992	.0577	.0604
MODESTO	**342.1**	**385.7**	**12.7**	**135.2**	**12.4**	**6,131,420**	**55.3**	**32,820**	**45,351**	**3,155,041**	**56.1**	**16,797**	**23,336**	**.1290**	**.1342**
Stanislaus	342.1	385.7	12.7	135.2	12.4	6,131,420	55.3	32,820	45,351	3,155,041	56.1	16,797	23,336	.1290	.1342
OAKLAND	**2,009.1**	**2,145.9**	**6.8**	**842.8**	**8.3**	**51,562,558**	**49.9**	**44,219**	**61,180**	**22,601,213**	**53.8**	**18,892**	**26,817**	**.9928**	**.9963**
Alameda	1,243.7	1,318.7	6.0	525.3	7.5	28,994,859	48.5	39,946	55,197	13,977,198	52.5	18,747	26,608	.5869	.5843
Contra Costa	765.4	827.2	8.1	317.5	9.7	22,567,699	51.7	51,437	71,079	8,624,015	55.8	19,137	27,162	.4059	.4120
OXNARD - VENTURA	**645.1**	**710.3**	**10.1**	**236.7**	**11.0**	**15,220,890**	**53.4**	**46,533**	**64,305**	**5,943,837**	**53.8**	**18,117**	**25,111**	**.2848**	**.2911**
Ventura	645.1	710.3	10.1	236.7	11.0	15,220,890	53.4	46,533	64,305	5,943,837	53.8	18,117	25,111	.2848	.2911
REDDING	**140.4**	**153.8**	**9.5**	**57.8**	**9.7**	**2,306,903**	**51.5**	**28,893**	**39,912**	**1,401,990**	**54.7**	**17,200**	**24,256**	**.0527**	**.0538**
Shasta	140.4	153.8	9.5	57.8	9.7	2,306,903	51.5	28,893	39,912	1,401,990	54.7	17,200	24,256	.0527	.0538
RIVERSIDE - SAN BERNARDINO	**2,287.7**	**2,672.2**	**16.8**	**967.4**	**18.5**	**48,332,764**	**63.8**	**36,156**	**49,962**	**20,448,795**	**59.7**	**15,693**	**21,138**	**.9007**	**.9758**
Riverside	990.0	1,158.3	17.0	425.7	18.8	21,087,052	64.2	35,847	49,535	9,323,355	59.8	16,284	21,901	.3964	.4300
San Bernardino	1,297.7	1,513.9	16.7	541.7	18.3	27,245,712	63.5	36,398	50,297	11,125,440	59.6	15,231	20,538	.5043	.5458
SACRAMENTO	**1,398.2**	**1,568.2**	**12.2**	**618.6**	**13.8**	**31,985,337**	**57.4**	**37,407**	**51,706**	**15,104,910**	**58.6**	**17,529**	**24,418**	**.6190**	**.6497**
El Dorado	121.9	141.7	16.2	52.6	15.4	2,580,592	59.4	35,508	49,061	893,660	49.2	13,136	16,990	.0473	.0497
Placer	157.2	181.7	15.6	68.7	17.0	3,756,419	61.7	39,378	54,679	1,976,192	66.1	20,269	28,766	.0724	.0785
Sacramento	986.0	1,100.6	11.6	442.5	13.7	23,029,469	57.1	37,663	52,044	11,227,681	59.2	18,115	25,373	.4480	.4698
Yolo	133.1	144.2	8.3	54.8	10.0	2,618,857	52.0	34,588	47,789	1,007,377	47.3	13,736	18,383	.0513	.0517
SALINAS - SEASIDE - MONTEREY	**352.0**	**383.8**	**9.0**	**126.1**	**9.4**	**6,726,143**	**51.1**	**38,604**	**53,340**	**3,055,437**	**48.2**	**17,881**	**24,230**	**.1388**	**.1394**
Monterey	352.0	383.8	9.0	126.1	9.4	6,726,143	51.1	38,604	53,340	3,055,437	48.2	17,881	24,230	.1388	.1394
SAN DIEGO	**2,382.0**	**2,690.1**	**12.9**	**988.8**	**14.0**	**56,939,063**	**57.5**	**41,672**	**57,584**	**26,106,721**	**61.8**	**18,602**	**26,402**	**1.0776**	**1.1389**
San Diego	2,382.0	2,690.1	12.9	988.8	14.0	56,939,063	57.5	41,672	57,584	26,106,721	61.8	18,602	26,402	1.0776	1.1389
SAN FRANCISCO	**1,605.5**	**1,673.3**	**4.2**	**711.3**	**5.3**	**45,387,036**	**45.4**	**46,218**	**63,809**	**23,633,661**	**49.5**	**23,411**	**33,226**	**.9286**	**.9058**
Marin	228.9	232.4	1.5	99.8	3.9	7,670,436	43.5	55,623	76,858	3,329,508	47.4	23,506	33,362	.1471	.1411
San Francisco	748.6	790.5	5.6	353.8	6.1	20,201,778	46.6	41,321	57,099	11,627,307	50.6	23,154	32,864	.4267	.4202
San Mateo	628.0	650.4	3.6	257.7	4.8	17,514,822	44.9	49,185	67,966	8,676,846	48.8	23,722	33,670	.3548	.3445
SAN FRANCISCO - OAKLAND - SAN JOSE CONSOLIDATED AREA	***6,073.9***	***6,470.3***	***6.5***	***2,521.1***	***7.5***	***158,401,937***	***48.3***	***45,544***	***62,830***	***72,813,732***	***51.6***	***20,485***	***28,882***	***3.1130***	***3.0922***
SAN JOSE	**1,437.4**	**1,518.0**	**5.6**	**538.1**	**5.7**	**38,261,385**	**46.1**	**51,455**	**71,105**	**17,087,965**	**50.1**	**22,374**	**31,756**	**.7518**	**.7374**
Santa Clara	1,437.4	1,518.0	5.6	538.1	5.7	38,261,385	46.1	51,455	71,105	17,087,965	50.1	22,374	31,756	.7518	.7374
SANTA BARBARA - SANTA MARIA - LOMPOC	**347.0**	**374.4**	**7.9**	**143.7**	**9.8**	**7,994,064**	**51.7**	**40,259**	**55,630**	**4,827,830**	**55.8**	**23,671**	**33,597**	**.1707**	**.1738**
Santa Barbara	347.0	374.4	7.9	143.7	9.8	7,994,064	51.7	40,259	55,630	4,827,830	55.8	23,671	33,597	.1707	.1738
SANTA CRUZ	**234.4**	**261.2**	**11.4**	**96.6**	**10.4**	**5,360,939**	**52.5**	**40,164**	**55,496**	**2,076,815**	**48.9**	**15,937**	**21,499**	**.1019**	**.1032**
Santa Cruz	234.4	261.2	11.4	96.6	10.4	5,360,939	52.5	40,164	55,496	2,076,815	48.9	15,937	21,499	.1019	.1032
SANTA ROSA - PETALUMA	**368.2**	**407.5**	**10.7**	**164.4**	**12.6**	**9,071,311**	**55.6**	**39,929**	**55,178**	**3,651,653**	**53.4**	**16,310**	**22,212**	**.1685**	**.1737**
Sonoma	368.2	407.5	10.7	164.4	12.6	9,071,311	55.6	39,929	55,178	3,651,653	53.4	16,310	22,212	.1685	.1737
STOCKTON	**467.2**	**540.6**	**15.7**	**182.9**	**14.3**	**8,478,533**	**58.0**	**33,548**	**46,356**	**4,009,021**	**58.0**	**15,861**	**21,919**	**.1718**	**.1819**
San Joaquin	467.2	540.6	15.7	182.9	14.3	8,478,533	58.0	33,548	46,356	4,009,021	58.0	15,861	21,919	.1718	.1819

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METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
CALIFORNIA (continued)															
VALLEJO - FAIRFIELD - NAPA	**419.3**	**464.4**	**10.8**	**167.9**	**12.5**	**8,758,708**	**55.0**	**37,885**	**52,166**	**3,762,425**	**59.0**	**15,860**	**22,409**	**.1694**	**.1758**
Napa	106.5	111.3	4.5	43.5	6.1	2,640,908	46.6	43,944	60,711	858,830	46.3	14,318	19,743	.0487	.0474
Solano	312.8	353.1	12.9	124.4	15.0	6,117,800	58.9	35,589	49,178	2,903,595	63.2	16,445	23,341	.1207	.1284
VISALIA - TULARE - PORTERVILLE	**301.5**	**333.2**	**10.5**	**108.2**	**10.0**	**4,072,264**	**51.9**	**27,239**	**37,636**	**2,728,927**	**56.1**	**17,770**	**25,221**	**.1001**	**.1028**
Tulare	301.5	333.2	10.5	108.2	10.0	4,072,264	51.9	27,239	37,636	2,728,927	56.1	17,770	25,221	.1001	.1028
YUBA CITY	**119.9**	**129.9**	**8.3**	**48.1**	**9.6**	**1,935,282**	**51.4**	**29,120**	**40,235**	**995,648**	**53.3**	**14,796**	**20,700**	**.0425**	**.0430**
Sutter	62.6	68.3	9.1	25.2	10.0	1,083,732	52.0	31,133	43,005	581,308	56.2	16,255	23,068	.0235	.0240
Yuba	57.3	61.6	7.5	22.9	9.0	851,550	50.6	26,926	37,186	414,340	49.4	13,205	18,093	.0190	.0190
ALL COUNTIES															
Alameda	1,243.7	1,318.7	6.0	525.3	7.5	28,994,859	48.5	39,946	55,197	13,977,198	52.5	18,747	26,608	.5869	.5843
Alpine	1.4	1.6	14.3	.4	.0	16,214	34.1	30,220	40,535	6,600	39.9	11,790	16,500	.0004	.0004
Amador	27.0	31.2	15.6	12.8	18.5	554,513	63.6	31,378	43,321	323,265	68.1	17,801	25,255	.0111	.0123
Butte	176.0	194.0	10.2	78.8	11.3	2,922,380	53.8	26,841	37,086	1,693,109	57.0	15,234	21,486	.0650	.0671
Calaveras	32.2	37.7	17.1	15.2	18.8	603,154	63.9	28,743	39,681	197,256	56.3	9,858	12,977	.0109	.0118
Colusa	15.1	16.3	7.9	6.0	9.1	267,204	50.7	32,248	44,534	103,292	52.9	12,280	17,215	.0054	.0054
Contra Costa	765.4	827.2	8.1	317.5	9.7	22,567,699	51.7	51,437	71,079	8,624,015	55.8	19,137	27,162	.4059	.4120
Del Norte	19.6	20.1	2.6	8.2	6.5	278,878	46.9	24,658	34,010	150,681	48.4	13,188	18,376	.0066	.0063
El Dorado	121.9	141.7	16.2	52.6	15.4	2,580,592	59.4	35,508	49,061	893,660	49.2	13,136	16,990	.0473	.0497
Fresno	613.7	669.2	9.0	243.4	10.8	11,830,904	53.2	35,174	48,607	5,131,924	45.6	16,048	21,084	.2400	.2416
Glenn	23.7	24.9	5.1	9.1	5.8	396,266	46.0	31,560	43,546	171,769	50.1	13,308	18,876	.0084	.0083
Humboldt	117.0	121.0	3.4	48.7	5.2	2,004,029	45.3	29,785	41,150	1,261,474	49.3	18,251	25,903	.0475	.0462
Imperial	112.2	122.7	9.4	37.2	9.1	1,460,541	50.7	28,419	39,262	916,307	48.5	18,093	24,632	.0361	.0364
Inyo	18.8	19.2	2.1	8.1	5.2	333,356	45.1	29,831	41,155	289,977	49.2	25,242	35,800	.0089	.0086
Kern	519.4	585.4	12.7	209.1	14.0	10,062,948	57.6	34,825	48,125	4,583,500	50.2	16,642	21,920	.2020	.2094
Kings	91.7	97.7	6.5	30.0	9.1	1,247,816	50.7	30,103	41,594	505,478	43.2	12,832	16,849	.0273	.0271
Lake	54.1	63.2	16.8	26.8	17.5	957,264	62.4	25,857	35,719	346,975	48.5	10,248	12,947	.0184	.0193
Lassen	27.2	28.0	2.9	8.4	3.7	320,385	43.1	27,632	38,141	189,412	47.1	15,895	22,549	.0082	.0080
Los Angeles	8,704.7	9,441.1	8.5	3,427.6	8.4	194,027,603	49.8	40,961	56,607	89,723,055	51.3	18,751	26,177	3.9019	3.9113
Madera	81.7	91.9	12.5	30.2	11.4	1,394,389	53.9	33,427	46,172	505,600	50.7	12,377	16,742	.0275	.0283
Marin	228.9	232.4	1.5	99.8	3.9	7,670,436	43.5	55,623	76,858	3,329,508	47.4	23,506	33,362	.1471	.1411
Mariposa	15.0	17.1	14.0	6.8	17.2	289,255	61.9	30,805	42,538	95,916	58.3	10,447	14,105	.0052	.0056
Mendocino	77.7	83.4	7.3	32.6	8.3	1,322,400	49.6	29,360	40,564	783,406	53.6	16,944	24,031	.0301	.0303
Merced	175.0	198.2	13.3	63.8	12.1	2,603,292	54.9	29,534	40,804	1,403,079	59.1	15,496	21,992	.0577	.0604
Modoc	9.2	9.4	2.2	3.8	5.6	146,573	45.6	27,961	38,572	60,531	48.8	11,297	15,929	.0030	.0030
Mono	9.5	9.8	3.2	4.3	7.5	242,559	48.4	40,855	56,409	139,668	52.5	22,893	32,481	.0052	.0050
Monterey	352.0	383.8	9.0	126.1	9.4	6,726,143	51.1	38,604	53,340	3,055,437	48.2	17,881	24,230	.1388	.1394
Napa	106.5	111.3	4.5	43.5	6.1	2,640,908	46.6	43,944	60,711	858,830	46.3	14,318	19,743	.0487	.0474
Nevada	77.9	91.0	16.8	35.8	17.4	1,630,462	62.2	32,962	45,544	702,411	59.2	14,466	19,620	.0308	.0332
Orange	2,273.7	2,477.1	8.9	883.2	9.3	57,439,097	51.0	47,061	65,035	27,704,551	55.1	22,100	31,368	1.1313	1.1473
Placer	157.2	181.7	15.6	68.7	17.0	3,756,419	61.7	39,578	54,679	1,976,192	66.1	20,269	28,766	.0724	.0785
Plumas	20.8	22.6	8.7	9.3	12.0	392,375	54.7	30,551	42,191	145,741	43.5	12,236	15,671	.0075	.0078
Riverside	990.0	1,158.3	17.0	425.7	18.8	21,087,052	64.2	35,847	49,535	9,323,355	59.8	16,284	21,901	.3964	.4300
Sacramento	986.0	1,100.6	11.6	442.5	13.7	23,029,469	57.1	37,663	52,044	11,227,681	59.2	18,115	25,373	.4480	.4698
San Benito	34.6	40.2	16.2	13.7	19.1	691,358	64.5	36,546	50,464	217,427	58.2	11,951	15,871	.0122	.0131
San Bernardino	1,297.7	1,513.9	16.7	541.7	18.3	27,245,712	63.5	36,398	50,297	11,125,440	59.6	15,231	20,538	.5043	.5458
San Diego	2,382.0	2,690.1	12.9	988.8	14.0	56,939,063	57.5	41,672	57,584	26,106,721	61.8	18,602	26,402	1.0776	1.1389
San Francisco	748.6	790.5	5.6	353.8	6.1	20,201,778	46.6	41,321	57,099	11,627,307	50.6	23,154	32,864	.4267	.4202
San Joaquin	467.2	540.6	15.7	182.9	14.3	8,478,533	58.0	33,548	46,356	4,009,021	58.0	15,861	21,919	.1718	.1819
San Luis Obispo	207.9	236.4	13.7	90.3	15.2	4,145,551	59.1	33,228	45,909	1,814,155	55.7	14,862	20,090	.0806	.0850
San Mateo	628.0	650.4	3.6	257.7	4.8	17,514,822	44.9	49,185	67,966	8,676,846	48.8	23,722	33,670	.3548	.3445
Santa Barbara	347.0	374.4	7.9	143.7	9.8	7,994,064	51.7	40,259	55,630	4,827,830	55.8	23,671	33,597	.1707	.1738
Santa Clara	1,437.4	1,518.0	5.6	538.1	5.7	38,261,385	46.1	51,455	71,105	17,087,965	50.1	22,374	31,756	.7518	.7374
Santa Cruz	234.4	261.2	11.4	96.6	10.4	5,360,939	52.5	40,164	55,496	2,076,815	48.9	15,937	21,499	.1019	.1032
Shasta	140.4	153.8	9.5	57.8	9.7	2,306,903	51.5	28,893	39,912	1,401,990	54.7	17,200	24,256	.0527	.0538
Sierra	3.5	3.6	2.9	1.5	.0	56,424	37.9	27,273	37,616	14,635	41.8	6,881	9,757	.0012	.0011
Siskiyou	44.4	46.6	5.0	18.3	5.8	692,006	46.1	27,378	37,815	350,779	50.1	13,508	19,168	.0155	.0154
Solano	312.8	353.1	12.9	124.4	15.0	6,117,800	58.9	35,589	49,178	2,903,595	63.2	16,445	23,341	.1207	.1284
Sonoma	368.2	407.5	10.7	164.4	12.6	9,071,311	55.6	39,929	55,178	3,651,653	53.4	16,310	22,212	.1685	.1737
Stanislaus	342.1	385.7	12.7	135.2	12.4	6,131,420	55.3	32,820	45,351	3,155,041	56.1	16,797	23,336	.1290	.1342
Sutter	62.6	68.3	9.1	25.2	10.0	1,083,732	52.0	31,133	43,005	581,308	56.2	16,255	23,068	.0235	.0240
Tehama	47.4	52.2	10.1	20.6	12.0	727,676	54.6	25,577	35,324	495,502	58.9	16,951	24,053	.0172	.0179
Trinity	14.0	15.0	7.1	6.0	9.1	232,182	50.5	28,058	38,697	83,197	54.7	9,778	13,866	.0047	.0047
Tulare	301.5	333.2	10.5	108.2	10.0	4,072,264	51.9	27,239	37,636	2,728,927	56.1	17,770	25,221	.1001	.1028
Tuolumne	46.2	51.2	10.8	18.7	12.0	717,948	54.6	27,807	38,393	300,281	47.8	12,163	16,058	.0150	.0153
Ventura	645.1	710.3	10.1	236.7	11.0	15,220,890	53.4	46,533	64,305	5,943,837	53.8	18,117	25,111	.2848	.2911

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S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
CALIFORNIA (continued)															
ALL COUNTIES (continued)															
Yolo	133.1	144.2	8.3	54.8	10.0	2,618,857	52.0	34,588	47,789	1,007,377	47.3	13,736	18,383	.0513	.0517
Yuba	57.3	61.6	7.5	22.9	9.0	851,550	50.6	26,926	37,186	414,340	49.4	13,205	18,093	.0190	.0190
TOTAL METRO COUNTIES	**27,319.5**	**29,977.5**	**9.7**	**11,040.5**	**10.3**	**627,410,824**	**52.1**	**41,216**	**56,828**	**290,831,107**	**53.8**	**18,894**	**26,342**	**12.3986**	**12.6137**
TOTAL STATE	**28,549.3**	**31,331.5**	**9.7**	**11,543.3**	**10.4**	**648,531,602**	**52.2**	**40,748**	**56,183**	**301,002,842**	**53.8**	**18,717**	**26,076**	**12.8435**	**13.0695**
COLORADO															
BOULDER - LONGMONT	**221.4**	**239.3**	**8.1**	**95.7**	**10.8**	**4,356,533**	**60.0**	**31,506**	**45,523**	**2,731,115**	**57.9**	**20,014**	**28,538**	**.0940**	**.0988**
Boulder	221.4	239.3	8.1	95.7	10.8	4,356,533	60.0	31,506	45,523	2,731,115	57.9	20,014	28,538	.0940	.0988
COLORADO SPRINGS	**400.0**	**451.9**	**13.0**	**174.8**	**16.6**	**7,478,984**	**68.5**	**29,615**	**42,786**	**4,047,057**	**57.3**	**17,168**	**23,153**	**.1520**	**.1646**
El Paso	400.0	451.9	13.0	174.8	16.6	7,478,984	68.5	29,615	42,786	4,047,057	57.3	17,168	23,153	.1520	.1646
DENVER	**1,684.5**	**1,823.4**	**8.2**	**740.5**	**10.3**	**36,533,977**	**60.5**	**33,898**	**49,337**	**17,066,768**	**46.6**	**17,334**	**23,048**	**.7206**	**.7419**
Adams	285.5	305.8	7.1	115.6	10.0	5,110,775	58.9	30,601	44,211	2,737,276	47.9	17,614	23,679	.1094	.1119
Arapahoe	402.8	467.0	15.9	185.7	18.7	10,295,342	71.4	38,370	55,441	5,496,186	58.3	22,179	29,597	.1941	.2138
Denver	504.7	508.2	.7	236.6	2.8	9,653,266	48.6	28,241	40,800	4,405,624	33.1	14,388	18,621	.2074	.1968
Douglas	46.5	55.6	19.6	17.4	20.8	1,113,623	74.6	44,294	64,001	304,869	75.3	12,078	17,521	.0173	.0200
Jefferson	445.0	486.8	9.4	185.2	11.9	10,360,971	61.7	38,725	55,945	4,122,813	45.4	17,130	22,261	.1924	.1994
DENVER - BOULDER CONSOLIDATED AREA	***1,905.9***	***2,062.7***	***8.2***	***836.2***	***10.3***	***40,890,510***	***60.4***	***33,625***	***48,900***	***19,797,883***	***48.1***	***17,640***	***23,676***	***.8146***	***.8407***
FORT COLLINS - LOVELAND	**187.6**	**208.9**	**11.4**	**82.1**	**14.7**	**3,266,050**	**65.7**	**27,535**	**39,781**	**1,927,776**	**61.0**	**16,720**	**23,481**	**.0691**	**.0747**
Larimer	187.6	208.9	11.4	82.1	14.7	3,266,050	65.7	27,535	39,781	1,927,776	61.0	16,720	23,481	.0691	.0747
GREELEY	**138.8**	**146.4**	**5.5**	**55.3**	**8.2**	**2,005,807**	**56.3**	**25,106**	**36,271**	**869,330**	**44.9**	**11,739**	**15,720**	**.0431**	**.0435**
Weld	138.8	146.4	5.5	55.3	8.2	2,005,807	56.3	25,106	36,271	869,330	44.9	11,739	15,720	.0431	.0435
PUEBLO	**128.7**	**129.1**	**.3**	**51.3**	**3.0**	**1,728,253**	**48.8**	**23,317**	**33,689**	**1,000,552**	**39.9**	**14,358**	**19,504**	**.0423**	**.0407**
Pueblo	128.7	129.1	.3	51.3	3.0	1,728,253	48.8	23,317	33,689	1,000,552	39.9	14,358	19,504	.0423	.0407
ALL COUNTIES															
Adams	285.5	305.8	7.1	115.6	10.0	5,110,775	58.9	30,601	44,211	2,737,276	47.9	17,614	23,679	.1094	.1119
Alamosa	12.6	12.9	2.4	4.9	6.5	160,246	53.9	22,639	32,703	119,098	37.8	18,782	24,306	.0043	.0043
Arapahoe	402.8	467.0	15.9	185.7	18.7	10,295,342	71.4	38,370	55,441	5,496,186	58.3	22,179	29,597	.1941	.2138
Archuleta	4.7	5.3	12.8	2.5	25.0	79,769	80.6	22,088	31,908	54,630	61.8	16,886	21,852	.0018	.0019
Baca	5.2	5.1	–1.9	1.9	.0	43,324	44.3	15,799	22,802	28,045	29.3	11,412	14,761	.0012	.0012
Bent	5.6	5.5	–1.8	2.0	.0	67,557	44.5	23,379	33,779	16,924	29.4	6,538	8,462	.0014	.0013
Boulder	221.4	239.3	8.1	95.7	10.8	4,356,533	60.0	31,506	45,523	2,731,115	57.9	20,014	28,538	.0940	.0988
Chaffee	13.5	13.2	–2.2	5.2	.0	172,780	44.5	23,000	33,227	87,875	29.4	13,058	16,899	.0044	.0038
Cheyenne	2.2	2.2	.0	.9	.0	22,819	44.3	17,573	25,354	5,730	29.3	4,923	6,367	.0003	.0006
Clear Creek	7.0	6.8	–2.9	3.0	.0	106,445	44.5	24,563	35,482	30,307	29.4	7,806	10,102	.0023	.0020
Conejos	8.1	8.1	.0	2.8	.0	57,143	44.4	14,130	20,408	16,067	29.4	4,435	5,738	.0016	.0014
Costilla	3.8	4.1	7.9	1.2	.0	30,211	44.2	17,457	25,176	1,715	29.3	1,105	1,429	.0006	.0007
Crowley	3.2	3.1	–3.1	.9	.0	24,233	44.5	18,633	26,926	5,246	41.3	4,124	5,829	.0006	.0006
Custer	2.0	2.3	15.0	.6	.0	16,520	44.2	19,100	27,533	5,148	29.3	6,637	8,580	.0005	.0003
Delta	22.4	22.9	2.2	9.3	5.7	294,202	52.7	21,897	31,635	92,173	36.8	7,658	9,911	.0061	.0061
Denver	504.7	508.2	.7	236.6	2.8	9,653,266	48.6	28,241	40,800	4,405,624	33.1	14,388	18,621	.2074	.1968
Dolores	1.7	1.7	.0	.6	.0	17,098	44.4	19,740	28,497	4,809	29.4	6,195	8,015	.0005	.0004
Douglas	46.5	55.6	19.6	17.4	20.8	1,113,623	74.6	44,294	64,001	304,869	75.3	12,078	17,521	.0173	.0200
Eagle	17.0	19.0	11.8	6.1	14.1	392,612	64.8	33,549	48,471	315,255	47.7	30,073	38,920	.0092	.0096
Elbert	9.5	11.0	15.8	3.8	15.2	159,025	66.4	28,968	41,849	19,968	67.0	3,623	5,255	.0024	.0029
El Paso	400.0	451.9	13.0	174.8	16.6	7,478,984	68.5	29,615	42,786	4,047,057	57.3	17,168	23,153	.1520	.1646
Fremont	32.8	35.0	6.7	13.6	10.6	428,416	59.8	21,802	31,501	143,083	43.1	8,129	10,521	.0088	.0090
Garfield	27.3	29.6	8.4	11.6	10.5	512,170	59.6	30,559	44,153	316,554	43.0	21,085	27,289	.0116	.0117
Gilpin	2.8	3.0	7.1	1.5	15.4	57,851	66.6	26,718	38,567	5,786	49.3	2,982	3,857	.0007	.0010
Grand	9.0	9.9	10.0	4.1	13.9	148,869	64.5	25,136	36,310	80,096	47.4	15,096	19,536	.0032	.0033
Gunnison	10.8	10.9	.9	4.2	2.4	183,515	48.0	30,248	43,694	77,255	32.6	14,214	18,394	.0040	.0038
Hinsdale	.5	.5	.0	.2	.0	7,842	43.5	27,330	39,210	2,777	28.9	10,770	13,885	.0001	.0001
Huerfano	6.6	6.7	1.5	2.7	3.8	69,485	50.0	17,821	25,735	25,052	34.4	7,171	9,279	.0018	.0016
Jackson	1.8	1.8	.0	.7	.0	20,955	44.3	20,743	29,936	6,546	29.3	7,230	9,351	.0004	.0004
Jefferson	445.0	486.8	9.4	185.2	11.9	10,360,971	61.7	38,725	55,945	4,122,813	45.4	17,130	22,261	.1924	.1994
Kiowa	1.8	1.8	.0	.6	.0	20,890	44.2	24,138	34,817	3,026	29.3	3,900	5,043	.0003	.0004
Kit Carson	7.6	7.5	–1.3	2.9	.0	93,975	44.5	22,426	32,405	56,642	30.8	14,932	19,532	.0026	.0023
Lake	7.0	6.8	–2.9	2.4	.0	92,818	44.4	26,780	38,674	27,599	29.4	8,887	11,500	.0020	.0018
La Plata	31.9	33.8	6.0	12.9	8.4	499,636	56.6	26,810	38,731	303,090	40.5	18,127	23,495	.0118	.0117
Larimer	187.6	208.9	11.4	82.1	14.7	3,266,050	65.7	27,535	39,781	1,927,776	61.0	16,720	23,481	.0691	.0747
Las Animas	13.9	13.6	–2.2	5.4	.0	151,633	44.5	19,433	28,080	73,420	39.7	9,732	13,596	.0038	.0037

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

SMM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
COLORADO (continued)															
ALL COUNTIES (continued)															
Lincoln	4.6	4.6	.0	1.8	.0	53,544	44.4	20,594	29,747	46,253	29.4	19,857	25,696	.0017	.0014
Logan	18.8	18.3	-2.7	7.3	.0	235,259	44.5	22,306	32,227	135,944	29.4	14,389	18,622	.0060	.0058
Mesa	89.7	92.7	3.3	35.7	6.3	1,470,754	53.5	28,518	41,198	724,259	37.5	15,676	20,287	.0326	.0317
Mineral	.8	.8	.0	.3	.0	9,642	43.7	22,363	32,140	3,603	29.0	9,307	12,010	.0002	.0002
Moffat	13.4	13.1	-2.2	4.9	.0	221,118	44.5	31,229	45,126	73,271	29.4	11,553	14,953	.0047	.0043
Montezuma	19.1	20.3	6.3	7.3	7.4	232,109	55.1	22,008	31,796	148,337	38.9	15,701	20,320	.0059	.0058
Montrose	24.9	24.8	-.4	9.4	1.1	345,111	46.0	25,408	36,714	182,891	33.3	14,750	19,456	.0083	.0079
Morgan	22.4	21.8	-2.7	8.4	.0	274,147	44.5	22,587	32,637	116,318	29.4	10,699	13,847	.0066	.0060
Otero	20.9	20.4	-2.4	8.0	.0	218,997	44.5	18,948	27,375	99,612	29.4	9,621	12,452	.0056	.0053
Ouray	2.3	2.5	8.7	.7	.0	23,462	44.3	23,227	33,517	13,526	45.0	13,329	19,323	.0006	.0005
Park	7.7	9.0	16.9	3.4	17.2	130,678	69.4	26,602	38,435	15,227	51.7	3,460	4,479	.0021	.0023
Phillips	4.2	4.1	-2.4	1.8	.0	57,336	44.4	22,056	31,853	27,898	31.2	11,813	15,499	.0013	.0012
Pitkin	11.3	11.9	5.3	5.2	4.0	241,815	50.2	32,190	46,503	340,746	67.3	40,726	65,528	.0073	.0077
Prowers	14.1	14.5	2.8	5.9	7.3	178,501	54.9	20,947	30,254	106,638	38.8	13,968	18,074	.0045	.0045
Pueblo	128.7	129.1	.3	51.3	3.0	1,728,253	48.8	23,317	33,689	1,000,552	39.9	14,358	19,504	.0423	.0407
Rio Blanco	6.2	6.0	-3.2	2.1	.0	100,596	44.5	33,160	47,903	22,250	29.4	8,187	10,595	.0020	.0018
Rio Grande	11.5	12.0	4.3	4.0	2.6	165,067	48.2	28,561	41,267	61,710	32.7	11,920	15,428	.0036	.0035
Routt	14.0	14.1	.7	5.5	1.9	233,395	47.2	29,371	42,435	178,655	47.7	22,393	32,483	.0060	.0058
Saguache	4.0	3.9	-2.5	1.4	.0	39,081	44.4	19,338	27,915	17,732	45.0	8,736	12,666	.0009	.0009
San Juan	.9	.9	.0	.4	.0	11,249	43.9	19,538	28,123	3,950	29.1	7,648	9,875	.0003	.0002
San Miguel	3.6	3.8	5.6	1.5	.0	46,023	44.3	21,259	30,682	34,546	45.3	15,850	23,031	.0013	.0012
Sedgwick	2.9	2.8	-3.4	1.4	.0	42,874	44.4	21,214	30,624	23,638	29.4	13,051	16,884	.0010	.0010
Summit	11.6	13.4	15.5	5.9	20.4	271,898	74.0	31,898	46,084	262,767	61.5	33,197	44,537	.0065	.0071
Teller	13.0	15.3	17.7	5.5	19.6	185,250	72.7	23,317	33,682	68,097	54.7	9,567	12,381	.0036	.0040
Washington	5.2	5.1	-1.9	1.9	.0	62,350	44.4	22,729	32,816	12,708	29.4	5,171	6,688	.0013	.0013
Weld	138.8	146.4	5.5	55.3	8.2	2,005,807	56.3	25,106	36,271	869,330	44.9	11,739	15,720	.0431	.0435
Yuma	9.5	9.3	-2.1	3.8	.0	124,507	44.5	22,680	32,765	52,853	29.4	10,747	13,909	.0029	.0026
TOTAL METRO COUNTIES	**2,761.0**	**2,999.0**	**8.6**	**1,199.7**	**11.0**	**55,369,604**	**61.2**	**31,787**	**46,153**	**27,642,598**	**49.8**	**17,083**	**23,041**	**1.1211**	**1.1642**
TOTAL STATE	**3,369.9**	**3,628.5**	**7.7**	**1,443.7**	**10.1**	**64,276,406**	**60.1**	**30,624**	**44,522**	**32,339,943**	**48.5**	**16,610**	**22,401**	**1.3262**	**1.3661**
CONNECTICUT															
BRIDGEPORT - STAMFORD - NORWALK - DANBURY	**830.9**	**843.2**	**1.5**	**311.6**	**3.9**	**24,515,224**	**45.7**	**56,076**	**78,675**	**12,349,490**	**48.5**	**27,718**	**39,633**	**.4938**	**.4795**
Fairfield	830.9	843.2	1.5	311.6	3.9	24,515,224	45.7	56,076	78,675	12,349,490	48.5	27,718	39,633	.4938	.4795
HARTFORD - NEW BRITAIN - MIDDLETOWN - BRISTOL	**1,117.4**	**1,153.1**	**3.2**	**441.3**	**5.9**	**26,611,193**	**48.5**	**42,970**	**60,302**	**14,122,902**	**51.2**	**22,410**	**32,003**	**.5538**	**.5478**
Hartford	847.0	868.2	2.5	337.2	5.1	20,158,621	47.5	42,608	59,782	11,401,735	50.3	23,647	33,813	.4304	.4230
Middlesex	142.4	150.2	5.5	58.3	8.4	3,533,432	52.0	43,196	60,608	1,694,485	54.9	20,327	29,065	.0696	.0704
Tolland	128.0	134.7	5.2	45.8	8.3	2,919,140	51.9	45,427	63,737	1,026,682	54.8	15,678	22,417	.0538	.0544
NEW HAVEN - WATERBURY - MERIDEN	**793.6**	**810.3**	**2.1**	**309.7**	**4.7**	**18,108,236**	**46.9**	**41,677**	**58,470**	**9,221,740**	**49.7**	**20,825**	**29,776**	**.3779**	**.3698**
New Haven	793.6	810.3	2.1	309.7	4.7	18,108,236	46.9	41,677	58,470	9,221,740	49.7	20,825	29,776	.3779	.3698
NEW LONDON - NORWICH	**253.8**	**258.4**	**1.8**	**95.2**	**4.5**	**5,253,758**	**46.6**	**39,331**	**55,187**	**2,952,206**	**49.4**	**21,687**	**31,011**	**.1152**	**.1125**
New London	253.8	258.4	1.8	95.2	4.5	5,253,758	46.6	39,331	55,187	2,952,206	49.4	21,687	31,011	.1152	.1125
ALL COUNTIES															
Fairfield	830.9	843.2	1.5	311.6	3.9	24,515,224	45.7	56,076	78,675	12,349,490	48.5	27,718	39,633	.4938	.4795
Hartford	847.0	868.2	2.5	337.2	5.1	20,158,621	47.5	42,608	59,782	11,401,735	50.3	23,647	33,813	.4304	.4230
Litchfield	169.7	176.8	4.2	67.5	6.8	4,228,969	49.9	44,650	62,651	1,670,100	52.7	17,303	24,742	.0797	.0795
Middlesex	142.4	150.2	5.5	58.3	8.4	3,533,432	52.0	43,196	60,608	1,694,485	54.9	20,327	29,065	.0696	.0704
New Haven	793.6	810.3	2.1	309.7	4.7	18,108,236	46.9	41,677	58,470	9,221,740	49.7	20,825	29,776	.3779	.3698
New London	253.8	258.4	1.8	95.2	4.5	5,253,758	46.6	39,331	55,187	2,952,206	49.4	21,687	31,011	.1152	.1125
Tolland	128.0	134.7	5.2	45.8	8.3	2,919,140	51.9	45,427	63,737	1,026,682	54.8	15,678	22,417	.0538	.0544
Windham	101.2	106.0	4.7	39.6	7.6	1,961,637	51.0	35,305	49,536	885,251	53.9	15,634	22,355	.0400	.0401
TOTAL METRO COUNTIES	**2,995.7**	**3,065.0**	**2.3**	**1,157.8**	**4.9**	**74,488,411**	**47.1**	**45,885**	**64,336**	**38,646,338**	**49.8**	**23,368**	**33,379**	**1.5407**	**1.5096**
TOTAL STATE	**3,266.6**	**3,347.8**	**2.5**	**1,264.9**	**5.1**	**80,679,017**	**47.3**	**45,497**	**63,783**	**41,201,689**	**50.0**	**22,814**	**32,573**	**1.6604**	**1.6292**
DELAWARE															
WILMINGTON	**564.7**	**586.7**	**3.9**	**217.4**	**6.6**	**11,776,900**	**50.2**	**38,447**	**54,172**	**6,228,872**	**51.1**	**20,212**	**28,652**	**.2489**	**.2481**
New Castle	426.9	442.0	3.5	164.6	6.2	8,922,872	50.7	38,212	54,209	5,342,328	52.7	22,577	32,456	.1952	.1953

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METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
DELAWARE (continued)															
WILMINGTON (continued)															
Cecil, Md.	*71.0*	*77.3*	*8.9*	*27.4*	*11.8*	*1,267,036*	*53.1*	*33,789*	*46,242*	*510,088*	*43.8*	*14,480*	*18,616*	*.0258*	*.0259*
Salem, N. J.	*66.8*	*67.4*	*.9*	*25.4*	*4.1*	*1,586,992*	*45.8*	*44,614*	*62,480*	*376,456*	*40.9*	*10,947*	*14,821*	*.0279*	*.0269*
ALL COUNTIES															
Kent	110.9	117.2	5.7	41.5	8.1	1,909,043	53.3	32,422	46,001	1,134,325	48.2	19,933	27,333	.0432	.0434
New Castle	426.9	442.0	3.5	164.6	6.2	8,922,872	50.7	38,212	54,209	5,342,328	52.7	22,577	32,456	.1952	.1953
Sussex	116.4	126.6	8.8	48.1	11.1	1,886,620	57.6	27,647	39,223	1,295,810	59.7	18,739	26,940	.0439	.0458
TOTAL METRO COUNTIES	**426.9**	**442.0**	**3.5**	**164.6**	**6.2**	**8,922,872**	**50.7**	**38,212**	**54,209**	**5,342,328**	**52.7**	**22,577**	**32,456**	**.1952**	**.1953**
TOTAL STATE	**654.2**	**685.8**	**4.8**	**254.2**	**7.4**	**12,718,535**	**52.0**	**35,340**	**50,034**	**7,772,463**	**53.1**	**21,446**	**30,576**	**.2823**	**.2845**
DISTRICT OF COLUMBIA															
WASHINGTON	**3,729.8**	**4,008.5**	**7.5**	**1,537.3**	**9.7**	**103,273,507**	**53.4**	**48,038**	**67,178**	**49,261,513**	**56.5**	**22,454**	**32,044**	**1.9756**	**2.0220**
District of Columbia	623.8	613.2	–1.7	254.6	–.2	13,014,099	41.8	35,960	51,116	5,106,026	39.5	14,342	20,055	.2670	.2498
Calvert, Md.	*50.6*	*59.1*	*16.8*	*20.0*	*19.8*	*1,024,952*	*63.9*	*37,445*	*51,248*	*188,869*	*50.5*	*7,516*	*9,443*	*.0165*	*.0180*
Charles, Md.	*97.5*	*112.8*	*15.7*	*36.1*	*18.8*	*1,933,345*	*62.5*	*39,133*	*53,555*	*546,381*	*51.6*	*11,854*	*15,135*	*.0339*	*.0362*
Frederick, Md.	*144.0*	*161.2*	*11.9*	*56.2*	*14.5*	*2,957,189*	*56.6*	*38,448*	*52,619*	*1,380,866*	*56.6*	*17,958*	*24,571*	*.0585*	*.0610*
Montgomery, Md.	*712.5*	*794.8*	*11.6*	*309.2*	*14.3*	*23,634,842*	*56.4*	*55,858*	*76,439*	*11,115,552*	*61.5*	*25,447*	*35,949*	*.4301*	*.4513*
Prince George's, Md.	*700.6*	*716.8*	*2.3*	*262.2*	*4.8*	*16,051,266*	*43.5*	*44,733*	*61,218*	*8,674,610*	*48.1*	*23,418*	*33,084*	*.3464*	*.3338*
Alexandria city, Va.	*112.3*	*117.4*	*4.5*	*60.3*	*7.5*	*4,137,415*	*50.7*	*48,944*	*68,614*	*2,042,175*	*53.6*	*23,695*	*33,867*	*.0781*	*.0786*
Arlington, Va.	*160.6*	*163.3*	*1.7*	*80.5*	*4.5*	*5,571,653*	*46.6*	*49,367*	*69,213*	*2,308,472*	*49.4*	*20,063*	*28,677*	*.1033*	*.1008*
Fairfax, Va.	*747.1*	*834.3*	*11.7*	*312.6*	*14.9*	*25,549,541*	*61.1*	*58,295*	*81,732*	*11,491,216*	*64.3*	*25,718*	*36,760*	*.4472*	*.4795*
Fairfax city, Va.	*20.0*	*20.0*	*.0*	*7.4*	*1.4*	*619,975*	*42.1*	*59,758*	*83,780*	*1,656,443*	*60.5*	*141,388*	*223,844*	*.0276*	*.0284*
Falls Church city, Va.	*9.7*	*9.9*	*2.1*	*4.8*	*4.3*	*375,708*	*46.3*	*55,840*	*78,273*	*584,713*	*65.2*	*76,950*	*121,815*	*.0115*	*.0120*
Loudoun, Va.	*75.6*	*87.6*	*15.9*	*30.3*	*18.4*	*1,908,653*	*65.9*	*44,935*	*62,992*	*805,555*	*69.2*	*18,601*	*26,586*	*.0336*	*.0371*
Manassas city, Va.	*20.8*	*24.1*	*15.9*	*8.5*	*19.7*	*498,904*	*67.8*	*41,870*	*58,695*	*629,379*	*73.7*	*51,025*	*74,045*	*.0131*	*.0148*
Manassas Park city, Va.	*7.4*	*7.9*	*6.8*	*2.4*	*4.3*	*119,072*	*46.2*	*35,421*	*49,613*	*31,134*	*49.1*	*9,080*	*12,973*	*.0023*	*.0024*
Prince William, Va.	*190.8*	*220.5*	*15.6*	*71.7*	*19.1*	*4,679,049*	*67.0*	*46,546*	*65,259*	*2,277,970*	*70.2*	*22,228*	*31,771*	*.0856*	*.0952*
Stafford, Va.	*56.5*	*65.6*	*16.1*	*20.5*	*17.8*	*1,197,844*	*65.2*	*41,676*	*58,431*	*422,152*	*68.4*	*14,407*	*20,593*	*.0209*	*.0231*
TOTAL METRO COUNTIES	**623.8**	**613.2**	**–1.7**	**254.6**	**–.2**	**13,014,099**	**41.8**	**35,960**	**51,116**	**5,106,026**	**39.5**	**14,342**	**20,055**	**.2670**	**.2498**
TOTAL STATE	**623.8**	**613.2**	**–1.7**	**254.6**	**–.2**	**13,014,099**	**41.8**	**35,960**	**51,116**	**5,106,026**	**39.5**	**14,342**	**20,055**	**.2670**	**.2498**
FLORIDA															
BRADENTON	**187.5**	**210.4**	**12.2**	**93.2**	**14.6**	**3,855,861**	**61.4**	**29,387**	**41,372**	**2,530,785**	**64.2**	**18,959**	**27,154**	**.0823**	**.0884**
Manatee	187.5	210.4	12.2	93.2	14.6	3,855,861	61.4	29,387	41,372	2,530,785	64.2	18,959	27,154	.0823	.0884
DAYTONA BEACH	**345.9**	**395.3**	**14.3**	**173.1**	**17.3**	**6,878,172**	**65.1**	**28,222**	**39,735**	**3,943,110**	**60.7**	**16,620**	**22,779**	**.1408**	**.1525**
Volusia	345.9	395.3	14.3	173.1	17.3	6,878,172	65.1	28,222	39,735	3,943,110	60.7	16,620	22,779	.1408	.1525
FORT LAUDERDALE - HOLLYWOOD - POMPANO BEACH	**1,214.3**	**1,330.6**	**9.6**	**590.1**	**12.1**	**29,556,880**	**57.8**	**35,575**	**50,088**	**17,958,525**	**60.5**	**21,248**	**30,433**	**.6085**	**.6397**
Broward	1,214.3	1,330.6	9.6	590.1	12.1	29,556,880	57.8	35,575	50,088	17,958,525	60.5	21,248	30,433	.6085	.6397
FORT MYERS - CAPE CORAL	**307.3**	**358.8**	**16.8**	**157.3**	**19.5**	**6,998,983**	**68.3**	**31,601**	**44,494**	**3,695,921**	**58.6**	**17,706**	**23,496**	**.1354**	**.1481**
Lee	307.3	358.8	16.8	157.3	19.5	6,998,983	68.3	31,601	44,494	3,695,921	58.6	17,706	23,496	.1354	.1481
FORT PIERCE	**227.5**	**265.5**	**16.7**	**111.2**	**19.4**	**4,423,776**	**68.1**	**28,259**	**39,782**	**2,768,618**	**65.7**	**17,943**	**24,898**	**.0921**	**.1018**
Martin	93.7	109.0	16.3	47.2	19.2	1,991,622	67.8	29,971	42,195	1,062,370	57.8	17,001	22,508	.0394	.0427
St. Lucie	133.8	156.5	17.0	64.0	19.6	2,432,154	68.4	26,991	38,002	1,706,240	71.1	18,640	26,660	.0527	.0591
FORT WALTON BEACH	**154.1**	**178.8**	**16.0**	**67.2**	**19.4**	**2,889,368**	**68.0**	**30,539**	**42,997**	**1,931,936**	**71.0**	**20,072**	**28,749**	**.0612**	**.0684**
Okaloosa	154.1	178.8	16.0	67.2	19.4	2,889,368	68.0	30,539	42,997	1,931,936	71.0	20,072	28,749	.0612	.0684
GAINESVILLE	**208.8**	**228.9**	**9.6**	**89.4**	**12.7**	**3,462,591**	**58.7**	**27,513**	**38,731**	**2,272,461**	**57.6**	**18,181**	**25,419**	**.0788**	**.0826**
Alachua	184.6	202.7	9.8	80.6	12.7	3,175,474	58.7	27,986	39,398	2,088,072	57.3	18,568	25,907	.0719	.0753
Bradford	24.2	26.2	8.3	8.8	12.8	287,117	58.8	23,180	32,627	184,389	61.6	14,631	20,953	.0069	.0073
JACKSONVILLE	**918.8**	**1,021.3**	**11.3**	**397.1**	**13.8**	**17,770,422**	**60.3**	**31,780**	**44,750**	**9,233,654**	**54.4**	**17,150**	**23,253**	**.3644**	**.3826**
Clay	102.0	119.7	17.4	41.4	19.7	2,019,171	68.5	34,642	48,772	773,509	55.4	14,387	18,684	.0369	.0404
Duval	688.3	752.0	9.3	298.0	12.0	13,318,844	57.7	31,743	44,694	7,398,132	53.5	18,113	24,826	.2816	.2916
Nassau	46.0	53.5	16.3	19.1	18.6	703,892	67.0	26,180	36,853	394,790	69.9	14,433	20,670	.0148	.0165
St. Johns	81.7	96.1	17.6	38.6	20.6	1,728,515	69.8	31,808	44,780	667,223	54.5	13,500	17,286	.0311	.0341
LAKELAND - WINTER HAVEN	**401.6**	**445.7**	**11.0**	**172.0**	**13.8**	**6,666,120**	**60.3**	**27,528**	**38,757**	**3,742,210**	**53.0**	**16,190**	**21,757**	**.1451**	**.1517**
Polk	401.6	445.7	11.0	172.0	13.8	6,666,120	60.3	27,528	38,757	3,742,210	53.0	16,190	21,757	.1451	.1517
MELBOURNE - TITUSVILLE - PALM BAY	**389.1**	**452.4**	**16.3**	**187.3**	**19.0**	**7,565,216**	**67.5**	**29,066**	**40,925**	**4,004,913**	**56.9**	**16,213**	**21,382**	**.1529**	**.1662**

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

SaMM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
FLORIDA (continued)															
MELBOURNE - TITUSVILLE - PALM BAY (continued)															
Brevard	389.1	452.4	16.3	187.3	19.0	7,665,216	67.5	29,066	40,925	4,004,913	56.9	16,213	21,382	.1529	.1662
MIAMI - HIALEAH	**1,850.4**	**1,987.0**	**7.4**	**773.6**	**8.9**	**35,026,005**	**53.3**	**32,157**	**45,277**	**25,224,419**	**56.0**	**22,765**	**32,607**	**.8181**	**.8377**
Dade	1,850.4	1,987.0	7.4	773.6	8.9	35,026,005	53.3	32,157	45,277	25,224,419	56.0	22,765	32,607	.8181	.8377
MIAMI - FORT LAUDERDALE CONSOLIDATED AREA	***3,064.7***	***3,317.6***	***8.3***	***1,363.7***	***10.3***	***64,582,885***	***55.4***	***33,612***	***47,359***	***43,182,944***	***57.8***	***22,119***	***31,666***	***1.4266***	***1.4774***
NAPLES	**133.1**	**155.9**	**17.1**	**67.4**	**19.7**	**2,953,059**	**68.6**	**31,119**	**43,814**	**2,258,709**	**71.5**	**23,398**	**33,512**	**.0635**	**.0713**
Collier	133.1	155.9	17.1	67.4	19.7	2,953,059	68.6	31,119	43,814	2,258,709	71.5	23,398	33,512	.0635	.0713
OCALA	**189.7**	**222.2**	**17.1**	**89.9**	**19.9**	**3,006,388**	**68.8**	**23,752**	**33,441**	**2,361,313**	**67.5**	**18,794**	**26,266**	**.0701**	**.0785**
Marion	189.7	222.2	17.1	89.9	19.9	3,006,388	68.8	23,752	33,441	2,361,313	67.5	18,794	26,266	.0701	.0785
ORLANDO	**989.7**	**1,151.3**	**16.3**	**451.6**	**19.1**	**20,851,622**	**67.6**	**32,809**	**46,173**	**13,717,100**	**68.7**	**21,448**	**30,374**	**.4316**	**.4805**
Orange	627.2	725.0	15.6	287.9	18.6	13,432,579	67.0	33,136	46,657	9,389,806	69.9	22,770	32,615	.2829	.3149
Osceola	95.3	114.0	19.6	45.3	21.4	1,539,968	71.0	24,148	33,995	1,383,510	73.9	21,324	30,541	.0370	.0422
Seminole	267.2	312.3	16.9	118.4	19.5	5,879,075	68.2	35,268	49,654	2,943,784	62.7	18,255	24,863	.1117	.1234
PANAMA CITY	**132.6**	**153.3**	**15.6**	**60.2**	**18.5**	**1,986,061**	**66.8**	**23,436**	**32,991**	**1,481,666**	**57.5**	**18,515**	**24,612**	**.0473**	**.0514**
Bay	132.6	153.3	15.6	60.2	18.5	1,986,061	66.8	23,436	32,991	1,481,666	57.5	18,515	24,612	.0473	.0514
PENSACOLA	**355.1**	**391.1**	**10.1**	**147.7**	**12.7**	**6,244,290**	**58.7**	**30,030**	**42,277**	**3,251,148**	**53.4**	**16,177**	**22,012**	**.1316**	**.1370**
Escambia	284.4	311.9	9.7	118.7	12.3	5,030,361	58.1	30,100	42,379	2,759,885	51.6	17,218	23,251	.1081	.1118
Santa Rosa	70.7	79.2	12.0	29.0	14.6	1,213,929	61.3	29,738	41,860	491,263	64.2	11,829	16,940	.0235	.0252
SARASOTA	**261.4**	**294.7**	**12.7**	**136.3**	**14.8**	**5,785,055**	**61.7**	**30,147**	**42,444**	**3,977,884**	**64.5**	**20,377**	**29,185**	**.1238**	**.1334**
Sarasota	261.4	294.7	12.7	136.3	14.8	5,785,055	61.7	30,147	42,444	3,977,884	64.5	20,377	29,185	.1238	.1334
TALLAHASSEE	**230.1**	**252.0**	**9.5**	**97.1**	**12.5**	**4,064,121**	**58.8**	**29,654**	**41,855**	**2,418,037**	**60.5**	**17,460**	**24,903**	**.0879**	**.0927**
Gadsden	47.1	49.8	5.7	16.2	8.0	474,169	52.0	20,880	29,393	176,776	38.5	8,511	10,912	.0113	.0112
Leon	183.0	202.2	10.5	80.9	13.5	3,587,952	59.8	31,500	44,350	2,241,261	62.5	19,343	27,704	.0766	.0815
TAMPA - ST. PETERSBURG - CLEARWATER	**2,033.1**	**2,270.0**	**11.7**	**985.5**	**14.0**	**41,024,123**	**60.3**	**29,615**	**41,628**	**23,935,455**	**61.9**	**17,105**	**24,288**	**.8523**	**.9084**
Hernando	90.0	107.4	19.3	46.0	22.0	1,586,726	71.8	24,499	34,494	557,054	55.7	9,491	12,110	.0288	.0321
Hillsborough	830.3	937.4	12.9	375.7	15.6	16,295,409	62.8	30,807	43,373	10,336,463	64.2	19,375	27,513	.3457	.3737
Pasco	266.1	307.6	15.6	138.5	18.4	4,805,925	66.7	24,645	34,700	2,536,190	69.5	12,785	18,312	.0958	.1063
Pinellas	846.7	917.6	8.4	425.3	10.6	18,336,063	55.7	30,622	43,113	10,505,748	58.4	17,247	24,702	.3820	.3963
WEST PALM BEACH - BOCA RATON - DELRAY BEACH	**835.8**	**972.7**	**16.4**	**430.4**	**19.2**	**22,947,627**	**67.8**	**37,870**	**53,317**	**12,599,356**	**70.7**	**20,439**	**29,274**	**.4259**	**.4758**
Palm Beach	835.8	972.7	16.4	430.4	19.2	22,947,627	67.8	37,870	53,317	12,599,356	70.7	20,439	29,274	.4259	.4758
ALL COUNTIES															
Alachua	184.6	202.7	9.8	80.6	12.7	3,175,474	58.7	27,986	39,398	2,088,072	57.3	18,568	25,907	.0719	.0753
Baker	19.4	21.4	10.3	6.7	17.5	241,118	65.4	25,579	35,988	56,094	49.9	6,564	8,372	.0047	.0048
Bay	132.6	153.3	15.6	60.2	18.5	1,966,061	66.8	23,436	32,991	1,481,666	57.5	18,515	24,612	.0473	.0514
Bradford	24.2	26.2	8.3	8.8	12.8	287,117	58.8	23,180	32,627	184,389	61.6	14,631	20,953	.0069	.0073
Brevard	389.1	452.4	16.3	187.3	19.0	7,665,216	67.5	29,066	40,925	4,004,913	56.9	16,213	21,382	.1529	.1662
Broward	1,214.3	1,330.6	9.6	590.1	12.1	29,556,880	57.8	35,575	50,088	17,958,525	60.5	21,248	30,433	.6085	.6397
Calhoun	10.1	10.5	4.0	3.4	.0	93,768	40.5	19,623	27,579	57,875	41.3	12,046	17,022	.0026	.0026
Charlotte	93.9	110.1	17.3	51.2	19.1	1,918,326	67.6	26,614	37,467	936,742	61.5	13,490	18,296	.0369	.0405
Citrus	91.9	107.9	17.4	47.9	19.8	1,541,990	68.6	22,866	32,192	705,628	60.6	10,983	14,731	.0304	.0336
Clay	102.0	119.7	17.4	41.4	19.7	2,019,171	68.5	34,642	48,772	773,509	55.4	14,387	18,684	.0369	.0404
Collier	133.1	155.9	17.1	67.4	19.7	2,953,059	68.6	31,119	43,814	2,258,709	71.5	23,398	33,512	.0635	.0713
Columbia	42.5	46.3	8.9	17.1	11.0	614,673	56.3	25,533	35,946	447,028	54.3	18,812	26,142	.0152	.0157
Dade	1,850.4	1,987.0	7.4	773.6	8.9	35,026,005	53.3	32,157	45,277	25,224,419	56.0	22,765	32,607	.8181	.8377
De Soto	23.1	25.5	10.4	9.2	12.2	308,095	57.8	23,804	33,489	223,861	60.6	16,995	24,333	.0076	.0079
Dixie	9.7	10.8	11.3	4.0	14.3	122,328	60.8	21,738	30,582	66,655	57.4	12,100	16,664	.0029	.0030
Duval	688.3	752.0	9.3	298.0	12.0	13,318,844	57.7	31,743	44,694	7,398,132	53.5	18,113	24,826	.2816	.2916
Escambia	284.4	311.9	9.7	118.7	12.3	5,030,361	58.1	30,100	42,379	2,759,885	51.6	17,218	23,251	.1081	.1118
Flagler	21.0	25.0	19.0	11.3	21.5	416,269	71.1	26,166	36,838	88,903	55.0	6,166	7,868	.0068	.0075
Franklin	8.5	8.9	4.7	3.1	.0	89,977	40.5	20,655	29,025	43,299	38.3	10,098	13,967	.0022	.0022
Gadsden	47.1	49.8	5.7	16.2	8.0	476,169	52.0	20,880	29,393	176,776	38.5	8,511	10,912	.0113	.0112
Gilchrist	7.3	7.9	8.2	2.6	4.0	81,889	46.3	22,392	31,496	24,820	48.9	6,668	9,546	.0019	.0018
Glades	7.5	8.3	10.7	3.1	10.7	96,548	55.8	22,129	31,145	15,841	51.8	3,727	5,110	.0018	.0018
Gulf	12.0	12.6	5.0	4.8	11.6	166,811	57.0	24,717	34,752	53,805	49.3	8,383	11,209	.0033	.0034
Hamilton	9.5	9.3	-2.1	3.1	.0	99,076	40.6	22,725	31,960	60,320	43.1	13,593	19,458	.0026	.0026
Hardee	22.1	23.5	6.3	8.0	6.7	208,008	50.1	18,478	26,001	173,703	52.7	15,164	21,713	.0062	.0061
Hendry	25.0	28.9	15.6	9.9	17.9	361,676	65.9	25,956	36,533	247,574	62.3	18,163	25,007	.0084	.0092
Hernando	90.0	107.4	19.3	46.0	22.0	1,586,726	71.8	24,499	34,494	557,054	55.7	9,491	12,110	.0288	.0321
Highlands	65.4	75.5	15.4	33.1	18.2	1,149,732	66.4	24,672	34,735	551,726	57.5	12,512	16,668	.0231	.0250
Hillsborough	830.3	937.4	12.9	375.7	15.6	16,295,409	62.8	30,807	43,373	10,336,463	64.2	19,375	27,513	.3457	.3737

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
FLORIDA (continued)															
ALL COUNTIES (continued)															
Holmes	16.5	17.6	6.7	6.7	8.1	208,008	52.1	22,063	31,046	56,513	38.8	6,568	8,435	.0043	.0042
Indian River	87.2	101.6	16.5	43.4	19.2	1,892,546	67.9	30,971	43,607	945,401	57.1	16,532	21,783	.0364	.0398
Jackson	44.1	45.6	3.4	16.2	6.6	513,323	50.0	22,512	31,667	273,089	44.3	12,448	16,857	.0126	.0124
Jefferson	11.9	12.4	4.2	4.5	9.8	142,295	54.4	22,475	31,621	68,724	52.5	10,990	15,272	.0033	.0032
Lafayette	4.8	5.0	4.2	1.5	.0	46,505	40.6	22,043	31,003	11,889	38.0	5,745	7,926	.0011	.0011
Lake	145.6	168.6	15.8	73.1	18.7	2,688,689	67.1	26,122	36,781	1,571,052	65.5	15,406	21,492	.0554	.0611
Lee	307.3	358.8	16.8	157.3	19.5	6,998,983	68.3	31,601	44,494	3,695,921	58.6	17,706	23,496	.1354	.1481
Leon	183.0	202.2	10.5	80.9	13.5	3,587,952	59.8	31,500	44,350	2,241,261	62.5	19,343	27,704	.0766	.0815
Levy	25.7	28.7	11.7	11.2	15.5	354,600	62.5	22,492	31,661	127,877	47.3	8,949	11,418	.0072	.0076
Liberty	4.8	5.1	6.3	1.7	.0	58,889	40.4	24,678	34,641	13,701	43.0	5,635	8,059	.0013	.0012
Madison	15.9	16.3	2.5	5.4	1.9	168,580	43.3	22,200	31,219	107,895	45.8	13,958	19,981	.0046	.0045
Manatee	187.5	210.4	12.2	93.2	14.6	3,855,861	61.4	29,387	41,372	2,530,785	64.2	18,959	27,154	.0823	.0884
Marion	189.7	222.2	17.1	89.9	19.9	3,006,388	68.8	23,752	33,441	2,361,313	67.5	18,794	26,266	.0701	.0785
Martin	93.7	109.0	16.3	47.2	19.2	1,991,622	67.8	29,971	42,195	1,062,378	57.8	17,001	22,508	.0394	.0427
Monroe	76.7	84.3	9.9	39.2	12.6	1,692,373	58.6	30,665	43,173	915,250	53.4	17,146	23,348	.0345	.0359
Nassau	46.0	53.5	16.3	19.1	18.6	703,892	67.0	26,180	36,853	394,790	69.9	14,433	20,670	.0148	.0165
Okaloosa	154.1	178.8	16.0	67.2	19.4	2,889,368	68.0	30,539	42,997	1,931,936	71.0	20,072	28,749	.0612	.0684
Okeechobee	29.2	34.0	16.4	13.0	18.2	420,566	66.3	22,989	32,351	324,672	69.2	17,441	24,975	.0101	.0111
Orange	627.2	725.0	15.6	287.9	18.6	13,432,579	67.0	33,136	46,657	9,389,806	69.9	22,770	32,615	.2829	.3149
Osceola	95.3	114.0	19.6	45.3	21.4	1,539,968	71.0	24,148	33,995	1,383,510	73.9	21,324	30,541	.0370	.0422
Palm Beach	835.8	972.7	16.4	430.4	19.2	22,947,627	67.8	37,870	53,317	12,599,356	70.7	20,439	29,274	.4259	.4758
Pasco	266.1	307.6	15.6	138.5	18.4	4,805,925	66.7	24,645	34,700	2,536,190	69.5	12,785	18,312	.0958	.1063
Pinellas	846.7	917.6	8.4	425.3	10.6	18,336,063	55.7	30,622	43,113	10,505,748	58.4	17,247	24,702	.3820	.3963
Polk	401.6	445.7	11.0	172.0	13.8	6,666,120	60.3	27,528	38,757	3,742,210	53.0	16,190	21,757	.1451	.1517
Putnam	63.3	70.3	11.1	27.7	14.0	997,580	60.5	25,581	36,014	482,583	56.8	12,667	17,422	.0208	.0221
St. Johns	81.7	96.1	17.6	38.6	20.6	1,728,515	69.8	31,808	44,780	667,223	54.5	13,500	17,286	.0311	.0341
St. Lucie	133.8	156.3	17.0	54.0	19.6	2,432,154	68.4	26,991	38,002	1,706,240	71.1	18,640	26,660	.0527	.0591
Santa Rosa	70.7	79.2	12.0	29.0	14.6	1,213,929	61.3	29,738	41,860	491,263	64.2	11,829	16,940	.0235	.0252
Sarasota	261.4	294.7	12.7	136.3	14.8	5,785,055	61.7	30,147	42,444	3,977,884	64.5	20,377	29,185	.1238	.1334
Seminole	267.2	312.3	16.9	118.4	19.5	5,879,075	68.2	35,268	49,654	2,943,784	62.7	18,255	24,863	.1117	.1234
Sumter	31.1	34.8	11.9	13.5	14.4	407,929	61.0	21,469	30,217	282,131	63.8	14,593	20,899	.0099	.0105
Suwannee	26.9	29.1	8.2	10.8	10.2	379,116	55.1	24,944	35,103	223,899	57.8	14,478	20,731	.0086	.0090
Taylor	18.6	19.8	6.5	7.4	7.2	275,238	50.9	26,441	37,194	120,896	39.8	12,532	16,337	.0061	.0060
Union	11.4	11.5	.9	2.4	.0	97,559	40.7	28,898	40,650	30,604	43.2	8,907	12,752	.0025	.0023
Volusia	345.9	395.3	14.3	173.1	17.3	6,878,172	65.1	28,222	39,735	3,943,110	60.7	16,620	22,779	.1408	.1525
Wakulla	14.4	16.3	13.2	5.9	18.0	198,151	66.0	23,873	33,585	35,396	53.0	4,626	5,999	.0035	.0039
Walton	28.1	31.9	13.5	13.0	16.1	413,742	63.4	22,614	31,826	160,324	56.4	9,153	12,333	.0083	.0089
Washington	16.3	17.0	4.3	6.8	7.9	212,810	51.8	22,247	31,296	80,204	45.5	8,748	11,795	.0046	.0046
TOTAL METRO COUNTIES	**11,365.1**	**12,737.9**	**12.1**	**5,277.6**	**14.6**	**234,055,740**	**61.3**	**31,512**	**44,349**	**143,307,220**	**61.2**	**19,304**	**27,154**	**4.9136**	**5.2487**
TOTAL STATE	**12,506.5**	**14,020.2**	**12.1**	**5,799.5**	**14.6**	**252,734,523**	**61.3**	**30,963**	**43,579**	**152,893,194**	**60.9**	**18,776**	**26,363**	**5.3053**	**5.6658**
GEORGIA															
ALBANY	**119.2**	**121.5**	**1.9**	**42.3**	**4.4**	**1,676,827**	**46.2**	**28,329**	**39,641**	**1,217,430**	**45.9**	**20,604**	**28,781**	**.0436**	**.0422**
Dougherty	103.0	102.8	–.2	36.0	2.3	1,386,860	42.6	27,625	38,524	1,201,174	45.8	23,404	33,366	.0393	.0374
Lee	16.2	18.7	15.4	6.3	18.9	289,967	65.8	33,004	46,027	16,256	52.8	2,008	2,580	.0043	.0048
ATHENS	**149.0**	**159.9**	**7.3**	**60.6**	**10.2**	**2,275,623**	**53.6**	**26,930**	**37,552**	**1,511,497**	**58.4**	**17,352**	**24,942**	**.0537**	**.0551**
Clarke	81.9	86.3	5.4	33.8	8.3	1,303,563	51.1	27,656	38,567	1,215,698	58.3	24,614	35,967	.0348	.0355
Jackson	29.7	32.4	9.1	11.8	11.3	429,956	55.2	26,128	36,437	205,479	58.7	12,214	17,413	.0092	.0096
Madison	21.3	23.2	8.9	8.4	12.0	264,597	56.2	22,590	31,500	28,393	46.2	2,608	3,404	.0049	.0050
Oconee	16.1	18.0	11.8	6.6	15.8	277,507	61.4	30,159	42,047	61,727	65.1	6,561	9,353	.0048	.0050
ATLANTA	**2,766.4**	**3,086.5**	**11.6**	**1,180.9**	**14.3**	**60,482,863**	**59.7**	**36,639**	**51,218**	**35,320,873**	**58.7**	**21,532**	**29,910**	**1.2487**	**1.3199**
Barrow	27.6	31.9	15.6	11.6	18.4	402,564	65.1	24,886	34,704	251,379	63.5	15,502	21,671	.0091	.0098
Butts	16.4	17.4	6.1	5.4	10.2	232,827	53.6	30,929	43,116	47,839	39.9	6,981	8,859	.0044	.0044
Cherokee	83.5	98.7	18.2	34.4	21.1	1,506,192	68.9	31,396	43,785	419,600	65.3	8,938	12,198	.0260	.0289
Clayton	180.4	197.2	9.3	72.5	12.2	3,459,066	56.5	34,211	47,711	2,812,750	60.4	27,145	38,797	.0826	.0867
Cobb	427.0	498.6	16.8	197.1	19.7	12,397,205	67.0	45,104	62,898	6,007,859	67.2	21,831	30,481	.2213	.2452
Coweta	50.1	56.8	13.4	20.8	16.9	886,517	63.0	30,561	42,621	361,631	56.2	13,010	17,386	.0172	.0183
De Kalb	548.1	585.1	6.8	230.2	9.5	12,078,162	52.7	37,620	52,468	9,061,157	56.1	27,609	39,362	.2795	.2856
Douglas	76.2	88.5	16.1	29.7	19.3	1,357,223	66.3	32,769	45,698	648,572	70.0	15,318	21,837	.0264	.0295
Fayette	56.9	68.1	19.7	23.6	22.3	1,341,394	70.5	40,755	56,839	283,544	63.9	8,966	12,015	.0205	.0232
Forsyth	42.0	49.1	16.9	18.1	19.9	779,309	67.2	30,875	43,056	210,106	55.9	8,923	11,608	.0136	.0148
Fulton	648.6	681.9	5.1	282.3	7.9	13,546,186	50.4	34,412	47,985	10,632,939	53.8	26,421	37,665	.3260	.3281

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GEORGIA (continued)															
ATLANTA (continued)															
Gwinnett	329.3	395.9	20.2	144.0	23.3	7,781,075	71.9	38,746	54,035	2,616,012	63.2	13,727	18,167	.1297	.1462
Henry	53.5	62.5	16.8	22.0	20.2	969,253	67.7	31,592	44,057	217,407	54.6	7,685	9,882	.0162	.0178
Newton	44.2	49.9	12.9	17.4	16.8	671,651	62.9	27,676	38,601	268,859	58.5	11,381	15,452	.0133	.0144
Paulding	36.1	41.9	16.1	15.2	19.7	560,177	66.9	26,427	36,854	140,755	57.7	7,028	9,260	.0100	.0110
Rockdale	54.2	63.4	17.0	21.7	19.9	1,142,582	67.2	37,757	52,654	558,410	68.8	18,281	25,733	.0217	.0240
Spalding	55.0	58.9	7.1	21.0	9.9	834,653	53.3	28,500	39,745	584,708	56.7	19,530	27,843	.0203	.0207
Walton	37.3	40.7	9.1	13.9	12.1	536,827	56.3	27,694	38,621	197,346	59.8	9,959	14,198	.0109	.0113
AUGUSTA	**405.0**	**435.3**	**7.5**	**159.9**	**10.2**	**6,659,797**	**55.5**	**29,543**	**41,676**	**3,526,783**	**53.9**	**15,808**	**22,070**	**.1445**	**.1480**
Columbia	63.1	74.1	17.4	26.2	20.2	1,219,705	67.6	33,380	46,554	223,156	52.6	6,710	8,517	.0196	.0215
McDuffie	20.9	22.0	5.3	8.0	6.7	244,390	48.7	21,910	30,549	194,403	52.0	17,055	24,300	.0068	.0067
Richmond	199.2	208.4	4.6	74.6	7.5	3,070,759	49.9	29,517	41,163	2,128,168	51.8	20,203	28,528	.0751	.0750
Aiken, S. C.	*121.8*	*130.8*	*7.4*	*51.0*	*10.2*	*2,124,943*	*58.2*	*29,011*	*41,656*	*981,056*	*59.3*	*13,301*	*19,236*	*.0430*	*.0448*
COLUMBUS	**256.2**	**265.1**	**3.5**	**95.8**	**6.4**	**3,697,371**	**49.0**	**27,577**	**38,595**	**2,116,038**	**48.0**	**15,885**	**22,088**	**.0872**	**.0860**
Chattahoochee	21.1	21.4	1.4	3.7	2.8	350,251	43.3	67,874	94,662	4,778	30.5	1,017	1,291	.0057	.0055
Muscogee	184.6	191.7	3.8	72.2	6.8	2,742,062	49.0	27,232	37,979	1,851,115	47.7	18,545	25,639	.0679	.0668
Russell, Ala.	*50.5*	*52.0*	*3.0*	*19.9*	*5.9*	*605,058*	*52.5*	*21,101*	*30,405*	*260,145*	*51.0*	*9,166*	*13,073*	*.0136*	*.0137*
MACON - WARNER ROBINS	**290.1**	**303.4**	**4.6**	**111.5**	**7.2**	**4,869,276**	**49.8**	**31,259**	**43,671**	**2,958,981**	**51.7**	**18,760**	**26,538**	**.1123**	**.1118**
Bibb	157.2	160.5	2.1	60.1	4.5	2,499,356	45.8	29,818	41,587	1,870,911	49.0	21,835	31,130	.0636	.0620
Houston	90.8	97.7	7.6	35.4	10.6	1,667,397	54.3	33,775	47,102	916,963	57.7	18,169	25,903	.0357	.0367
Jones	20.5	22.6	10.2	7.9	14.5	368,774	59.6	33,478	46,680	26,225	45.3	2,615	3,320	.0058	.0060
Peach	21.6	22.6	4.6	8.1	6.6	333,749	48.6	29,550	41,204	144,882	50.8	12,641	17,887	.0072	.0071
SAVANNAH	**247.7**	**261.2**	**5.5**	**98.4**	**8.4**	**4,156,425**	**51.2**	**30,281**	**42,240**	**2,676,352**	**53.0**	**19,260**	**27,199**	**.0968**	**.0974**
Chatham	223.7	233.9	4.6	88.6	7.4	3,731,746	49.8	30,201	42,119	2,619,961	53.1	20,741	29,571	.0900	.0901
Effingham	24.0	27.3	13.8	9.8	18.1	424,679	64.6	31,077	43,335	56,391	49.9	4,534	5,754	.0068	.0073
ALL COUNTIES															
Appling	17.1	17.8	4.1	5.9	5.4	186,464	46.9	22,664	31,604	119,906	50.2	14,256	20,323	.0050	.0047
Atkinson	6.6	6.9	4.5	2.0	.0	49,619	39.4	17,804	24,810	20,966	39.6	7,508	10,483	.0012	.0015
Bacon	9.9	10.1	2.0	3.8	5.6	135,386	47.2	25,549	35,628	60,897	47.8	11,442	16,026	.0031	.0028
Baker	3.6	3.5	-2.8	1.2	0	32,106	39.1	19,240	26,755	5,489	26.7	3,609	4,574	.0008	.0008
Baldwin	39.3	41.0	4.3	13.1	8.3	621,920	51.0	34,042	47,475	348,880	54.3	18,680	26,632	.0140	.0141
Banks	10.7	11.8	10.3	4.3	13.2	125,731	57.8	20,968	29,240	27,965	61.3	4,562	6,503	.0024	.0026
Barrow	27.6	31.9	15.6	11.6	18.4	402,564	65.1	24,886	34,704	251,379	65.5	15,502	21,671	.0091	.0098
Bartow	52.0	58.7	12.9	21.2	15.8	741,477	61.6	25,079	34,975	464,876	61.5	15,727	21,928	.0170	.0183
Ben Hill	17.8	18.7	5.1	7.1	7.6	216,325	50.0	21,849	30,468	132,851	53.4	13,125	18,711	.0054	.0053
Berrien	14.4	15.0	4.2	5.7	9.6	192,638	52.8	24,245	33,796	78,064	42.8	10,513	13,695	.0042	.0043
Bibb	157.2	160.5	2.1	60.1	4.5	2,499,356	45.8	29,818	41,587	1,870,911	49.0	21,835	31,130	.0636	.0620
Bleckley	10.6	10.5	-.9	3.7	.0	137,518	39.5	26,632	37,167	51,839	36.6	10,255	14,011	.0032	.0029
Brantley	11.1	12.4	11.7	4.4	12.8	169,176	57.3	27,574	38,449	15,466	50.2	2,641	3,515	.0028	.0029
Brooks	15.2	15.0	-1.3	5.2	.0	155,929	39.5	21,503	29,986	79,518	42.6	10,726	15,292	.0041	.0039
Bryan	15.6	18.3	17.3	6.0	20.0	169,737	67.3	20,294	28,290	49,664	52.3	6,523	8,277	.0035	.0038
Bulloch	38.1	39.1	2.6	13.3	4.7	472,614	46.0	25,482	35,535	177,283	49.3	19,898	28,367	.0130	.0127
Burke	21.5	22.6	5.1	7.5	7.1	260,780	49.4	24,942	34,771	115,274	44.8	11,371	15,370	.0061	.0060
Butts	16.4	17.4	6.1	5.4	10.2	232,827	53.6	30,929	43,116	47,839	39.9	6,981	8,859	.0044	.0044
Calhoun	5.5	5.4	-1.8	1.5	.0	44,343	39.2	21,234	29,562	15,841	30.8	8,073	10,561	.0012	.0011
Camden	21.7	25.3	16.6	8.4	21.7	321,400	69.7	27,440	38,262	198,562	73.5	16,582	23,638	.0069	.0079
Candler	7.6	7.6	.0	2.7	.0	78,470	39.5	20,835	29,063	63,315	42.6	16,447	23,450	.0023	.0022
Carroll	69.6	76.8	10.3	27.8	13.9	1,090,044	58.9	28,118	39,210	579,613	61.6	14,695	20,849	.0234	.0247
Catoosa	41.4	43.6	5.3	16.0	8.1	586,446	50.8	26,280	36,653	425,594	54.1	18,657	26,600	.0147	.0148
Charlton	8.4	9.1	8.3	3.1	10.7	109,117	54.4	25,245	35,199	39,081	45.5	9,595	12,607	.0024	.0024
Chatham	223.7	233.9	4.6	88.6	7.4	3,731,746	49.8	30,201	42,119	2,619,961	53.1	20,741	29,571	.0900	.0901
Chattahoochee	21.1	21.4	1.4	3.7	2.8	350,251	43.3	67,874	94,662	4,778	30.5	1,017	1,291	.0057	.0055
Chattooga	21.9	21.7	-.9	8.0	.0	257,749	39.4	23,106	32,219	171,660	42.6	15,052	21,458	.0070	.0066
Cherokee	83.5	98.7	18.2	34.4	21.1	1,506,192	68.9	31,396	43,785	419,600	65.3	8,938	12,198	.0260	.0289
Clarke	81.9	86.3	5.4	33.8	8.3	1,303,563	51.1	27,656	38,567	1,215,698	58.3	24,614	35,967	.0348	.0355
Clay	3.3	3.2	-3.0	1.2	.0	33,341	39.3	19,940	27,784	10,221	42.5	5,977	8,518	.0008	.0007
Clayton	180.4	197.2	9.3	72.5	12.2	3,459,066	56.5	34,211	47,711	2,812,750	60.4	27,145	38,797	.0826	.0867
Clinch	7.0	7.1	1.4	2.3	.0	79,143	39.4	24,690	34,410	18,886	31.0	6,267	8,211	.0019	.0016
Cobb	427.0	498.6	16.8	197.1	19.7	12,397,205	67.0	45,104	62,898	6,007,859	67.2	21,831	30,481	.2213	.2452
Coffee	30.9	33.1	7.1	11.6	9.4	360,355	52.6	22,277	31,065	257,796	56.0	15,589	22,224	.0094	.0097
Colquitt	37.2	37.8	1.6	14.0	3.7	473,064	44.6	24,230	33,790	269,435	47.8	13,499	19,245	.0117	.0112
Columbia	63.1	74.1	17.4	26.2	20.2	1,219,705	67.6	33,380	46,554	223,156	52.6	6,710	8,517	.0196	.0215
Cook	14.2	14.5	2.1	5.3	6.0	175,238	47.8	23,709	33,064	70,934	43.9	9,858	13,384	.0040	.0040
Coweta	50.1	56.8	13.4	20.8	16.9	886,517	63.0	30,561	42,621	361,631	56.2	13,010	17,386	.0172	.0183
Crawford	8.6	9.1	5.8	2.5	.0	98,564	39.4	28,275	39,426	8,053	33.6	2,412	3,221	.0019	.0018

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
GEORGIA (continued)															
ALL COUNTIES (continued)															
Crisp	20.3	20.4	.5	7.3	1.4	216,437	41.4	21,258	29,649	290,321	60.1	25,191	39,770	.0074	.0075
Dade	12.9	13.1	1.6	4.3	.0	126,854	39.5	21,150	29,501	57,295	33.6	9,975	13,324	.0034	.0030
Dawson	7.7	9.1	18.2	3.3	17.9	101,708	64.4	22,101	30,821	17,786	49.6	4,246	5,390	.0018	.0021
Decatur	26.8	27.3	1.9	9.7	5.4	339,250	47.0	25,082	34,974	185,995	50.3	13,451	19,175	.0083	.0080
De Kalb	548.1	585.1	6.8	230.2	9.5	12,078,162	52.7	37,620	52,468	9,061,157	56.1	27,609	39,362	.2795	.2856
Dodge	16.9	16.6	–1.8	6.0	.0	191,516	39.5	22,885	31,919	146,388	47.3	16,561	24,398	.0054	.0050
Dooly	10.3	10.0	–2.9	3.7	.0	87,900	39.3	17,052	23,757	85,904	42.5	16,293	23,217	.0030	.0029
Dougherty	103.0	102.8	–.2	36.0	2.3	1,386,860	42.6	27,625	38,524	1,201,174	45.8	23,404	33,366	.0393	.0374
Douglas	76.2	88.5	16.1	29.7	19.3	1,357,223	66.3	32,769	45,698	648,572	70.0	15,318	21,837	.0264	.0295
Early	12.8	12.5	–2.3	4.6	.0	135,386	39.5	21,102	29,432	64,915	36.7	10,323	14,112	.0036	.0031
Echols	2.5	2.6	4.0	.8	.0	29,075	39.1	26,129	36,344	804	42.3	706	1,005	.0005	.0005
Effingham	24.0	27.3	13.8	9.8	18.1	424,679	64.6	31,077	43,335	56,391	49.9	4,534	5,754	.0068	.0073
Elbert	19.1	19.0	–.5	7.1	.0	218,907	39.5	22,106	30,832	166,878	42.6	16,485	23,504	.0062	.0060
Emanuel	22.2	22.8	2.7	8.1	6.6	227,663	48.6	20,158	28,107	166,330	51.9	14,405	20,535	.0063	.0062
Evans	8.3	8.2	–1.2	3.1	.0	92,839	39.5	21,474	29,948	73,500	42.6	16,630	23,710	.0028	.0025
Fannin	16.4	17.4	6.1	6.8	7.9	174,452	50.4	18,406	25,655	87,713	45.8	9,550	12,899	.0043	.0043
Fayette	56.9	68.1	19.7	23.6	22.3	1,341,394	70.5	40,755	56,839	283,544	63.9	8,966	12,015	.0205	.0232
Floyd	81.6	82.3	.9	31.4	3.3	1,196,354	44.1	27,319	38,100	666,788	47.3	14,895	21,235	.0284	.0273
Forsyth	42.0	49.1	16.9	18.1	19.9	779,309	67.2	30,875	43,056	210,106	55.9	8,923	11,608	.0136	.0148
Franklin	17.0	17.9	5.3	6.8	7.9	218,009	50.5	22,993	32,060	169,606	53.9	17,497	24,942	.0057	.0057
Fulton	648.6	681.9	5.1	282.3	7.9	13,546,186	50.4	34,412	47,985	10,632,939	53.8	26,421	37,665	.3260	.3281
Gilmer	13.3	14.5	9.0	5.3	10.4	146,499	53.9	19,826	27,641	73,158	48.9	10,235	13,803	.0035	.0035
Glascock	2.4	2.4	.0	.8	.0	26,606	39.0	23,931	33,258	4,680	42.3	4,110	5,850	.0005	.0005
Glynn	61.3	64.8	5.7	25.4	8.5	977,335	51.4	27,590	38,478	577,555	42.0	17,383	22,738	.0230	.0227
Gordon	34.1	36.4	6.7	13.0	8.3	458,919	51.1	25,315	35,301	300,125	54.4	16,194	23,087	.0111	.0113
Grady	23.0	24.6	7.0	8.2	6.5	226,316	48.5	19,791	27,600	149,077	46.3	13,232	18,180	.0063	.0061
Greene	12.1	12.4	2.5	4.1	2.5	120,792	42.9	21,132	29,461	57,435	46.1	9,828	14,009	.0031	.0030
Gwinnett	329.3	393.9	20.2	144.0	23.3	7,781,075	71.9	38,746	54,035	2,616,012	63.2	13,727	18,167	.1297	.1462
Habersham	28.0	29.3	4.6	10.8	8.0	408,626	50.6	27,130	37,836	245,370	54.0	15,936	22,719	.0097	.0097
Hall	92.0	101.5	10.3	37.8	13.5	1,723,303	58.3	32,688	45,590	955,211	61.8	17,724	25,270	.0359	.0380
Hancock	9.7	9.8	1.0	3.0	.0	77,572	39.3	18,557	25,857	21,789	33.1	5,455	7,263	.0020	.0019
Haralson	21.0	22.6	7.6	8.8	12.8	282,109	57.3	22,994	32,058	108,376	56.3	8,889	12,315	.0060	.0061
Harris	18.3	19.9	8.7	7.3	10.6	264,934	54.2	26,029	36,292	27,093	40.4	2,924	3,711	.0047	.0047
Hart	20.0	20.8	4.0	7.5	7.1	244,951	49.4	23,427	32,660	98,870	52.7	9,248	13,183	.0054	.0055
Heard	7.6	8.2	7.9	2.6	4.0	100,360	44.9	27,702	38,600	17,353	48.2	4,683	6,674	.0020	.0020
Henry	53.5	62.5	16.8	22.0	20.2	969,253	67.7	31,592	44,057	217,407	54.6	7,685	9,882	.0162	.0178
Houston	90.8	97.7	7.6	35.4	10.6	1,667,397	54.3	33,775	47,102	916,963	57.7	18,169	25,903	.0357	.0367
Irwin	9.3	9.4	1.1	3.4	3.0	100,473	43.7	21,191	29,551	20,581	38.4	4,508	6,053	.0022	.0021
Jackson	29.7	32.4	9.1	11.8	11.3	429,956	55.2	26,128	36,437	205,479	58.7	12,214	17,413	.0092	.0096
Jasper	8.5	9.0	5.9	3.6	16.1	139,876	61.9	27,878	38,854	19,985	47.8	4,362	5,551	.0024	.0025
Jeff Davis	12.4	12.9	4.0	4.9	11.4	136,284	55.3	19,949	27,813	97,075	58.7	13,898	19,811	.0036	.0035
Jefferson	19.1	19.2	.5	6.7	1.5	204,762	41.5	21,921	30,561	108,901	44.7	11,403	16,254	.0052	.0051
Jenkins	8.8	8.7	–1.1	2.9	.0	75,888	39.3	18,779	26,168	48,310	42.5	11,689	16,659	.0022	.0021
Johnson	8.9	9.0	1.1	3.3	3.1	93,625	43.8	20,348	28,371	17,985	30.9	4,294	5,450	.0020	.0019
Jones	20.5	22.6	10.2	7.9	14.5	368,774	59.6	33,478	46,680	26,225	45.3	2,615	3,320	.0058	.0060
Lamar	13.5	14.2	5.2	5.3	10.4	180,065	54.0	24,364	33,975	52,890	40.2	7,862	9,979	.0037	.0036
Lanier	5.8	5.8	.0	2.0	.0	62,753	39.3	22,523	31,377	15,370	37.5	5,590	7,685	.0015	.0014
Laurens	39.7	40.9	3.0	14.7	5.0	547,155	46.4	26,690	37,221	443,041	49.7	21,140	30,139	.0147	.0144
Lee	16.2	18.7	15.4	6.3	18.9	289,967	65.8	33,004	46,027	16,256	52.8	2,008	2,580	.0043	.0048
Liberty	46.4	53.8	15.9	15.4	18.5	668,284	65.2	31,117	43,395	211,709	57.6	10,333	13,747	.0127	.0139
Lincoln	7.6	8.0	5.3	2.3	.0	71,285	39.5	22,225	30,993	19,776	42.6	6,031	8,598	.0018	.0016
Long	5.2	5.5	5.8	1.8	.0	57,589	39.3	22,965	31,994	3,806	26.9	1,667	2,114	.0011	.0012
Lowndes	75.8	79.4	4.7	28.4	7.6	992,490	50.0	25,060	34,947	709,987	44.6	18,804	25,000	.0260	.0254
Lumpkin	12.8	14.1	10.2	4.8	11.6	197,353	55.7	29,481	41,115	66,539	52.9	10,120	13,862	.0033	.0041
McDuffie	20.9	22.0	5.3	8.0	6.7	244,390	48.7	21,910	30,549	194,403	52.0	17,055	24,300	.0068	.0067
McIntosh	9.4	9.5	1.1	3.2	3.2	89,134	43.9	19,976	27,854	39,849	41.2	9,107	12,453	.0022	.0021
Macon	14.4	14.5	.7	5.1	2.0	174,003	42.3	24,463	34,118	42,974	29.5	6,638	8,426	.0038	.0035
Madison	21.3	23.2	8.9	8.4	12.0	264,597	56.2	22,590	31,500	28,593	46.2	2,608	3,404	.0049	.0050
Marion	5.5	5.6	1.8	1.8	.0	52,874	39.2	21,097	29,374	24,035	42.5	9,373	13,353	.0014	.0013
Meriwether	21.9	22.1	.9	7.4	2.8	284,130	43.3	27,536	38,396	99,103	33.0	10,352	13,392	.0062	.0060
Miller	7.1	7.1	.0	2.7	.0	64,774	39.4	17,215	23,990	24,664	30.1	7,020	9,135	.0018	.0015
Mitchell	21.9	22.1	.9	7.2	2.9	234,736	43.4	23,385	32,602	117,284	44.5	11,593	16,289	.0059	.0057
Monroe	17.2	18.6	8.1	6.1	8.9	202,629	51.9	23,824	33,218	71,495	43.4	8,900	11,720	.0045	.0044
Montgomery	7.3	7.4	1.4	2.3	.0	76,786	39.3	23,968	33,385	78,747	42.5	24,029	34,238	.0024	.0024
Morgan	12.9	13.6	5.4	4.8	11.6	153,908	55.7	22,994	32,064	127,017	59.1	18,562	26,462	.0042	.0043
Murray	24.8	27.7	11.7	10.1	16.1	329,034	61.9	23,363	32,578	146,178	63.7	10,263	14,473	.0070	.0075

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GEORGIA (continued)															
ALL COUNTIES (continued)															
Muscogee	184.6	191.7	3.8	72.2	6.8	2,742,062	49.0	27,232	37,979	1,851,115	47.7	18,545	25,639	.0679	.0668
Newton	44.2	49.9	12.9	17.4	16.8	671,651	62.9	27,676	38,601	268,859	58.5	11,381	15,452	.0133	.0144
Oconee	16.1	18.0	11.8	6.6	15.8	277,507	61.4	30,159	42,047	61,727	65.1	6,561	9,353	.0048	.0050
Oglethorpe	9.9	10.4	5.1	4.2	13.5	142,121	58.2	24,279	33,838	46,215	61.8	7,721	11,004	.0028	.0030
Paulding	36.1	41.9	16.1	15.2	19.7	560,177	66.9	26,427	36,854	140,755	57.7	7,028	9,260	.0100	.0110
Peach	21.6	22.6	4.6	8.1	6.6	333,749	48.6	29,550	41,204	144,882	50.8	12,641	17,887	.0072	.0071
Pickens	13.9	15.3	10.1	5.6	9.8	183,096	53.1	23,455	32,696	94,343	50.6	12,287	16,847	.0042	.0043
Pierce	13.4	14.1	5.2	5.1	10.9	166,931	54.6	23,469	32,732	60,521	53.2	8,588	11,867	.0037	.0037
Pike	10.1	10.7	5.9	3.5	6.1	137,518	47.9	28,180	39,291	10,074	40.4	2,174	2,878	.0024	.0024
Polk	34.5	35.6	3.2	13.1	4.8	458,133	46.1	25,080	34,972	205,406	46.3	11,230	15,680	.0105	.0101
Pulaski	8.7	8.5	–2.3	3.1	.0	109,453	39.5	25,318	35,307	56,844	42.6	12,862	18,337	.0027	.0026
Putnam	12.7	13.9	9.4	5.0	11.1	178,830	54.9	25,657	35,766	55,490	44.7	8,523	11,098	.0035	.0037
Quitman	2.2	2.1	–4.5	.8	.0	21,217	39.0	19,075	26,521	6,058	42.4	5,319	7,573	.0006	.0003
Rabun	11.4	11.9	4.4	4.9	11.4	162,552	55.3	23,792	33,174	99,961	57.1	14,459	20,400	.0037	.0040
Randolph	9.4	9.2	–2.1	3.3	.0	94,298	39.5	20,489	28,575	29,631	30.8	6,867	8,979	.0023	.0021
Richmond	199.2	208.4	4.6	74.6	7.5	3,070,759	49.9	29,517	41,163	2,128,168	51.8	20,203	28,528	.0751	.0750
Rockdale	54.2	63.4	17.0	21.7	19.9	1,142,582	67.2	37,757	52,654	558,410	68.0	18,281	25,733	.0217	.0240
Schley	3.6	3.7	2.8	1.1	.0	31,770	39.4	20,725	28,882	19,362	42.5	12,350	17,602	.0009	.0009
Screven	15.9	16.8	5.7	6.2	8.8	189,046	51.7	21,868	30,491	78,420	47.1	9,352	12,648	.0043	.0043
Seminole	9.4	9.5	1.1	3.4	3.0	112,148	43.6	23,665	32,985	44,760	35.2	10,031	13,165	.0026	.0024
Spalding	55.0	58.9	7.1	21.0	9.9	834,653	53.3	28,500	39,745	584,708	56.7	19,530	27,843	.0203	.0207
Stephens	22.7	23.1	1.8	8.8	4.8	291,315	46.1	23,740	33,104	232,028	58.7	17,410	26,367	.0076	.0079
Stewart	5.8	5.7	–1.7	1.9	.0	46,925	39.3	17,725	24,697	15,435	26.9	6,403	8,124	.0014	.0010
Sumter	30.2	30.9	2.3	10.8	4.9	404,809	46.2	26,880	37,482	316,340	49.5	20,546	29,291	.0107	.0106
Talbot	6.7	6.7	.0	2.2	.0	71,173	39.4	23,214	32,351	10,112	26.9	3,622	4,596	.0016	.0014
Taliaferro	2.1	2.1	.0	.8	.0	16,053	39.1	14,430	20,066	1,432	42.3	1,258	1,790	.0003	.0004
Tattnall	18.3	18.8	2.7	6.2	1.6	191,965	41.8	22,199	30,962	90,384	44.9	10,225	14,578	.0048	.0045
Taylor	8.0	8.0	.0	2.8	.0	108,219	39.4	27,729	38,650	25,280	26.9	7,115	9,029	.0024	.0021
Telfair	10.9	10.6	–2.8	4.0	.0	118,322	39.5	21,212	29,581	71,412	42.6	12,523	17,853	.0031	.0031
Terrell	12.0	11.9	–.8	4.1	.0	135,273	39.5	23,654	32,993	55,805	33.0	10,234	13,611	.0033	.0030
Thomas	38.3	38.2	–.3	13.9	3.0	510,334	43.6	26,325	36,715	323,131	46.8	16,305	23,247	.0129	.0123
Tift	35.1	36.0	2.6	12.7	4.1	485,637	45.2	27,423	38,239	465,937	48.4	25,735	36,688	.0141	.0138
Toombs	25.0	26.2	4.8	9.8	7.7	315,675	50.2	23,100	32,212	140,895	39.4	11,107	14,377	.0072	.0071
Towns	6.7	7.3	9.0	3.3	17.9	100,585	64.2	21,876	30,480	36,029	57.5	8,172	10,918	.0020	.0021
Treutlen	6.1	6.1	.0	2.1	.0	60,845	39.5	20,777	28,974	12,294	27.0	4,611	5,854	.0014	.0013
Troup	55.0	57.4	4.4	21.4	7.0	843,072	49.2	28,249	39,396	562,213	52.5	18,428	26,272	.0205	.0203
Turner	9.7	9.7	.0	3.2	.0	74,990	39.4	16,815	23,434	80,201	42.5	17,586	25,063	.0026	.0025
Twiggs	10.5	11.1	5.7	4.0	14.3	160,419	59.3	28,770	40,105	12,595	45.8	2,469	3,149	.0027	.0028
Union	11.6	12.7	9.5	4.8	11.6	134,600	55.6	20,112	28,042	39,587	47.8	6,228	8,247	.0029	.0029
Upson	27.2	28.0	2.9	10.5	5.0	383,143	46.4	26,165	36,490	190,862	47.2	12,966	18,177	.0088	.0086
☐ Walker	57.1	57.4	.5	21.3	2.9	771,900	43.5	25,986	36,239	374,425	46.7	12,330	17,579	.0180	.0173
Walton	37.3	40.7	9.1	13.9	12.1	536,827	56.3	27,694	38,621	197,346	59.8	9,959	14,198	.0109	.0113
Ware	37.7	37.7	.0	13.9	3.7	475,421	44.6	24,528	34,203	461,922	54.4	22,333	33,232	.0138	.0137
Warren	6.4	6.2	–3.1	2.0	.0	61,406	39.3	22,040	30,703	21,837	42.5	7,663	10,919	.0015	.0014
Washington	19.5	19.7	1.0	6.7	3.1	241,471	43.7	25,843	36,040	139,715	47.0	14,627	20,853	.0062	.0058
Wayne	22.1	22.7	2.7	7.6	2.7	275,935	43.2	26,038	36,307	201,607	46.4	18,608	26,527	.0074	.0071
Webster	2.2	2.1	–4.5	.8	.0	28,739	39.3	25,789	35,924	4,591	24.9	4,524	5,739	.0007	.0006
Wheeler	5.5	5.6	1.8	1.9	.0	54,446	39.3	20,548	28,656	4,388	26.9	1,819	2,309	.0010	.0011
White	12.6	14.1	11.9	5.2	10.6	154,919	54.2	21,372	29,792	41,543	40.4	6,295	7,989	.0032	.0033
Whitfield	73.2	77.3	5.6	28.4	8.4	1,100,597	51.2	27,789	38,753	842,852	54.5	20,817	29,678	.0278	.0280
Wilcox	7.8	7.9	1.3	2.6	.0	72,969	39.3	20,149	28,065	8,426	26.9	2,555	3,241	.0017	.0015
Wilkes	11.2	11.2	.0	4.0	.0	128,313	39.4	23,005	32,078	95,661	42.6	16,776	23,915	.0036	.0035
Wilkinson	11.1	11.4	2.7	3.8	2.7	151,663	43.2	28,626	39,911	37,883	39.9	7,318	9,969	.0031	.0028
Worth	19.7	20.5	4.1	6.8	4.6	224,857	45.9	23,711	33,067	77,747	43.0	8,364	11,433	.0051	.0051
TOTAL METRO COUNTIES	**4,172.7**	**4,564.2**	**9.4**	**1,720.0**	**12.2**	**82,573,381**	**57.2**	**34,261**	**48,008**	**48,944,067**	**56.6**	**20,378**	**28,456**	**1.7663**	**1.8370**
TOTAL STATE	**6,439.0**	**6,936.3**	**7.7**	**2,566.6**	**10.4**	**112,250,540**	**55.1**	**31,135**	**43,735**	**65,389,952**	**55.0**	**18,150**	**25,477**	**2.4738**	**2.5405**
HAWAII															
HONOLULU	**844.3**	**881.8**	**4.4**	**288.7**	**7.8**	**17,500,413**	**52.5**	**42,864**	**60,618**	**8,743,454**	**50.6**	**21,673**	**30,286**	**.3617**	**.3630**
Honolulu	844.3	881.8	4.4	288.7	7.8	17,500,413	52.5	42,864	60,618	8,743,454	50.6	21,673	30,286	.3617	.3630
ALL COUNTIES															
Hawaii	117.1	130.4	11.4	43.6	13.8	2,027,489	61.0	32,884	46,502	1,150,292	54.9	19,385	26,383	.0436	.0459
Honolulu	844.3	881.8	4.4	288.7	7.8	17,500,413	52.5	42,864	60,618	8,743,454	50.6	21,673	30,286	.3617	.3630

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METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
HAWAII (continued)															
ALL COUNTIES (continued)															
Kauai	48.4	53.7	11.0	17.6	13.5	899,753	60.6	36,151	51,122	642,302	63.0	25,425	36,494	.0202	.0218
Maui	94.7	109.4	15.5	37.1	18.9	1,799,394	68.1	34,299	48,501	1,302,526	60.7	25,976	35,109	.0401	.0436
TOTAL METRO COUNTIES	**844.3**	**881.8**	**4.4**	**288.7**	**7.8**	**17,500,413**	**52.5**	**42,864**	**60,618**	**8,743,454**	**50.6**	**21,673**	**30,286**	**.3617**	**.3630**
TOTAL STATE	**1,104.5**	**1,175.3**	**6.4**	**387.0**	**9.7**	**22,227,049**	**54.7**	**40,728**	**57,434**	**11,838,574**	**52.7**	**21,970**	**30,591**	**.4656**	**.4743**
IDAHO															
BOISE	**205.9**	**222.8**	**8.2**	**86.7**	**11.2**	**3,954,524**	**63.6**	**30,989**	**45,612**	**1,961,749**	**54.4**	**16,287**	**22,627**	**.0792**	**.0837**
Ada	205.9	222.8	8.2	86.7	11.2	3,954,524	63.6	30,989	45,612	1,961,749	54.4	16,287	22,627	.0792	.0837
ALL COUNTIES															
Ada	205.9	222.8	8.2	86.7	11.2	3,954,524	63.6	30,989	45,612	1,961,749	54.4	16,287	22,627	.0792	.0837
Adams	3.6	3.7	2.8	1.2	.0	40,788	47.2	23,092	33,990	8,000	30.8	5,098	6,667	.0010	.0008
Bannock	68.4	68.6	.3	24.7	2.9	986,171	51.5	27,127	39,926	545,477	40.3	16,204	22,084	.0232	.0226
Bear Lake	6.7	6.5	-3.0	2.3	.0	80,182	47.2	23,684	34,862	22,945	30.8	7,629	9,976	.0017	.0016
Benewah	8.9	9.1	2.2	3.2	.0	121,001	47.2	25,687	37,813	42,611	37.7	9,671	13,316	.0026	.0025
Bingham	38.1	38.1	.0	11.7	.9	501,983	48.5	29,147	42,905	163,844	41.2	10,002	14,004	.0108	.0103
Blaine	13.4	15.5	15.7	6.6	17.9	285,948	73.5	29,436	43,325	158,410	54.1	18,355	24,002	.0056	.0062
Boise	3.7	4.1	10.8	2.0	25.0	66,478	84.0	22,584	33,239	6,676	69.8	2,457	3,338	.0010	.0011
Bonner	27.8	29.5	6.1	10.9	7.9	315,500	58.8	19,666	28,945	178,482	45.8	12,116	16,374	.0077	.0079
Bonneville	72.7	75.3	3.6	25.4	5.4	1,088,027	55.1	29,102	42,836	719,869	42.6	20,948	28,341	.0265	.0263
Boundary	7.8	7.9	1.3	2.6	.0	79,507	47.2	20,775	30,580	37,060	30.8	10,900	14,254	.0021	.0019
Butte	3.2	3.1	-3.1	1.0	.0	44,636	47.2	30,329	44,636	10,364	30.8	7,925	10,364	.0009	.0008
Camas	.7	.7	.0	.3	.0	13,596	47.1	30,810	45,320	482	31.0	1,227	1,607	.0001	.0003
Canyon	91.0	94.2	3.5	33.0	5.1	1,185,683	54.7	24,413	35,930	672,220	42.6	15,013	20,370	.0286	.0282
Caribou	8.1	7.9	-2.5	2.8	.0	118,625	47.2	28,782	42,366	22,461	30.8	6,134	8,022	.0023	.0021
Cassia	20.5	20.6	.5	6.5	1.6	242,722	49.5	25,370	37,342	147,006	32.8	17,295	22,616	.0063	.0060
Clark	.7	.7	.0	.3	.0	10,301	47.2	23,327	34,337	1,375	30.7	3,507	4,583	.0001	.0002
Clearwater	9.3	9.1	-2.2	3.3	.0	132,420	47.2	27,259	40,127	44,378	36.4	9,862	13,448	.0029	.0027
Custer	4.6	5.2	13.0	2.4	26.3	77,453	85.9	21,927	32,272	19,378	65.2	6,175	8,074	.0013	.0014
Elmore	21.6	21.5	-.5	7.2	1.4	237,173	49.3	22,378	32,941	89,757	32.6	9,533	12,466	.0056	.0054
Franklin	9.2	9.1	-1.1	2.8	.0	89,149	47.2	21,629	31,839	41,850	38.3	10,809	14,946	.0022	.0021
Fremont	10.9	10.6	-2.8	3.6	.0	162,602	47.2	30,684	45,167	29,612	30.8	6,290	8,226	.0031	.0030
Gem	12.0	11.8	-1.7	4.2	.0	125,691	47.2	20,330	29,926	40,012	30.8	7,285	9,527	.0030	.0027
Gooding	12.1	12.1	.0	4.3	.0	144,438	47.2	22,818	33,590	42,055	30.8	7,479	9,780	.0032	.0030
Idaho	13.8	13.5	-2.2	5.1	.0	161,207	47.2	21,473	31,609	50,740	34.2	7,414	9,949	.0036	.0034
Jefferson	17.3	18.1	4.6	5.8	9.4	194,024	61.1	22,728	33,452	39,575	43.1	5,218	6,823	.0038	.0040
Jerome	15.2	15.1	-.7	5.3	1.9	201,551	50.0	25,836	38,028	58,300	33.7	8,388	11,000	.0042	.0040
Kootenai	72.7	79.3	9.1	29.3	11.0	1,171,550	63.4	27,165	39,985	627,249	59.3	14,915	21,408	.0248	.0264
Latah	29.0	29.0	.0	10.9	.9	461,931	48.6	28,789	42,379	213,663	35.4	14,610	19,602	.0103	.0098
Lemhi	7.0	6.8	-2.9	2.7	.0	75,752	47.2	19,059	28,056	33,231	30.8	9,411	12,308	.0018	.0017
Lewis	3.9	3.8	-2.6	1.4	.0	58,079	47.2	28,187	41,485	10,487	30.8	5,729	7,491	.0012	.0011
Lincoln	3.3	3.2	-3.0	1.2	.0	36,374	47.2	20,598	30,312	4,527	30.8	2,885	3,773	.0008	.0007
Madison	22.7	23.4	3.1	6.0	5.3	247,275	54.9	28,002	41,213	132,397	37.6	16,875	22,066	.0061	.0061
Minidoka	20.7	20.5	-1.0	6.8	1.5	299,207	49.4	29,892	44,001	86,194	43.5	8,967	12,676	.0060	.0058
Nez Perce	33.9	33.9	.0	13.2	.8	549,010	48.3	28,254	41,592	369,729	39.2	20,270	28,010	.0137	.0131
Oneida	3.5	3.6	2.9	1.1	.0	37,738	47.2	23,308	34,307	15,111	39.5	9,849	13,737	.0009	.0009
Owyhee	8.5	8.4	-1.2	2.9	.0	83,493	47.2	19,560	28,791	23,748	30.8	6,262	8,189	.0019	.0018
Payette	16.8	17.3	3.0	6.2	1.6	206,716	49.6	22,650	33,341	44,027	32.9	5,430	7,101	.0042	.0041
Power	7.5	7.7	2.7	2.6	.0	107,159	47.2	28,000	41,215	28,473	46.4	7,480	10,951	.0022	.0020
Shoshone	15.9	15.5	-2.5	5.7	.0	307,530	47.2	36,652	53,953	83,393	32.5	11,042	14,630	.0058	.0056
Teton	3.3	3.5	6.1	.9	.0	30,856	47.2	23,290	34,284	16,470	36.9	13,366	18,300	.0009	.0008
Twin Falls	55.0	55.1	.2	19.7	1.0	801,267	48.7	27,631	40,673	556,788	45.2	19,668	28,263	.0202	.0196
Valley	6.7	7.2	7.5	2.4	4.3	93,870	53.6	26,574	39,113	40,876	36.4	13,025	17,032	.0020	.0021
Washington	8.3	8.1	-2.4	3.1	.0	98,714	47.2	21,632	31,843	18,405	30.8	4,540	5,937	.0021	.0019
TOTAL METRO COUNTIES	**205.9**	**222.8**	**8.2**	**86.7**	**11.2**	**3,954,524**	**63.6**	**30,989**	**45,612**	**1,961,749**	**54.4**	**16,287**	**22,627**	**.0792**	**.0837**
TOTAL STATE	**1,025.9**	**1,060.7**	**3.4**	**381.3**	**5.5**	**15,327,901**	**55.5**	**27,261**	**40,199**	**7,459,456**	**45.4**	**14,196**	**19,563**	**.3375**	**.3377**
ILLINOIS															
AURORA - ELGIN	**359.3**	**382.5**	**6.5**	**140.3**	**9.6**	**7,497,401**	**54.9**	**37,804**	**53,438**	**3,142,968**	**49.7**	**16,404**	**22,402**	**.1443**	**.1486**
Kane	318.4	339.8	6.7	124.8	9.9	6,712,969	55.3	38,057	53,790	2,986,037	49.9	17,536	23,927	.1327	.1349
Kendall	40.9	42.7	4.4	15.5	7.6	784,432	52.1	35,807	50,609	156,931	45.8	7,476	10,125	.0136	.0137

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ILLINOIS (continued)															
BLOOMINGTON - NORMAL	**126.3**	**128.6**	**1.8**	**48.5**	**4.8**	**2,410,334**	**48.1**	**35,159**	**49,698**	**1,367,597**	**50.3**	**19,650**	**28,198**	**.0535**	**.0525**
McLean	126.3	128.6	1.8	48.5	4.8	2,410,334	48.1	35,159	49,698	1,367,597	50.3	19,650	28,198	.0535	.0525
CHAMPAIGN - URBANA - RANTOUL	**173.1**	**173.4**	**.2**	**64.8**	**2.9**	**2,880,502**	**45.4**	**31,450**	**44,452**	**1,820,412**	**47.6**	**19,577**	**28,093**	**.0689**	**.0666**
Champaign	173.1	173.4	.2	64.8	2.9	2,880,502	45.4	31,450	44,452	1,820,412	47.6	19,577	28,093	.0689	.0666
CHICAGO	**6,203.1**	**6,253.6**	**.8**	**2,386.6**	**3.6**	**128,040,063**	**46.9**	**37,844**	**53,650**	**63,703,215**	**49.0**	**18,557**	**26,692**	**2.7058**	**2.6375**
Cook	5,276.0	5,257.9	–.3	2,016.0	2.4	102,930,401	44.8	36,121	51,057	50,826,110	47.0	17,568	25,211	2.2188	2.1334
Du Page	754.5	808.8	7.2	302.9	10.3	21,432,202	55.9	50,057	70,757	11,607,861	58.2	26,705	38,322	.4196	.4347
McHenry	172.6	186.9	8.3	67.7	11.5	3,677,460	57.6	38,431	54,320	1,269,244	52.1	13,750	18,748	.0674	.0694
CHICAGO - GARY - LAKE COUNTY CONSOLIDATED AREA	***8,193.8***	***8,302.9***	***1.3***	***3,112.8***	***4.1***	***167,500,664***	***48.0***	***37,867***	***53,810***	***82,659,621***	***49.5***	***18,493***	***26,555***	***3.5206***	***3.4515***
DAVENPORT - ROCK ISLAND - MOLINE	**369.4**	**360.3**	**–2.5**	**142.3**	**.4**	**6,742,217**	**43.6**	**33,110**	**47,380**	**3,495,625**	**40.3**	**17,566**	**24,565**	**.1521**	**.1429**
Henry	54.3	53.0	–2.4	20.3	.5	946,598	42.0	32,992	46,630	332,163	41.7	11,605	16,363	.0196	.0182
Rock Island	157.0	153.1	–2.5	61.2	.3	2,912,487	41.8	33,664	47,590	1,733,115	44.0	19,733	28,319	.0682	.0643
Scott, Iowa	*158.1*	*154.2*	*–2.5*	*60.8*	*.3*	*2,883,132*	*46.0*	*32,591*	*47,420*	*1,430,347*	*35.9*	*17,371*	*23,525*	*.0643*	*.0604*
DECATUR	**124.7**	**121.6**	**–2.5**	**48.4**	**.2**	**2,303,417**	**41.7**	**33,667**	**47,591**	**1,271,714**	**43.8**	**18,309**	**26,275**	**.0527**	**.0498**
Macon	124.7	121.6	–2.5	48.4	.2	2,303,417	41.7	33,667	47,591	1,271,714	43.8	18,309	26,275	.0527	.0498
JOLIET	**386.9**	**402.0**	**3.9**	**137.5**	**6.7**	**7,329,421**	**50.8**	**37,711**	**53,305**	**2,904,170**	**52.4**	**14,783**	**21,121**	**.1453**	**.1454**
Grundy	34.1	35.7	4.7	13.7	7.9	710,843	52.5	36,707	51,886	259,004	47.6	13,820	18,905	.0135	.0136
Will	352.8	366.3	3.8	123.8	6.5	6,618,578	50.6	37,820	53,462	2,645,166	52.9	14,889	21,366	.1318	.1318
KANKAKEE	**101.3**	**99.2**	**–2.1**	**36.9**	**.5**	**1,539,787**	**42.1**	**29,519**	**41,729**	**796,389**	**40.7**	**15,422**	**21,582**	**.0362**	**.0340**
Kankakee	101.3	99.2	–2.1	36.9	.5	1,539,787	42.1	29,519	41,729	796,389	40.7	15,422	21,582	.0362	.0340
LAKE COUNTY	**498.3**	**528.9**	**6.1**	**182.8**	**9.5**	**12,366,384**	**54.7**	**47,856**	**67,650**	**5,907,635**	**57.1**	**22,519**	**32,317**	**.2394**	**.2460**
Lake	498.3	528.9	6.1	182.8	9.5	12,366,384	54.7	47,856	67,650	5,907,635	57.1	22,519	32,317	.2394	.2460
PEORIA	**349.2**	**340.9**	**–2.4**	**132.8**	**.4**	**6,842,701**	**41.9**	**36,451**	**51,526**	**3,233,690**	**43.2**	**17,063**	**24,350**	**.1483**	**.1391**
Peoria	187.2	182.6	–2.5	72.6	.3	3,839,401	41.8	37,410	52,884	1,950,098	43.9	18,717	26,861	.0841	.0791
Tazewell	128.3	125.1	–2.5	48.4	.4	2,456,188	42.0	35,897	50,748	1,110,194	43.1	16,090	22,938	.0529	.0495
Woodford	33.7	33.2	–1.5	11.8	.9	547,112	42.6	32,798	46,365	173,398	36.8	10,837	14,693	.0113	.0105
ROCKFORD	**284.3**	**285.0**	**.2**	**111.0**	**3.2**	**5,257,955**	**45.8**	**33,524**	**47,369**	**2,931,056**	**47.9**	**18,413**	**26,406**	**.1163**	**.1144**
Boone	30.6	31.4	2.6	11.6	5.5	482,469	49.0	29,436	41,592	226,969	51.3	13,637	19,566	.0106	.0104
Winnebago	253.7	253.6	.0	99.4	2.9	4,775,486	45.4	33,990	48,043	2,704,087	47.7	18,957	27,204	.1077	.1040
SPRINGFIELD	**194.8**	**197.4**	**1.3**	**83.2**	**4.3**	**3,405,246**	**47.3**	**28,964**	**40,928**	**2,109,612**	**49.2**	**17,722**	**25,356**	**.0793**	**.0775**
Menard	12.5	12.8	2.4	5.0	6.4	167,310	50.4	23,675	33,462	36,285	36.0	5,676	7,257	.0033	.0032
Sangamon	182.3	184.6	1.3	78.2	4.1	3,237,936	47.2	29,295	41,406	2,073,327	49.4	18,476	26,513	.0760	.0743
ALL COUNTIES															
Adams	68.1	66.4	–2.5	26.8	.4	928,927	41.9	24,520	34,661	773,043	44.0	20,100	28,845	.0260	.0245
Alexander	11.7	11.4	–2.6	4.7	.0	127,048	41.3	19,136	27,031	62,971	34.0	9,999	13,398	.0034	.0031
Bond	16.6	16.9	1.8	6.5	4.8	248,952	48.2	27,102	38,300	91,713	43.9	10,280	14,110	.0051	.0051
Boone	30.6	31.4	2.6	11.6	5.5	482,469	49.0	29,436	41,592	226,969	51.3	13,637	19,566	.0106	.0104
Brown	5.1	5.0	–2.0	2.0	.0	79,405	41.2	28,113	39,803	27,362	43.4	9,538	13,681	.0016	.0015
Bureau	37.4	36.5	–2.4	14.4	.7	665,437	42.3	32,691	46,211	245,104	40.8	12,172	17,021	.0138	.0130
Calhoun	5.8	5.7	–1.7	2.1	.0	67,550	41.2	22,776	32,167	23,379	32.4	8,408	11,133	.0016	.0015
Carroll	17.7	17.3	–2.3	7.0	.0	293,239	41.4	29,634	41,891	70,359	32.6	7,577	10,051	.0058	.0053
Cass	14.3	13.9	–2.8	5.4	.0	206,453	41.3	27,057	38,232	55,120	27.8	7,984	10,207	.0043	.0040
Champaign	173.1	173.4	.2	64.8	2.9	2,880,502	45.4	31,450	44,452	1,820,412	47.6	19,577	28,093	.0689	.0666
Christian	36.0	35.4	–1.7	14.4	.7	600,123	42.3	29,490	41,675	253,942	38.5	12,818	17,635	.0132	.0122
Clark	16.6	16.5	–.6	6.8	1.5	237,097	43.4	24,682	34,867	77,406	34.2	8,610	11,383	.0050	.0049
Clay	15.0	14.8	–1.3	6.2	1.6	234,860	43.6	26,818	37,881	73,229	33.5	8,991	11,811	.0050	.0045
☐ Clinton	34.2	34.8	1.8	12.4	4.2	489,180	47.2	27,922	39,450	218,685	48.0	12,413	17,636	.0108	.0106
Coles	52.1	51.5	–1.2	19.4	.5	819,326	42.1	29,878	42,233	480,559	44.2	17,262	24,771	.0197	.0187
Cook	5,276.0	5,257.9	–.3	2,016.0	2.4	102,930,401	44.8	36,121	51,057	50,826,110	47.0	17,568	25,211	2.2188	2.1334
Crawford	20.4	19.9	–2.5	8.1	.0	403,959	41.3	35,292	49,871	171,070	43.5	14,719	21,120	.0086	.0080
Cumberland	11.1	11.1	.0	4.3	.0	136,890	41.3	22,533	31,835	57,407	43.5	9,306	13,350	.0031	.0030
De Kalb	75.0	74.7	–.4	26.7	2.3	1,270,257	44.6	33,662	47,575	593,688	46.8	15,496	22,236	.0278	.0266
De Witt	18.1	18.0	–.6	7.3	1.4	397,473	43.3	38,517	54,448	97,753	31.3	10,337	13,391	.0074	.0069
Douglas	20.1	20.2	.5	7.8	2.6	334,172	45.0	30,321	42,843	133,473	34.9	13,015	17,112	.0072	.0068
Du Page	754.5	808.8	7.2	302.9	10.3	21,432,202	55.9	50,057	70,757	11,607,861	58.2	26,705	38,322	.4196	.4347
Edgar	20.3	19.8	–2.5	8.3	.0	318,291	41.3	27,136	38,348	168,562	43.5	14,153	20,309	.0074	.0070
Edwards	8.4	8.7	3.6	3.9	8.3	174,020	53.0	31,603	44,621	52,447	47.8	9,857	13,448	.0033	.0032
Effingham	33.3	34.2	2.7	12.8	4.9	504,166	48.3	27,864	39,388	533,367	61.7	27,040	41,669	.0142	.0145
Fayette	22.1	21.9	–.9	8.3	1.2	304,423	43.0	25,959	36,677	116,201	33.5	10,615	14,000	.0069	.0064
Ford	14.3	13.9	–2.8	5.8	.0	209,361	41.2	25,557	36,097	77,502	29.3	10,332	13,362	.0046	.0043

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
ILLINOIS (continued)															
ALL COUNTIES (continued)															
Franklin	43.3	43.1	–.5	18.0	2.3	572,387	44.6	22,497	31,799	374,455	46.8	14,497	20,803	.0147	.0140
Fulton	39.2	38.2	–2.6	15.4	.7	536,823	42.2	24,667	34,859	271,132	44.4	12,270	17,606	.0127	.0120
Gallatin	7.4	7.2	–2.7	2.9	.0	90,589	41.2	22,128	31,238	19,863	27.8	5,360	6,849	.0020	.0019
Greene	15.9	15.5	–2.5	6.2	.0	183,638	41.3	20,962	29,619	85,397	43.5	9,600	13,774	.0045	.0041
Grundy	34.1	35.7	4.7	13.7	7.9	710,843	52.5	36,707	51,886	259,004	47.6	13,820	18,905	.0135	.0136
Hamilton	9.2	9.2	.0	3.9	.0	172,231	41.2	31,275	44,162	35,677	27.8	7,158	9,148	.0032	.0030
Hancock	23.2	22.7	–2.2	9.2	.0	365,039	41.3	28,076	39,678	110,065	43.5	8,338	11,964	.0075	.0070
Hardin	5.7	5.9	3.5	2.2	.0	50,327	40.8	16,245	22,876	9,368	27.6	3,337	4,258	.0013	.0010
Henderson	9.2	9.2	.0	3.4	.0	115,641	41.3	24,077	34,012	33,521	43.5	6,872	9,859	.0024	.0026
Henry	54.3	53.0	–2.4	20.3	.5	946,598	42.0	32,992	46,630	332,163	41.7	11,605	16,363	.0196	.0192
Iroquois	32.1	31.3	–2.5	12.4	.0	460,773	41.4	26,285	37,159	184,143	37.1	10,830	14,850	.0103	.0097
Jackson	61.2	61.1	–.2	24.5	2.5	909,244	44.9	26,258	37,112	618,342	40.1	18,463	25,238	.0233	.0221
Jasper	11.5	11.6	.9	4.4	2.3	156,126	44.6	25,105	35,483	104,108	46.8	16,488	23,661	.0040	.0037
Jefferson	37.9	38.6	1.8	16.4	5.1	609,741	48.6	26,306	37,179	395,141	48.3	17,085	24,094	.0146	.0143
☐ Jersey	21.3	21.6	1.4	7.4	1.4	286,753	43.2	27,432	38,750	104,339	38.3	10,335	14,100	.0064	.0061
Jo Daviess	23.8	23.6	–.8	9.1	1.1	315,383	42.9	24,518	34,657	136,991	45.1	10,490	15,054	.0072	.0069
Johnson	10.2	9.9	–2.9	3.3	.0	95,286	41.2	20,450	28,875	36,107	38.9	7,877	10,942	.0025	.0022
Kane	318.4	339.8	6.7	124.8	9.9	6,712,969	55.3	38,057	53,790	2,986,037	49.9	17,536	23,927	.1327	.1349
Kankakee	101.3	99.2	–2.1	36.9	.5	1,539,787	42.1	29,519	41,729	796,389	40.7	15,422	21,582	.0362	.0340
Kendall	40.9	42.7	4.4	15.5	7.6	784,432	52.1	35,807	50,609	156,931	45.8	7,476	10,125	.0136	.0137
Knox	57.8	56.4	–2.4	22.8	.4	821,339	42.0	25,487	36,024	584,389	44.1	17,861	25,631	.0217	.0202
Lake	498.3	528.9	6.1	182.8	9.5	12,366,384	54.7	47,856	67,650	5,907,635	57.1	22,519	32,317	.2394	.2460
La Salle	107.6	104.9	–2.5	42.0	.0	1,723,201	41.4	29,024	41,029	977,714	39.2	16,725	23,279	.0415	.0386
Lawrence	16.9	16.5	–2.4	6.5	.0	211,598	41.4	23,026	32,554	126,765	43.5	13,589	19,502	.0053	.0051
Lee	35.2	34.3	–2.6	12.9	.0	581,558	41.3	31,897	45,082	163,861	33.7	9,501	12,702	.0120	.0108
Livingston	41.6	41.4	–.5	15.0	2.0	629,872	44.2	29,714	41,991	292,722	43.8	13,845	19,515	.0141	.0136
Logan	30.5	29.7	–2.6	10.4	.0	447,352	41.4	30,427	43,015	234,669	43.5	15,723	22,564	.0106	.0100
McDonough	35.4	34.5	–2.5	12.5	.0	431,471	41.3	24,428	34,518	289,672	41.8	16,337	23,174	.0115	.0109
McHenry	172.6	186.9	8.3	67.7	11.5	3,677,460	57.6	38,431	54,320	1,269,244	52.1	13,750	18,748	.0674	.0694
McLean	126.3	128.6	1.8	48.5	4.8	2,410,334	48.1	35,159	49,698	1,367,597	50.3	19,650	28,198	.0535	.0525
Macon	124.7	121.6	–2.5	48.4	.2	2,303,417	41.7	33,667	47,591	1,271,714	43.8	18,309	26,275	.0527	.0498
Macoupin	51.0	51.3	.6	20.5	3.0	775,709	45.6	26,777	37,839	281,920	39.7	10,143	13,752	.0165	.0156
☐ Madison	252.4	253.3	.4	98.7	3.1	3,841,862	45.8	27,538	38,925	2,386,159	46.8	16,988	24,176	.0932	.0901
Marion	44.8	44.6	–.4	17.6	2.3	646,871	44.6	26,009	36,754	404,878	41.6	16,620	23,004	.0161	.0153
Marshall	13.4	13.1	–2.2	5.0	.0	196,164	41.3	27,767	39,233	44,550	32.8	6,711	8,910	.0040	.0036
Mason	17.9	17.5	–2.2	6.7	.0	250,517	41.4	26,452	37,391	95,699	37.6	10,383	14,283	.0056	.0053
Massac	15.2	15.3	.7	6.4	3.2	185,204	45.9	20,475	28,938	67,875	35.2	8,098	10,605	.0042	.0040
Menard	12.5	12.8	2.4	5.0	6.4	167,310	50.4	23,675	33,462	36,285	36.0	5,676	7,257	.0033	.0032
Mercer	19.1	18.7	–2.1	7.0	.0	275,122	41.3	27,817	39,303	57,702	30.8	6,301	8,243	.0055	.0052
☐ Monroe	22.2	23.3	5.0	8.6	6.2	352,066	50.0	28,976	40,938	143,906	52.3	11,663	16,733	.0073	.0073
Montgomery	32.5	32.1	–1.2	12.5	1.6	461,444	43.6	26,119	36,916	227,017	39.1	13,268	18,161	.0109	.0103
Morgan	38.0	37.6	–1.1	14.7	1.4	616,899	43.3	29,690	41,966	363,312	44.0	17,400	24,715	.0148	.0139
Moultrie	14.9	15.0	.7	5.6	3.7	211,374	46.5	26,713	37,745	82,465	48.0	10,318	14,726	.0046	.0044
Ogle	45.9	45.3	–1.3	17.4	.6	822,681	42.2	33,452	47,281	206,654	32.6	9,009	11,877	.0159	.0149
Peoria	187.2	182.6	–2.5	72.6	.3	3,839,401	41.8	37,410	52,884	1,950,098	43.9	18,717	26,861	.0841	.0791
Perry	22.8	23.3	2.2	9.4	5.6	406,196	49.3	30,578	43,212	168,573	48.4	12,762	17,933	.0084	.0083
Piatt	16.8	16.7	–.6	6.5	1.6	259,017	43.5	28,197	39,849	77,954	37.1	8,886	11,993	.0054	.0050
Pike	17.9	17.5	–2.2	7.3	.0	211,374	41.4	20,484	28,955	98,721	42.7	9,478	13,523	.0050	.0048
Pope	4.7	4.8	2.1	2.0	5.3	58,156	48.6	20,599	29,078	6,836	34.5	2,675	3,418	.0012	.0011
Pulaski	8.8	8.7	–1.1	3.5	.0	90,813	41.3	18,363	25,947	16,510	27.8	3,690	4,717	.0020	.0019
Putnam	6.2	6.1	–1.6	2.2	.0	94,839	41.1	30,551	43,109	20,239	29.9	7,080	9,200	.0019	.0017
Randolph	36.2	36.6	1.1	13.0	4.0	514,679	47.0	28,010	39,591	269,641	49.2	14,454	20,742	.0119	.0117
Richland	16.8	16.4	–2.4	6.8	.0	270,201	41.3	28,127	39,735	172,960	41.9	17,929	25,435	.0068	.0062
Rock Island	157.0	153.1	–2.5	61.2	.3	2,912,487	41.8	33,664	47,590	1,733,115	44.0	19,733	28,319	.0682	.0643
☐ St. Clair	270.1	268.8	–.5	99.3	2.2	4,068,446	44.4	28,983	40,971	2,417,828	46.6	16,967	24,349	.0979	.0940
Saline	28.4	28.3	–.4	12.5	3.3	395,683	46.0	22,404	31,655	319,405	48.2	17,810	25,552	.0107	.0104
Sangamon	182.3	184.6	1.3	78.2	4.1	3,237,936	47.2	29,295	41,406	2,073,327	49.4	18,476	26,513	.0760	.0743
Schuyler	8.0	7.8	–2.5	3.1	.0	123,693	41.2	28,253	39,901	43,079	40.2	9,914	13,896	.0027	.0025
Scott	6.1	6.0	–1.6	2.3	.0	101,549	41.2	31,277	44,152	24,604	43.4	7,459	10,697	.0020	.0019
Shelby	24.2	24.3	.4	9.4	2.2	321,423	44.4	24,196	34,194	104,575	38.3	8,221	11,125	.0069	.0065
Stark	7.0	6.8	–2.9	2.6	.0	131,969	41.3	35,914	50,757	22,836	41.9	6,188	8,783	.0024	.0023
Stephenson	49.7	49.3	–.8	19.9	2.6	781,972	45.0	27,801	39,295	423,983	47.2	14,847	21,306	.0181	.0175
Tazewell	128.3	125.1	–2.5	48.4	.4	2,456,188	42.0	35,897	50,748	1,110,194	43.1	16,090	22,938	.0529	.0495
Union	18.3	18.5	1.1	7.9	3.9	259,912	46.8	23,291	32,900	116,979	48.7	10,351	14,807	.0056	.0056
Vermilion	90.9	88.7	–2.4	35.5	.3	1,400,660	41.8	27,909	39,455	922,011	43.9	18,097	25,972	.0353	.0332
Wabash	14.0	14.0	.0	5.6	1.8	208,914	43.8	26,410	37,306	166,504	46.1	20,726	29,733	.0055	.0054

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METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
ILLINOIS (continued)															
ALL COUNTIES (continued)															
Warren	20.8	20.3	-2.4	7.9	.0	293,463	41.4	26,277	37,147	116,938	34.1	11,037	14,802	.0067	.0062
Washington	15.9	16.2	1.9	6.3	5.0	243,583	48.4	27,353	38,664	74,874	46.8	8,499	11,885	.0050	.0048
Wayne	17.8	17.5	-1.7	7.4	.0	235,084	41.3	22,484	31,768	174,319	43.5	16,418	23,557	.0063	.0059
White	17.7	17.7	.0	7.4	1.4	316,054	43.3	30,212	42,710	104,731	29.6	11,067	14,153	.0065	.0061
Whiteside	63.9	62.3	-2.5	24.1	.4	925,348	42.0	27,160	38,396	462,710	38.0	13,966	19,200	.0220	.0204
Will	352.8	366.3	3.8	123.8	6.5	6,618,578	50.6	37,820	53,462	2,645,166	52.9	14,889	21,366	.1318	.1318
Williamson	61.6	64.3	4.4	26.8	7.2	766,315	51.5	20,234	28,594	534,343	49.9	14,260	19,938	.0197	.0197
Winnebago	253.7	253.6	.0	99.4	2.9	4,775,486	45.4	33,990	48,043	2,704,087	47.7	18,957	27,204	.1077	.1040
Woodford	33.7	33.2	-1.5	11.8	.9	547,112	42.6	32,798	46,365	173,398	36.8	10,837	14,695	.0113	.0105
TOTAL METRO COUNTIES	**9,612.8**	**9,721.0**	**1.1**	**3,680.7**	**3.9**	**192,770,603**	**47.3**	**36,938**	**52,373**	**96,524,653**	**49.0**	**18,288**	**26,225**	**4.0974**	**4.0020**
TOTAL STATE	**11,674.3**	**11,762.1**	**.8**	**4,485.9**	**3.5**	**223,664,533**	**46.8**	**35,150**	**49,859**	**112,119,809**	**48.1**	**17,463**	**24,994**	**4.8154**	**4.6823**
INDIANA															
ANDERSON	**131.2**	**128.0**	**-2.4**	**49.4**	**.4**	**2,040,565**	**45.8**	**28,444**	**41,307**	**1,228,898**	**46.0**	**17,106**	**24,876**	**.0488**	**.0468**
Madison	131.2	128.0	-2.4	49.4	.4	2,040,565	45.8	28,444	41,307	1,228,898	46.0	17,106	24,876	.0488	.0468
BLOOMINGTON	**102.7**	**104.2**	**1.5**	**39.2**	**4.5**	**1,687,340**	**51.8**	**29,643**	**43,044**	**904,454**	**48.0**	**16,296**	**23,073**	**.0376**	**.0373**
Monroe	102.7	104.2	1.5	39.2	4.5	1,687,340	51.8	29,643	43,044	904,454	48.0	16,296	23,073	.0376	.0373
ELKHART - GOSHEN	**150.3**	**157.2**	**4.6**	**59.1**	**7.5**	**2,547,367**	**56.0**	**29,682**	**43,103**	**1,683,645**	**51.1**	**20,261**	**28,488**	**.0592**	**.0600**
Elkhart	150.3	157.2	4.6	59.1	7.5	2,547,367	56.0	29,682	43,103	1,683,645	51.1	20,261	28,488	.0592	.0600
EVANSVILLE	**284.0**	**287.1**	**1.1**	**113.4**	**3.5**	**4,968,937**	**50.8**	**30,062**	**43,818**	**3,063,995**	**49.0**	**18,762**	**27,019**	**.1142**	**.1129**
Posey	26.4	26.3	-.4	9.5	1.1	392,665	46.8	28,461	41,333	116,544	40.2	8,842	12,268	.0080	.0077
Vanderburgh	167.0	166.1	-.5	68.6	2.1	3,053,351	48.2	30,654	44,509	2,161,975	47.8	21,766	31,516	.0738	.0720
Warrick	47.8	51.3	7.3	18.3	9.6	769,335	59.1	28,953	42,040	234,588	53.9	9,126	12,819	.0146	.0150
Henderson, Ky.	*42.8*	*43.4*	*1.4*	*17.0*	*4.3*	*753,586*	*55.8*	*29,681*	*44,329*	*550,888*	*53.8*	*21,974*	*32,405*	*.0178*	*.0182*
FORT WAYNE	**364.8**	**367.7**	**.8**	**138.0**	**3.4**	**6,342,338**	**50.1**	**31,658**	**45,959**	**3,601,779**	**50.0**	**17,987**	**26,100**	**.1423**	**.1404**
Allen	302.6	304.4	.6	115.0	3.1	5,375,988	49.8	32,194	46,748	3,175,074	50.0	18,987	27,609	.1217	.1200
De Kalb	34.7	35.2	1.4	12.7	4.1	554,329	51.2	30,059	43,648	214,935	47.5	11,945	16,924	.0115	.0113
Whitley	27.5	28.1	2.2	10.3	5.1	412,021	52.6	27,551	40,002	211,770	52.8	14,139	20,560	.0091	.0091
GARY - HAMMOND	**624.3**	**615.3**	**-1.4**	**220.4**	**1.2**	**9,596,155**	**47.2**	**29,931**	**43,540**	**5,872,605**	**46.5**	**18,402**	**26,645**	**.2302**	**.2223**
Lake	496.1	483.8	-2.5	174.0	.1	7,255,525	45.4	28,714	41,698	4,977,785	45.6	19,673	28,608	.1841	.1760
Porter	128.2	131.5	2.6	46.4	5.5	2,340,630	53.1	34,736	50,445	894,820	52.0	13,384	19,285	.0461	.0463
INDIANAPOLIS	**1,243.4**	**1,278.6**	**2.8**	**492.0**	**5.5**	**23,220,550**	**53.5**	**32,434**	**47,196**	**13,780,866**	**52.3**	**19,411**	**28,010**	**.5128**	**.5168**
Boone	39.6	41.2	4.0	15.3	7.0	716,901	55.3	32,271	46,856	322,311	51.4	14,886	21,066	.0146	.0149
Hamilton	103.3	115.7	12.0	41.1	15.1	2,437,773	67.2	40,847	59,313	782,889	65.9	13,217	19,048	.0408	.0446
Hancock	48.0	50.0	4.2	17.6	6.7	831,856	54.9	32,552	47,265	398,713	55.1	15,580	22,654	.0174	.0178
Hendricks	78.4	82.1	4.7	27.9	7.3	1,312,668	55.8	32,404	47,049	436,339	53.4	10,941	15,639	.0253	.0259
Johnson	87.3	92.2	5.6	32.8	8.6	1,528,220	57.7	32,087	46,592	846,001	54.6	18,120	25,793	.0328	.0339
Marion	792.0	801.5	1.2	322.9	4.0	14,945,880	51.0	31,877	46,286	10,313,613	51.3	21,965	31,941	.3503	.3484
Morgan	54.9	56.2	2.4	20.0	5.8	878,747	53.7	30,258	43,937	450,823	53.9	15,501	22,541	.0191	.0192
Shelby	39.9	39.7	-.5	14.4	.7	568,505	46.2	27,188	39,480	230,177	38.1	11,656	15,985	.0125	.0121
KOKOMO	**102.0**	**99.9**	**-2.1**	**38.7**	**.5**	**1,805,566**	**46.0**	**32,122**	**46,655**	**1,159,347**	**46.2**	**20,592**	**29,957**	**.0430**	**.0412**
Howard	85.5	83.8	-2.0	32.4	.6	1,548,212	46.1	32,903	47,784	1,045,934	46.3	22,198	32,282	.0373	.0358
Tipton	16.5	16.1	-2.4	6.3	.0	257,354	45.2	28,130	40,850	113,413	45.4	12,380	18,002	.0057	.0054
LAFAYETTE - WEST LAFAYETTE	**123.7**	**124.3**	**.5**	**45.2**	**3.0**	**2,062,193**	**49.5**	**31,417**	**45,624**	**1,125,580**	**42.7**	**17,965**	**24,902**	**.0470**	**.0454**
Tippecanoe	123.7	124.3	.5	45.2	3.0	2,062,193	49.5	31,417	45,624	1,125,580	42.7	17,965	24,902	.0470	.0454
MUNCIE	**120.9**	**117.9**	**-2.5**	**44.0**	**.5**	**1,787,028**	**45.9**	**27,966**	**40,614**	**1,312,020**	**46.1**	**20,504**	**29,819**	**.0463**	**.0443**
Delaware	120.9	117.9	-2.5	44.0	.5	1,787,028	45.9	27,966	40,614	1,312,020	46.1	20,504	29,819	.0463	.0443
SOUTH BEND - MISHAWAKA	**241.5**	**239.2**	**-1.0**	**92.1**	**1.7**	**4,041,055**	**47.6**	**30,216**	**43,877**	**2,584,971**	**47.8**	**19,301**	**28,067**	**.0963**	**.0935**
St. Joseph	241.5	239.2	-1.0	92.1	1.7	4,041,055	47.6	30,216	43,877	2,584,971	47.8	19,301	28,067	.0963	.0935
TERRE HAUTE	**132.7**	**129.9**	**-2.1**	**49.7**	**.2**	**2,061,194**	**45.5**	**28,562**	**41,473**	**1,645,368**	**48.2**	**22,388**	**33,106**	**.0543**	**.0522**
Clay	25.1	25.0	-.4	9.6	1.1	367,492	46.7	26,504	38,489	189,313	47.0	13,561	19,720	.0086	.0082
Vigo	107.6	104.9	-2.5	40.1	.0	1,691,702	45.2	29,050	42,187	1,456,055	48.3	24,479	36,311	.0457	.0440
ALL COUNTIES															
Adams	31.3	31.9	1.9	11.0	4.8	470,998	52.1	29,487	42,818	247,220	52.3	15,455	22,475	.0105	.0106
Allen	302.6	304.4	.6	115.0	3.1	5,375,988	49.8	32,194	46,748	3,175,074	50.0	18,987	27,609	.1217	.1200
Bartholomew	66.7	67.3	.9	25.9	4.4	1,445,798	51.6	38,444	55,822	469,562	36.7	13,847	18,130	.0273	.0265
Benton	9.4	9.2	-2.1	3.5	.0	136,129	45.2	26,781	38,894	54,000	45.4	10,609	15,429	.0030	.0029
Blackford	13.1	14.9	-1.3	5.6	.0	212,371	45.2	26,116	37,923	88,024	43.6	10,947	15,719	.0047	.0044
Boone	39.6	41.2	4.0	15.3	7.0	716,901	55.3	32,271	46,856	322,311	51.4	14,886	21,066	.0146	.0149

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
INDIANA (continued)															
ALL COUNTIES (continued)															
Brown	13.7	14.4	5.1	5.8	9.4	205,556	58.9	24,407	35,441	31,971	45.4	4,148	5,512	.0036	.0037
Carroll	19.2	18.7	-2.6	7.1	.0	290,432	45.2	28,172	40,906	94,210	45.4	9,125	13,269	.0060	.0057
Cass	40.7	40.2	-1.2	15.2	.7	577,683	46.2	26,170	38,005	286,755	39.1	13,656	18,865	.0135	.0129
☐ Clark	89.3	88.7	-.7	33.4	2.1	1,292,403	48.3	26,651	38,695	997,432	48.5	20,538	29,863	.0337	.0328
Clay	25.1	25.0	-.4	9.6	1.1	369,492	46.7	26,504	38,489	189,313	47.0	13,561	19,720	.0086	.0082
Clinton	31.3	31.3	.0	12.3	4.2	501,713	51.3	28,093	40,790	243,121	51.6	13,593	19,766	.0109	.0109
Crawford	10.6	11.0	3.8	3.8	2.7	109,593	49.0	19,874	28,840	38,704	49.3	7,006	10,185	.0025	.0025
Daviess	28.8	29.1	1.0	10.8	2.9	412,384	49.4	26,294	38,184	215,550	46.8	13,981	19,958	.0096	.0092
☐ Dearborn	39.1	41.6	6.4	14.7	8.1	599,856	56.9	28,105	40,807	231,336	52.0	11,190	15,737	.0121	.0126
Decatur	23.5	22.9	-2.6	8.4	.0	320,329	45.2	26,262	38,134	163,106	43.4	13,536	19,417	.0075	.0071
De Kalb	34.7	35.2	1.4	12.7	4.1	554,329	51.2	30,059	43,648	214,935	47.5	11,945	16,924	.0115	.0113
Delaware	120.9	117.9	-2.5	44.0	.5	1,787,028	45.9	27,966	40,614	1,312,020	46.1	20,504	29,819	.0463	.0443
Dubois	36.9	38.1	3.3	13.9	6.1	575,411	54.1	28,509	41,396	433,597	54.3	21,452	31,194	.0141	.0145
Elkhart	150.3	157.2	4.6	59.1	7.5	2,547,367	56.0	29,682	43,103	1,683,645	51.1	20,261	28,488	.0592	.0600
Fayette	27.2	26.5	-2.6	10.0	1.0	407,750	46.7	28,077	40,775	231,525	46.9	15,921	23,153	.0096	.0092
☐ Floyd	64.2	65.6	2.2	24.4	4.7	1,016,511	52.1	28,691	41,660	406,013	45.3	11,997	16,640	.0212	.0211
Fountain	18.5	18.0	-2.7	6.8	.0	224,821	45.2	22,770	33,062	97,560	29.8	11,055	14,347	.0054	.0049
Franklin	20.5	20.8	1.5	6.6	1.5	265,532	47.4	27,706	40,232	75,108	47.7	7,826	11,380	.0055	.0055
Fulton	19.5	19.4	-.5	7.6	1.3	276,256	47.2	25,029	36,349	138,157	47.4	12,500	18,179	.0063	.0060
Gibson	33.9	34.1	.6	13.4	3.9	511,982	50.8	26,314	38,208	340,809	51.0	17,491	25,434	.0125	.0124
Grant	77.5	75.6	-2.5	27.9	.4	1,158,638	45.8	28,595	41,528	811,657	45.9	20,004	29,092	.0294	.0283
Greene	31.3	31.7	1.3	12.7	3.3	445,371	49.9	24,151	35,069	191,727	49.3	10,443	15,097	.0097	.0095
Hamilton	103.3	115.7	12.0	41.1	15.1	2,437,773	67.2	40,847	59,313	782,889	65.9	15,217	19,048	.0408	.0446
Hancock	48.0	50.0	4.2	17.6	6.7	831,856	54.9	32,552	47,265	398,713	55.1	15,580	22,654	.0174	.0178
☐ Harrison	30.3	31.6	4.3	11.2	7.7	421,017	56.4	25,890	37,591	129,217	44.5	8,598	11,537	.0084	.0084
Hendricks	78.4	82.1	4.7	27.9	7.3	1,312,668	55.8	32,404	47,049	436,339	53.4	10,941	15,639	.0253	.0259
Henry	50.5	49.3	-2.4	18.7	.5	742,164	46.0	27,329	39,688	423,698	46.2	15,580	22,658	0176	.0170
Howard	85.5	83.8	-2.0	32.4	.6	1,548,212	46.1	32,903	47,784	1,045,934	46.3	22,198	32,282	.0373	.0358
Huntington	37.4	38.1	1.9	14.3	4.4	583,499	51.6	28,102	40,804	304,973	51.8	14,666	21,327	.0130	.0130
Jackson	37.2	37.2	.0	14.3	3.6	525,522	50.5	25,309	36,750	363,621	50.7	17,487	25,428	.0131	.0128
Jasper	27.5	28.1	2.2	9.5	5.6	401,479	53.3	29,106	42,261	178,135	42.4	13,896	18,751	.0088	.0088
Jay	22.1	21.6	-2.3	8.2	.0	258,626	45.2	21,719	31,540	133,054	42.9	11,353	16,226	.0064	.0061
Jefferson	29.6	28.9	-2.4	10.6	1.0	445,553	46.6	28,943	42,033	203,882	38.5	14,022	19,234	.0101	.0095
Jennings	24.2	24.3	.4	8.1	2.5	292,158	48.9	24,841	36,069	117,939	49.1	10,013	14,560	.0067	.0064
Johnson	87.3	92.2	5.6	32.8	8.6	1,528,220	57.7	32,087	46,592	846,001	54.6	18,120	25,793	.0328	.0339
Knox	40.7	39.7	-2.5	15.9	.6	518,979	46.1	22,477	32,640	393,778	46.3	17,031	24,766	.0140	.0134
Kosciusko	65.9	69.2	5.0	26.0	7.9	1,169,452	56.7	30,976	44,979	536,284	56.9	14,184	20,626	.0238	.0246
La Grange	29.9	32.2	7.7	10.4	10.6	381,396	60.6	25,259	36,673	192,777	60.9	12,748	18,536	.0084	.0089
Lake	496.1	483.8	-2.5	174.0	.1	7,255,525	45.4	28,714	41,698	4,977,785	45.6	19,673	28,608	.1841	.1760
La Porte	107.0	104.4	-2.4	37.5	.0	1,568,477	45.2	28,799	41,826	838,908	42.2	15,737	22,371	.0371	.0352
Lawrence	43.7	44.2	1.1	17.2	3.6	629,027	50.4	25,188	36,571	346,432	50.7	13,852	20,141	.0145	.0144
Madison	131.2	128.0	-2.4	49.4	.4	2,040,565	45.8	28,444	41,307	1,228,898	46.0	17,106	24,876	.0488	.0468
Marion	792.0	801.5	1.2	322.9	4.0	14,945,880	51.0	31,877	46,286	10,313,613	51.3	21,965	31,941	.3503	.3484
Marshall	42.2	43.6	3.3	16.3	5.8	662,195	53.7	27,979	40,625	293,246	46.4	13,006	17,991	.0141	.0140
Martin	10.9	10.8	-.9	3.9	.0	152,213	45.2	26,877	39,029	68,869	45.4	12,143	17,659	.0036	.0034
Miami	39.3	38.6	-1.8	14.2	.7	505,348	46.3	24,506	35,588	258,174	46.5	12,502	18,181	.0119	.0115
Monroe	102.7	104.2	1.5	39.2	4.5	1,687,340	51.8	29,643	43,044	904,454	48.0	16,296	23,073	.0376	.0373
Montgomery	35.5	35.2	-.8	13.6	1.5	523,886	47.4	26,524	38,521	312,070	47.6	15,779	22,946	.0126	.0122
Morgan	54.9	56.2	2.4	20.0	5.8	878,747	53.7	30,258	43,937	450,823	53.9	15,501	22,541	.0191	.0192
Newton	14.5	14.1	-2.8	5.2	.0	181,838	45.2	24,089	34,969	64,844	40.8	8,858	12,470	.0041	.0039
Noble	39.4	41.5	5.3	15.3	8.5	572,958	57.6	25,791	37,448	240,425	54.7	11,022	15,714	.0119	.0123
Ohio	5.2	5.2	.0	2.0	.0	77,879	45.1	26,837	38,940	23,093	45.4	7,943	11,547	.0016	.0015
Orange	19.2	19.4	1.0	7.4	4.2	225,548	51.3	20,992	30,479	92,986	44.8	9,043	12,566	.0052	.0050
Owen	18.0	19.1	6.1	7.4	7.2	244,359	55.7	22,743	33,021	65,998	44.7	6,609	8,919	.0048	.0050
Parke	16.1	15.8	-1.9	5.8	.0	190,289	45.2	22,590	32,808	61,850	39.7	7,633	10,664	.0043	.0040
Perry	18.9	18.4	-2.6	6.5	.0	229,183	45.2	24,283	35,259	141,255	45.4	14,945	21,732	.0058	.0056
Pike	13.3	13.1	-1.5	5.2	.0	188,563	45.2	24,977	36,262	46,168	36.3	6,513	8,878	.0038	.0036
Porter	128.2	131.5	2.6	46.4	5.5	2,340,630	53.1	34,736	50,445	894,820	52.0	13,384	19,285	.0461	.0463
Posey	26.4	26.3	-.4	9.5	1.1	392,665	46.8	28,461	41,333	116,544	40.2	8,842	12,268	.0080	.0077
Pulaski	13.5	13.5	.0	5.1	.0	202,648	45.2	27,369	39,735	109,301	45.4	14,739	21,432	.0047	.0045
Putnam	30.6	30.8	.7	10.2	2.0	423,289	48.1	28,575	41,499	167,443	44.3	11,604	16,416	.0094	.0089
Randolph	28.8	28.1	-2.4	10.8	.9	377,670	46.6	24,083	34,969	186,463	46.8	11,873	17,265	.0088	.0086
Ripley	25.9	26.6	2.7	9.3	5.7	384,668	53.4	28,490	41,362	162,051	52.6	12,066	17,425	.0081	.0082
Rush	18.5	18.0	-2.7	6.5	.0	240,542	45.2	25,480	37,006	128,802	45.4	13,626	19,816	.0058	.0055
St. Joseph	241.5	239.2	-1.0	92.1	1.7	4,041,035	47.6	30,216	43,877	2,584,971	47.8	19,301	28,067	.0963	.0935
Scott	21.2	21.5	1.4	7.8	4.0	279,436	51.0	24,677	35,825	156,312	51.2	13,783	20,040	.0066	.0065

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METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
INDIANA (continued)															
ALL COUNTIES (continued)															
Shelby	39.9	39.7	–.5	14.4	.7	568,505	46.2	27,188	39,480	230,177	38.1	11,656	15,985	.0125	.0121
Spencer	20.1	20.4	1.5	6.9	1.5	276,710	47.4	27,614	40,103	110,170	47.6	10,979	15,967	.0061	.0058
Starke	22.4	22.3	–.4	8.1	1.3	254,991	47.0	21,681	31,480	161,314	47.2	13,696	19,915	.0066	.0065
Steuben	28.5	30.8	8.1	11.6	9.4	445,916	58.9	26,474	38,441	261,706	54.2	16,009	22,561	.0100	.0104
Sullivan	20.8	20.7	–.5	8.2	1.2	236,180	47.0	19,836	28,802	82,411	35.4	7,513	10,050	.0054	.0051
Switzerland	7.7	7.9	2.6	2.9	3.6	87,693	50.3	20,831	30,239	23,405	50.6	5,551	8,071	.0019	.0019
Tippecanoe	123.7	124.3	.5	45.2	3.0	2,062,193	49.5	31,417	45,624	1,125,580	42.7	17,965	24,902	.0470	.0454
Tipton	16.5	16.1	–2.4	6.3	.0	257,354	45.2	28,130	40,850	113,413	45.4	12,380	18,002	.0057	.0054
Union	6.8	6.7	–1.5	2.4	.0	91,510	45.2	26,254	38,129	37,356	45.4	10,703	15,565	.0020	.0020
Vanderburgh	167.0	166.1	–.5	68.6	2.1	3,053,351	48.2	30,654	44,509	2,161,975	47.8	21,766	31,516	.0738	.0720
Vermillion	17.7	17.4	–1.7	7.1	.0	270,258	45.2	26,211	38,065	97,902	38.6	9,945	13,789	.0058	.0055
Vigo	107.6	104.9	–2.5	40.1	.0	1,691,702	45.2	29,050	42,187	1,456,055	48.3	24,479	36,311	.0457	.0440
Wabash	35.6	34.7	–2.5	12.6	.0	513,345	45.2	28,057	40,742	219,157	38.9	12,519	17,393	.0115	.0108
Warren	8.5	8.3	–2.4	2.9	.0	137,401	45.2	32,628	47,380	11,611	30.7	3,063	4,004	.0024	.0024
Warrick	47.8	51.3	7.3	18.3	9.6	769,335	59.1	28,953	42,040	234,588	53.9	9,126	12,819	.0146	.0150
Washington	23.5	24.3	3.4	8.9	6.0	305,517	53.8	23,647	34,328	157,090	54.0	12,140	17,651	.0069	.0071
Wayne	71.7	69.9	–2.5	27.2	.4	1,053,133	45.8	26,661	38,718	901,438	46.0	22,789	33,141	.0289	.0277
Wells	25.8	25.8	.0	9.5	1.1	383,123	46.8	27,772	40,329	162,168	44.6	11,931	17,070	.0085	.0081
White	24.2	24.2	.0	9.5	1.1	349,863	46.8	25,360	36,828	197,078	47.0	14,266	20,745	.0083	.0081
Whitley	27.5	28.1	2.2	10.3	5.1	412,021	52.6	27,551	40,002	211,770	52.8	14,139	20,560	.0091	.0091
TOTAL METRO COUNTIES	**3,801.6**	**3,833.4**	**.8**	**1,447.9**	**3.5**	**64,736,489**	**50.5**	**30,744**	**44,711**	**39,176,638**	**49.2**	**18,768**	**27,058**	**1.4896**	**1.4698**
TOTAL STATE	**5,597.2**	**5,632.4**	**.6**	**2,117.2**	**3.2**	**90,869,720**	**50.1**	**29,513**	**42,920**	**52,464,638**	**48.6**	**17,216**	**24,780**	**2.0861**	**2.0522**
IOWA															
CEDAR RAPIDS	**169.1**	**167.0**	**–1.2**	**67.8**	**1.2**	**3,176,311**	**47.2**	**32,202**	**46,848**	**1,564,536**	**40.2**	**16,658**	**23,076**	**.0693**	**.0661**
Linn	169.1	167.0	–1.2	67.8	1.2	3,176,311	47.2	32,202	46,848	1,564,536	40.2	16,658	23,076	.0693	.0661
DAVENPORT - ROCK ISLAND - MOLINE	**369.4**	**360.3**	**–2.5**	**142.3**	**.4**	**6,742,217**	**43.6**	**33,110**	**47,380**	**3,495,625**	**40.3**	**17,566**	**24,565**	**.1521**	**.1429**
Scott	158.1	154.2	–2.5	60.8	.3	2,883,132	46.0	32,591	47,420	1,430,347	35.9	17,371	23,525	.0643	.0604
Henry, Ill.	*54.3*	*53.0*	*–2.4*	*20.3*	*.5*	*946,598*	*42.0*	*32,992*	*46,630*	*332,163*	*41.7*	*11,605*	*16,363*	*.0196*	*.0182*
Rock Island, Ill.	*157.0*	*153.1*	*–2.5*	*61.2*	*.3*	*2,912,487*	*41.8*	*33,664*	*47,590*	*1,733,115*	*44.0*	*19,733*	*28,319*	*.0682*	*.0643*
DES MOINES	**389.1**	**399.5**	**2.7**	**166.4**	**5.5**	**7,658,318**	**53.5**	**31,632**	**46,024**	**4,144,265**	**46.2**	**17,973**	**24,905**	**.1647**	**.1637**
Dallas	30.1	30.2	.3	12.4	4.2	479,934	51.6	26,607	38,704	173,038	37.4	10,583	13,955	.0099	.0096
Polk	321.6	330.7	2.8	139.8	5.6	6,549,780	53.6	32,206	46,851	3,834,358	47.0	19,705	27,427	.1434	.1428
Warren	37.4	38.6	3.2	14.2	6.0	628,604	54.2	30,429	44,268	136,869	37.7	7,419	9,639	.0114	.0113
DUBUQUE	**90.8**	**88.6**	**–2.4**	**31.6**	**.3**	**1,326,637**	**46.0**	**28,854**	**41,982**	**761,596**	**37.7**	**17,553**	**24,101**	**.0324**	**.0304**
Dubuque	90.8	88.6	–2.4	31.6	.3	1,326,637	46.0	28,854	41,982	761,596	37.7	17,553	24,101	.0324	.0304
IOWA CITY	**86.2**	**86.8**	**.7**	**34.8**	**3.3**	**1,559,887**	**50.2**	**30,810**	**44,824**	**647,395**	**38.4**	**13,877**	**18,603**	**.0324**	**.0313**
Johnson	86.2	86.8	.7	34.8	3.3	1,559,887	50.2	30,810	44,824	647,395	38.4	13,877	18,603	.0324	.0313
SIOUX CITY	**115.6**	**113.4**	**–1.9**	**45.1**	**.9**	**1,739,359**	**46.6**	**26,544**	**38,567**	**1,084,313**	**39.7**	**17,362**	**24,042**	**.0430**	**.0406**
Woodbury	97.8	95.4	–2.5	38.3	.3	1,453,371	45.9	26,080	37,947	981,095	39.2	18,444	25,616	.0371	.0348
Dakota, Neb.	*17.8*	*18.0*	*1.1*	*6.8*	*4.6*	*285,988*	*50.3*	*29,270*	*42,057*	*103,218*	*44.3*	*11,003*	*15,179*	*.0059*	*.0058*
WATERLOO - CEDAR FALLS	**148.9**	**145.2**	**–2.5**	**55.6**	**.0**	**2,732,968**	**45.5**	**33,784**	**49,154**	**1,213,809**	**37.2**	**15,913**	**21,831**	**.0589**	**.0554**
Black Hawk	125.2	122.1	–2.5	47.0	.0	2,332,684	45.5	34,112	49,632	1,095,732	37.5	16,960	23,313	.0509	.0479
Bremer	23.7	23.1	–2.5	8.6	.0	400,284	45.5	31,990	46,545	118,077	34.7	10,191	13,730	.0080	.0075
ALL COUNTIES															
Adair	8.7	8.5	–2.3	3.5	.0	109,728	45.5	21,549	31,351	69,498	45.6	13,642	19,857	.0028	.0027
Adams	5.3	5.2	–1.9	2.1	.0	61,965	45.4	20,293	29,507	23,206	43.4	7,709	11,050	.0015	.0014
Allamakee	14.8	14.5	–2.0	5.4	.0	146,545	45.5	18,655	27,138	127,912	45.9	16,234	23,687	.0043	.0042
Appanoose	14.4	14.0	–2.8	6.0	.0	166,174	45.5	19,039	27,696	99,823	39.7	11,909	16,637	.0044	.0042
Audubon	7.4	7.2	–2.7	2.9	.0	80,193	45.5	19,011	27,653	52,228	45.5	12,374	18,010	.0021	.0019
Benton	22.8	22.2	–2.6	8.8	.0	312,086	45.5	24,374	35,464	118,236	39.1	9,659	13,436	.0069	.0066
Black Hawk	125.2	122.1	–2.5	47.0	.0	2,332,684	45.5	34,112	49,632	1,095,732	37.5	16,960	23,313	.0509	.0479
Boone	25.6	25.0	–2.3	10.1	.0	403,088	45.5	27,430	39,910	163,436	40.2	11,540	16,182	.0087	.0083
Bremer	23.7	23.1	–2.5	8.6	.0	400,284	45.5	31,990	46,545	118,077	34.7	10,191	13,730	.0080	.0075
Buchanan	21.9	21.4	–2.3	7.9	.0	281,556	45.5	24,494	35,640	138,056	45.2	12,039	17,475	.0067	.0063
Buena Vista	20.0	19.5	–2.5	7.7	.0	266,766	45.5	23,811	34,645	240,843	52.7	20,488	31,278	.0075	.0073
Butler	16.3	15.9	–2.5	6.2	.0	198,785	45.5	22,035	32,062	57,715	37.1	6,789	9,309	.0042	.0042
Calhoun	11.8	11.5	–2.5	4.7	.0	162,556	45.5	23,775	34,586	71,002	41.0	10,717	15,107	.0039	.0034
Carroll	22.5	21.9	–2.7	8.3	.0	283,636	45.5	23,488	34,173	273,175	49.0	22,083	32,913	.0083	.0081
Cass	15.8	15.4	–2.5	6.5	.0	233,884	45.5	24,729	35,982	195,787	47.9	20,364	30,121	.0063	.0061

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

$xMM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
IOWA (continued)															
ALL COUNTIES (continued)															
Cedar	18.4	18.0	-2.2	7.3	.0	243,337	45.5	22,909	33,334	109,717	35.5	11,095	15,030	.0056	.0053
Cerro Gordo	48.1	47.4	-1.5	19.9	.5	766,375	46.2	26,467	38,511	568,192	41.2	20,318	28,552	.0199	.0189
Cherokee	14.5	14.1	-2.8	5.9	.0	203,806	45.5	23,740	34,543	124,592	38.3	15,271	21,117	.0050	.0048
Chickasaw	14.3	13.9	-2.8	5.3	.0	169,521	45.5	21,982	31,985	70,376	38.6	9,583	13,278	.0040	.0037
Clarke	8.8	8.9	1.1	3.4	.0	101,948	45.5	20,615	29,985	91,790	52.4	17,709	26,997	.0031	.0029
Clay	18.0	17.6	-2.2	7.4	.0	265,318	45.5	24,641	35,854	228,427	50.3	20,535	30,869	.0072	.0071
Clayton	20.9	20.5	-1.9	8.1	.0	253,920	45.5	21,544	31,348	114,977	39.3	10,187	14,195	.0060	.0057
Clinton	53.1	51.8	-2.4	20.2	.0	824,585	45.5	28,055	40,821	468,693	37.7	16,852	23,203	.0198	.0186
Crawford	18.0	17.6	-2.2	6.8	.0	215,068	45.5	21,738	31,628	91,995	29.9	10,413	13,529	.0051	.0047
Dallas	30.1	30.2	.3	12.4	4.2	479,934	51.6	26,607	38,704	173,038	37.4	10,583	13,955	.0099	.0096
Davis	9.0	8.9	-1.1	3.3	.0	105,657	45.5	22,006	32,017	50,471	43.9	10,629	15,294	.0026	.0024
Decatur	8.9	8.7	-2.2	3.3	.0	102,174	45.5	21,279	30,962	61,458	45.6	12,794	18,624	.0026	.0026
Delaware	19.0	18.9	-.5	6.8	1.5	245,191	47.7	24,783	36,058	130,298	47.7	13,164	19,161	.0058	.0058
Des Moines	44.5	43.4	-2.5	18.1	.6	753,303	46.3	28,604	41,619	457,483	44.6	17,573	25,275	.0178	.0169
Dickinson	15.0	14.6	-2.7	6.2	.0	238,949	45.5	26,491	38,540	119,187	36.2	14,113	19,224	.0055	.0052
Dubuque	90.8	88.6	-2.4	31.6	.3	1,326,63.	46.0	28,854	41,982	761,596	37.7	17,553	24,101	.0324	.0304
Emmet	11.6	11.3	-2.6	4.7	.0	151,113	45.5	22,097	32,152	88,309	36.9	13,724	18,789	.0038	.0035
Fayette	23.2	22.6	-2.6	9.0	.0	299,195	45.5	22,849	33,244	146,158	34.8	12,051	16,240	.0071	.0068
Floyd	18.2	17.7	-2.7	7.1	.0	238,407	45.5	23,077	33,578	137,317	39.7	13,846	19,340	.0059	.0056
Franklin	12.0	11.7	-2.5	5.0	.0	175,356	45.5	24,105	35,071	61,073	32.6	9,213	12,215	.0039	.0035
Fremont	9.3	9.1	-2.2	3.8	.0	133,790	45.5	24,199	35,208	73,172	45.6	13,229	19,256	.0032	.0030
Greene	10.8	10.5	-2.8	4.6	.0	164,456	45.5	24,576	35,751	98,245	45.5	14,674	21,358	.0038	.0039
Grundy	13.4	13.1	-2.2	5.3	.0	214,661	45.5	27,836	40,502	71,527	40.5	9,606	13,496	.0045	.0041
Guthrie	11.6	11.3	-2.6	4.7	.0	142,022	45.5	20,773	30,217	39,576	38.8	6,068	8,420	.0030	.0028
Hamilton	16.5	16.1	-2.4	6.7	.0	245,598	45.5	25,194	36,656	113,357	40.1	12,074	16,919	.0057	.0054
Hancock	13.4	13.1	-2.2	5.5	.0	196,433	45.5	24,546	35,715	42,909	29.9	6,005	7,802	.0039	.0036
Hardin	20.4	19.9	-2.5	8.1	.0	292,094	45.5	24,786	36,061	208,471	45.6	17,682	25,737	.0075	.0072
Harrison	15.5	15.1	-2.6	5.9	.0	180,829	45.5	21,067	30,649	137,895	47.7	15,819	23,372	.0050	.0048
Henry	19.1	18.8	-1.6	7.2	.0	293,677	45.5	28,033	40,788	159,910	45.6	15,258	22,210	.0068	.0066
Howard	10.3	10.0	-2.9	4.0	.0	128,317	45.5	22,047	32,079	69,307	45.6	11,903	17,327	.0031	.0029
Humboldt	11.4	11.1	-2.6	4.9	.0	168,526	45.5	23,640	34,393	75,040	37.1	11,166	15,314	.0038	.0037
Ida	8.7	8.5	-2.3	3.5	0	111,537	45.5	21,902	31,868	73,596	45.6	14,448	21,027	.0029	.0027
Iowa	15.1	14.7	-2.6	6.0	.0	228,637	45.5	26,193	38,106	111,108	35.6	13,653	18,518	.0053	.0050
Jackson	22.2	21.7	-2.3	8.2	.0	273,686	45.5	22,938	33,376	109,133	34.4	9,900	13,309	.0064	.0059
Jasper	36.3	35.9	-1.1	14.5	1.4	562,252	47.5	26,653	38,776	286,729	47.6	13,586	19,774	.0127	.0123
Jefferson	16.9	17.1	1.2	6.8	4.6	285,265	52.2	28,836	41,951	136,144	46.5	14,295	20,021	.0061	.0061
Johnson	86.2	86.8	.7	34.8	3.3	1,559,887	50.2	30,810	44,824	647,395	38.4	13,877	18,603	.0324	.0313
Jones	20.1	19.7	-2.0	7.2	.0	255,232	45.5	24,366	35,449	107,415	39.3	10,710	14,919	.0060	.0056
Keokuk	11.8	11.5	-2.5	4.7	.0	158,802	45.5	23,225	33,788	49,888	36.1	7,800	10,614	.0034	.0033
Kossuth	19.9	19.4	-2.5	7.7	.0	252,699	45.5	22,555	32,818	140,031	36.2	13,353	18,186	.0063	.0059
Lee	41.9	40.9	-2.4	16.4	.6	653,843	46.4	27,402	39,868	274,227	31.8	12,763	16,721	.0145	.0136
Linn	169.1	167.0	-1.2	67.8	1.2	3,176,311	47.2	32,202	46,848	1,564,536	40.2	16,658	23,076	.0693	.0661
Louisa	12.4	12.6	1.6	4.7	4.4	192,227	52.0	28,110	40,899	56,011	40.7	8,845	11,917	.0038	.0037
Lucas	9.7	9.5	-2.1	4.1	.0	127,186	45.5	21,325	31,021	116,182	46.4	19,351	28,337	.0036	.0035
Lyon	12.2	11.9	-2.5	4.4	.0	123,342	45.5	19,268	28,032	47,906	33.5	8,154	10,888	.0031	.0029
Madison	12.4	12.2	-1.6	4.6	.0	146,499	45.5	21,888	31,848	105,402	45.6	15,742	22,913	.0039	.0038
Mahaska	23.0	22.9	-.4	9.2	1.1	292,501	47.1	21,853	31,794	153,640	37.5	12,279	16,700	.0072	.0068
Marion	30.2	30.4	.7	11.6	4.5	481,246	52.0	28,518	41,487	184,196	49.0	11,137	15,879	.0098	.0097
Marshall	39.6	38.6	-2.5	15.8	.0	697,173	45.5	30,325	44,125	302,609	34.9	14,202	19,152	.0152	.0142
Mills	13.8	13.5	-2.2	4.7	.0	175,537	45.5	25,672	37,348	67,125	39.5	10,239	14,282	.0039	.0038
Mitchell	11.2	10.9	-2.7	4.5	.0	152,153	45.5	23,240	33,812	75,878	45.6	11,584	16,862	.0036	.0033
Monona	10.8	10.5	-2.8	4.4	.0	123,794	45.5	19,338	28,135	95,624	45.6	14,930	21,733	.0034	.0034
Monroe	8.5	8.3	-2.4	3.3	.0	136,639	45.5	28,457	41,406	34,151	29.9	7,965	10,349	.0027	.0025
Montgomery	12.6	12.3	-2.4	5.3	.0	180,196	45.5	23,370	33,999	130,515	45.6	16,918	24,625	.0047	.0045
Muscatine	41.3	41.1	-.5	15.9	1.9	752,896	48.3	32,548	47,352	308,743	35.8	14,572	19,418	.0158	.0150
O'Brien	15.7	15.3	-2.5	6.2	.0	203,037	45.5	22,506	32,748	144,516	43.2	16,282	23,309	.0053	.0051
Osceola	7.9	7.7	-2.5	3.1	.0	98,149	45.5	21,760	31,661	32,787	32.6	7,974	10,576	.0023	.0021
Page	18.0	17.6	-2.2	7.3	.0	265,228	45.5	24,971	36,333	162,828	43.6	15,530	22,305	.0065	.0062
Palo Alto	11.0	10.7	-2.7	4.4	.0	144,555	45.5	22,582	32,853	81,807	45.6	12,774	18,593	.0035	.0034
Plymouth	24.6	24.3	-1.2	9.2	.0	295,803	45.5	22,100	32,153	179,298	39.4	13,985	19,489	.0076	.0072
Pocahontas	10.3	10.0	-2.9	4.1	.0	145,911	45.5	24,465	35,588	47,414	34.9	8,571	11,364	.0032	.0029
Polk	321.6	330.7	2.8	139.8	5.6	6,549,780	53.6	32,206	46,851	3,834,358	47.0	19,705	27,427	.1434	.1428
☐ Pottawattamie	87.8	87.4	-.5	34.4	2.1	1,466,352	48.5	29,300	42,637	1,022,806	48.6	20,427	29,733	.0358	.0349
Poweshiek	18.8	18.3	-2.7	7.2	.0	284,903	45.5	27,195	39,570	219,355	45.6	20,930	30,466	.0075	.0072
Ringgold	5.6	5.5	-1.8	2.3	.0	54,728	45.5	16,355	23,795	37,509	45.6	11,204	16,308	.0014	.0015
Sac	12.6	12.3	-2.4	5.3	.0	149,394	45.5	19,375	28,188	79,111	41.8	10,530	14,927	.0037	.0035

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
IOWA (continued)															
ALL COUNTIES (continued)															
Scott	158.1	154.2	–2.5	60.8	.3	2,883,132	46.0	32,591	47,420	1,430,347	35.9	17,371	23,525	.0643	.0604
Shelby	14.2	13.8	–2.8	5.5	.0	191,006	45.5	23,870	34,728	124,471	45.6	15,548	22,631	.0048	.0047
Sioux	30.9	30.5	–1.3	10.7	.9	368,261	46.9	23,655	34,417	169,201	36.9	11,656	15,813	.0089	.0083
Story	72.9	72.0	–1.2	25.5	.8	1,203,069	46.7	32,425	47,179	657,479	44.8	17,952	25,783	.0276	.0266
Tama	18.0	17.6	–2.2	6.8	.0	228,501	45.5	23,094	33,603	100,530	42.6	10,370	14,784	.0054	.0050
Taylor	7.6	7.4	–2.6	3.1	.0	88,967	45.5	19,724	28,699	43,129	45.6	9,558	13,913	.0021	.0020
Union	13.2	12.9	–2.3	5.4	.0	195,031	45.5	24,821	36,117	117,953	40.0	15,601	21,843	.0049	.0045
Van Buren	8.0	7.8	–2.5	3.1	.0	87,927	45.4	19,501	28,364	30,104	44.0	6,742	9,711	.0018	.0020
Wapello	37.6	36.7	–2.4	15.4	.0	547,145	45.5	24,419	35,529	292,445	34.6	14,105	18,990	.0132	.0123
Warren	37.4	38.6	3.2	14.2	6.0	628,604	54.2	30,429	44,268	136,869	37.7	7,419	9,639	.0114	.0113
Washington	19.9	19.7	–1.0	7.7	1.3	282,279	47.4	25,198	36,660	130,325	36.9	12,527	16,925	.0067	.0062
Wayne	7.3	7.1	–2.7	3.1	.0	74,810	45.5	16,588	24,132	49,345	45.6	10,936	15,918	.0019	.0020
Webster	42.7	41.6	–2.6	17.0	.6	587,671	46.4	23,760	34,569	364,318	32.7	16,250	21,430	.0150	.0140
Winnebago	12.6	12.3	–2.4	5.1	.0	207,876	45.5	28,015	40,760	98,942	43.8	13,489	19,400	.0047	.0044
Winneshiek	21.4	21.0	–1.9	7.6	.0	279,294	45.5	25,256	36,749	183,888	45.6	16,622	24,196	.0071	.0069
Woodbury	97.8	95.4	–2.5	38.3	.3	1,453,371	45.9	26,080	37,947	981,095	39.2	18,444	25,616	.0371	.0348
Worth	8.6	8.4	–2.3	3.4	.0	123,025	45.5	24,869	36,184	41,786	44.2	8,525	12,290	.0025	.0026
Wright	15.1	14.7	–2.6	6.1	.0	280,244	45.5	31,575	45,942	119,012	45.6	13,403	19,510	.0059	.0056
TOTAL METRO COUNTIES	**1,227.8**	**1,224.1**	**–.3**	**489.7**	**2.4**	**22,256,976**	**49.1**	**31,235**	**45,450**	**11,765,849**	**41.7**	**17,367**	**24,027**	**.4949**	**.4770**
TOTAL STATE	**2,847.4**	**2,811.3**	**–1.3**	**1,120.4**	**1.3**	**45,227,720**	**47.6**	**27,706**	**40,367**	**24,080,494**	**41.6**	**15,375**	**21,493**	**1.0413**	**.9974**
KANSAS															
KANSAS CITY	**1,567.6**	**1,637.8**	**4.5**	**638.8**	**6.7**	**31,999,362**	**51.6**	**35,265**	**50,093**	**17,192,220**	**50.5**	**19,082**	**26,913**	**.6798**	**.6805**
Johnson	344.7	388.8	12.8	152.2	15.7	9,759,434	63.0	45,522	64,122	4,364,864	58.3	20,972	28,678	.1759	.1883
Leavenworth	63.7	67.9	6.6	22.2	9.9	1,149,573	54.8	36,761	51,783	346,929	50.6	11,404	15,627	.0215	.0218
Miami	23.5	24.5	4.3	9.1	5.8	356,985	49.0	27,851	39,229	138,634	48.8	10,831	15,235	.0075	.0074
Wyandotte	173.9	172.7	–.7	66.1	.9	2,705,303	42.2	29,055	40,927	1,185,184	41.2	12,817	17,930	.0604	.0569
Cass, Mo.	*60.4*	*65.6*	*8.6*	*23.1*	*10.0*	*1,044,862*	*55.1*	*32,075*	*45,232*	*395,268*	*55.3*	*12,121*	*17,111*	*.0205*	*.0212*
Clay, Mo.	*150.4*	*157.5*	*4.7*	*61.3*	*7.5*	*3,243,273*	*51.7*	*37,516*	*52,908*	*2,147,342*	*54.2*	*24,436*	*35,030*	*.0725*	*.0734*
Jackson, Mo.	*641.1*	*644.3*	*.5*	*261.7*	*2.7*	*11,963,391*	*44.9*	*32,414*	*45,714*	*8,079,718*	*47.2*	*21,538*	*30,874*	*.2870*	*.2770*
Lafayette, Mo.	*31.9*	*33.1*	*3.8*	*12.5*	*5.0*	*464,137*	*48.1*	*26,336*	*37,131*	*171,527*	*44.7*	*9,960*	*13,722*	*.0099*	*.0095*
Platte, Mo.	*54.2*	*58.3*	*7.6*	*21.6*	*10.2*	*979,686*	*55.4*	*32,163*	*45,356*	*286,513*	*49.6*	*9,087*	*12,339*	*.0179*	*.0183*
Ray, Mo.	*23.8*	*25.1*	*5.5*	*9.0*	*7.1*	*332,718*	*51.1*	*26,216*	*36,969*	*96,241*	*42.4*	*8,044*	*10,693*	*.0067*	*.0067*
LAWRENCE	**75.0**	**78.3**	**4.4**	**28.9**	**7.0**	**1,246,866**	**50.8**	**30,630**	**43,144**	**595,751**	**48.9**	**14,823**	**20,614**	**.0268**	**.0266**
Douglas	75.0	78.3	4.4	28.9	7.0	1,246,866	50.8	30,630	43,144	595,751	48.9	14,823	20,614	.0268	.0266
TOPEKA	**163.6**	**167.2**	**2.2**	**68.0**	**4.8**	**3,256,919**	**47.6**	**34,003**	**47,896**	**1,576,159**	**42.6**	**17,030**	**23,179**	**.0694**	**.0672**
Shawnee	163.6	167.2	2.2	68.0	4.8	3,256,919	47.6	34,003	47,896	1,576,159	42.6	17,030	23,179	.0694	.0672
WICHITA	**448.8**	**467.0**	**4.1**	**185.6**	**6.5**	**9,428,200**	**50.0**	**36,061**	**50,798**	**4,023,744**	**39.8**	**16,515**	**21,680**	**.1916**	**.1867**
Butler	49.4	51.8	4.9	19.2	6.1	742,139	49.4	27,442	38,653	276,551	39.2	10,976	14,404	.0158	.0154
Sedgwick	399.4	415.2	4.0	166.4	6.5	8,686,061	50.1	37,060	52,200	3,747,193	39.8	17,157	22,519	.1758	.1713
ALL COUNTIES															
Allen	15.4	15.0	–2.6	6.1	.0	215,907	40.9	25,127	35,395	90,578	34.6	11,031	14,849	.0051	.0045
Anderson	8.6	8.4	–2.3	3.2	.0	114,460	40.9	25,393	35,769	30,864	32.3	7,288	9,645	.0024	.0024
Atchison	18.0	17.7	–1.7	6.5	.0	237,411	40.9	25,931	36,525	89,176	32.5	10,358	13,719	.0054	.0049
Barber	6.5	6.4	–1.5	2.7	.0	95,147	40.9	25,016	35,240	56,826	34.7	15,628	21,047	.0024	.0022
Barton	31.6	31.1	–1.6	12.2	.0	512,626	40.9	29,826	42,019	346,199	35.3	20,973	28,377	.0132	.0122
Bourbon	15.6	15.3	–1.9	6.6	.0	222,391	40.9	23,919	33,696	123,342	43.3	13,044	18,688	.0054	.0050
Brown	11.7	11.5	–1.7	4.7	.0	150,437	40.8	22,726	32,008	64,042	39.0	9,801	13,626	.0035	.0033
Butler	49.4	51.8	4.9	19.2	6.1	742,139	49.4	27,442	38,653	276,551	39.2	10,976	14,404	.0158	.0154
Chase	3.1	3.0	–3.2	1.3	.0	41,958	40.8	22,922	32,275	9,355	27.6	5,638	7,196	.0008	.0007
Chautauqua	4.8	4.7	–2.1	2.2	.0	82,227	40.9	26,535	37,376	18,964	36.2	6,329	8,620	.0016	.0015
Cherokee	22.7	22.9	.9	9.3	3.3	292,062	45.6	22,294	31,403	116,491	44.4	8,966	12,526	.0065	.0065
Cheyenne	3.4	3.3	–2.9	1.5	.0	57,116	40.8	27,038	38,077	32,909	43.2	15,316	21,939	.0014	.0012
Clark	2.5	2.4	–4.0	1.0	.0	34,151	40.7	24,270	34,151	18,619	43.2	13,003	18,619	.0009	.0008
Clay	9.5	9.3	–2.1	3.8	.0	119,345	40.9	22,297	31,407	70,667	39.9	13,291	18,597	.0031	.0027
Cloud	11.6	11.3	–2.6	4.5	.0	141,579	40.8	22,338	31,462	73,294	37.2	11,873	16,288	.0035	.0034
Coffey	9.6	9.6	.0	3.6	.0	188,103	40.9	37,091	52,251	49,640	41.5	9,747	13,789	.0036	.0033
Comanche	2.5	2.5	.0	1.0	.0	30,818	40.8	21,883	30,818	12,156	33.1	9,136	12,156	.0008	.0007
Cowley	37.3	37.4	.3	14.5	1.4	635,030	42.8	31,091	43,795	253,062	37.5	12,870	17,453	.0136	.0129
Crawford	37.4	36.8	–1.6	15.6	.6	483,634	41.8	22,007	31,002	236,841	36.6	11,187	15,182	.0117	.0109
Decatur	4.1	4.0	–2.4	1.7	.0	50,496	40.8	21,089	29,704	38,126	42.2	15,768	22,427	.0015	.0013
Dickinson	20.3	20.3	.0	8.3	1.2	309,502	42.6	26,474	37,289	132,189	45.0	11,117	15,926	.0068	.0065

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METRO/COUNTY 1993 PROJECTIONS

SzMM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
KANSAS (continued)															
ALL COUNTIES (continued)															
Doniphan	9.5	9.5	.0	3.4	.0	101,539	40.9	21,199	29,864	37,397	36.9	8,032	10,999	.0025	.0024
Douglas	75.0	78.3	4.4	28.9	7.0	1,246,866	50.8	30,630	43,144	595,751	48.9	14,823	20,614	.0268	.0266
Edwards	4.0	3.9	–2.5	1.7	.0	45,519	40.8	19,015	26,776	14,992	27.6	6,911	8,819	.0011	.0010
Elk	3.6	3.5	–2.8	1.6	.0	50,176	40.9	22,263	31,360	11,912	29.0	5,773	7,445	.0010	.0009
Ellis	27.1	27.3	.7	10.5	2.9	459,163	45.0	31,046	43,730	431,652	50.4	28,142	41,110	.0127	.0124
Ellsworth	6.7	6.8	1.5	3.0	3.4	94,417	45.7	22,342	31,472	38,076	37.2	9,569	12,692	.0021	.0020
Finney	30.2	34.0	12.6	12.1	14.2	531,162	60.8	31,165	43,898	398,654	55.0	24,263	32,947	.0125	.0131
Ford	27.0	28.4	5.2	10.6	6.0	436,746	49.3	29,251	41,202	377,457	50.6	25,059	35,609	.0116	.0115
Franklin	22.2	22.1	–.5	8.6	1.2	366,572	42.5	30,262	42,625	120,094	36.9	10,320	13,964	.0076	.0072
Geary	30.4	29.6	–2.6	10.7	.0	386,981	40.9	25,673	36,166	305,841	43.3	19,951	28,583	.0108	.0102
Gove	3.5	3.4	–2.9	1.4	.0	41,730	40.8	21,171	29,807	16,402	27.9	9,164	11,716	.0009	.0009
Graham	3.6	3.5	–2.8	1.4	.0	54,879	40.8	27,843	39,199	35,470	43.2	17,689	25,336	.0015	.0012
Grant	7.4	7.5	1.4	2.7	.0	114,140	40.8	30,016	42,274	59,077	33.2	16,421	21,880	.0027	.0025
Gray	5.5	5.7	3.6	1.9	.0	81,313	40.8	30,387	42,796	15,236	27.6	6,284	8,019	.0015	.0016
Greeley	1.8	1.8	.0	.7	.0	20,454	40.8	20,756	29,220	10,006	42.6	10,024	14,294	.0007	.0004
Greenwood	8.0	7.8	–2.5	3.3	.0	101,767	40.8	21,896	30,838	52,309	43.3	11,065	15,851	.0024	.0024
Hamilton	2.3	2.2	–4.3	1.1	.0	41,821	40.9	26,989	38,019	11,093	27.7	7,895	10,085	.0008	.0008
Harper	7.3	7.1	–2.7	3.1	.0	94,188	40.9	21,570	30,383	69,034	43.3	15,545	22,269	.0026	.0023
Harvey	31.6	31.8	.6	11.8	2.6	492,948	44.5	29,658	41,775	190,018	33.1	12,413	16,103	.0107	.0102
Haskell	4.0	4.1	2.5	1.4	.0	54,331	40.8	27,563	38,808	13,056	36.1	6,853	9,326	.0012	.0010
Hodgeman	2.2	2.2	.0	.9	.0	26,252	40.9	20,706	29,169	4,499	29.6	3,858	4,999	.0004	.0006
Jackson	12.1	12.2	.8	4.6	2.2	164,316	44.0	25,361	35,721	37,541	30.5	6,395	8,161	.0034	.0030
Jefferson	17.0	18.0	5.9	6.3	8.6	248,917	53.0	28,053	39,511	39,034	40.0	4,806	6,196	.0047	.0046
Jewell	4.6	4.5	–2.2	1.9	.0	52,002	40.8	19,439	27,369	15,737	43.2	5,783	8,283	.0012	.0011
Johnson	344.7	388.8	12.8	152.2	15.7	9,759,434	63.0	45,522	64,122	4,364,864	58.3	20,972	28,678	.1759	.1883
Kearny	3.8	4.0	5.3	1.2	.0	49,491	40.9	29,278	41,243	11,486	35.1	7,086	9,572	.0010	.0009
Kingman	8.9	8.8	–1.1	3.4	.0	117,519	40.6	24,543	34,564	43,020	38.8	9,114	12,653	.0027	.0025
Kiowa	3.8	3.7	–2.6	1.5	.0	55,609	40.8	26,336	37,073	27,808	42.8	12,981	18,539	.0013	.0013
Labette	25.2	24.6	–2.4	9.6	–1.0	366,664	39.4	27,114	38,194	188,773	38.8	14,020	19,664	.0087	.0082
Lane	2.5	2.5	.0	1.0	.0	34,242	40.7	24,332	34,242	5,870	27.6	4,601	5,870	.0007	.0006
Leavenworth	63.7	67.9	6.6	22.2	9.9	1,149,573	54.8	36,761	51,783	346,929	50.6	11,404	15,627	.0215	.0218
Lincoln	3.7	3.6	–2.7	1.6	.0	43,282	40.8	19,210	27,051	13,533	31.7	6,421	8,458	.0010	.0009
Linn	8.6	8.7	1.2	3.4	.0	108,798	40.8	22,723	31,999	38,637	43.2	7,933	11,364	.0025	.0024
Logan	3.2	3.1	–3.1	1.4	.0	46,752	40.9	23,709	33,394	65,870	43.3	32,843	47,050	.0016	.0015
Lyon	35.6	35.6	.0	13.7	.7	581,932	41.9	30,153	42,477	370,155	44.3	18,859	27,019	.0143	.0135
McPherson	27.7	27.9	.7	10.8	1.9	467,518	43.5	30,730	43,289	177,699	34.1	12,498	16,454	.0099	.0094
Marion	13.1	12.8	–2.3	5.1	.0	167,421	40.9	23,304	32,828	75,098	43.0	10,298	14,725	.0041	.0037
Marshall	12.9	12.9	.0	5.3	.0	175,319	40.9	23,484	33,079	103,292	43.3	13,604	19,489	.0043	.0041
Meade	4.5	4.4	–2.2	1.8	.0	56,659	40.8	22,353	31,477	32,933	43.2	12,773	18,296	.0015	.0013
Miami	23.5	24.5	4.3	9.1	5.8	356,985	49.0	27,851	39,229	138,634	48.8	10,831	15,235	.0075	.0074
Mitchell	7.8	7.6	–2.6	3.2	.0	96,563	40.8	21,428	30,176	83,750	43.2	18,270	26,172	.0028	.0028
Montgomery	42.1	41.6	–1.2	16.6	.6	626,127	41.7	26,776	37,718	321,860	34.0	14,554	19,389	.0150	.0138
Morris	6.3	6.3	.0	2.6	.0	83,916	40.9	22,911	32,275	35,877	43.3	9,632	13,799	.0019	.0018
Morton	3.3	3.2	–3.0	1.2	.0	50,724	40.8	30,013	42,270	29,315	43.3	17,053	24,429	.0013	.0013
Nemaha	10.9	10.6	–2.8	4.2	.0	134,959	40.8	22,815	32,133	87,751	43.3	14,585	20,893	.0035	.0032
Neosho	18.2	17.7	–2.7	6.9	.0	244,762	40.9	25,181	35,473	129,103	32.1	14,160	18,711	.0061	.0056
Ness	4.1	4.0	–2.4	1.6	.0	57,572	40.8	25,556	35,983	35,989	43.2	15,704	22,493	.0015	.0014
Norton	6.3	6.1	–3.2	2.7	.0	91,129	40.9	23,961	33,751	62,858	43.3	16,251	23,281	.0024	.0022
Osage	16.2	16.7	3.1	6.1	1.7	236,270	43.2	27,497	38,733	75,746	39.9	9,024	12,417	.0050	.0047
Osborne	5.6	5.5	–1.8	2.3	.0	65,379	40.9	20,180	28,426	47,285	43.3	14,351	20,559	.0017	.0017
Ottawa	5.8	5.7	–1.7	2.3	.0	81,131	40.8	25,051	35,274	36,809	42.6	11,224	16,004	.0020	.0018
Pawnee	7.4	7.2	–2.7	3.0	.0	116,377	40.8	27,542	38,792	56,861	42.0	13,345	18,954	.0026	.0024
Phillips	7.0	6.8	–2.9	2.9	.0	91,540	40.9	22,408	31,566	56,106	43.3	13,504	19,347	.0024	.0023
Pottawatomie	15.9	16.4	3.1	6.0	1.7	228,052	43.2	26,984	38,009	68,069	40.7	8,202	11,345	.0047	.0045
Pratt	10.2	9.9	–2.9	4.2	.0	152,080	40.9	25,706	36,210	135,952	41.1	22,948	32,370	.0044	.0041
Rawlins	3.7	3.6	–2.7	1.4	.0	44,971	40.8	22,810	32,122	15,025	36.9	7,839	10,732	.0011	.0010
Reno	66.5	66.2	–.5	26.2	1.9	1,031,187	43.6	27,943	39,358	519,612	36.2	14,843	19,833	.0239	.0225
Republic	6.8	6.6	–2.9	2.8	.0	86,929	40.9	22,039	31,046	49,517	43.3	12,344	17,685	.0023	.0021
Rice	11.5	11.2	–2.6	4.6	.0	178,789	40.9	27,589	38,867	58,864	36.8	9,351	12,797	.0038	.0034
Riley	63.0	63.1	.2	20.8	2.5	856,644	44.3	29,240	41,185	450,828	43.5	15,472	21,674	.0204	.0196
Rooks	6.2	6.0	–3.2	2.4	.0	75,195	40.8	22,252	31,331	60,001	43.2	17,454	25,000	.0022	.0020
Rush	4.1	4.0	–2.4	1.6	.0	48,487	40.9	21,515	30,304	14,838	36.7	6,786	9,274	.0011	.0011
Russell	8.3	8.1	–2.4	3.2	–3.0	130,439	36.6	28,942	40,762	81,390	38.9	17,755	25,434	.0033	.0030
Saline	51.3	52.1	1.6	21.1	3.9	858,927	46.4	28,901	40,707	585,114	42.4	20,242	27,731	.0212	.0203
Scott	5.9	5.9	.0	2.2	.0	84,098	40.9	27,135	38,226	65,364	43.3	20,738	29,711	.0023	.0022
Sedgwick	399.4	415.2	4.0	166.4	6.5	8,686,061	50.1	37,060	52,200	3,747,193	39.8	17,157	22,519	.1758	.1713

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
KANSAS (continued)															
ALL COUNTIES (continued)															
Seward	18.4	19.0	3.3	7.4	7.2	301,786	51.0	28,959	40,782	328,695	63.2	29,188	44,418	.0084	.0087
Shawnee	163.6	167.2	2.2	68.0	4.8	3,256,919	47.6	34,003	47,896	1,576,159	42.6	17,030	23,179	.0694	.0672
Sheridan	3.2	3.1	–3.1	1.3	.0	39,356	40.8	21,500	30,274	18,737	42.0	10,150	14,413	.0011	.0009
Sherman	7.2	7.0	–2.8	2.9	.0	93,367	40.8	22,861	32,196	102,202	45.0	24,297	35,242	.0029	.0027
Smith	5.5	5.4	–1.8	2.3	.0	54,331	40.8	16,775	23,622	41,379	43.2	12,560	17,991	.0016	.0015
Stafford	5.5	5.4	–1.8	2.3	.0	85,377	40.8	26,360	37,120	37,158	41.9	11,384	16,156	.0019	.0019
Stanton	2.2	2.1	–4.5	.8	.0	27,531	40.9	24,430	34,414	9,362	41.2	8,288	11,703	.0006	.0005
Stevens	5.3	5.6	5.7	1.7	.0	70,356	40.9	29,380	41,386	25,499	35.3	11,084	14,999	.0016	.0015
Sumner	26.2	26.8	2.3	10.5	5.0	400,677	47.9	27,091	38,160	141,425	39.9	10,111	13,469	.0083	.0080
Thomas	8.7	8.7	.0	3.0	.0	110,579	40.8	26,173	36,860	99,985	47.4	22,616	33,328	.0033	.0032
Trego	4.5	4.6	2.2	1.7	.0	57,070	40.8	23,835	33,571	33,374	38.5	14,177	19,632	.0015	.0014
Wabaunsee	7.0	7.0	.0	2.5	.0	84,464	40.9	23,985	33,786	25,206	43.3	7,038	10,082	.0019	.0018
Wallace	1.9	1.9	.0	.7	.0	15,432	40.5	15,687	22,046	9,729	42.9	9,726	13,899	.0003	.0004
Washington	7.4	7.2	–2.7	3.0	.0	69,762	40.9	16,509	23,254	39,321	43.3	9,149	13,107	.0019	.0018
Wichita	2.8	2.7	–3.6	1.0	.0	35,657	40.8	25,318	35,657	16,500	28.3	12,860	16,500	.0011	.0008
Wilson	12.2	12.2	.0	4.8	.0	154,409	40.9	22,836	32,169	40,307	31.3	6,394	8,397	.0031	.0031
Woodson	4.4	4.3	–2.3	1.8	.0	51,226	40.8	20,217	28,459	14,883	29.7	6,377	8,268	.0013	.0010
Wyandotte	173.9	172.7	–.7	66.1	.9	2,705,303	42.2	29,055	40,927	1,185,184	41.2	12,817	17,930	.0604	.0569
TOTAL METRO COUNTIES	**1,293.2**	**1,366.4**	**5.7**	**532.1**	**8.2**	**27,903,280**	**53.4**	**36,972**	**52,440**	**12,231,265**	**47.3**	**16,880**	**22,987**	**.5531**	**.5549**
TOTAL STATE	**2,511.3**	**2,583.9**	**2.9**	**1,006.7**	**5.0**	**45,653,846**	**49.3**	**31,880**	**45,350**	**21,701,012**	**44.8**	**15,628**	**21,557**	**.9762**	**.9554**
KENTUCKY															
CLARKSVILLE - HOPKINSVILLE	**159.2**	**163.8**	**2.9**	**57.3**	**6.3**	**2,340,828**	**56.3**	**27,780**	**40,852**	**1,264,189**	**48.5**	**15,796**	**22,063**	**.0530**	**.0532**
Christian	64.5	62.9	–2.5	20.2	.0	864,641	49.4	28,656	42,804	532,405	47.5	17,871	26,357	.0213	.0207
Montgomery, Tenn.	*94.7*	*100.9*	*6.5*	*37.1*	*10.1*	*1,476,187*	*60.7*	*27,254*	*39,789*	*731,784*	*49.2*	*14,552*	*19,725*	*.0317*	*.0325*
HUNTINGTON - ASHLAND	**330.5**	**325.2**	**–1.6**	**125.7**	**1.1**	**4,434,365**	**50.3**	**23,741**	**35,277**	**3,179,307**	**55.9**	**16,404**	**25,293**	**.1124**	**.1114**
Boyd	52.9	51.6	–2.5	20.1	.5	781,786	50.1	26,038	38,895	650,027	51.2	21,492	32,340	.0206	.0203
Carter	25.7	25.8	.4	9.0	2.3	257,362	52.8	19,145	28,596	144,982	42.8	11,540	16,109	.0067	.0066
Greenup	39.0	38.5	–1.3	13.5	.7	505,925	50.5	25,087	37,476	130,163	40.8	6,900	9,642	.0104	.0099
Lawrence, Ohio	*63.8*	*63.4*	*–.6*	*24.1*	*2.6*	*876,755*	*46.8*	*25,408*	*36,380*	*226,356*	*32.1*	*7,293*	*9,392*	*.0182*	*.0171*
Cabell, W. Va.	*103.2*	*100.6*	*–2.5*	*42.0*	*.5*	*1,405,741*	*51.2*	*22,247*	*33,470*	*1,813,536*	*65.3*	*26,246*	*43,179*	*.0436*	*.0449*
Wayne, W. Va.	*45.9*	*45.3*	*–1.3*	*17.0*	*1.2*	*606,796*	*52.2*	*23,724*	*35,694*	*214,243*	*46.0*	*8,734*	*12,603*	*.0129*	*.0125*
LEXINGTON-FAYETTE	**344.1**	**358.9**	**4.3**	**141.6**	**7.4**	**6,372,397**	**60.6**	**30,100**	**45,003**	**4,347,159**	**59.5**	**20,678**	**30,700**	**.1424**	**.1490**
Bourbon	19.4	19.4	.0	7.4	1.4	249,860	51.4	22,604	33,765	138,073	49.5	12,652	18,659	.0060	.0059
Clark	29.8	30.3	1.7	11.6	5.5	499,157	57.5	28,809	43,031	243,220	48.1	14,932	20,967	.0106	.0106
Fayette	220.6	229.9	4.2	94.2	7.4	4,323,768	60.4	30,730	45,900	3,423,918	60.4	24,344	36,347	.1008	.1059
Jessamine	31.2	34.2	9.6	12.1	14.2	558,886	70.5	30,923	46,189	253,728	68.3	14,219	20,969	.0105	.0117
Scott	23.6	24.6	4.2	8.9	7.2	370,955	60.2	27,907	41,680	128,010	56.5	9,853	14,383	.0072	.0075
Woodford	19.5	20.5	5.1	7.4	7.2	369,771	60.2	33,459	49,969	160,210	58.2	14,681	21,650	.0073	.0074
LOUISVILLE	**968.3**	**966.5**	**–.2**	**372.0**	**2.5**	**16,747,265**	**52.5**	**30,273**	**45,020**	**10,615,641**	**49.4**	**19,584**	**28,537**	**.3873**	**.3840**
Bullitt	48.8	51.6	5.7	16.8	9.1	727,302	62.9	28,985	43,292	207,161	60.9	8,361	12,331	.0135	.0144
Jefferson	676.9	666.1	–1.6	265.3	1.3	12,225,954	51.3	30,850	46,084	8,540,536	49.3	21,828	32,192	.2914	.2870
Oldham	33.9	37.3	10.0	11.6	13.7	658,774	69.9	38,020	56,791	165,252	58.1	10,248	14,246	.0109	.0119
Shelby	24.9	25.6	2.8	9.3	5.7	405,304	57.8	29,180	43,581	170,030	51.2	12,775	18,283	.0082	.0084
Clark, Ind.	*89.3*	*88.7*	*–.7*	*33.4*	*2.1*	*1,292,403*	*48.3*	*26,651*	*38,695*	*997,432*	*48.5*	*20,538*	*29,863*	*.0337*	*.0328*
Floyd, Ind.	*64.2*	*65.6*	*2.2*	*24.4*	*4.7*	*1,016,511*	*52.1*	*28,691*	*41,660*	*406,013*	*45.3*	*11,997*	*16,640*	*.0212*	*.0211*
Harrison, Ind.	*30.3*	*31.6*	*4.3*	*11.2*	*7.7*	*421,017*	*56.4*	*25,890*	*37,591*	*129,217*	*44.5*	*8,598*	*11,537*	*.0084*	*.0084*
OWENSBORO	**87.9**	**88.3**	**.5**	**34.3**	**3.6**	**1,338,868**	**54.8**	**26,132**	**39,034**	**1,157,841**	**57.1**	**22,265**	**33,756**	**.0347**	**.0354**
Daviess	87.9	88.3	.5	34.3	3.6	1,338,868	54.8	26,132	39,034	1,157,841	57.1	22,265	33,756	.0347	.0354
ALL COUNTIES															
Adair	16.1	16.5	2.5	5.9	1.7	168,698	51.9	19,143	28,593	57,880	41.1	7,072	9,810	.0039	.0039
Allen	15.1	15.5	2.6	6.2	6.9	214,214	59.7	23,132	34,551	106,913	57.6	11,693	17,244	.0046	.0048
Anderson	14.5	15.6	7.6	5.7	9.6	252,568	63.7	29,666	44,310	84,018	60.3	10,079	14,740	.0047	.0049
Ballard	8.2	8.0	–2.4	3.2	.0	118,275	49.3	24,750	36,961	48,930	43.9	10,624	15,291	.0026	.0025
Barren	33.9	33.7	–.6	13.2	2.3	489,512	52.8	24,827	37,084	308,195	50.9	15,831	23,348	.0116	.0115
Bath	9.9	9.7	–2.0	3.6	.0	110,491	49.3	20,551	30,692	23,266	36.9	4,722	6,463	.0024	.0023
Bell	33.4	32.6	–2.4	12.0	.8	354,599	50.6	19,782	29,550	296,435	53.7	16,206	24,703	.0101	.0100
Boone	53.7	57.8	7.6	20.5	11.4	960,750	66.4	31,380	46,866	1,173,287	82.6	34,929	57,234	.0255	.0290
Bourbon	19.4	19.4	.0	7.4	1.4	249,860	51.4	22,604	33,765	138,073	49.5	12,652	18,659	.0060	.0059
Boyd	52.9	51.6	–2.5	20.1	.5	781,786	50.1	26,038	38,895	650,027	51.2	21,492	32,340	.0206	.0203
Boyle	25.8	26.0	.8	10.0	3.1	415,287	54.0	27,804	41,529	322,668	52.0	21,879	32,267	.0103	.0104

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KENTUCKY (continued)															
ALL COUNTIES (continued)															
Bracken	7.7	7.6	-1.3	2.7	.0	98,872	49.3	24,521	36,619	19,577	35.0	5,373	7,251	.0021	.0019
Breathitt	17.0	16.8	-1.2	5.6	1.8	143,204	52.0	17,125	25,572	97,977	47.6	12,073	17,496	.0040	.0040
Breckinridge	17.1	17.0	-.6	6.4	1.6	196,673	51.7	20,576	30,730	93,129	47.7	10,008	14,551	.0047	.0046
Bullitt	48.8	51.6	5.7	16.8	9.1	727,302	62.9	28,985	43,292	207,161	60.9	8,361	12,331	.0135	.0144
Butler	11.8	12.2	3.4	4.1	2.5	114,383	53.1	18,680	27,898	31,359	36.9	5,728	7,649	.0026	.0025
Caldwell	12.7	12.4	-2.4	5.0	.0	168,472	49.4	22,554	33,694	104,775	44.5	14,507	20,955	.0043	.0040
Calloway	31.7	32.6	2.8	12.5	5.0	452,343	56.9	24,231	36,187	547,747	64.1	28,047	43,820	.0134	.0141
☐ Campbell	82.0	80.9	-1.3	30.3	1.7	1,429,562	51.9	31,587	47,180	628,608	49.5	14,113	20,746	.0296	.0292
Carlisle	5.2	5.1	-1.9	2.0	.0	73,774	49.4	24,692	36,887	22,558	38.8	8,128	11,279	.0015	.0015
Carroll	9.5	9.6	1.1	3.5	.0	130,119	49.4	24,891	37,177	91,466	47.5	17,721	26,133	.0034	.0033
Carter	25.7	25.8	.4	9.0	2.3	257,362	52.8	19,145	28,596	144,982	42.8	11,540	16,109	.0067	.0066
Casey	15.1	15.1	.0	5.9	1.7	133,785	51.9	15,182	22,675	63,756	50.0	7,328	10,806	.0034	.0033
Christian	64.5	62.9	-2.5	20.2	.0	864,641	49.4	28,656	42,804	532,405	47.5	17,871	26,357	.0213	.0207
Clark	29.8	30.3	1.7	11.6	5.5	499,157	57.5	28,809	43,031	243,220	48.1	14,932	20,967	.0106	.0106
Clay	24.2	24.8	2.5	8.3	6.4	251,045	58.9	20,255	30,246	106,986	42.7	9,614	12,890	.0057	.0059
Clinton	9.6	9.6	.0	3.6	.0	87,931	49.4	16,351	24,425	55,686	47.5	10,488	15,468	.0025	.0025
Crittenden	9.0	8.8	-2.2	3.1	-3.1	110,266	44.7	23,814	35,570	46,125	42.9	10,089	14,879	.0025	.0023
Cumberland	7.0	6.8	-2.9	2.8	.0	80,824	49.3	19,328	28,866	21,194	33.1	5,689	7,569	.0018	.0017
Daviess	87.9	88.3	.5	34.3	3.6	1,338,868	54.8	26,132	39,034	1,157,841	57.1	22,265	33,756	.0347	.0354
Edmonson	10.5	10.7	1.9	3.5	.0	106,656	49.4	20,401	30,473	21,000	39.5	4,300	6,000	.0023	.0021
Elliott	7.0	7.0	.0	2.5	.0	49,859	49.2	13,364	19,944	14,732	47.4	3,998	5,893	.0014	.0013
Estill	14.6	14.5	-.7	5.4	1.9	167,344	52.2	20,748	30,990	77,832	40.8	10,432	14,413	.0040	.0040
Fayette	220.6	229.9	4.2	94.2	7.4	4,323,768	60.4	30,730	45,900	3,423,918	60.4	24,344	36,347	.1008	.1059
Fleming	12.4	12.3	-.8	4.7	.0	142,810	49.4	20,345	30,385	96,998	47.5	13,995	20,638	.0038	.0036
Floyd	52.6	54.2	3.0	19.4	6.0	583,195	58.3	20,126	30,062	326,695	46.6	12,180	16,840	.0143	.0145
Franklin	44.4	45.6	2.7	18.7	6.3	853,360	58.7	30,554	45,634	404,861	55.9	14,756	21,650	.0171	.0176
Fulton	7.8	7.6	-2.6	3.1	.0	96,334	49.3	20,811	31,075	77,257	54.2	16,167	24,922	.0026	.0025
Gallatin	5.0	5.1	2.0	1.9	.0	52,003	49.3	18,331	27,370	44,658	47.4	15,941	23,504	.0015	.0016
Garrard	11.1	11.2	.9	4.3	2.4	134,349	52.9	20,917	31,244	31,019	39.0	5,313	7,214	.0027	.0028
Grant	14.8	15.6	5.4	5.3	6.0	192,669	58.3	24,336	36,353	103,127	56.3	13,193	19,458	.0044	.0044
Graves	33.7	33.5	-.6	13.7	2.2	543,545	52.7	26,561	39,675	256,313	48.3	12,896	18,709	.0117	.0116
Grayson	22.6	23.3	3.1	8.8	6.0	271,519	58.3	20,659	30,854	153,522	56.4	11,830	17,446	.0065	.0066
Green	10.5	10.2	-2.9	3.9	.0	117,598	49.3	20,190	30,153	47,656	47.5	8,286	12,219	.0027	.0027
Greenup	39.0	38.5	-1.3	13.5	.7	505,925	50.5	25,087	37,476	130,163	40.8	6,900	9,642	.0104	.0099
Hancock	7.9	7.9	.0	2.9	.0	130,176	49.4	30,051	44,888	24,518	47.5	5,733	8,454	.0023	.0023
Hardin	94.7	98.0	3.5	31.2	7.2	1,487,825	60.1	31,926	47,687	832,763	58.1	18,099	26,691	.0324	.0338
Harlan	40.8	39.8	-2.5	14.3	.7	460,014	50.4	21,535	32,169	241,729	41.1	12,062	16,904	.0115	.0109
Harrison	15.8	16.0	1.3	5.8	1.8	196,053	52.0	22,633	33,802	122,850	50.1	14,363	21,181	.0049	.0049
Hart	15.9	16.1	1.3	6.1	3.4	191,315	54.4	20,998	31,363	62,900	43.9	7,406	10,311	.0041	.0040
☐ Henderson	42.8	43.4	1.4	17.0	4.3	753,586	55.8	29,681	44,329	550,888	53.8	21,974	32,405	.0178	.0182
Henry	13.1	13.2	.8	4.7	.0	184,096	49.4	26,221	39,169	59,651	47.5	8,606	12,692	.0039	.0037
Hickman	5.3	5.2	-1.9	1.9	.0	59,053	49.3	20,822	31,081	11,843	39.1	4,481	6,233	.0011	.0013
Hopkins	47.3	47.6	.6	18.4	3.4	751,386	54.4	27,341	40,836	501,540	52.4	18,483	27,258	.0179	.0179
Jackson	12.5	12.6	.8	4.5	2.3	103,046	52.8	15,331	22,899	25,332	34.8	4,270	5,629	.0024	.0024
Jefferson	676.9	666.1	-1.6	265.3	1.3	12,225,954	51.3	30,850	46,084	8,540,536	49.3	21,828	32,192	.2914	.2870
Jessamine	31.2	34.2	9.6	12.1	14.2	558,886	70.5	30,923	46,189	253,728	68.3	14,219	20,969	.0105	.0117
Johnson	26.1	26.8	2.7	9.5	6.7	312,410	59.4	22,017	32,885	192,920	45.5	14,901	20,307	.0077	.0078
☐ Kenton	140.0	141.1	.8	53.6	3.7	2,472,376	54.8	30,883	46,126	1,318,069	52.9	16,675	24,591	.0532	.0535
Knott	18.7	18.8	.5	6.3	3.3	237,790	54.2	25,272	37,744	101,624	52.3	10,938	16,131	.0053	.0054
Knox	31.5	31.8	1.0	11.5	5.5	311,169	57.6	18,117	27,058	232,633	57.8	13,528	20,229	.0084	.0085
Larue	11.8	11.6	-1.7	4.4	.0	132,826	49.4	20,209	30,188	57,601	47.5	8,877	13,091	.0032	.0031
Laurel	44.5	47.2	6.1	16.9	9.7	564,921	63.9	22,383	33,427	431,880	61.8	17,329	25,555	.0141	.0149
Lawrence	14.8	15.2	2.7	5.1	2.0	173,436	52.3	22,768	34,007	59,655	37.4	8,685	11,697	.0039	.0038
Lee	7.6	7.4	-2.6	2.9	.0	71,743	49.4	16,560	24,739	32,842	33.6	8,478	11,325	.0017	.0018
Leslie	14.9	14.7	-1.3	5.0	2.0	171,236	52.4	22,932	34,247	36,197	36.2	5,424	7,239	.0036	.0033
Letcher	30.1	29.4	-2.3	10.5	1.0	375,016	50.8	23,911	35,716	138,516	43.5	9,278	13,192	.0082	.0081
Lewis	14.2	13.8	-2.8	5.0	.0	135,872	49.4	18,194	27,174	30,285	33.6	4,533	6,057	.0030	.0029
Lincoln	19.3	19.3	.0	7.1	1.4	188,890	51.5	17,815	26,604	53,980	36.0	5,671	7,603	.0044	.0042
Livingston	9.2	9.2	.0	3.7	.0	126,904	49.4	22,962	34,298	33,236	45.5	6,173	8,983	.0024	.0024
Logan	26.3	27.4	4.2	10.4	7.2	351,440	60.1	22,624	33,792	166,410	58.1	10,850	16,001	.0078	.0079
Lyon	6.5	6.4	-1.5	2.3	.0	86,690	49.3	25,243	37,691	31,695	47.5	9,346	13,780	.0019	.0019
McCracken	60.2	59.1	-1.8	24.6	.8	1,012,245	50.6	27,546	41,148	823,503	49.5	22,576	33,476	.0257	.0255
McCreary	16.7	17.1	2.4	6.1	7.0	143,938	59.8	15,803	23,596	81,149	57.8	9,022	13,303	.0039	.0038
McLean	9.9	9.7	-2.0	3.5	.0	127,581	49.4	24,402	36,452	30,638	31.9	6,639	8,754	.0026	.0025
Madison	56.7	58.5	3.2	20.6	7.3	839,316	60.2	27,279	40,743	597,690	58.2	19,674	29,014	.0200	.0209
Magoffin	14.6	14.8	1.4	5.2	6.1	140,553	58.5	18,100	27,029	61,925	49.7	8,443	11,909	.0034	.0034

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METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
KENTUCKY (continued)															
ALL COUNTIES (continued)															
Marion	17.4	17.0	-2.3	5.8	.0	196,279	49.4	22,657	33,841	102,372	47.5	11,968	17,650	.0048	.0047
Marshall	27.1	27.9	3.0	11.2	5.7	432,997	57.8	25,885	38,660	206,183	54.1	12,623	18,409	.0091	.0093
Martin	14.7	14.9	1.4	4.5	.0	175,015	49.4	26,039	38,892	105,007	47.5	15,823	23,335	.0044	.0043
Mason	16.6	16.2	-2.4	6.2	.0	229,386	49.4	24,769	36,998	189,746	48.6	20,592	30,604	.0063	.0060
Meade	24.1	24.4	1.2	8.2	3.8	281,107	55.0	22,956	34,281	61,914	42.8	5,490	7,550	.0056	.0056
Menifee	5.3	5.4	1.9	1.6	.0	40,722	49.3	17,049	25,451	16,121	47.4	6,834	10,076	.0010	.0011
Mercer	20.0	20.3	1.5	7.7	4.1	286,183	55.4	24,885	37,167	123,059	53.4	10,837	15,982	.0061	.0062
Metcalfe	9.8	9.8	.0	3.6	.0	89,453	49.4	16,635	24,848	52,906	47.5	9,965	14,696	.0025	.0024
Monroe	12.2	12.0	-1.6	4.7	.0	124,310	49.3	17,712	26,449	66,317	46.0	9,665	14,110	.0032	.0031
Montgomery	21.1	21.5	1.9	8.1	5.2	254,372	57.1	21,028	31,404	217,544	59.6	17,706	26,857	.0068	.0069
Morgan	11.7	11.4	-2.6	4.1	.0	104,738	49.3	17,106	25,546	68,800	45.7	11,516	16,780	.0031	.0029
Muhlenberg	32.0	31.6	-1.3	11.5	.9	461,593	50.7	26,869	40,139	254,201	48.8	14,987	22,104	.0106	.0105
Nelson	30.1	31.1	3.3	10.8	5.9	416,528	58.1	25,823	38,567	240,966	56.1	15,130	22,312	.0096	.0099
Nicholas	7.3	7.3	.0	2.7	.0	92,555	49.3	22,958	34,280	26,199	38.9	6,986	9,703	.0020	.0018
Ohio	21.7	21.5	-.9	8.1	1.3	288,721	51.2	23,864	35,645	163,815	49.3	13,713	20,224	.0068	.0068
Oldham	33.9	37.3	10.0	11.6	13.7	658,774	69.9	38,020	56,791	165,252	58.1	10,248	14,246	.0109	.0119
Owen	9.3	9.5	2.2	3.4	.0	106,825	49.3	21,041	31,419	35,933	38.2	7,649	10,569	.0025	.0024
Owsley	5.6	5.5	-1.8	1.8	.0	38,974	49.2	14,512	21,652	16,070	47.4	6,057	8,928	.0010	.0010
Pendleton	11.2	11.3	.9	4.2	2.4	140,892	53.0	22,458	33,546	36,085	42.7	6,167	8,592	.0029	.0029
Perry	35.6	36.1	1.4	12.6	5.0	497,183	56.8	26,420	39,459	266,151	46.5	15,135	21,123	.0114	.0114
Pike	82.3	82.0	-.4	29.1	2.5	947,664	53.0	21,804	32,566	602,387	44.0	14,726	20,701	.0244	.0238
Powell	12.4	13.0	4.8	4.5	12.5	138,410	68.0	20,598	30,758	43,945	56.6	7,017	9,766	.0028	.0031
Pulaski	50.4	52.8	4.8	20.6	8.4	636,495	61.9	20,686	30,898	703,132	77.3	20,869	34,133	.0178	.0194
Robertson	2.1	2.1	.0	.8	.0	21,828	49.3	18,274	27,285	4,169	42.1	3,668	5,211	.0005	.0005
Rockcastle	14.8	15.2	2.7	5.7	7.5	147,547	60.6	17,335	25,885	54,728	47.2	7,015	9,601	.0033	.0034
Rowan	19.1	19.0	-.5	6.5	1.6	213,594	51.7	21,998	32,861	139,238	41.9	15,327	21,421	.0056	.0055
Russell	14.5	14.8	2.1	5.9	5.4	176,538	57.4	20,032	29,922	73,511	45.2	9,041	12,459	.0040	.0039
Scott	23.6	24.6	4.2	8.9	7.2	370,955	60.2	27,907	41,680	128,010	56.5	9,853	14,383	.0072	.0075
Shelby	24.9	25.6	2.8	9.3	5.7	405,304	57.8	29,180	43,581	170,030	51.2	12,775	18,283	.0082	.0084
Simpson	14.7	14.7	.0	5.5	1.9	237,678	52.1	28,931	43,214	161,815	50.2	19,949	29,421	.0057	.0056
Spencer	6.4	6.7	4.7	2.3	4.5	90,356	56.2	26,301	39,285	21,235	46.4	6,595	9,233	.0018	.0018
Taylor	22.3	22.7	1.8	9.0	4.7	348,394	56.3	25,919	38,710	214,133	54.3	16,134	23,793	.0079	.0081
Todd	11.4	11.1	-2.6	4.3	.0	156,684	49.4	24,395	36,438	28,333	35.8	4,852	6,589	.0030	.0028
Trigg	9.3	9.4	1.1	3.7	2.8	125,438	53.5	22,695	33,902	46,793	47.3	8,822	12,647	.0028	.0028
Trimble	6.4	6.5	1.6	2.2	.0	85,054	49.3	25,893	38,661	9,481	45.6	2,960	4,310	.0015	.0015
Union	17.7	17.5	-1.1	5.9	1.7	223,521	52.0	25,362	37,885	117,474	48.5	13,639	19,911	.0052	.0051
Warren	84.1	90.4	7.5	34.1	11.1	1,300,571	65.9	25,534	38,140	1,242,322	73.3	23,347	36,432	.0328	.0362
Washington	10.1	9.9	-2.0	3.4	.0	115,962	49.3	22,840	34,106	22,965	31.8	5,124	6,754	.0024	.0023
Wayne	18.1	18.7	3.3	7.1	7.6	168,303	60.6	15,876	23,705	105,368	58.6	10,065	14,841	.0044	.0045
Webster	14.6	14.3	-2.1	5.5	.0	199,888	49.4	24,332	36,343	111,848	47.5	13,789	20,336	.0047	.0046
Whitley	37.0	38.8	4.9	14.4	8.3	444,334	61.7	20,661	30,857	309,045	77.4	21,574	35,350	.0127	.0140
Wolfe	7.2	7.4	2.8	2.5	.0	64,016	49.3	17,154	25,606	26,624	35.5	7,858	10,650	.0016	.0016
Woodford	19.5	20.5	5.1	7.4	7.2	369,771	60.2	33,459	49,969	160,210	58.2	14,681	21,650	.0073	.0074
TOTAL METRO COUNTIES	**1,717.1**	**1,729.8**	**.7**	**663.1**	**3.6**	**29,754,587**	**54.9**	**30,019**	**44,872**	**19,716,408**	**54.1**	**19,996**	**29,734**	**.6862**	**.6935**
TOTAL STATE	**3,773.2**	**3,812.9**	**1.1**	**1,427.8**	**3.8**	**56,398,211**	**55.1**	**26,427**	**39,500**	**35,488,158**	**54.1**	**16,732**	**24,855**	**1.3196**	**1.3337**
LOUISIANA															
ALEXANDRIA	**139.1**	**139.7**	**.4**	**50.7**	**3.3**	**1,753,595**	**53.4**	**23,281**	**34,588**	**1,105,301**	**41.2**	**15,947**	**21,801**	**.0443**	**.0431**
Rapides	139.1	139.7	.4	50.7	3.3	1,753,595	53.4	23,281	34,588	1,105,301	41.2	15,947	21,801	.0443	.0431
BATON ROUGE	**543.2**	**563.2**	**3.7**	**200.6**	**6.3**	**8,375,699**	**57.8**	**28,134**	**41,753**	**4,994,231**	**46.6**	**18,050**	**24,896**	**.1924**	**.1942**
Ascension	59.7	64.5	8.0	21.5	10.3	861,231	63.8	26,962	40,057	381,297	44.9	13,492	17,735	.0181	.0188
East Baton Rouge	388.6	395.1	1.7	144.2	4.3	6,141,140	54.9	28,663	42,588	4,248,019	46.5	20,971	29,459	.1490	.1483
Livingston	74.0	82.1	10.9	27.9	14.3	1,079,340	69.9	26,037	38,686	263,861	50.3	7,194	9,457	.0194	.0211
West Baton Rouge	20.9	21.5	2.9	7.0	7.7	293,988	60.0	28,268	41,998	101,054	50.6	10,322	14,436	.0059	.0060
HOUMA - THIBODAUX	**184.2**	**184.4**	**.1**	**62.6**	**2.6**	**2,610,803**	**52.4**	**28,079**	**41,706**	**1,540,036**	**36.7**	**18,463**	**24,601**	**.0637**	**.0611**
Lafourche	86.5	87.2	.8	29.5	3.5	1,170,198	53.8	26,697	39,668	532,110	36.1	13,721	18,038	.0267	.0258
Terrebonne	97.7	97.2	-.5	33.1	1.8	1,440,605	51.3	29,290	43,523	1,007,926	37.1	22,620	30,451	.0370	.0353
LAFAYETTE	**213.1**	**222.6**	**4.5**	**80.3**	**7.2**	**3,395,598**	**59.2**	**28,479**	**42,286**	**2,443,587**	**44.5**	**22,572**	**30,431**	**.0829**	**.0834**
Lafayette	167.0	173.8	4.1	64.3	6.8	2,838,691	58.7	29,712	44,148	2,280,094	44.6	26,186	35,460	.0715	.0717
St. Martin	46.1	48.8	5.9	16.0	8.8	556,907	61.7	23,427	34,807	163,493	43.1	7,773	10,218	.0114	.0117
LAKE CHARLES	**172.8**	**172.3**	**-.3**	**62.6**	**2.3**	**2,509,114**	**52.0**	**26,976**	**40,082**	**1,494,012**	**37.9**	**17,698**	**23,866**	**.0607**	**.0585**
Calcasieu	172.8	172.3	-.3	62.6	2.3	2,509,114	52.0	26,976	40,082	1,494,012	37.9	17,698	23,866	.0607	.0585

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LOUISIANA (continued)															
MONROE	**145.1**	**146.8**	**1.2**	**53.7**	**4.1**	**1,840,182**	**54.6**	**23,064**	**34,268**	**1,147,110**	**39.5**	**15,939**	**21,361**	**.0463**	**.0451**
Ouachita	145.1	146.8	1.2	53.7	4.1	1,840,182	54.6	23,064	34,268	1,147,110	39.5	15,939	21,361	.0463	.0451
NEW ORLEANS	**1,324.4**	**1,348.8**	**1.8**	**510.1**	**4.1**	**20,365,415**	**55.5**	**26,730**	**39,924**	**13,352,455**	**48.6**	**18,337**	**26,176**	**.4850**	**.4859**
Jefferson	470.7	473.6	.6	179.4	3.1	7,834,761	53.2	29,393	43,672	6,132,864	49.0	23,661	34,185	.1968	.1955
Orleans	546.5	533.0	-2.5	211.3	.0	7,255,449	48.5	23,110	34,337	5,302,058	47.0	17,060	25,093	.1899	.1838
St. Bernard	68.9	71.0	3.0	25.3	6.3	954,874	57.9	25,401	37,742	454,689	44.7	13,198	17,972	.0212	.0213
St. Charles	44.6	48.2	8.1	16.4	10.1	681,868	63.5	27,984	41,577	129,367	44.7	6,001	7,888	.0121	.0126
St. John the Baptist	41.8	47.2	12.9	15.0	15.4	694,060	71.4	31,143	46,271	254,205	54.1	12,687	16,947	.0129	.0143
St. Tammany	151.9	175.8	15.7	62.7	18.8	2,944,403	76.4	31,607	46,960	1,079,272	56.1	13,095	17,213	.0521	.0584
SHREVEPORT	**362.7**	**376.0**	**3.7**	**142.6**	**6.2**	**5,566,223**	**57.7**	**26,287**	**39,034**	**3,147,191**	**42.2**	**16,477**	**22,070**	**.1274**	**.1273**
Bossier	91.5	96.3	5.2	34.7	7.8	1,183,381	60.1	22,952	34,103	751,752	48.9	15,678	21,664	.0286	.0295
Caddo	271.2	279.7	3.1	107.9	5.7	4,382,842	57.0	27,339	40,619	2,395,439	40.2	16,729	22,201	.0988	.0978
ALL COUNTIES															
Acadia	59.2	59.7	.8	20.6	3.0	707,986	53.0	23,131	34,368	311,553	35.4	11,505	15,124	.0165	.0160
Allen	21.6	21.1	-2.3	7.2	.0	200,717	48.6	18,763	27,877	112,831	37.2	11,422	15,671	.0055	.0053
Ascension	59.7	64.5	8.0	21.5	10.3	861,231	63.8	26,962	40,057	381,297	44.9	13,492	17,735	.0181	.0188
Assumption	22.5	22.1	-1.8	6.9	.0	250,478	48.6	24,427	36,301	74,412	31.5	8,203	10,784	.0057	.0054
Avoyelles	42.8	43.0	.5	15.2	3.4	368,383	53.6	16,313	24,236	174,918	35.9	8,755	11,508	.0097	.0095
Beauregard	33.6	35.6	6.0	12.3	8.8	432,070	61.7	23,644	35,128	230,264	49.6	13,624	18,721	.0099	.0101
Bienville	17.0	17.0	.0	6.2	.0	174,660	48.6	18,960	28,171	87,113	46.3	9,604	14,050	.0044	.0042
Bossier	91.5	96.3	5.2	34.7	7.8	1,183,381	60.1	22,952	34,103	751,752	48.9	15,678	21,664	.0286	.0295
Caddo	271.2	279.7	3.1	107.9	5.7	4,382,842	57.0	27,339	40,619	2,395,439	40.2	16,729	22,201	.0988	.0978
Calcasieu	172.8	172.3	-.3	62.6	2.3	2,509,114	52.0	26,976	40,082	1,494,012	37.9	17,698	23,866	.0607	.0585
Caldwell	12.2	12.9	5.7	5.2	10.6	142,538	64.4	18,451	27,411	37,027	45.4	5,417	7,121	.0028	.0030
Cameron	9.6	9.5	-1.0	3.4	.0	138,515	48.6	27,423	40,740	37,933	31.4	8,488	11,157	.0029	.0028
Catahoula	12.8	12.9	.8	4.6	2.2	115,305	51.9	16,873	25,066	47,121	34.4	7,793	10,244	.0029	.0027
Claiborne	18.1	17.9	-1.1	6.3	.0	201,893	48.6	21,567	32,047	74,559	32.0	8,964	11,835	.0046	.0045
Concordia	22.9	22.5	-1.7	8.0	.0	243,546	48.6	20,486	30,443	132,882	37.3	12,095	16,610	.0064	.0060
De Soto	28.6	30.2	5.6	10.9	6.9	327,287	58.7	20,213	30,026	153,383	42.5	10,549	14,072	.0077	.0078
East Baton Rouge	388.6	395.1	1.7	144.2	4.3	6,141,140	54.9	28,663	42,588	4,248,019	46.5	20,971	29,459	.1490	.1483
East Carroll	11.1	10.8	-2.7	3.7	.0	75,632	48.6	13,756	20,441	34,060	31.5	7,002	9,205	.0023	.0021
East Feliciana	21.3	21.9	2.8	6.4	8.5	225,783	61.2	23,745	35,279	41,169	42.6	4,894	6,433	.0046	.0046
Evangeline	35.3	35.9	1.7	12.7	4.1	347,959	54.7	18,441	27,398	153,122	36.8	9,172	12,057	.0085	.0084
Franklin	23.8	23.2	-2.5	8.5	.0	189,329	48.6	14,992	22,274	208,955	43.8	17,090	24,583	.0066	.0064
Grant	18.6	19.6	5.4	7.2	7.5	220,337	59.6	20,602	30,602	30,333	41.2	3,205	4,213	.0042	.0042
Iberia	67.4	68.1	1.0	22.9	3.6	911,550	54.0	26,789	39,806	551,342	36.2	18,314	24,076	.0225	.0217
Iberville	33.1	32.7	-1.2	10.3	.0	413,750	48.6	27,033	40,170	251,107	47.1	16,574	24,379	.0104	.0101
Jackson	18.1	18.3	1.1	7.1	2.9	206,597	52.9	19,583	29,098	66,224	35.3	7,095	9,327	.0046	.0045
Jefferson	470.7	473.6	.6	179.4	3.1	7,834,761	53.2	29,393	43,672	6,132,864	49.0	23,661	34,185	.1968	.1955
Jefferson Davis	32.7	32.5	-.6	11.3	2.7	348,268	52.6	20,742	30,820	195,675	35.0	13,173	17,316	.0090	.0087
Lafayette	167.0	173.8	4.1	64.3	6.8	2,838,691	58.7	29,712	44,148	2,280,094	44.6	26,186	35,460	.0715	.0717
Lafourche	86.5	87.2	.8	29.5	3.5	1,170,198	53.8	26,697	39,668	532,110	36.1	13,721	18,038	.0267	.0258
La Salle	16.7	16.3	-2.4	6.1	.0	204,864	48.6	22,603	33,584	67,130	31.5	8,372	11,005	.0044	.0043
Lincoln	43.0	44.1	2.6	14.7	5.0	569,409	56.0	26,070	38,735	238,710	38.0	12,353	16,239	.0127	.0125
Livingston	74.0	82.1	10.9	27.9	14.3	1,079,340	69.9	26,037	38,686	263,861	50.3	7,194	9,457	.0194	.0211
Madison	15.4	15.0	-2.6	5.8	.0	119,452	48.6	13,860	20,595	41,975	31.5	5,505	7,237	.0032	.0030
Morehouse	37.5	38.5	2.7	13.7	4.6	346,535	55.4	17,024	25,295	214,112	44.3	11,330	15,629	.0094	.0092
Natchitoches	40.5	40.6	.2	14.7	3.5	397,720	53.8	18,209	27,056	235,356	41.1	11,745	16,011	.0105	.0104
Orleans	546.5	533.0	-2.5	211.3	.0	7,255,449	48.5	23,110	34,337	5,302,058	47.0	17,060	25,093	.1899	.1838
Ouachita	145.1	146.8	1.2	53.7	4.1	1,840,182	54.6	23,064	34,268	1,147,110	39.5	15,939	21,361	.0463	.0451
Plaquemines	26.2	25.6	-2.3	8.2	.0	312,742	48.6	25,666	38,139	173,532	45.4	14,555	21,162	.0077	.0074
Pointe Coupee	24.2	23.6	-2.5	8.3	.0	302,530	48.6	24,530	36,449	126,723	33.4	11,449	15,268	.0069	.0067
Rapides	139.1	139.7	.4	50.7	3.3	1,753,595	53.4	23,281	34,588	1,105,301	41.2	15,947	21,801	.0443	.0431
Red River	10.7	10.7	.0	3.8	.0	113,139	48.6	20,038	29,773	43,264	31.5	8,661	11,385	.0026	.0026
Richland	22.7	22.7	.0	8.0	1.3	190,443	50.5	16,022	23,805	229,109	59.6	18,172	28,639	.0066	.0066
Sabine	28.1	29.4	4.6	11.2	7.7	336,385	60.0	20,216	30,034	131,799	41.6	8,952	11,768	.0074	.0075
St. Bernard	68.9	71.0	3.0	25.3	6.3	954,874	57.9	25,401	37,742	454,689	44.7	13,198	17,972	.0212	.0213
St. Charles	44.6	48.2	8.1	16.4	10.1	681,868	63.5	27,984	41,577	129,367	44.7	6,001	7,888	.0121	.0126
St. Helena	9.8	9.6	-2.0	3.1	.0	97,295	48.6	21,126	31,385	10,162	31.4	2,494	3,278	.0019	.0020
St. James	22.3	22.6	1.3	7.0	4.5	312,247	55.2	30,023	44,607	74,425	37.3	8,088	10,632	.0061	.0059
St. John the Baptist	41.8	47.2	12.9	15.0	15.4	694,060	71.4	31,143	46,271	254,205	54.1	12,687	16,947	.0129	.0143
St. Landry	87.6	88.4	.9	31.1	3.7	892,116	54.0	19,306	28,685	533,029	36.3	13,038	17,139	.0238	.0229
St. Martin	46.1	48.8	5.9	16.0	8.8	556,907	61.7	23,427	34,807	163,493	43.1	7,773	10,218	.0114	.0117
St. Mary	61.7	60.2	-2.4	20.1	.0	777,553	48.6	26,033	38,684	530,404	35.4	19,494	26,388	.0207	.0195
St. Tammany	151.9	175.8	15.7	62.7	18.8	2,944,403	76.4	31,607	46,960	1,079,272	56.1	13,095	17,213	.0521	.0584

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
LOUISIANA (continued)															
ALL COUNTIES (continued)															
Tangipahoa	91.9	96.7	5.2	33.8	8.3	1,134,053	60.9	22,584	33,552	786,800	44.2	17,491	23,276	.0290	.0293
Tensas	8.4	8.2	-2.4	2.9	.0	61,335	48.5	14,239	21,150	36,748	38.6	9,141	12,672	.0017	.0017
Terrebonne	97.7	97.2	-.5	33.1	1.8	1,440,605	51.3	29,290	43,523	1,007,926	37.1	22,620	30,451	.0370	.0353
Union	22.9	23.8	3.9	8.5	6.3	265,209	57.9	21,001	31,201	82,262	42.8	7,201	9,678	.0056	.0057
Vermilion	53.1	55.0	3.6	19.8	5.9	675,183	57.3	22,951	34,100	307,098	39.2	11,799	15,510	.0154	.0152
Vernon	60.9	63.5	4.3	19.3	6.6	629,445	58.4	21,952	32,614	271,362	50.8	9,944	14,060	.0147	.0150
Washington	48.0	48.9	1.9	17.5	3.6	487,154	53.8	18,736	27,837	211,132	36.1	9,178	12,065	.0118	.0117
Webster	45.7	46.5	1.8	18.0	4.7	623,998	55.5	23,333	34,667	342,186	41.0	14,110	19,010	.0147	.0145
West Baton Rouge	20.9	21.5	2.9	7.0	7.7	293,988	60.0	28,268	41,998	101,054	50.6	10,322	14,436	.0059	.0060
West Carroll	13.0	12.7	-2.3	4.7	.0	101,441	48.5	14,532	21,583	74,720	47.1	10,810	15,898	.0031	.0030
West Feliciana	13.5	13.8	2.2	2.6	.0	124,342	48.6	32,185	47,824	27,803	31.5	8,134	10,693	.0028	.0028
Winn	17.2	17.2	.0	6.2	.0	156,711	48.6	17,008	25,276	107,347	43.9	12,035	17,314	.0045	.0043
TOTAL METRO COUNTIES	**3,084.6**	**3,153.8**	**2.2**	**1,163.2**	**4.7**	**46,416,629**	**55.9**	**26,798**	**39,504**	**29,223,923**	**45.3**	**18,104**	**25,124**	**1.1027**	**1.0986**
TOTAL STATE	**4,467.9**	**4,554.8**	**1.9**	**1,649.2**	**4.4**	**61,890,513**	**55.5**	**25,202**	**37,528**	**37,127,094**	**44.2**	**16,299**	**22,512**	**1.4816**	**1.4703**
MAINE															
BANGOR	**139.3**	**139.6**	**.2**	**51.2**	**3.2**	**2,198,876**	**47.8**	**29,990**	**42,947**	**1,674,022**	**49.1**	**22,639**	**32,696**	**.0561**	**.0548**
Penobscot	139.3	139.6	.2	51.2	3.2	2,198,876	47.8	29,990	42,947	1,674,022	49.1	22,639	32,696	.0561	.0548
LEWISTON - AUBURN	**102.0**	**102.8**	**.8**	**40.0**	**3.9**	**1,691,263**	**48.8**	**29,523**	**42,282**	**1,119,806**	**50.1**	**19,383**	**27,995**	**.0405**	**.0397**
Androscoggin	102.0	102.8	.8	40.0	3.9	1,691,263	48.8	29,523	42,282	1,119,806	50.1	19,383	27,995	.0405	.0397
PORTLAND	**234.3**	**244.8**	**4.5**	**98.8**	**7.6**	**5,033,387**	**54.1**	**35,573**	**50,945**	**4,591,103**	**58.0**	**31,644**	**46,469**	**.1254**	**.1291**
Cumberland	234.3	244.8	4.5	98.8	7.6	5,033,387	54.1	35,573	50,945	4,591,103	58.0	31,644	46,469	.1254	.1291
ALL COUNTIES															
Androscoggin	102.0	102.8	.8	40.0	3.9	1,691,263	48.8	29,523	42,282	1,119,806	50.1	19,383	27,995	.0405	.0397
Aroostook	86.1	84.0	-2.4	30.0	.7	1,194,730	44.2	27,804	39,824	736,677	45.4	17,001	24,556	.0297	.0283
Cumberland	234.3	244.8	4.5	98.8	7.6	5,033,387	54.1	35,573	50,945	4,591,103	58.0	31,644	46,469	.1254	.1291
Franklin	29.5	30.7	4.1	11.8	7.3	540,428	53.6	31,980	45,799	230,865	54.9	13,546	19,565	.0109	.0110
Hancock	45.9	48.1	4.8	19.8	8.8	805,422	55.8	28,405	40,678	534,553	57.1	18,693	26,998	.0184	.0189
Kennebec	116.4	119.5	2.7	46.3	5.7	2,094,293	51.4	31,585	45,233	1,442,685	52.7	21,575	31,160	.0492	.0492
Knox	35.3	36.4	3.1	14.9	6.4	552,532	52.4	25,894	37,083	390,563	53.7	18,149	26,212	.0134	.0136
Lincoln	29.5	31.6	7.1	12.5	9.6	561,055	57.0	31,341	44,884	315,562	58.4	17,479	25,245	.0119	.0122
Oxford	51.5	52.7	2.3	20.8	5.6	836,810	51.2	28,090	40,231	455,728	52.5	15,170	21,910	.0187	.0188
Penobscot	139.3	139.6	.2	51.2	3.2	2,198,876	47.8	29,990	42,947	1,674,022	49.1	22,639	32,696	.0561	.0548
Piscataquis	18.3	18.3	.0	6.8	1.5	254,126	45.4	26,693	37,371	166,774	46.6	16,980	24,526	.0063	.0062
Sagadahoc	33.7	36.3	7.7	14.0	12.0	569,856	60.4	28,420	40,704	293,730	61.8	14,526	20,981	.0119	.0124
Somerset	47.2	48.2	2.1	18.1	6.5	606,123	52.5	23,382	33,487	431,888	53.8	16,521	23,861	.0154	.0156
Waldo	31.8	33.6	5.7	12.9	9.3	474,180	56.6	25,665	36,758	175,536	57.9	9,421	13,607	.0096	.0098
Washington	35.5	35.5	.0	13.9	3.7	502,179	48.6	25,227	36,128	226,637	49.8	11,289	16,305	.0111	.0109
York	168.2	184.0	9.4	72.1	12.8	3,393,158	61.6	32,862	47,062	1,629,490	63.0	15,649	22,600	.0661	.0706
TOTAL METRO COUNTIES	**475.6**	**487.2**	**2.4**	**190.0**	**5.6**	**8,923,526**	**51.5**	**32,739**	**46,966**	**7,384,931**	**54.7**	**26,537**	**38,868**	**.2220**	**.2236**
TOTAL STATE	**1,204.5**	**1,246.1**	**3.5**	**483.9**	**6.8**	**21,308,418**	**53.2**	**30,704**	**44,035**	**14,415,619**	**54.9**	**20,538**	**29,790**	**.4946**	**.5011**
MARYLAND															
BALTIMORE	**2,367.4**	**2,456.9**	**3.8**	**919.5**	**6.1**	**45,670,300**	**46.4**	**36,013**	**49,669**	**23,654,663**	**48.2**	**18,419**	**25,726**	**.9923**	**.9695**
Anne Arundel	432.9	464.1	7.2	162.9	10.1	9,195,452	50.6	41,244	56,448	4,329,619	51.5	19,304	26,578	.1868	.1875
Baltimore	686.0	702.0	2.3	278.3	4.8	14,869,358	43.4	39,041	53,429	9,435,109	48.0	23,997	33,903	.3414	.3292
Baltimore city	756.2	737.5	-2.5	282.0	-.2	10,760,887	36.6	27,881	38,159	5,857,545	41.0	14,702	20,771	.2657	.2442
Carroll	122.1	137.0	12.2	47.4	15.6	2,246,351	58.2	34,631	47,391	839,247	50.3	13,618	17,706	.0431	.0450
Harford	170.7	185.3	8.6	64.3	11.2	3,322,581	52.2	37,760	51,673	1,619,943	57.2	17,833	25,194	.0683	.0699
Howard	167.0	194.5	16.5	71.8	19.3	4,711,414	63.2	47,947	65,619	1,377,943	60.5	14,258	19,191	.0762	.0824
Queen Anne's	32.5	36.5	12.3	12.8	13.3	564,257	55.0	32,211	44,083	195,257	54.2	11,205	15,254	.0108	.0113
CUMBERLAND	**103.1**	**101.1**	**-1.9**	**39.3**	**.3**	**1,402,115**	**40.2**	**25,515**	**35,677**	**841,317**	**41.5**	**15,170**	**21,408**	**.0358**	**.0332**
Allegany	75.4	73.5	-2.5	28.8	.0	1,067,767	36.9	27,086	37,075	744,036	41.3	18,285	25,835	.0286	.0263
Mineral, W. Va.	*27.7*	*27.6*	*-.4*	*10.5*	*1.0*	*334,348*	*51.9*	*21,165*	*31,843*	*97,281*	*43.0*	*6,543*	*9,263*	*.0072*	*.0069*
HAGERSTOWN	**115.8**	**116.4**	**.5**	**43.3**	**2.9**	**1,721,182**	**40.8**	**29,046**	**39,750**	**1,058,477**	**39.4**	**18,041**	**24,445**	**.0433**	**.0405**
Washington	115.8	116.4	.5	43.3	2.9	1,721,182	40.8	29,046	39,750	1,058,477	39.4	18,041	24,445	.0433	.0405
ALL COUNTIES															
Allegany	75.4	73.5	-2.5	28.8	.0	1,067,767	36.9	27,086	37,075	744,036	41.3	18,285	25,835	.0286	.0263

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METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
MARYLAND (continued)															
ALL COUNTIES (continued)															
Anne Arundel	432.9	464.1	7.2	162.9	10.1	9,195,452	50.6	41,244	56,448	4,329,619	51.5	19,304	26,578	.1868	.1875
Baltimore	686.0	702.0	2.3	278.3	4.8	14,869,358	43.4	39,041	53,429	9,435,109	48.0	23,997	33,903	.3414	.3292
Baltimore city	756.2	737.5	–2.5	282.0	–.2	10,760,887	36.6	27,881	38,159	5,857,545	41.0	14,702	20,771	.2657	.2442
Calvert	50.6	59.1	16.8	20.0	19.8	1,024,952	63.9	37,445	51,248	188,869	50.5	7,516	9,443	.0165	.0180
Caroline	25.3	26.4	4.3	9.8	6.5	326,707	45.8	24,360	33,337	81,883	33.8	6,650	8,355	.0069	.0065
Carroll	122.1	137.0	12.2	47.4	15.6	2,246,351	58.2	34,631	47,391	839,247	50.3	13,618	17,706	.0431	.0450
Cecil	71.0	77.3	8.9	27.4	11.8	1,267,036	53.1	33,789	46,242	510,088	43.8	14,480	18,616	.0258	.0259
Charles	97.5	112.8	15.7	36.1	18.8	1,933,345	62.5	39,133	53,555	546,381	51.6	11,854	15,135	.0339	.0362
Dorchester	30.9	31.1	.6	11.9	2.6	423,621	40.4	26,010	35,598	290,553	44.9	17,282	24,416	.0111	.0105
Frederick	144.0	161.2	11.9	56.2	14.5	2,957,189	56.6	38,448	52,619	1,380,866	56.6	17,958	24,571	.0585	.0610
Garrett	28.1	28.8	2.5	10.2	5.2	407,603	43.9	29,205	39,961	221,445	47.4	15,488	21,710	.0097	.0093
Harford	170.7	185.3	8.6	64.3	11.2	3,322,581	52.2	37,760	51,673	1,619,943	57.2	17,833	25,194	.0683	.0699
Howard	167.0	194.5	16.5	71.8	19.3	4,711,414	53.2	47,947	65,619	1,377,943	60.5	14,258	19,191	.0762	.0824
Kent	17.2	17.3	.6	6.7	1.5	258,505	38.9	28,198	38,583	150,436	43.4	15,895	22,453	.0064	.0061
Montgomery	712.5	794.8	11.6	309.2	14.3	23,634,842	56.4	55,858	76,439	11,115,552	61.5	25,447	35,949	.4301	.4513
Prince George's	700.6	716.8	2.3	262.2	4.8	16,051,266	43.5	44,733	61,218	8,674,610	48.1	23,418	33,084	.3464	.3338
Queen Anne's	32.5	36.5	12.3	12.8	13.3	564,257	55.0	32,211	44,083	195,257	54.2	11,205	15,254	.0108	.0113
St. Mary's	71.2	77.0	8.1	26.5	10.4	1,363,144	51.1	37,587	51,439	381,334	45.3	10,934	14,390	.0254	.0252
Somerset	19.8	19.9	.5	7.0	.0	255,684	36.8	26,692	36,526	97,706	41.3	9,880	13,958	.0059	.0056
Talbot	28.0	29.2	4.3	12.2	6.1	588,436	45.2	35,247	48,232	393,160	47.6	23,162	32,226	.0137	.0133
Washington	115.8	116.4	.5	43.3	2.9	1,721,182	40.8	29,046	39,750	1,058,477	39.4	18,041	24,445	.0433	.0405
Wicomico	72.9	77.3	6.0	29.6	8.8	1,211,124	48.9	29,899	40,916	981,058	52.0	23,729	33,144	.0309	.0309
Worcester	37.8	41.8	10.6	17.0	13.3	578,361	55.1	24,862	34,021	636,696	65.0	25,733	37,453	.0162	.0172
TOTAL METRO COUNTIES	**4,334.8**	**4,568.8**	**5.4**	**1,702.7**	**7.9**	**93,327,879**	**48.9**	**40,563**	**55,986**	**47,873,542**	**51.0**	**20,085**	**28,116**	**1.9754**	**1.9625**
TOTAL STATE	**4,666.0**	**4,917.6**	**5.4**	**1,833.6**	**7.8**	**100,741,064**	**48.8**	**39,819**	**54,942**	**51,107,813**	**51.0**	**19,909**	**27,873**	**2.1016**	**2.0871**
MASSACHUSETTS															
BOSTON - LAWRENCE - SALEM - LOWELL - BROCKTON	**3,725.5**	**3,766.1**	**1.1**	**1,459.3**	**3.8**	**90,449,568**	**44.7**	**44,446**	**61,981**	**47,640,261**	**48.0**	**22,899**	**32,646**	**1.9099**	**1.8453**
Essex	653.8	666.7	2.0	261.8	4.7	15,169,298	46.1	41,519	57,942	8,978,221	49.3	24,047	34,294	.3321	.3243
Middlesex	1,367.8	1,369.5	.1	521.4	2.8	35,672,193	43.5	49,027	68,416	16,777,898	46.6	22,564	32,179	.7256	.6944
Norfolk	609.8	612.4	.4	231.7	3.1	16,065,737	43.9	49,684	69,339	8,973,717	47.1	27,157	38,730	.3431	.3296
Plymouth	439.3	458.3	4.3	163.7	7.2	9,406,726	49.6	41,179	57,463	4,810,394	52.9	20,605	29,385	.1957	.1953
Suffolk	654.8	659.2	.7	280.7	3.4	14,135,614	44.3	36,086	50,358	8,100,031	47.4	20,234	28,857	.3134	.3017
NEW BEDFORD - FALL RIVER - ATTLEBORO	**500.3**	**516.3**	**3.2**	**196.1**	**6.0**	**9,072,633**	**47.9**	**33,151**	**46,265**	**6,122,788**	**51.2**	**21,893**	**31,223**	**.2147**	**.2121**
Bristol	500.3	516.3	3.2	196.1	6.0	9,072,633	47.9	33,151	46,265	6,122,788	51.2	21,893	31,223	.2147	.2121
PITTSFIELD	**142.6**	**141.4**	**–.8**	**56.4**	**1.8**	**2,680,095**	**42.1**	**34,049**	**47,519**	**1,754,637**	**45.2**	**21,814**	**31,111**	**.0644**	**.0611**
Berkshire	142.6	141.4	–.8	56.4	1.8	2,680,095	42.1	34,049	47,519	1,754,637	45.2	21,814	31,111	.0644	.0611
SPRINGFIELD	**590.9**	**596.6**	**1.0**	**227.0**	**3.8**	**11,059,552**	**44.9**	**34,910**	**48,720**	**6,595,103**	**47.6**	**20,426**	**29,053**	**.2541**	**.2454**
Hampden	448.2	451.9	.8	176.3	3.6	8,465,386	44.5	34,411	48,017	5,570,227	47.7	22,155	31,595	.2009	.1939
Hampshire	142.7	144.7	1.4	50.7	4.5	2,594,166	45.9	36,664	51,167	1,024,876	47.2	14,359	20,215	.0532	.0515
WORCESTER - FITCHBURG - LEOMINSTER	**677.6**	**696.3**	**2.8**	**264.3**	**5.6**	**14,198,157**	**47.4**	**38,497**	**53,720**	**6,705,253**	**50.6**	**17,790**	**25,370**	**.2934**	**.2883**
Worcester	677.6	696.3	2.8	264.3	5.6	14,198,157	47.4	38,497	53,720	6,705,253	50.6	17,790	25,370	.2934	.2883
ALL COUNTIES															
Barnstable	184.4	205.9	11.7	88.3	14.8	4,430,610	60.2	35,956	50,177	3,219,176	63.8	25,564	36,457	.0960	.1028
Berkshire	142.6	141.4	–.8	56.4	1.8	2,680,095	42.1	34,049	47,519	1,754,637	45.2	21,814	31,111	.0644	.0611
Bristol	500.3	516.3	3.2	196.1	6.0	9,072,633	47.9	33,151	46,265	6,122,788	51.2	21,893	31,223	.2147	.2121
Dukes	11.7	13.5	15.4	6.4	18.5	280,638	65.4	31,425	43,850	270,196	76.4	28,369	42,218	.0065	.0073
Essex	653.8	666.7	2.0	261.8	4.7	15,169,298	46.1	41,519	57,942	8,978,221	49.3	24,047	34,294	.3321	.3243
Franklin	69.0	71.9	4.2	29.4	7.3	1,274,899	49.7	31,075	43,364	631,768	53.0	15,068	21,489	.0271	.0269
Hampden	448.2	451.9	.8	176.3	3.6	8,465,386	44.5	34,411	48,017	5,570,227	47.7	22,155	31,595	.2009	.1939
Hampshire	142.7	144.7	1.4	50.7	4.5	2,594,166	45.9	36,664	51,167	1,024,876	47.2	14,359	20,215	.0532	.0515
Middlesex	1,367.8	1,369.5	.1	521.4	2.8	35,672,193	43.5	49,027	68,416	16,777,898	46.6	22,564	32,179	.7256	.6944
Nantucket	6.0	6.6	10.0	3.2	18.5	190,166	65.4	42,584	59,427	249,830	87.2	49,435	78,072	.0049	.0055
Norfolk	609.8	612.4	.4	231.7	3.1	16,065,737	43.9	49,684	69,339	8,973,717	47.1	27,157	38,730	.3431	.3296
Plymouth	439.3	458.3	4.3	163.7	7.2	9,406,726	49.6	41,179	57,463	4,810,394	52.9	20,605	29,385	.1957	.1953
Suffolk	654.8	659.2	.7	280.7	3.4	14,135,614	44.3	36,086	50,358	8,100,031	47.4	20,234	28,857	.3134	.3017
Worcester	677.6	696.3	2.8	264.3	5.6	14,198,157	47.4	38,497	53,720	6,705,253	50.6	17,790	25,370	.2934	.2883

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
MASSACHUSETTS (continued)															
TOTAL METRO COUNTIES	**5,636.9**	**5,716.7**	**1.4**	**2,203.1**	**4.2**	**127,460,005**	**45.2**	**41,496**	**57,855**	**68,818,042**	**48.4**	**21,923**	**31,237**	**2.7365**	**2.6522**
TOTAL STATE	**5,908.0**	**6,014.6**	**1.8**	**2,330.4**	**4.6**	**133,636,318**	**45.8**	**41,154**	**57,345**	**73,189,012**	**49.2**	**22,013**	**31,406**	**2.8710**	**2.7947**
MICHIGAN															
ANN ARBOR	**273.8**	**277.1**	**1.2**	**105.3**	**3.9**	**5,270,085**	**49.1**	**34,888**	**50,048**	**3,070,325**	**50.3**	**20,172**	**29,158**	**.1171**	**.1156**
Washtenaw	273.8	277.1	1.2	105.3	3.9	5,270,085	49.1	34,888	50,048	3,070,325	50.3	20,172	29,158	.1171	.1156
BATTLE CREEK	**139.5**	**137.1**	**–1.7**	**53.5**	**.6**	**2,521,551**	**44.3**	**32,853**	**47,132**	**1,244,979**	**45.4**	**16,099**	**23,271**	**.0554**	**.0529**
Calhoun	139.5	137.1	–1.7	53.5	.6	2,521,551	44.3	32,853	47,132	1,244,979	45.4	16,099	23,271	.0554	.0529
BENTON HARBOR	**167.9**	**164.9**	**–1.8**	**63.6**	**1.0**	**2,585,139**	**44.8**	**28,335**	**40,647**	**1,297,341**	**41.9**	**14,517**	**20,398**	**.0594**	**.0563**
Berrien	167.9	164.9	–1.8	63.6	1.0	2,585,139	44.8	28,335	40,647	1,297,341	41.9	14,517	20,398	.0594	.0563
DETROIT	**4,396.4**	**4,386.0**	**–.2**	**1,663.4**	**2.3**	**83,596,323**	**47.2**	**34,932**	**50,256**	**45,566,125**	**48.1**	**18,930**	**27,393**	**1.8451**	**1.7938**
Lapeer	74.7	76.7	2.7	25.0	4.6	1,205,382	50.0	33,615	48,215	354,593	40.8	10,539	14,184	.0237	.0232
Livingston	114.5	122.2	6.7	40.9	9.7	2,262,447	57.3	38,558	55,317	611,873	48.0	11,087	14,960	.0401	.0413
Macomb	714.6	722.5	1.1	266.0	3.8	11,944,837	48.9	31,306	44,905	8,523,584	50.0	22,169	32,044	.2926	.2882
Monroe	137.3	137.7	.3	48.4	3.2	3,019,109	48.0	43,481	62,378	902,583	49.2	12,901	18,648	.0555	.0542
Oakland	1,053.3	1,074.8	2.0	416.6	4.8	26,952,869	50.3	45,102	64,697	15,564,034	51.4	25,847	37,360	.5661	.5627
St. Clair	146.1	149.6	2.4	54.6	5.0	2,439,608	50.6	31,150	44,681	1,016,927	48.3	13,184	18,625	.0508	.0502
Wayne	2,155.9	2,102.5	–2.5	811.9	.0	35,772,071	43.5	30,713	44,060	18,592,531	44.6	15,843	22,900	.8163	.7740
DETROIT - ANN ARBOR CONSOLIDATED AREA	***4,670.2***	***4,663.1***	***–.2***	***1,768.7***	***2.4***	***88,866,408***	***47.3***	***34,929***	***50,244***	***48,636,450***	***48.2***	***19,003***	***27,498***	***1.9622***	***1.9094***
FLINT	**440.4**	**429.5**	**–2.5**	**161.8**	**.1**	**6,760,137**	**43.5**	**29,125**	**41,781**	**4,661,558**	**44.6**	**19,932**	**28,811**	**.1713**	**.1627**
Genesee	440.4	429.5	–2.5	161.8	.1	6,760,137	43.5	29,125	41,781	4,661,558	44.6	19,932	28,811	.1713	.1627
GRAND RAPIDS	**665.7**	**697.5**	**4.8**	**261.2**	**7.6**	**12,880,955**	**54.4**	**34,367**	**49,315**	**7,260,616**	**54.5**	**19,368**	**27,797**	**.2758**	**.2811**
Kent	487.4	508.3	4.3	195.5	7.1	9,377,726	53.7	33,441	47,968	5,867,135	54.8	20,763	30,011	.2083	.2117
Ottawa	178.3	189.2	6.1	65.7	9.1	3,503,229	56.5	37,174	53,322	1,393,481	52.9	15,137	21,210	.0675	.0694
JACKSON	**150.0**	**147.8**	**–1.5**	**53.4**	**1.1**	**2,414,370**	**45.1**	**31,517**	**45,213**	**1,142,229**	**41.9**	**15,247**	**21,390**	**.0540**	**.0513**
Jackson	150.0	147.8	–1.5	53.4	1.1	2,414,370	45.1	31,517	45,213	1,142,229	41.9	15,247	21,390	.0540	.0513
KALAMAZOO	**222.1**	**226.5**	**2.0**	**87.6**	**4.9**	**4,469,010**	**50.5**	**35,566**	**51,016**	**2,474,005**	**50.1**	**19,744**	**28,242**	**.0966**	**.0958**
Kalamazoo	222.1	226.5	2.0	87.6	4.9	4,469,010	50.5	35,566	51,016	2,474,005	50.1	19,744	28,242	.0966	.0958
LANSING - EAST LANSING	**437.7**	**444.8**	**1.6**	**164.5**	**4.5**	**7,702,482**	**49.9**	**32,649**	**46,824**	**4,501,973**	**49.6**	**19,125**	**27,368**	**.1743**	**.1723**
Clinton	58.0	59.0	1.7	20.3	5.2	927,595	50.9	31,858	45,694	368,920	52.0	12,574	18,173	.0192	.0191
Eaton	96.0	99.7	3.9	37.2	6.6	1,699,499	52.9	31,850	45,685	954,041	47.6	18,521	25,646	.0377	.0377
Ingham	283.7	286.1	.8	107.0	3.7	5,075,388	48.7	33,068	47,434	3,179,012	49.9	20,555	29,710	.1174	.1155
MUSKEGON	**159.9**	**159.1**	**–.5**	**59.5**	**2.1**	**2,475,008**	**46.4**	**29,001**	**41,597**	**1,214,167**	**44.3**	**14,432**	**20,406**	**.0559**	**.0537**
Muskegon	159.9	159.1	–.5	59.5	2.1	2,475,008	46.4	29,001	41,597	1,214,167	44.3	14,432	20,406	.0559	.0537
SAGINAW - BAY CITY - MIDLAND	**408.5**	**401.0**	**–1.8**	**147.3**	**.9**	**6,487,430**	**45.0**	**30,637**	**44,042**	**4,249,097**	**46.2**	**19,901**	**28,847**	**.1592**	**.1525**
Bay	114.6	111.8	–2.4	42.0	.2	1,760,792	43.8	29,221	41,924	918,292	41.7	15,468	21,864	.0412	.0388
Midland	76.0	76.7	.9	28.1	3.7	1,633,616	48.7	40,531	58,136	542,410	41.6	14,134	19,303	.0310	.0301
Saginaw	217.9	212.5	–2.5	77.2	.3	3,093,022	43.8	27,925	40,065	2,788,395	48.8	24,343	36,119	.0870	.0836
ALL COUNTIES															
Alcona	10.7	11.2	4.7	4.8	11.6	163,394	60.0	23,752	34,040	33,942	43.8	5,488	7,071	.0029	.0031
Alger	8.8	8.6	–2.3	3.1	.0	119,309	43.3	26,857	38,487	43,645	42.4	9,889	14,079	.0026	.0025
Allegan	91.0	95.9	5.4	34.5	8.2	1,664,919	55.1	33,645	48,259	386,597	39.4	8,693	11,206	.0299	.0300
Alpena	31.4	30.6	–2.5	11.6	.0	442,329	43.5	26,580	38,132	248,078	39.2	15,365	21,386	.0109	.0101
Antrim	17.7	18.5	4.5	7.1	7.6	208,791	54.3	20,503	29,407	61,904	38.7	6,764	8,719	.0044	.0045
Arenac	15.7	16.3	3.8	6.3	8.6	184,208	55.8	20,388	29,239	129,107	57.0	14,179	20,493	.0048	.0048
Baraga	8.2	8.0	–2.4	3.0	.0	94,562	43.3	22,002	31,521	45,363	35.7	11,145	15,121	.0022	.0022
Barry	49.5	51.3	3.6	18.6	6.3	773,051	52.5	28,973	41,562	182,014	45.5	7,147	9,786	.0146	.0145
Bay	114.6	111.8	–2.4	42.0	.2	1,760,792	43.8	29,221	41,924	918,292	41.7	15,468	21,864	.0412	.0388
Benzie	12.3	12.9	4.9	5.1	10.9	197,155	59.0	26,952	38,658	78,765	53.6	11,146	15,444	.0039	.0041
Berrien	167.9	164.9	–1.8	63.6	1.0	2,585,139	44.8	28,335	40,647	1,297,341	41.9	14,517	20,398	.0594	.0563
Branch	41.7	41.8	.2	15.6	3.3	592,448	48.2	26,478	37,977	246,163	41.0	11,565	15,780	.0132	.0126
Calhoun	139.5	137.1	–1.7	53.5	.6	2,521,551	44.3	32,853	47,132	1,244,979	45.4	16,099	23,271	.0554	.0529
Cass	50.1	50.0	–.2	18.9	2.2	803,206	46.5	29,630	42,498	157,541	36.4	6,244	8,336	.0151	.0145
Charlevoix	21.5	22.2	3.3	8.9	6.0	286,637	52.0	22,456	32,206	169,406	50.9	13,361	19,034	.0068	.0059
Cheboygan	21.5	21.6	.5	8.5	2.4	265,495	46.9	21,776	31,235	187,932	37.2	16,506	22,110	.0072	.0068
Chippewa	29.0	28.3	–2.4	10.2	.0	310,236	43.5	21,201	30,415	233,159	46.9	15,564	22,859	.0089	.0083
Clare	26.6	28.1	5.6	11.4	9.6	350,388	57.2	21,428	30,736	191,194	49.2	12,320	16,771	.0080	.0083
Clinton	58.0	59.0	1.7	20.3	5.2	927,595	50.9	31,858	45,694	368,920	52.0	12,574	18,173	.0192	.0191
Crawford	10.9	11.7	7.3	4.1	7.9	157,003	54.7	26,710	38,293	65,672	39.4	12,399	16,018	.0034	.0034

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METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES

METRO AREA / County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
MICHIGAN (continued)															
ALL COUNTIES (continued)															
Delta	38.0	37.1	-2.4	13.8	.0	555,082	43.4	28,042	40,223	295,126	36.5	15,663	21,386	.0133	.0124
Dickinson	26.8	27.5	2.6	11.0	4.8	332,361	50.2	21,072	30,215	246,428	48.8	15,768	22,403	.0088	.0086
Eaton	96.0	99.7	3.9	37.2	6.6	1,699,499	52.9	31,850	45,685	954,041	47.6	18,521	25,646	.0377	.0377
Emmet	25.2	26.3	4.4	10.0	6.4	355,961	52.6	24,820	35,596	264,887	40.4	20,077	26,489	.0094	.0091
Genesee	440.4	429.5	-2.5	161.8	.1	6,760,137	43.5	29,125	41,781	4,661,558	44.6	19,932	28,811	.1713	.1627
Gladwin	23.2	25.0	7.8	9.9	11.2	359,074	59.6	25,285	36,270	115,729	47.6	8,808	11,690	.0071	.0071
Gogebic	18.3	17.8	-2.7	7.4	.0	193,877	43.4	18,268	26,200	161,469	44.5	15,097	21,820	.0057	.0055
Grand Traverse	62.5	66.7	6.7	25.6	9.9	990,691	57.6	26,980	38,699	949,740	58.8	25,668	37,099	.0263	.0273
Gratiot	39.5	38.5	-2.5	14.0	.0	681,930	43.4	33,956	48,709	342,754	44.5	16,938	24,482	.0152	.0146
Hillsdale	44.1	45.1	2.3	16.0	3.9	575,896	49.0	25,093	35,994	257,712	49.7	11,178	16,107	.0130	.0128
Houghton	37.8	38.0	.5	13.8	2.2	446,917	46.6	22,577	32,385	221,215	38.4	11,843	16,030	.0110	.0104
Huron	36.5	36.4	-.3	14.0	2.9	486,414	47.7	24,220	34,744	313,660	48.8	15,500	22,404	.0122	.0118
Ingham	283.7	286.1	.8	107.0	3.7	5,075,388	48.7	33,068	47,434	3,179,012	49.9	20,555	29,710	.1174	.1155
Ionia	55.6	56.5	1.6	18.2	3.4	845,816	48.3	32,402	46,473	317,727	43.2	12,611	17,458	.0179	.0175
Iosco	30.6	31.4	2.6	12.4	5.1	396,277	50.7	22,285	31,938	244,113	51.9	13,622	19,687	.0097	.0095
Iron	13.7	13.7	.0	5.7	.0	164,869	43.4	20,174	28,924	73,166	35.1	9,501	12,836	.0040	.0037
Isabella	55.8	56.4	1.1	18.3	4.0	885,640	49.1	33,739	48,396	362,212	42.4	14,450	19,793	.0188	.0184
Jackson	150.0	147.8	-1.5	53.4	1.1	2,414,370	45.1	31,517	45,213	1,142,229	41.9	15,247	21,390	.0540	.0513
Kalamazoo	222.1	226.5	2.0	87.6	4.9	4,469,010	50.5	35,566	51,016	2,474,005	50.1	19,744	28,242	.0966	.0958
Kalkaska	13.5	14.8	9.6	5.4	10.2	165,361	57.9	21,367	30,622	82,526	43.3	11,749	15,283	.0039	.0038
Kent	487.4	508.3	4.3	195.5	7.1	9,377,726	53.7	33,441	47,968	5,867,135	54.8	20,763	30,011	.2083	.2117
Keweenaw	1.9	1.9	.0	.7	.0	19,994	42.7	20,016	28,563	8,551	44.2	8,473	12,216	.0005	.0005
Lake	9.0	9.7	7.8	4.3	13.2	91,940	62.3	14,908	21,381	28,344	45.9	5,114	6,592	.0020	.0021
Lapeer	74.7	76.7	2.7	25.0	4.6	1,205,382	50.0	33,615	48,215	354,593	40.8	10,539	14,184	.0237	.0232
Leelanau	16.2	17.4	7.4	6.7	8.1	265,495	54.9	27,641	39,626	70,315	42.8	7,942	10,495	.0050	.0051
Lenawee	91.5	91.5	.0	32.6	1.9	1,409,584	46.1	30,146	43,239	589,694	38.9	13,270	18,089	.0310	.0294
Livingston	114.5	122.2	6.7	40.9	9.7	2,262,447	57.3	38,558	55,317	611,872	48.0	11,087	14,960	.0401	.0413
Luce	6.5	6.3	-3.1	2.2	.0	75,224	43.2	23,870	34,193	50,927	44.4	16,026	23,149	.0022	.0019
Mackinac	10.4	10.5	1.0	4.0	2.6	113,737	47.1	19,828	28,434	106,565	47.0	18,592	26,641	.0034	.0033
Macomb	714.6	722.5	1.1	266.0	3.8	11,944,837	48.9	31,306	44,905	8,523,584	50.0	22,169	32,044	.2926	.2882
Manistee	22.8	22.7	-.4	9.4	1.1	304,664	45.0	22,595	32,411	140,280	36.6	11,045	14,923	.0072	.0067
Marquette	72.7	70.9	-2.5	25.4	.0	978,564	43.5	26,856	38,526	432,813	36.3	12,502	17,040	.0228	.0213
Mason	26.8	26.9	.4	10.5	1.9	366,285	46.2	24,318	34,884	157,231	36.4	11,189	14,974	.0083	.0080
Mecosta	40.4	41.7	3.2	13.4	6.3	446,590	52.5	23,237	33,328	305,215	53.7	15,759	22,777	.0117	.0117
Menominee	26.0	25.6	-1.5	9.7	.0	284,342	43.5	20,433	29,314	90,658	28.9	7,250	9,346	.0067	.0061
Midland	76.0	76.7	.9	28.1	3.7	1,633,616	48.7	40,531	58,136	542,410	41.6	14,134	19,303	.0310	.0301
Missaukee	11.7	12.5	6.8	4.0	2.6	114,065	47.0	19,902	28,516	48,741	40.4	8,901	12,185	.0028	.0028
Monroe	137.3	137.7	.3	48.4	3.2	3,019,109	48.0	43,481	62,378	902,583	49.2	12,901	18,648	.0555	.0542
Montcalm	52.2	54.5	4.4	20.1	6.9	786,325	53.3	27,278	39,121	421,286	52.7	14,675	20,960	.0176	.0178
Montmorency	8.3	8.7	4.8	3.6	12.5	108,165	61.3	20,952	30,046	40,969	45.0	8,829	11,380	.0023	.0023
Muskegon	159.9	159.1	-.5	59.5	2.1	2,475,008	46.4	29,001	41,597	1,214,167	44.3	14,432	20,406	.0559	.0537
Newaygo	39.6	42.2	6.6	16.2	10.2	540,005	58.1	23,237	33,334	164,833	43.8	7,799	10,175	.0108	.0112
Oakland	1,053.3	1,074.8	2.0	416.6	4.8	26,952,869	50.3	45,102	64,697	15,564,034	51.4	25,847	37,360	.5661	.5627
Oceana	23.6	24.2	2.5	8.9	6.0	361,533	52.0	28,319	40,622	91,587	38.5	7,874	10,291	.0069	.0069
Ogemaw	18.6	19.7	5.9	7.5	7.1	207,480	53.6	19,295	27,664	171,229	49.9	16,320	22,831	.0058	.0058
Ontonagon	9.2	9.0	-2.2	3.5	.0	96,693	43.4	19,261	27,627	60,326	38.3	12,459	17,236	.0026	.0026
Osceola	20.8	21.7	4.3	8.1	6.6	313,186	52.9	26,956	38,665	165,824	54.0	14,164	20,472	.0071	.0070
Oscoda	7.4	7.7	4.1	3.3	10.0	74,732	57.5	15,814	22,646	70,858	58.9	14,868	21,472	.0022	.0022
Otsego	17.0	18.0	5.9	6.5	8.3	273,526	55.4	29,340	42,081	155,414	44.0	17,992	23,910	.0062	.0062
Ottawa	178.3	189.2	6.1	65.7	9.1	3,503,229	56.5	37,174	53,322	1,393,481	52.9	15,137	21,210	.0675	.0694
Presque Isle	14.4	14.2	-1.4	5.4	.0	151,267	43.4	19,540	28,012	74,819	39.3	9,949	13,855	.0040	.0036
Roscommon	20.2	22.1	9.4	9.5	11.8	290,734	60.3	21,340	30,604	172,455	48.0	13,707	18,153	.0066	.0070
Saginaw	217.9	212.5	-2.5	77.2	.3	3,093,022	43.8	27,925	40,065	2,788,395	48.8	24,343	36,119	.0870	.0836
St. Clair	146.1	149.6	2.4	54.6	5.0	2,439,608	50.6	31,150	44,681	1,016,927	48.3	13,184	18,625	.0508	.0502
St. Joseph	60.7	63.0	3.8	24.1	7.1	1,105,412	53.6	31,978	45,868	440,013	49.1	13,112	18,258	.0221	.0221
Sanilac	42.3	43.0	1.7	16.0	3.9	543,118	49.0	23,666	33,945	200,925	38.6	9,413	12,558	.0120	.0117
Schoolcraft	8.2	8.0	-2.4	2.9	.0	109,804	43.4	26,404	37,863	43,804	31.3	11,506	15,105	.0026	.0022
Shiawassee	71.3	70.7	-.8	24.9	1.6	1,124,914	45.8	31,494	45,177	402,458	40.0	11,732	16,163	.0235	.0226
Tuscola	57.2	56.2	-1.7	19.2	.5	803,370	44.2	29,166	41,842	288,712	38.3	10,929	15,037	.0176	.0164
Van Buren	71.0	72.8	2.5	27.3	5.0	943,492	50.6	24,097	34,560	380,596	41.2	10,366	13,941	.0209	.0204
Washtenaw	273.8	277.1	1.2	105.3	3.9	5,270,085	49.1	34,888	50,048	3,070,325	50.3	20,172	29,158	.1171	.1156
Wayne	2,155.9	2,102.5	-2.5	811.9	.0	35,772,071	43.5	30,713	44,060	18,592,531	44.6	15,843	22,900	.8163	.7740
Wexford	27.8	29.1	4.7	11.3	7.6	363,172	54.4	22,403	32,139	237,636	47.2	15,374	21,030	.0090	.0090
TOTAL METRO COUNTIES	**7,461.9**	**7,471.3**	**.1**	**2,821.1**	**2.7**	**137,162,490**	**47.7**	**33,815**	**48,620**	**76,682,415**	**48.3**	**18,839**	**27,182**	**3.0641**	**2.9888**
TOTAL STATE	**9,335.3**	**9,381.9**	**.5**	**3,529.5**	**3.1**	**163,879,199**	**48.1**	**32,329**	**46,431**	**89,004,439**	**47.7**	**17,601**	**25,217**	**3.4636**	**3.5730**

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
MINNESOTA															
DULUTH	**245.8**	**239.8**	**-2.4**	**94.6**	**.3**	**3,972,053**	**43.8**	**29,293**	**41,988**	**2,385,159**	**44.3**	**17,525**	**25,213**	**.0953**	**.0903**
St. Louis	203.9	198.9	-2.5	78.1	.3	3,309,097	43.6	29,586	42,370	2,037,115	44.8	18,060	26,083	.0800	.0759
Douglas, Wisc.	*41.9*	*40.9*	*-2.4*	*16.5*	*.6*	*662,956*	*44.9*	*27,898*	*40,179*	*348,044*	*41.7*	*14,981*	*21,094*	*.0153*	*.0144*
FARGO - MOORHEAD	**150.8**	**157.1**	**4.2**	**60.9**	**7.8**	**2,574,737**	**54.3**	**29,541**	**42,278**	**1,603,757**	**45.0**	**19,575**	**26,334**	**.0597**	**.0594**
Clay	48.9	48.1	-1.6	17.2	.6	705,767	44.0	28,654	41,033	394,556	45.3	15,884	22,939	.0170	.0161
Cass, N. D.	*101.9*	*109.0*	*7.0*	*43.7*	*10.9*	*1,868,970*	*58.5*	*29,926*	*42,767*	*1,209,201*	*44.9*	*21,178*	*27,671*	*.0427*	*.0433*
MINNEAPOLIS - ST. PAUL	**2,377.2**	**2,507.7**	**5.5**	**980.4**	**8.1**	**54,520,195**	**55.0**	**38,787**	**55,610**	**29,558,800**	**54.8**	**21,050**	**30,150**	**1.1151**	**1.1410**
Anoka	232.5	252.7	8.7	86.4	11.6	4,647,276	59.8	37,564	53,788	2,039,218	61.2	16,343	23,602	.0894	.0945
Carver	44.5	48.8	9.7	17.3	13.1	984,517	61.9	39,747	56,908	245,513	59.5	10,062	14,192	.0162	.0174
Chisago	29.6	31.7	7.1	10.8	10.2	450,376	57.8	29,126	41,701	209,723	58.8	13,479	19,419	.0095	.0100
Dakota	247.9	279.8	12.9	101.3	15.9	6,088,644	65.9	41,981	60,105	2,651,596	63.7	18,533	26,176	.1095	.1194
Hennepin	1,010.1	1,046.7	3.6	444.9	6.5	24,802,658	52.4	38,934	55,749	14,973,786	53.7	23,305	33,657	.5253	.5303
Isanti	26.7	28.1	5.2	10.0	9.9	398,987	57.3	27,865	39,899	103,446	42.0	8,008	10,345	.0075	.0078
Ramsey	477.2	484.4	1.5	196.9	4.3	10,345,868	49.3	36,693	52,544	6,984,728	50.6	24,563	35,473	.2364	.2337
Scott	56.1	63.3	12.8	21.1	16.6	1,048,119	66.9	34,689	49,674	442,296	68.4	14,515	20,962	.0195	.0216
Washington	135.3	146.9	8.6	50.0	11.6	3,789,635	59.8	52,933	75,793	1,077,128	61.2	14,917	21,543	.0619	.0653
Wright	67.9	72.7	7.1	23.0	8.0	1,030,005	54.6	31,278	44,783	453,509	50.0	14,190	19,718	.0219	.0222
St. Croix, Wisc.	*49.4*	*52.6*	*6.5*	*18.7*	*9.4*	*934,110*	*57.5*	*34,686*	*49,952*	*377,857*	*58.4*	*13,952*	*20,206*	*.0180*	*.0186*
ROCHESTER	**98.9**	**102.1**	**3.2**	**39.5**	**5.9**	**2,106,646**	**51.6**	**37,249**	**53,333**	**1,424,809**	**52.9**	**24,978**	**36,071**	**.0477**	**.0480**
Olmsted	98.9	102.1	3.2	39.5	5.9	2,106,646	51.6	37,249	53,333	1,424,809	52.9	24,978	36,071	.0477	.0480
ST. CLOUD	**184.1**	**193.6**	**5.2**	**64.2**	**8.8**	**2,778,317**	**56.0**	**30,186**	**43,276**	**2,633,790**	**62.0**	**27,557**	**41,025**	**.0737**	**.0767**
Benton	28.6	30.1	5.2	11.0	10.0	452,261	57.5	28,715	41,115	137,085	43.4	9,562	12,462	.0087	.0088
Sherburne	37.3	41.2	10.5	13.3	13.7	644,050	62.8	33,821	48,425	193,311	60.9	10,269	14,535	.0117	.0124
Stearns	118.2	122.3	3.5	39.9	7.0	1,682,006	53.2	29,439	42,156	2,303,394	63.4	37,803	57,729	.0533	.0555
ALL COUNTIES															
Aitkin	14.2	14.6	2.8	5.8	7.4	137,695	53.7	16,587	23,741	98,962	52.3	12,032	17,062	.0038	.0038
Anoka	232.5	252.7	8.7	86.4	11.6	4,647,276	59.8	37,564	53,788	2,039,218	61.2	16,343	23,602	.0894	.0945
Becker	31.1	31.7	1.9	11.7	4.5	348,581	49.6	20,808	29,793	209,909	49.1	12,571	17,941	.0089	.0087
Beltrami	34.4	35.9	4.4	12.8	8.5	451,360	55.3	24,629	35,263	418,383	59.0	22,306	32,686	.0123	.0128
Benton	28.6	30.1	5.2	11.0	10.0	452,261	57.5	28,715	41,115	137,085	43.4	9,562	12,462	.0087	.0088
Big Stone	7.4	7.2	-2.7	2.8	.0	95,403	43.1	23,808	34,073	45,147	31.8	12,235	16,124	.0024	.0022
Blue Earth	51.7	50.8	-1.7	18.8	.5	763,795	44.0	28,371	40,627	651,132	47.8	23,562	34,635	.0209	.0200
Brown	27.7	27.0	-2.5	10.2	.0	374,808	43.2	25,658	36,746	273,746	44.4	18,582	26,838	.0099	.0095
Carlton	30.4	30.3	-.3	11.0	2.8	473,243	47.2	30,046	43,022	212,450	38.6	14,324	19,314	.0106	.0099
Carver	44.5	48.8	9.7	17.3	13.1	984,517	61.9	39,747	56,908	245,513	59.5	10,062	14,192	.0162	.0174
Cass	21.9	22.3	1.8	8.5	4.9	250,555	50.2	20,592	29,477	157,297	51.5	12,816	18,506	.0064	.0063
Chippewa	14.0	13.7	-2.1	5.5	.0	200,887	43.2	25,506	36,525	120,565	44.4	15,178	21,921	.0050	.0047
Chisago	29.6	31.7	7.1	10.8	10.2	450,376	57.8	29,126	41,701	209,723	58.8	13,479	19,419	.0095	.0100
Clay	48.9	48.1	-1.6	17.2	.6	705,767	44.0	28,654	41,033	394,556	45.3	15,884	22,939	.0170	.0161
Clearwater	8.8	8.7	-1.1	3.1	.0	75,322	43.1	16,980	24,297	48,968	44.4	10,942	15,796	.0021	.0021
Cook	4.1	4.1	.0	1.8	.0	56,471	43.1	21,931	31,373	40,960	39.8	16,281	22,756	.0015	.0014
Cottonwood	13.7	13.4	-2.2	5.2	.0	166,955	43.2	22,423	32,107	136,658	46.0	18,002	26,280	.0047	.0044
Crow Wing	47.3	50.1	5.9	19.6	8.9	659,131	55.9	23,485	33,629	546,011	57.3	19,290	27,858	.0171	.0177
Dakota	247.9	279.8	12.9	101.3	15.9	6,088,644	65.9	41,981	60,105	2,651,596	63.7	18,533	26,176	.1095	.1194
Dodge	15.6	15.9	1.9	5.4	1.9	210,886	45.9	27,276	39,053	45,313	31.2	6,516	8,391	.0043	.0041
Douglas	30.1	31.0	3.0	12.0	5.3	390,463	50.7	22,727	32,539	285,344	50.8	16,604	23,779	.0101	.0100
Faribault	18.0	17.6	-2.2	7.2	.0	229,901	43.2	22,298	31,931	152,310	44.4	14,648	21,154	.0060	.0057
Fillmore	20.9	20.4	-2.4	7.7	.0	229,573	43.2	20,822	29,815	204,722	44.4	18,410	26,587	.0070	.0066
Freeborn	34.4	33.5	-2.6	13.4	.0	466,686	43.2	24,320	34,827	387,968	44.4	20,047	28,953	.0129	.0123
Goodhue	40.4	41.0	1.5	15.4	4.1	685,687	49.0	31,096	44,525	424,151	50.3	19,072	27,542	.0160	.0158
Grant	7.0	6.8	-2.9	2.6	.0	100,730	43.1	27,068	38,742	30,974	35.5	8,793	11,913	.0021	.0019
Hennepin	1,010.1	1,046.7	3.6	444.9	6.5	24,802,658	52.4	38,934	55,749	14,973,786	53.7	23,305	33,657	.5253	.5303
Houston	19.2	19.5	1.6	8.5	1.6	239,081	45.4	25,686	36,782	91,304	46.6	9,729	14,047	.0054	.0051
Hubbard	15.9	16.8	5.7	6.2	6.9	198,756	53.0	22,395	32,057	84,839	37.9	10,606	13,684	.0047	.0045
Isanti	26.7	28.1	5.2	10.0	9.9	398,987	57.3	27,865	39,899	103,446	42.0	8,008	10,345	.0075	.0078
Itasca	44.1	44.0	-.2	16.7	2.5	579,793	46.7	24,249	34,718	279,812	37.2	12,515	16,755	.0137	.0130
Jackson	12.5	12.2	-2.4	4.7	.0	160,070	43.2	23,786	34,057	81,977	44.4	12,078	17,442	.0040	.0036
Kanabec	12.8	13.0	1.6	4.9	4.3	173,348	49.2	24,712	35,377	87,324	50.5	12,341	17,821	.0039	.0039
Kandiyohi	39.1	40.0	2.3	15.0	4.2	571,433	49.1	26,608	38,096	416,527	50.4	19,229	27,768	.0145	.0144
Kittson	6.3	6.1	-3.2	2.4	.0	79,666	43.1	23,192	33,194	39,768	41.8	11,687	16,570	.0019	.0018
Koochiching	15.6	15.2	-2.6	5.7	.0	207,116	43.2	25,374	36,336	132,313	44.4	16,073	23,213	.0054	.0051
Lac qui Parle	9.7	9.5	-2.1	3.7	.0	108,025	43.2	20,390	29,196	60,602	44.4	11,342	16,379	.0027	.0025
Lake	11.6	11.3	-2.6	4.2	.0	156,792	43.1	26,079	37,331	93,120	44.4	15,355	22,171	.0040	.0038

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
MINNESOTA (continued)															
ALL COUNTIES (continued)															
Lake of the Woods	4.0	4.2	5.0	1.5	.0	37,292	43.2	17,363	24,861	32,050	42.6	14,982	21,367	.0011	.0011
Le Sueur	23.8	23.7	–.4	8.8	1.1	300,060	44.8	23,811	34,098	142,259	45.6	11,231	16,166	.0071	.0068
Lincoln	7.6	7.4	–2.6	2.8	.0	77,125	43.1	19,250	27,545	19,923	28.7	5,528	7,115	.0017	.0016
Lyon	25.2	25.0	–.8	9.1	1.1	339,729	44.8	26,069	37,333	233,554	46.0	17,771	25,665	.0089	.0085
McLeod	31.5	32.2	2.2	12.0	4.3	454,064	49.4	26,428	37,839	337,718	50.7	19,489	28,143	.0116	.0114
Mahnomen	5.3	5.2	–1.9	1.7	.0	48,357	43.0	19,885	28,445	27,219	44.3	11,092	16,011	.0012	.0013
Marshall	12.3	12.0	–2.4	4.5	.0	138,022	43.1	21,428	30,672	31,395	28.8	5,418	6,977	.0031	.0028
Martin	24.0	23.4	–2.5	9.5	.0	395,544	43.2	29,077	41,636	205,814	41.6	15,295	21,665	.0091	.0085
Meeker	21.4	21.6	.9	8.1	3.8	305,141	48.7	26,309	37,672	159,390	50.0	13,626	19,678	.0071	.0069
Mille Lacs	19.1	19.1	.0	7.1	1.4	236,786	45.2	23,294	33,350	145,018	46.5	14,144	20,425	.0059	.0059
Morrison	30.9	31.5	1.9	10.9	4.8	355,137	50.1	22,755	32,581	244,030	51.4	15,503	22,368	.0093	.0092
Mower	37.9	37.0	–2.4	14.8	.0	573,318	43.2	27,050	38,738	372,060	44.4	17,406	25,139	.0144	.0136
Murray	10.4	10.1	–2.9	3.9	.0	119,581	43.2	21,414	30,662	75,885	44.4	13,474	19,458	.0031	.0029
Nicollet	30.0	31.2	4.0	10.9	7.9	525,944	54.5	33,699	48,252	167,395	54.1	10,753	15,357	.0099	.0102
Nobles	20.2	19.7	–2.5	7.6	.0	233,999	43.2	21,500	30,789	277,731	52.6	23,947	36,544	.0077	.0074
Norman	8.6	8.4	–2.3	3.2	.0	117,532	43.2	25,657	36,729	32,929	34.4	7,656	10,290	.0025	.0022
Olmsted	98.9	102.1	3.2	39.5	5.9	2,106,646	51.6	37,249	53,333	1,424,809	52.9	24,978	36,071	.0477	.0480
Otter Tail	53.5	54.1	1.1	20.4	3.0	650,197	47.5	22,261	31,872	407,824	48.8	13,844	19,991	.0165	.0161
Pennington	14.6	14.2	–2.7	5.6	.0	152,939	43.1	19,080	27,311	146,802	57.5	16,648	26,215	.0046	.0046
Pine	21.2	21.7	2.4	8.0	6.7	222,524	52.7	19,431	27,816	159,024	54.0	13,766	19,878	.0060	.0059
Pipestone	10.7	10.4	–2.8	4.3	.0	126,384	43.1	20,535	29,392	97,421	44.4	15,691	22,656	.0036	.0033
Polk	33.7	32.9	–2.4	12.5	.0	409,724	43.2	22,887	32,778	274,868	47.3	14,925	21,989	.0107	.0105
Pope	11.6	11.4	–1.7	4.6	.0	125,400	43.2	19,041	27,261	73,321	44.4	11,038	15,939	.0035	.0031
Ramsey	477.2	484.4	1.5	196.9	4.3	10,345,868	49.3	36,693	52,544	6,984,728	50.6	24,563	35,473	.2364	.2337
Red Lake	5.1	5.0	–2.0	1.8	.0	44,587	43.1	17,312	24,771	17,383	28.7	7,502	9,657	.0012	.0011
Redwood	17.8	17.4	–2.2	6.5	.0	214,000	43.2	22,990	32,923	119,636	40.7	13,085	18,406	.0054	.0052
Renville	19.1	18.6	–2.6	7.2	.0	257,112	43.2	24,936	35,710	132,228	44.4	12,716	18,365	.0061	.0058
Rice	48.8	50.0	2.5	17.3	6.1	729,700	51.9	29,462	42,179	416,204	53.3	16,660	24,058	.0168	.0168
Rock	10.3	10.0	–2.9	3.8	.0	115,155	43.2	21,169	30,304	107,063	44.4	19,512	28,174	.0034	.0033
Roseau	14.0	14.7	5.0	5.2	6.1	168,922	51.9	22,690	32,485	100,330	53.2	13,361	19,294	.0041	.0041
St. Louis	203.9	198.9	–2.5	78.1	.3	3,309,097	43.6	29,586	42,370	2,037,115	44.8	18,060	26,083	.0800	.0759
Scott	56.1	63.3	12.8	21.1	16.6	1,048,119	66.9	34,689	49,674	442,296	68.4	14,515	20,962	.0195	.0216
Sherburne	37.3	41.2	10.5	13.3	13.7	644,050	62.8	33,821	48,425	193,311	60.9	10,269	14,535	.0117	.0124
Sibley	14.8	14.4	–2.7	5.4	.0	210,312	43.2	27,199	38,947	71,808	42.8	9,315	13,298	.0045	.0043
Stearns	118.2	122.3	3.5	39.9	7.0	1,682,006	53.2	29,439	42,156	2,303,394	63.4	37,803	57,729	.0533	.0555
Steele	31.2	31.4	.6	11.6	2.7	458,572	47.0	27,606	39,532	322,722	48.3	19,264	27,821	.0116	.0113
Stevens	10.5	10.2	–2.9	3.6	.0	122,532	43.2	23,769	34,037	115,307	49.7	21,394	32,030	.0037	.0035
Swift	12.1	11.8	–2.5	4.6	.0	148,759	43.2	22,591	32,339	91,382	44.4	13,758	19,866	.0038	.0036
Todd	26.2	26.5	1.1	9.7	3.2	276,127	47.8	19,882	28,467	128,756	46.1	9,376	13,274	.0067	.0067
Traverse	5.1	5.0	–2.0	1.7	.0	58,930	43.2	24,215	34,665	36,223	44.4	14,756	21,308	.0016	.0013
Wabasha	20.0	20.1	.5	7.7	2.7	298,830	47.0	27,107	38,809	128,262	47.6	11,587	16,657	.0065	.0064
Wadena	13.9	13.7	–1.4	5.0	.0	156,054	43.2	21,794	31,211	98,098	32.3	14,829	19,620	.0042	.0040
Waseca	18.5	18.3	–1.1	6.8	1.5	296,945	45.3	30,496	43,668	108,216	46.6	11,020	15,914	.0062	.0059
Washington	135.3	146.9	8.6	50.0	11.6	3,789,635	59.8	52,933	75,793	1,077,128	61.2	14,917	21,543	.0619	.0653
Watonwan	11.6	11.3	–2.6	4.7	.0	147,038	43.1	21,855	31,285	75,547	39.1	11,559	16,074	.0036	.0034
Wilkin	8.1	7.9	–2.5	2.8	.0	120,483	43.2	30,052	43,030	61,883	44.4	15,304	22,101	.0028	.0027
Winona	46.4	46.0	–.9	16.4	1.2	692,161	45.0	29,475	42,205	412,664	46.2	17,424	25,162	.0167	.0159
Wright	67.9	72.7	7.1	23.0	8.0	1,030,005	54.6	31,278	44,783	453,509	50.0	14,190	19,718	.0219	.0222
Yellow Medicine	12.3	12.0	–2.4	4.5	.0	168,020	43.2	26,076	37,338	71,750	44.4	11,041	15,944	.0038	.0037
TOTAL METRO COUNTIES	**2,863.6**	**2,997.8**	**4.7**	**1,160.7**	**7.4**	**62,485,912**	**54.1**	**37,507**	**53,835**	**35,671,213**	**54.5**	**21,356**	**30,733**	**1.3155**	**1.3389**
TOTAL STATE	**4,326.3**	**4,462.1**	**3.1**	**1,709.3**	**5.7**	**81,957,162**	**52.3**	**33,292**	**47,948**	**47,808,861**	**52.6**	**19,374**	**27,970**	**1.8010**	**1.8093**
MISSISSIPPI															
BILOXI - GULFPORT	**205.0**	**216.2**	**5.5**	**80.8**	**9.0**	**3,240,919**	**61.1**	**27,156**	**40,110**	**1,799,535**	**51.3**	**16,047**	**22,271**	**.0711**	**.0735**
Hancock	32.8	37.9	15.5	14.2	19.3	525,573	76.5	25,024	37,012	201,013	57.8	10,707	14,156	.0098	.0111
Harrison	172.2	178.3	3.5	66.6	7.1	2,715,346	58.4	27,563	40,771	1,598,522	50.6	17,068	24,002	.0613	.0624
JACKSON	**402.5**	**422.3**	**4.9**	**153.7**	**8.1**	**6,566,050**	**59.8**	**28,902**	**42,720**	**3,718,857**	**53.3**	**17,060**	**24,196**	**.1440**	**.1486**
Hinds	262.1	265.5	1.3	99.5	4.4	4,261,620	54.4	28,957	42,830	3,106,222	53.2	21,272	31,218	.1033	.1042
Madison	54.4	61.7	13.4	20.8	17.5	758,500	73.8	24,656	36,466	255,458	59.1	9,072	12,282	.0145	.0161
Rankin	86.0	95.1	10.6	33.4	14.4	1,545,930	69.2	31,294	46,285	357,177	50.0	8,156	10,694	.0262	.0283
PASCAGOULA	**129.9**	**135.2**	**4.1**	**48.1**	**7.4**	**2,151,244**	**58.8**	**30,239**	**44,724**	**985,156**	**56.6**	**14,042**	**20,481**	**.0441**	**.0455**
Jackson	129.9	135.2	4.1	48.1	7.4	2,151,244	58.8	30,239	44,724	985,156	56.6	14,042	20,481	.0441	.0455

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METRO/COUNTY 1993 PROJECTIONS

$&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
MISSISSIPPI (continued)															
ALL COUNTIES															
Adams	37.8	37.1	–1.9	13.7	.7	440,259	49.0	21,724	32,136	496,482	60.3	22,775	36,240	.0136	.0136
Alcorn	33.7	33.8	.3	13.6	3.8	450,236	53.6	22,382	33,106	306,696	52.4	15,366	22,551	.0111	.0112
Amite	13.4	13.3	–.7	4.8	2.1	175,650	51.0	24,742	36,594	42,813	39.6	6,526	8,919	.0036	.0035
Attala	19.7	19.5	–1.0	7.2	1.4	196,187	50.0	18,421	27,248	102,640	39.7	10,350	14,256	.0051	.0048
Benton	8.4	8.5	1.2	2.7	.0	87,825	47.9	21,993	32,528	11,454	32.9	3,193	4,242	.0018	.0018
Bolivar	44.7	43.6	–2.5	14.5	.7	425,949	48.9	19,859	29,376	265,259	47.8	12,465	18,294	.0115	.0112
Calhoun	15.4	15.1	–1.9	5.7	.0	148,611	47.9	17,627	26,072	53,016	31.1	7,094	9,301	.0036	.0033
Carroll	10.0	10.0	.0	3.4	.0	92,503	47.9	18,393	27,207	18,513	33.7	4,074	5,445	.0021	.0021
Chickasaw	18.4	18.6	1.1	6.6	.8	184,663	54.9	18,919	27,979	129,712	53.7	13,393	19,653	.0050	.0050
Choctaw	9.2	9.3	1.1	3.1	.0	81,323	47.9	17,734	26,233	23,321	31.1	5,737	7,523	.0020	.0019
Claiborne	12.4	12.3	–.8	3.7	.0	112,077	47.9	20,480	30,291	28,798	31.1	5,936	7,783	.0026	.0025
Clarke	17.3	17.2	–.6	6.4	1.6	198,354	50.3	20,952	30,993	90,895	49.1	9,677	14,202	.0047	.0045
Clay	21.9	21.9	.0	7.6	1.3	255,459	49.9	22,724	33,613	105,078	39.8	10,021	13,826	.0059	.0058
Coahoma	35.7	34.8	–2.5	12.4	.8	333,721	49.1	18,196	26,913	293,820	47.8	16,165	23,695	.0102	.0098
Copiah	27.8	28.5	2.5	10.0	5.3	304,618	55.7	20,596	30,462	109,720	38.0	8,368	10,972	.0068	.0068
Covington	17.0	17.5	2.9	6.5	8.3	198,973	60.2	20,697	30,611	61,927	42.0	7,266	9,527	.0043	.0043
☐ De Soto	67.4	75.4	11.9	25.8	15.7	1,063,737	71.1	27,876	41,230	365,927	65.3	9,928	14,183	.0196	.0217
Forrest	68.9	69.6	1.0	27.1	4.6	924,999	54.8	23,078	34,133	923,652	54.5	23,078	34,083	.0263	.0266
Franklin	8.6	8.8	2.3	3.4	6.3	107,846	57.1	21,447	31,719	17,016	39.3	3,817	5,005	.0020	.0020
George	16.9	17.6	4.1	6.1	8.9	235,438	61.1	26,096	38,596	78,793	46.8	9,586	12,917	.0048	.0049
Greene	10.2	10.3	1.0	3.3	.0	103,580	47.9	21,218	31,388	15,318	31.1	3,540	4,642	.0021	.0021
Grenada	19.4	18.9	–2.6	6.9	.0	237,674	47.9	23,287	34,446	278,935	63.0	24,802	40,425	.0074	.0074
Hancock	32.8	37.9	15.5	14.2	19.3	525,573	76.5	25,024	37,012	201,013	57.8	10,707	14,156	.0098	.0111
Harrison	172.2	178.3	3.5	66.6	7.1	2,715,346	58.4	27,563	40,771	1,598,522	50.6	17,068	24,002	.0613	.0624
Hinds	262.1	265.5	1.3	99.5	4.4	4,261,620	54.4	28,957	42,830	3,106,222	53.2	21,272	31,218	.1033	.1042
Holmes	22.6	22.0	–2.7	7.6	1.3	156,385	49.9	13,913	20,577	130,263	48.7	11,679	17,140	.0052	.0050
Humphreys	13.7	13.4	–2.2	4.5	.0	91,575	47.9	13,760	20,350	77,675	46.7	11,762	17,261	.0031	.0029
Issaquena	2.5	2.4	–4.0	.8	.0	21,328	47.8	18,034	26,660	1,120	33.7	1,048	1,400	.0004	.0005
Itawamba	21.3	21.6	1.4	8.2	3.8	246,412	53.5	20,317	30,050	81,241	45.6	7,063	9,907	.0054	.0053
Jackson	129.9	135.2	4.1	48.1	7.4	2,151,244	58.8	30,239	44,724	985,156	56.6	14,042	20,481	.0441	.0455
Jasper	17.0	16.6	–2.4	6.0	.0	155,732	47.9	17,548	25,955	55,159	33.7	6,876	9,193	.0038	.0037
Jefferson	9.1	8.9	–2.2	3.0	.0	80,016	47.9	18,036	26,672	14,529	31.1	3,694	4,843	.0019	.0018
Jefferson Davis	14.3	14.4	.7	4.9	4.3	146,340	54.2	20,190	29,865	41,630	36.7	6,479	8,496	.0031	.0031
Jones	62.7	62.6	–.2	23.9	3.0	777,798	52.4	22,005	32,544	572,585	49.1	16,548	23,958	.0205	.0202
Kemper	10.2	10.1	–1.0	3.5	.0	90,818	47.9	17,545	25,948	26,012	35.8	5,474	7,432	.0021	.0021
Lafayette	30.6	29.8	–2.6	11.4	.0	414,872	47.9	24,601	36,392	176,621	41.6	10,944	15,493	.0094	.0089
Lamar	28.4	30.8	8.5	11.0	11.1	391,858	64.3	24,086	35,623	80,502	45.7	5,582	7,318	.0072	.0076
Lauderdale	79.3	79.6	.4	30.6	3.4	1,165,184	52.9	25,746	38,078	751,181	44.7	17,533	24,548	.0284	.0279
Lawrence	13.0	12.9	–.8	4.7	2.2	168,082	51.1	24,179	35,762	49,369	34.0	8,009	10,504	.0035	.0034
Leake	19.0	18.7	–1.6	6.8	.0	170,593	47.9	16,962	25,087	98,965	44.6	10,066	14,554	.0045	.0044
Lee	64.9	69.0	6.3	26.8	9.4	985,578	61.8	24,865	36,775	1,076,872	74.6	25,169	40,182	.0266	.0291
Leflore	41.1	40.4	–1.7	14.0	.7	415,801	49.0	20,077	29,700	306,706	42.1	15,532	21,908	.0118	.0113
Lincoln	31.9	32.4	1.6	12.0	5.3	360,760	55.7	20,326	30,063	275,252	51.4	15,946	22,938	.0097	.0097
Lowndes	61.0	62.5	2.5	22.9	5.5	800,778	56.1	23,642	34,968	649,651	54.9	19,331	28,369	.0210	.0213
Madison	54.4	61.7	13.4	20.8	17.5	758,500	73.8	24,656	36,466	255,458	59.1	9,072	12,282	.0145	.0161
Marion	26.5	26.5	.0	9.3	1.1	299,698	49.5	21,787	32,226	149,787	32.6	12,278	16,106	.0074	.0071
Marshall	34.0	36.4	7.1	11.8	10.3	332,413	63.1	19,047	28,171	101,898	45.7	6,538	8,635	.0074	.0076
Monroe	36.4	36.1	–.8	13.2	2.3	408,576	51.4	20,927	30,953	177,177	38.6	9,910	13,423	.0096	.0094
Montgomery	12.6	12.3	–2.4	4.4	.0	109,119	47.9	16,767	24,800	56,072	32.2	9,637	12,744	.0030	.0028
Neshoba	24.9	25.2	1.2	9.5	3.3	303,482	52.7	21,598	31,945	163,037	49.7	11,834	17,162	.0073	.0072
Newton	20.4	20.4	.0	7.7	1.3	226,150	49.9	19,855	29,370	105,480	47.6	9,404	13,699	.0054	.0053
Noxubee	12.5	12.2	–2.4	4.1	.0	99,143	47.9	16,347	24,181	42,377	39.1	7,430	10,336	.0027	.0025
Oktibbeha	37.6	37.8	.5	12.7	4.1	440,672	54.0	23,461	34,699	229,242	47.1	12,776	18,051	.0105	.0104
Panola	29.7	30.2	1.7	10.7	5.9	301,212	56.7	19,033	28,151	171,292	49.9	11,317	16,009	.0076	.0078
Pearl River	39.9	43.1	8.0	15.6	11.4	527,947	64.8	22,881	33,843	209,382	46.1	10,236	13,422	.0112	.0115
Perry	10.3	10.5	1.9	3.7	5.7	142,419	56.4	26,024	38,492	42,925	55.1	7,905	11,601	.0027	.0029
Pike	38.3	39.0	1.8	14.3	4.4	475,038	54.4	22,459	33,219	297,986	41.0	15,430	20,838	.0120	.0117
Pontotoc	23.1	24.3	5.2	9.0	7.1	262,890	58.5	19,751	29,210	89,905	48.3	7,218	9,989	.0057	.0059
Prentiss	25.5	26.1	2.4	9.8	5.4	291,389	55.9	20,138	29,785	98,649	38.2	7,677	10,066	.0065	.0063
Quitman	11.5	11.2	–2.6	3.9	.0	74,065	47.9	12,839	18,991	64,686	46.8	11,302	16,586	.0025	.0025
Rankin	86.0	95.1	10.6	33.4	14.4	1,545,930	69.2	31,294	46,285	357,177	50.0	8,156	10,694	.0262	.0283
Scott	26.5	27.4	3.4	10.1	6.3	305,237	57.2	20,433	30,221	167,592	48.8	11,857	16,593	.0074	.0075
Sharkey	7.6	7.4	–2.6	2.2	.0	55,110	47.9	16,936	25,050	33,341	44.9	10,460	15,155	.0016	.0016
Simpson	25.3	26.1	3.2	9.4	6.8	322,609	58.0	23,204	34,320	117,423	41.2	9,451	12,492	.0069	.0068
Smith	15.8	16.0	1.3	5.8	5.5	182,908	56.0	21,323	31,536	46,839	39.5	6,103	8,076	.0038	.0038

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
MISSISSIPPI (continued)															
ALL COUNTIES (continued)															
Stone	10.7	11.2	4.7	4.1	13.9	152,257	68.4	25,111	37,136	56,907	49.3	10,586	13,880	.0031	.0032
Sunflower	36.7	36.3	–1.1	11.0	1.9	294,401	50.7	18,093	26,764	159,441	42.3	10,375	14,495	.0081	.0079
Tallahatchie	16.1	15.7	–2.5	5.4	.0	115,036	47.9	14,401	21,303	54,423	46.8	6,867	10,078	.0033	.0032
Tate	22.0	23.0	4.5	7.8	8.3	224,671	60.2	19,473	28,804	200,787	59.0	17,540	25,742	.0064	.0066
Tippah	19.7	20.1	2.0	7.4	5.7	208,468	56.3	19,049	28,171	122,516	50.6	11,619	16,556	.0053	.0052
Tishomingo	18.6	18.6	.0	7.2	1.4	178,780	50.0	16,786	24,831	79,950	36.1	8,275	11,104	.0045	.0045
Tunica	8.9	8.7	–2.2	3.0	.0	56,279	47.8	12,689	18,760	57,611	55.8	12,328	19,204	.0019	.0019
Union	23.3	24.1	3.4	9.4	6.8	279,574	58.0	20,108	29,742	130,501	55.7	9,524	13,883	.0064	.0064
Walthall	14.0	14.1	.7	5.0	4.2	162,818	54.1	22,018	32,564	41,454	36.6	6,323	8,291	.0034	.0033
Warren	52.7	52.5	–.4	19.7	3.1	781,995	52.5	26,840	39,695	379,275	38.4	14,348	19,253	.0176	.0172
Washington	71.3	69.5	–2.5	24.0	.4	740,783	48.5	20,866	30,866	570,932	44.3	16,555	23,789	.0212	.0203
Wayne	20.8	21.4	2.9	7.4	7.2	251,572	58.6	22,987	33,996	90,897	40.6	9,369	12,283	.0054	.0054
Webster	10.2	9.9	–2.9	3.7	.0	100,140	47.9	18,299	27,065	35,393	31.1	7,295	9,566	.0025	.0022
Wilkinson	10.0	9.8	–2.0	3.4	.0	94,189	47.9	18,731	27,703	29,356	31.1	6,585	8,634	.0022	.0023
Winston	19.5	19.4	–.5	7.0	1.4	226,666	50.1	21,890	32,381	81,748	37.2	8,633	11,678	.0052	.0049
Yalobusha	13.3	13.2	–.8	5.1	2.0	146,031	50.9	19,357	28,634	100,739	49.7	13,459	19,753	.0038	.0038
Yazoo	27.0	26.4	–2.2	9.6	1.1	267,327	49.5	18,826	27,847	153,987	44.5	11,218	16,040	.0071	.0068
TOTAL METRO COUNTIES	**804.8**	**849.1**	**5.5**	**308.4**	**8.8**	**13,021,950**	**60.8**	**28,576**	**42,224**	**6,869,475**	**53.8**	**15,757**	**22,275**	**.2788**	**.2893**
TOTAL STATE	**2,667.4**	**2,725.5**	**2.2**	**987.1**	**5.2**	**34,399,369**	**56.3**	**23,471**	**34,849**	**19,499,673**	**50.7**	**13,797**	**19,755**	**.8115**	**.8183**
MISSOURI															
COLUMBIA	**111.1**	**117.4**	**5.7**	**44.0**	**7.8**	**2,124,355**	**52.1**	**34,237**	**48,281**	**859,279**	**44.6**	**14,567**	**19,529**	**.0427**	**.0425**
Boone	111.1	117.4	5.7	44.0	7.8	2,124,355	52.1	34,237	48,281	859,279	44.6	14,567	19,529	.0427	.0425
JOPLIN	**136.5**	**141.0**	**3.3**	**54.5**	**4.4**	**1,946,052**	**47.2**	**25,332**	**35,707**	**1,248,510**	**44.7**	**16,526**	**22,908**	**.0483**	**.0468**
Jasper	90.8	92.5	1.9	36.6	3.4	1,337,178	45.8	25,907	36,535	925,680	42.1	18,398	25,292	.0342	.0327
Newton	45.7	48.5	6.1	17.9	6.5	608,874	50.3	24,121	34,015	322,830	52.7	12,582	18,035	.0141	.0141
KANSAS CITY	**1,567.6**	**1,637.8**	**4.5**	**638.8**	**6.7**	**31,999,362**	**51.6**	**35,265**	**50,093**	**17,192,220**	**50.5**	**19,082**	**26,913**	**.6798**	**.6805**
Cass	60.4	65.6	8.6	23.1	10.0	1,044,862	55.1	32,075	45,232	395,268	55.3	12,121	17,111	.0205	.0212
Clay	150.4	157.5	4.7	61.3	7.5	3,243,273	51.7	37,516	52,908	2,147,342	54.2	24,438	35,030	.0725	.0734
Jackson	641.1	644.3	.5	261.7	2.7	11,963,391	44.9	32,414	45,714	8,079,718	47.2	21,538	30,874	.2870	.2770
Lafayette	31.9	33.1	3.8	12.5	5.0	464,137	48.1	26,336	37,131	171,527	44.7	9,960	13,722	.0099	.0095
Platte	54.2	58.3	7.6	21.6	10.2	979,686	55.4	32,163	45,356	266,513	49.6	9,087	12,339	.0179	.0183
Ray	23.8	25.1	5.5	9.0	7.1	332,718	51.1	26,216	36,969	96,241	42.4	8,044	10,693	.0067	.0067
Johnson, Kans.	*344.7*	*388.8*	*12.8*	*152.2*	*15.7*	*9,759,434*	*63.0*	*45,522*	*64,122*	*4,364,864*	*58.3*	*20,972*	*28,678*	*.1759*	*.1883*
Leavenworth, Kar	*63.7*	*67.9*	*6.6*	*22.2*	*9.9*	*1,149,573*	*54.8*	*36,761*	*51,783*	*346,929*	*50.6*	*11,404*	*15,627*	*.0215*	*.0218*
Miami, Kans.	*23.5*	*24.5*	*4.3*	*9.1*	*5.8*	*356,985*	*49.0*	*27,851*	*39,229*	*138,634*	*48.8*	*10,831*	*15,235*	*.0075*	*.0074*
Wyandotte,	*173.9*	*172.7*	*–.7*	*66.1*	*.9*	*2,705,303*	*42.2*	*29,035*	*40,927*	*1,185,184*	*41.2*	*12,817*	*17,930*	*.0604*	*.0569*
ST. JOSEPH	**86.1**	**84.6**	**–1.7**	**32.5**	**–.6**	**1,349,432**	**40.2**	**29,443**	**41,521**	**864,240**	**42.5**	**18,551**	**26,592**	**.0338**	**.0316**
Buchanan	86.1	84.6	–1.7	32.5	–.6	1,349,432	40.2	29,443	41,521	864,240	42.5	18,551	26,592	.0338	.0316
ST. LOUIS	**2,482.1**	**2,534.7**	**2.1**	**951.8**	**4.2**	**47,442,473**	**47.7**	**35,186**	**49,845**	**25,126,516**	**47.6**	**18,648**	**26,399**	**1.0363**	**1.0127**
Franklin	81.5	86.1	5.6	29.0	6.2	1,106,220	49.8	27,049	38,146	687,235	52.3	16,532	23,698	.0269	.0269
Jefferson	171.9	185.2	7.7	61.6	9.4	2,825,221	54.3	32,523	45,864	871,197	48.0	10,455	14,143	.0545	.0553
St. Charles	195.6	226.8	16.0	77.7	18.8	4,632,752	67.6	42,278	59,624	1,365,717	51.7	13,763	17,577	.0774	.0840
St. Louis	1,007.8	1,020.2	1.2	386.7	3.9	23,422,955	46.5	42,953	60,571	12,965,019	48.9	23,390	33,527	.5017	.4889
St. Louis city	425.1	414.6	–2.5	170.4	–.7	6,417,018	40.0	26,703	37,659	3,966,431	42.3	16,239	23,277	.1602	.1495
Clinton, Ill.	*34.2*	*34.8*	*1.8*	*12.4*	*4.2*	*489,180*	*47.2*	*27,922*	*39,450*	*218,685*	*48.0*	*12,413*	*17,636*	*.0108*	*.0106*
Jersey, Ill.	*21.3*	*21.6*	*1.4*	*7.4*	*1.4*	*286,753*	*43.2*	*27,432*	*38,750*	*104,339*	*38.3*	*10,335*	*14,100*	*.0064*	*.0061*
Madison, Ill.	*252.4*	*253.3*	*.4*	*98.7*	*3.1*	*3,841,862*	*45.8*	*27,538*	*38,925*	*2,386,159*	*46.8*	*16,988*	*24,176*	*.0932*	*.0901*
Monroe, Ill.	*22.2*	*23.3*	*5.0*	*8.6*	*6.2*	*352,066*	*50.0*	*28,976*	*40,938*	*143,906*	*52.3*	*11,663*	*16,733*	*.0073*	*.0073*
St. Clair, Ill.	*270.1*	*268.8*	*–.5*	*99.3*	*2.2*	*4,068,446*	*44.4*	*28,983*	*40,971*	*2,417,828*	*46.6*	*16,967*	*24,349*	*.0979*	*.0940*
SPRINGFIELD	**224.8**	**249.5**	**6.3**	**97.4**	**8.5**	**3,926,202**	**52.8**	**28,621**	**40,310**	**2,455,927**	**52.2**	**17,986**	**25,215**	**.0906**	**.0916**
Christian	30.8	35.7	15.9	13.0	18.2	470,352	66.7	25,657	36,181	202,617	69.4	10,873	15,586	.0093	.0104
Greene	204.0	213.8	4.8	84.4	7.1	3,455,850	51.0	29,034	40,946	2,253,310	50.8	18,956	26,698	.0813	.0812
ALL COUNTIES															
Adair	24.2	23.6	–2.5	8.9	–1.1	306,968	39.4	24,460	34,491	230,880	41.7	18,098	25,942	.0084	.0079
Andrew	15.5	16.3	5.2	5.6	5.7	224,743	49.0	28,459	40,133	64,415	45.8	8,339	11,503	.0046	.0045
Atchison	8.0	7.8	–2.5	3.1	.0	102,559	40.9	23,474	33,084	64,401	43.3	14,497	20,775	.0027	.0025
Audrain	25.6	25.0	–2.3	9.3	–1.0	329,611	39.6	24,600	34,696	178,425	39.9	13,284	18,782	.0082	.0076
Barry	28.0	29.9	6.8	11.1	5.7	347,903	49.1	22,225	31,343	180,260	44.7	11,861	16,240	.0084	.0082
Barton	12.0	12.3	2.5	4.8	2.1	136,035	44.0	20,102	28,341	61,727	44.6	9,083	12,860	.0033	.0033
Bates	16.6	17.0	2.4	6.4	1.6	216,840	43.2	24,029	33,881	69,888	32.1	8,400	10,920	.0047	.0044

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METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES

METRO AREA / County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
MISSOURI (continued)															
ALL COUNTIES (continued)															
Benton	13.8	14.6	5.8	5.7	5.6	136,213	48.8	16,950	23,897	77,890	50.3	9,594	13,665	.0036	.0036
Bollinger	11.2	11.7	4.5	4.7	11.9	114,192	57.7	17,237	24,296	36,507	52.3	5,706	7,767	.0024	.0025
Boone	111.1	117.4	5.7	44.0	7.8	2,124,355	52.1	34,237	48,281	859,279	44.6	14,567	19,529	.0427	.0425
Buchanan	86.1	84.6	–1.7	32.5	–.6	1,349,432	40.2	29,443	41,521	864,240	42.5	18,551	26,592	.0338	.0316
Butler	39.4	40.1	1.8	15.2	2.0	479,587	43.9	22,373	31,552	510,784	58.4	21,647	33,604	.0145	.0144
Caldwell	8.5	8.4	–1.2	3.2	.0	96,344	40.9	21,364	30,108	38,874	43.3	8,478	12,148	.0023	.0022
Callaway	33.4	33.7	.9	11.5	2.7	514,839	44.8	31,747	44,769	183,220	44.0	11,361	15,932	.0109	.0103
Camden	26.1	29.5	13.0	12.1	15.2	488,378	62.5	28,621	40,362	305,832	65.2	17,633	25,275	.0104	.0113
Cape Girardeau	63.2	65.4	3.5	24.1	4.8	961,216	47.8	28,286	39,884	645,538	45.1	19,337	26,786	.0238	.0233
Carroll	11.4	11.1	–2.6	4.6	.0	132,306	41.0	20,404	28,762	53,115	35.2	8,540	11,547	.0032	.0029
Carter	6.1	6.4	4.9	2.0	.0	55,586	40.9	19,719	27,793	18,135	37.4	6,601	9,068	.0014	.0013
Cass	60.4	65.6	8.6	23.1	10.0	1,044,862	55.1	32,075	45,232	395,268	55.3	12,121	17,111	.0205	.0212
Cedar	12.8	13.1	2.3	5.1	2.0	139,143	43.9	19,345	27,283	72,115	32.6	10,880	14,140	.0036	.0033
Chariton	10.0	9.8	–2.0	3.9	.0	100,695	41.0	18,314	25,819	42,017	31.8	8,176	10,774	.0025	.0023
Christian	30.8	35.7	15.9	13.0	18.2	470,352	66.7	25,657	36,181	202,617	69.4	10,873	15,586	.0093	.0104
Clark	8.4	8.3	–1.2	3.0	.0	96,166	41.0	22,728	32,055	44,286	43.4	10,298	14,762	.0025	.0021
Clay	150.4	157.5	4.7	61.3	7.5	3,243,273	51.7	37,516	52,908	2,147,342	54.2	24,438	35,030	.0725	.0734
Clinton	17.4	18.2	4.6	6.7	8.1	233,178	52.4	24,682	34,803	78,306	43.0	8,833	11,687	.0049	.0048
Cole	65.5	69.3	5.8	24.6	7.4	1,260,814	51.5	36,345	51,253	854,964	54.0	24,246	34,755	.0290	.0293
Cooper	15.3	15.6	2.0	6.0	5.3	193,042	48.3	22,816	32,174	114,117	50.9	13,269	19,020	.0047	.0047
Crawford	20.6	21.7	5.3	7.9	6.8	275,623	50.5	24,745	34,889	130,862	46.1	12,102	16,565	.0063	.0062
Dade	7.6	7.7	1.3	3.2	3.2	79,828	45.6	17,691	24,946	22,056	35.9	5,234	6,893	.0018	.0018
Dallas	14.1	15.3	8.5	5.6	9.8	156,458	54.8	19,816	27,939	82,166	52.0	10,600	14,673	.0039	.0039
Daviess	8.8	8.7	–1.1	3.4	.0	105,578	41.0	22,018	31,052	20,231	28.2	4,641	5,950	.0022	.0019
De Kalb	8.5	8.8	3.5	3.2	3.2	106,111	45.5	23,527	33,160	26,155	39.8	6,037	8,173	.0022	.0022
Dent	15.0	15.1	.7	5.5	.0	163,029	41.0	21,017	29,642	71,588	31.9	9,869	13,016	.0041	.0038
Douglas	12.6	13.0	3.2	4.7	2.2	134,970	44.0	20,373	28,717	34,796	30.5	5,798	7,403	.0030	.0029
Dunklin	34.9	34.0	–2.6	12.5	–2.3	383,332	37.7	21,745	30,667	249,231	40.0	13,909	19,938	.0106	.0098
Franklin	81.5	86.1	5.6	29.0	6.2	1,106,220	49.8	27,049	38,146	687,235	52.3	16,532	23,698	.0269	.0269
Gasconade	14.1	14.7	4.3	5.5	3.8	188,070	46.3	24,251	34,195	84,050	41.8	11,183	15,282	.0043	.0042
Gentry	7.8	7.7	–1.3	3.0	.0	88,707	41.0	20,968	29,569	47,115	43.3	10,956	15,705	.0022	.0021
Greene	204.0	213.8	4.8	84.4	7.1	3,455,856	51.0	29,034	40,946	2,253,310	50.8	18,956	26,698	.0813	.0812
Grundy	11.8	11.6	–1.7	4.7	.0	161,697	41.0	24,400	34,404	94,892	43.3	14,086	20,190	.0039	.0038
Harrison	9.3	9.1	–2.2	4.0	.0	122,982	41.0	21,800	30,746	121,300	43.3	21,155	30,325	.0038	.0034
Henry	20.6	21.1	2.4	8.3	1.2	241,170	42.8	20,601	29,057	135,602	37.3	12,048	16,338	.0062	.0059
Hickory	7.5	8.1	8.0	3.7	15.6	84,711	63.0	16,243	22,895	16,088	52.1	3,305	4,348	.0017	.0018
Holt	6.5	6.3	–3.1	2.7	.0	92,703	40.9	24,364	34,334	35,557	33.6	9,858	13,169	.0020	.0019
Howard	10.0	9.8	–2.0	3.6	.0	120,052	41.0	23,658	33,348	49,217	43.3	9,540	13,671	.0028	.0027
Howell	31.8	32.6	3.5	12.4	5.1	362,376	48.2	20,727	29,224	285,373	54.9	15,608	23,014	.0099	.0099
Iron	11.5	11.4	–.9	3.9	.0	162,941	41.0	29,630	41,780	49,140	32.5	9,507	12,600	.0036	.0032
Jackson	641.1	644.3	.5	261.7	2.7	11,963,391	44.9	32,414	45,714	8,079,718	47.2	21,538	30,874	.2870	.2770
Jasper	90.8	92.5	1.9	36.6	3.4	1,337,178	45.8	25,907	36,535	925,680	42.1	18,398	25,292	.0342	.0327
Jefferson	171.9	185.2	7.7	61.6	9.4	2,825,221	54.3	32,523	45,864	871,197	48.0	10,455	14,143	.0545	.0553
Johnson	40.4	40.8	1.0	13.2	.8	508,179	42.1	27,298	38,498	213,382	44.4	11,277	16,165	.0118	.0112
Knox	5.4	5.4	.0	2.1	.0	50,791	41.0	17,153	24,186	24,998	43.3	8,305	11,904	.0014	.0014
Laclede	27.5	29.1	5.8	11.0	6.8	362,643	50.6	23,376	32,968	223,540	44.9	14,973	20,322	.0090	.0089
Lafayette	31.9	33.1	3.8	12.5	5.0	464,137	48.1	26,336	37,131	171,527	44.7	9,960	13,722	.0099	.0095
Lawrence	32.0	33.7	5.3	12.5	5.0	394,964	48.1	22,409	31,597	161,246	44.7	9,367	12,900	.0088	.0088
Lewis	10.5	10.2	–2.9	3.7	.0	137,367	41.0	26,336	37,126	71,414	43.3	13,468	19,301	.0034	.0032
Lincoln	27.4	30.6	11.7	10.8	13.7	419,206	60.3	27,525	38,815	166,228	60.8	10,882	15,391	.0084	.0089
Linn	15.0	14.6	–2.7	6.1	.0	213,288	41.0	24,797	34,965	109,420	42.3	12,608	17,938	.0051	.0047
Livingston	15.4	15.0	–2.6	5.9	.0	183,808	41.0	22,094	31,154	182,442	55.5	19,884	30,922	.0056	.0054
McDonald	17.1	18.3	7.0	6.8	7.9	193,664	52.2	20,196	28,480	116,144	54.7	11,916	17,080	.0047	.0050
Macon	16.8	17.1	1.8	6.5	1.6	159,034	43.2	17,354	24,467	95,480	45.6	10,249	14,689	.0044	.0041
Madison	12.1	12.8	5.8	5.0	6.4	149,976	50.0	21,268	29,995	54,773	40.0	8,321	10,955	.0034	.0033
Maries	8.4	8.8	4.8	3.2	3.2	93,591	45.5	20,753	29,247	24,275	43.0	5,476	7,586	.0020	.0021
Marion	28.4	28.0	–1.4	10.7	.0	440,162	41.0	29,166	41,137	276,921	43.4	18,054	25,880	.0109	.0101
Mercer	4.2	4.1	–2.4	1.6	.0	45,819	40.9	20,327	28,637	19,334	43.3	8,434	12,084	.0012	.0012
Miller	22.2	24.1	8.6	8.7	7.4	307,678	51.5	25,080	35,365	193,730	54.0	15,535	22,268	.0074	.0074
Mississippi	15.2	14.8	–2.6	5.4	.0	158,412	41.0	20,804	29,336	76,301	30.4	10,832	14,130	.0040	.0039
Moniteau	13.1	13.5	3.1	4.5	2.3	131,240	44.2	20,678	29,164	56,745	31.2	9,827	12,610	.0033	.0031
Monroe	9.7	9.5	–2.1	3.3	–5.7	102,559	33.0	22,036	31,078	43,997	35.2	9,301	13,332	.0027	.0023
Montgomery	11.8	11.8	.0	4.2	.0	132,128	41.0	22,307	31,459	77,893	43.3	12,938	18,546	.0035	.0033
Morgan	16.3	17.7	8.6	6.7	9.8	194,286	54.8	20,570	28,998	96,054	45.2	10,843	14,336	.0046	.0047
New Madrid	21.9	21.4	–2.3	7.6	.0	259,551	41.0	24,217	34,151	162,359	43.3	14,903	21,363	.0069	.0065
Newton	45.7	48.5	6.1	17.9	6.5	608,874	50.3	24,121	34,015	322,830	52.7	12,582	18,035	.0141	.0141

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
MISSOURI (continued)															
ALL COUNTIES (continued)															
Nodaway	21.4	20.9	–2.3	7.6	.0	315,137	41.0	29,403	41,465	136,161	42.3	12,595	17,916	.0071	.0067
Oregon	10.7	10.9	1.9	3.9	.0	76,365	40.9	13,897	19,581	71,929	50.4	12,266	18,443	.0026	.0024
Osage	12.7	13.1	3.1	4.3	2.4	147,756	44.3	24,374	34,362	82,325	46.7	13,358	19,145	.0038	.0037
Ozark	9.2	9.8	6.5	3.7	5.7	90,572	49.0	17,371	24,479	34,051	43.1	6,801	9,203	.0022	.0022
Pemiscot	23.8	23.2	–2.5	8.4	–1.2	247,119	39.4	20,858	29,419	82,704	28.7	7,559	9,846	.0059	.0055
Perry	17.8	18.1	1.7	6.2	1.6	175,106	43.4	20,024	28,243	103,961	39.9	12,186	16,768	.0049	.0045
Pettis	36.9	37.1	.5	14.2	.7	543,520	42.0	27,141	38,276	311,137	40.3	15,728	21,911	.0132	.0125
Phelps	35.0	35.8	2.3	12.6	3.3	463,426	45.7	26,079	36,780	302,789	39.4	17,805	24,031	.0120	.0114
Pike	17.0	16.6	–2.4	6.0	.0	189,224	41.0	22,360	31,537	102,071	40.4	12,113	17,012	.0049	.0046
Platte	54.2	58.3	7.6	21.6	10.2	979,686	55.4	32,163	45,356	266,513	49.6	9,087	12,339	.0179	.0183
Polk	21.4	22.9	7.0	8.3	7.8	269,052	52.0	22,994	32,416	151,569	54.5	12,742	18,261	.0064	.0065
Pulaski	44.4	45.9	3.4	12.4	5.1	524,074	48.2	29,975	42,264	215,524	47.7	12,366	17,381	.0120	.0118
Putnam	5.6	5.5	–1.8	2.1	.0	77,696	41.0	26,231	36,998	20,100	29.0	7,418	9,571	.0017	.0015
Ralls	9.3	9.4	1.1	3.4	.0	119,875	40.9	25,014	35,257	20,536	36.4	4,427	6,040	.0024	.0023
Randolph	27.0	27.4	1.5	9.6	1.1	324,816	42.5	23,994	33,835	238,864	44.8	17,359	24,882	.0089	.0085
Ray	23.8	25.1	5.5	9.0	7.1	332,718	51.1	26,216	36,969	96,241	42.4	8,044	10,693	.0067	.0067
Reynolds	7.0	6.8	–2.9	2.7	.0	80,183	41.0	21,064	29,697	34,031	43.3	8,794	12,604	.0021	.0017
Ripley	13.8	14.5	5.1	5.4	5.9	138,610	49.3	18,209	25,669	77,951	51.7	10,073	14,435	.0035	.0037
St. Charles	195.6	226.8	16.0	77.7	18.8	4,632,752	67.6	42,278	59,624	1,365,717	51.7	13,763	17,577	.0774	.0840
St. Clair	8.9	9.1	2.2	3.5	.0	96,965	41.0	19,653	27,704	48,311	39.4	9,903	13,803	.0024	.0023
Ste. Genevieve	16.9	17.7	4.7	6.3	8.6	246,498	53.2	27,746	39,127	68,246	38.7	8,482	10,833	.0049	.0049
St. Francois	45.8	46.4	1.3	16.7	3.7	622,193	46.3	26,420	37.257	310,895	41.0	13,695	18,616	.0147	.0141
St. Louis	1,007.8	1,020.2	1.2	386.7	3.9	23,422,955	46.5	42,953	60,571	12,965,019	48.9	23,390	33,527	.5017	.4889
St. Louis city	425.1	414.6	–2.5	170.4	–.7	6,417,018	40.0	26,703	37,659	3,966,431	42.3	16,239	23,277	.1602	.1495
Saline	24.7	24.4	–1.2	9.4	.0	290,185	41.0	21,888	30,871	176,888	42.2	13,237	18,818	.0077	.0071
Schuyler	4.7	4.6	–2.1	2.0	.0	42,267	40.8	15,014	21,134	21,404	34.2	7,974	10,702	.0012	.0011
Scotland	5.2	5.1	–1.9	2.1	.0	53,100	41.0	17,927	25,286	31,033	38.7	10,651	14,778	.0014	.0013
Scott	41.8	42.9	2.6	15.5	4.0	555,596	46.7	25,417	35,845	325,893	45.9	14,992	21,025	.0137	.0133
Shannon	8.0	8.0	.0	3.0	.0	82,314	41.0	19,462	27,438	13,442	27.7	3,509	4,481	.0018	.0016
Shelby	7.6	7.4	–2.6	3.0	.0	80,982	40.9	19,158	26,994	25,675	33.6	6,408	8,558	.0019	.0018
Stoddard	29.9	30.2	1.0	11.5	2.7	363,087	44.8	22,391	31,573	190,212	44.3	11,770	16,540	.0089	.0086
Stone	18.7	20.4	9.1	8.6	13.2	401,979	59.6	33,144	46,742	75,130	59.3	6,206	8,736	.0065	.0068
Sullivan	6.8	6.6	–2.9	2.8	.0	52,834	40.8	13,398	18,869	16,450	30.9	4,489	5,875	.0013	.0013
Taney	26.5	29.9	12.8	12.3	15.0	387,683	62.1	22,350	31,519	250,831	57.7	14,870	20,393	.0090	.0095
Texas	22.1	22.5	1.8	8.4	1.2	231,047	42.7	19,506	27,506	144,627	43.8	12,119	17,218	.0063	.0061
Vernon	21.0	21.3	1.4	7.8	1.3	265,322	42.9	24,120	34,016	79,913	29.4	8,019	10,245	.0059	.0053
Warren	19.7	22.7	15.2	7.9	16.2	326,858	63.8	29,345	41,374	70,483	48.4	6,987	8,922	.0056	.0063
Washington	20.0	21.0	5.0	7.2	7.5	201,300	51.5	19,828	27,956	76,153	41.4	8,037	10,577	.0049	.0046
Wayne	12.6	13.3	5.6	5.4	10.2	128,133	55.4	16,829	23,728	42,226	44.1	5,980	7,820	.0028	.0029
Webster	23.3	24.8	6.4	8.7	7.4	271,272	51.4	22,114	31,181	90,264	44.0	7,740	10,375	.0060	.0059
Worth	2.6	2.5	–3.8	1.1	.0	28,504	40.6	18,425	25,913	9,286	27.9	6,600	8,442	.0007	.0006
Wright	17.1	17.5	2.3	6.3	1.6	166,936	43.3	18,793	26,498	46,253	29.8	5,749	7,342	.0038	.0038
TOTAL METRO COUNTIES	**3,412.2**	**3,509.3**	**2.8**	**1,343.0**	**4.8**	**65,778,274**	**48.2**	**34,654**	**48,979**	**36,440,164**	**48.1**	**19,211**	**27,133**	**1.4506**	**1.4232**
TOTAL STATE	**5,205.0**	**5,350.6**	**2.8**	**2,022.4**	**4.5**	**88,790,902**	**47.8**	**31,044**	**43,904**	**48,467,273**	**47.5**	**16,981**	**23,965**	**2.0026**	**1.9595**
MONTANA															
BILLINGS	**117.9**	**122.6**	**4.0**	**49.6**	**6.7**	**2,013,168**	**55.7**	**27,802**	**40,588**	**1,285,288**	**38.8**	**19,907**	**25,913**	**.0475**	**.0469**
Yellowstone	117.9	122.6	4.0	49.6	6.7	2,013,168	55.7	27,802	40,588	1,285,288	38.8	19,907	25,913	.0475	.0469
GREAT FALLS	**78.6**	**76.7**	**–2.4**	**30.7**	**.3**	**1,219,522**	**46.5**	**27,207**	**39,724**	**692,055**	**31.8**	**17,162**	**22,543**	**.0295**	**.0275**
Cascade	78.6	76.7	–2.4	30.7	.3	1,219,522	46.5	27,207	39,724	692,055	31.8	17,162	22,543	.0295	.0275
ALL COUNTIES															
Beaverhead	8.4	8.4	.0	3.2	.0	109,706	46.0	23,480	34,283	44,887	30.2	10,775	14,027	.0025	.0023
Big Horn	10.9	10.7	–1.8	3.3	.0	112,850	46.0	23,422	34,197	46,857	30.2	10,907	14,199	.0029	.0026
Blaine	7.1	7.1	.0	2.5	.0	61,696	46.0	16,902	24,678	26,636	30.2	8,184	10,654	.0015	.0016
Broadwater	3.8	4.1	7.9	1.9	18.8	54,471	73.4	19,638	28,669	13,726	54.6	5,552	7,224	.0011	.0011
Carbon	8.3	8.3	.0	3.6	.0	104,959	46.0	19,969	29,155	26,081	30.2	5,565	7,245	.0021	.0020
Carter	1.7	1.7	.0	.6	.0	13,611	46.0	15,542	22,685	2,963	30.1	3,795	4,938	.0004	.0003
Cascade	78.6	76.7	–2.4	30.7	.3	1,219,522	46.5	27,207	39,724	692,055	31.8	17,162	22,543	.0295	.0275
Chouteau	5.7	5.6	–1.8	2.2	.0	73,248	46.0	22,805	33,295	18,597	30.2	6,494	8,453	.0016	.0015
Custer	12.5	12.2	–2.4	5.2	.0	165,200	46.0	21,759	31,769	101,666	30.2	15,019	19,551	.0042	.0040
Daniels	2.7	2.6	–3.7	1.0	.0	35,348	46.0	24,215	35,348	7,261	30.2	5,578	7,261	.0007	.0006
Dawson	10.5	10.2	–2.9	4.1	.0	158,492	46.0	26,477	38,657	63,125	30.2	11,827	15,396	.0035	.0033

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MONTANA (continued)															
ALL COUNTIES (continued)															
Deer Lodge	10.6	10.3	-2.8	4.1	.0	146,373	46.0	24,452	35,701	52,041	30.2	9,750	12,693	.0032	.0029
Fallon	3.5	3.4	-2.9	1.4	.0	60,968	46.0	29,826	43,549	13,914	30.2	7,634	9,939	.0012	.0012
Fergus	12.5	12.2	-2.4	4.9	.0	140,073	46.0	19,579	28,586	63,594	30.2	9,969	12,978	.0035	.0031
Flathead	59.5	63.2	6.2	25.5	9.0	971,347	59.1	26,093	38,092	587,423	50.5	16,676	23,036	.0219	.0226
Gallatin	49.0	52.7	7.6	20.6	10.8	843,517	61.7	28,048	40,947	520,333	45.7	19,206	25,259	.0190	.0195
Garfield	1.6	1.6	.0	.6	.0	19,505	46.0	22,268	32,508	6,520	45.8	7,453	10,867	.0005	.0004
Glacier	11.3	11.5	1.8	3.8	.0	140,788	46.0	25,376	37,049	61,993	30.2	12,532	16,314	.0033	.0031
Golden Valley	1.0	1.0	.0	.4	.0	9,826	45.9	16,843	24,565	1,336	30.1	2,568	3,340	.0003	.0003
Granite	3.0	3.2	6.7	1.1	.0	37,123	46.0	23,119	33,748	8,512	30.2	5,945	7,738	.0007	.0007
Hill	18.0	17.7	-1.7	6.9	.0	288,603	46.0	28,647	41,827	118,417	30.2	13,183	17,162	.0064	.0059
Jefferson	8.7	9.6	10.3	3.6	16.1	115,599	69.5	21,996	32,111	25,484	69.3	4,855	7,079	.0021	.0023
Judith Basin	2.5	2.4	-4.0	1.0	.0	35,816	46.0	24,535	35,816	3,345	30.2	2,570	3,345	.0006	.0005
Lake	22.3	24.0	7.6	9.2	12.2	269,628	63.8	20,076	29,307	124,736	48.4	10,253	13,558	.0060	.0064
Lewis and Clark	48.3	51.0	5.6	21.3	8.7	840,139	58.6	27,019	39,443	430,108	41.5	15,513	20,193	.0181	.0182
Liberty	2.3	2.2	-4.3	1.0	.0	38,886	46.0	26,640	38,886	8,289	30.1	6,369	8,289	.0007	.0007
Lincoln	18.5	18.6	.5	7.0	2.9	226,365	50.3	22,150	32,338	98,003	37.0	10,519	14,000	.0052	.0051
McCone	2.4	2.3	-4.2	.9	.0	23,660	46.0	18,012	26,289	7,697	30.1	6,571	8,552	.0007	.0005
Madison	5.6	5.6	.0	2.2	.0	68,082	46.0	21,198	30,946	18,449	30.2	6,442	8,386	.0015	.0014
Meagher	2.0	2.0	.0	.8	.0	21,971	45.9	18,819	27,464	6,711	30.1	6,446	8,389	.0004	.0005
Mineral	4.0	4.1	2.5	1.6	.0	43,941	46.0	18,811	27,463	15,597	30.2	7,489	9,748	.0011	.0010
Missoula	78.6	79.4	1.0	33.1	3.4	1,297,221	51.0	26,845	39,191	843,637	44.6	18,228	25,488	.0310	.0302
Musselshell	4.5	4.5	.0	1.8	.0	49,798	46.0	18,948	27,666	16,717	30.2	7,134	9,287	.0012	.0011
Park	11.9	11.6	-2.5	5.0	.0	173,115	46.0	23,714	34,623	84,047	36.0	12,359	16,809	.0040	.0039
Petroleum	.6	.6	.0	.2	.0	6,559	45.9	22,475	32,795	586	30.2	2,250	2,930	.0002	.0001
Phillips	5.4	5.3	-1.9	2.1	.0	62,337	46.0	20,332	29,684	25,616	30.2	9,370	12,198	.0014	.0014
Pondera	6.7	6.6	-1.5	2.5	.0	94,528	46.0	25,897	37,811	32,659	30.2	10,035	13,064	.0021	.0019
Powder River	2.3	2.2	-4.3	.9	.0	24,104	46.0	18,342	26,782	3,882	30.2	3,312	4,313	.0005	.0005
Powell	7.1	6.9	-2.8	2.4	.0	70,092	46.0	20,003	29,205	30,234	30.2	9,677	12,598	.0018	.0016
Prairie	1.7	1.7	.0	.7	.0	15,584	45.9	15,256	22,263	1,831	30.1	2,010	2,616	.0004	.0003
Ravalli	26.9	29.3	8.9	11.3	11.9	340,164	63.3	20,620	30,103	114,713	53.1	7,417	10,152	.0069	.0074
Richland	12.3	12.1	-1.6	4.5	.0	229,435	46.0	34,920	50,986	67,621	30.2	11,543	15,027	.0044	.0041
Roosevelt	11.1	11.5	3.6	3.8	2.7	145,621	49.9	26,247	38,321	66,783	33.7	13,500	17,574	.0034	.0034
Rosebud	12.1	13.1	8.3	4.6	12.2	179,329	63.8	26,705	38,985	51,863	46.0	8,662	11,275	.0035	.0035
Sanders	9.1	9.3	2.2	4.0	5.3	110,951	53.7	18,999	27,738	26,824	37.0	5,152	6,706	.0023	.0022
Sheridan	5.2	5.1	-1.9	2.1	.0	86,576	46.0	28,239	41,227	29,455	30.2	10,775	14,026	.0017	.0018
Silver Bow	34.6	33.7	-2.6	14.3	.0	504,254	46.0	24,151	35,263	277,709	32.1	14,697	19,420	.0123	.0113
Stillwater	6.6	7.2	9.1	3.1	19.2	96,106	74.1	21,235	31,002	42,957	57.2	10,511	13,857	.0020	.0022
Sweet Grass	3.1	3.0	-3.2	1.2	.0	30,429	46.0	17,368	25,358	20,812	53.3	11,313	17,343	.0008	.0008
Teton	6.4	6.2	-3.1	2.5	.0	89,190	46.0	24,436	35,676	19,211	30.2	5,903	7,684	.0017	.0017
Toole	5.3	5.2	-1.9	2.2	.0	80,966	46.0	25,208	36,803	23,633	30.2	8,252	10,742	.0018	.0015
Treasure	1.0	1.0	.0	.4	.0	11,059	46.0	18,943	27,648	1,011	32.0	1,915	2,528	.0001	.0003
Valley	9.2	9.0	-2.2	3.7	.0	124,254	46.0	23,001	33,582	49,243	30.2	10,224	13,309	.0029	.0027
Wheatland	2.2	2.1	-4.5	.9	.0	27,827	46.0	21,177	30,919	6,255	30.2	5,339	6,950	.0006	.0004
Wibaux	1.3	1.3	.0	.5	.0	14,894	46.0	20,408	29,788	802	30.2	1,232	1,604	.0003	.0002
Yellowstone	117.9	122.6	4.0	49.6	6.7	2,013,168	55.7	27,802	40,588	1,285,288	38.8	19,907	25,913	.0475	.0469
TOTAL METRO COUNTIES	**196.5**	**199.3**	**1.4**	**80.3**	**4.2**	**3,232,690**	**52.1**	**27,566**	**40,258**	**1,977,343**	**36.3**	**18,817**	**24,624**	**.0770**	**.0744**
TOTAL STATE	**819.9**	**836.7**	**2.0**	**333.6**	**4.6**	**12,328,874**	**52.7**	**25,307**	**36,957**	**6,339,745**	**39.3**	**14,267**	**17,004**	**.2812**	**.2745**
NEBRASKA															
LINCOLN	**210.7**	**219.0**	**3.9**	**88.7**	**7.0**	**4,535,285**	**53.7**	**35,589**	**51,131**	**1,867,574**	**46.5**	**15,380**	**21,055**	**.0885**	**.0886**
Lancaster	210.7	219.0	3.9	88.7	7.0	4,535,285	53.7	35,589	51,131	1,867,574	46.5	15,380	21,055	.0885	.0886
OMAHA	**622.8**	**638.7**	**2.6**	**242.5**	**4.4**	**12,486,737**	**50.4**	**35,758**	**51,492**	**6,387,801**	**49.7**	**18,958**	**27,166**	**.2664**	**.2639**
Douglas	419.7	428.8	2.2	166.2	3.9	8,806,585	49.2	36,879	52,988	4,976,471	50.3	20,699	29,943	.1908	.1885
Sarpy	99.2	106.1	7.0	35.6	9.5	1,918,155	57.4	37,503	53,881	515,775	48.2	10,712	14,488	.0343	.0352
Washington	16.1	16.4	1.9	6.3	5.0	295,645	50.9	32,661	46,928	72,749	35.5	8,950	11,547	.0055	.0053
Pottawattamie, Iowa	*87.8*	*87.4*	*-.5*	*34.4*	*2.1*	*1,466,352*	*48.5*	*29,300*	*42,627*	*1,022,806*	*48.6*	*20,427*	*29,733*	*.0358*	*.0349*
ALL COUNTIES															
Adams	29.6	28.9	-2.4	12.1	.8	461,630	44.9	26,550	38,151	296,019	44.2	17,104	24,464	.0114	.0108
Antelope	8.3	8.1	-2.4	3.1	.0	80,002	43.7	17,959	25,807	62,525	45.0	13,910	20,169	.0023	.0023
Arthur	.5	.5	.0	.2	.0	6,914	43.1	24,150	34,570	2,240	44.4	7,755	11,200	.0002	.0001
Banner	.8	.8	.0	.3	.0	9,685	43.5	22,497	32,283	162	44.6	373	540	.0001	.0002
Blaine	.9	.9	.0	.3	.0	6,283	43.2	14,623	20,943	3,070	36.4	7,503	10,233	.0003	.0001

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
NEBRASKA (continued)															
ALL COUNTIES (continued)															
Boone	6.8	6.6	-2.9	2.5	.0	68,561	43.7	19,090	27,424	72,826	60.4	18,160	29,130	.0022	.0021
Box Butte	14.5	14.6	.7	5.3	.0	199,100	43.7	26,143	37,566	85,956	35.9	11,935	16,218	.0044	.0044
Boyd	3.1	3.0	-3.2	1.3	.0	24,061	43.6	12,893	18,508	10,368	37.1	5,815	7,975	.0008	.0007
Brown	3.8	3.7	-2.6	1.6	.0	39,754	43.6	17,301	24,846	33,770	49.7	14,102	21,106	.0011	.0011
Buffalo	37.4	38.4	2.7	14.4	4.3	581,359	49.9	28,099	40,372	406,166	47.6	19,940	28,206	.0144	.0140
Burt	8.4	8.2	-2.4	3.4	.0	107,986	43.7	22,103	31,761	62,673	44.7	12,742	18,433	.0027	.0027
Butler	8.9	8.7	-2.2	3.3	.0	96,820	43.7	20,421	29,339	27,258	32.0	6,256	8,260	.0022	.0020
Cass	23.0	24.1	4.8	9.0	7.1	383,960	53.9	29,694	42,662	79,593	39.0	6,817	8,844	.0071	.0070
Cedar	10.7	10.4	-2.8	3.9	.0	115,696	43.7	20,644	29,666	41,603	37.7	7,748	10,667	.0026	.0025
Chase	4.8	4.8	.0	1.9	.0	57,313	43.7	20,995	30,165	42,592	43.1	15,670	22,417	.0016	.0016
Cherry	6.7	6.5	-3.0	2.6	.0	67,464	43.7	18,059	25,948	82,894	60.4	19,873	31,882	.0022	.0022
Cheyenne	10.1	9.9	-2.0	4.2	.0	169,936	43.7	28,157	40,461	215,417	50.8	34,022	51,290	.0054	.0051
Clay	7.7	7.5	-2.6	2.9	.0	100,304	43.7	24,071	34,588	45,449	44.7	10,833	15,672	.0024	.0023
Colfax	9.2	9.0	-2.2	3.5	.0	121,594	43.7	24,180	34,741	48,921	39.0	10,058	13,977	.0026	.0026
Cuming	11.2	10.9	-2.7	4.0	.0	118,714	43.7	20,657	29,679	97,211	45.7	16,682	24,303	.0036	.0033
Custer	12.6	12.3	-2.4	5.0	.0	150,950	43.7	21,012	30,190	127,938	45.3	17,608	25,588	.0043	.0041
Dakota	17.8	18.0	1.1	6.8	4.6	285,988	50.3	29,270	42,057	103,218	44.3	11,003	15,179	.0059	.0058
Dawes	9.3	9.1	-2.2	3.5	.0	123,899	43.7	24,638	35,400	72,202	35.8	15,196	20,629	.0031	.0028
Dawson	21.3	20.8	-2.3	8.1	.0	313,972	43.7	26,974	38,762	238,462	44.7	20,350	29,440	.0083	.0079
Deuel	2.3	2.2	-4.3	1.0	.0	36,873	43.7	25,665	36,873	44,280	44.7	30,610	44,280	.0011	.0012
Dixon	6.7	6.5	-3.0	2.6	.0	74,954	43.7	20,065	28,828	15,715	37.2	4,407	6,044	.0018	.0015
Dodge	35.7	35.3	-1.1	14.2	1.4	523,278	45.7	25,646	36,851	336,115	41.2	17,008	23,670	.0130	.0125
Douglas	419.7	428.8	2.2	166.2	3.9	8,806,585	49.2	36,879	52,988	4,976,471	50.3	20,699	29,943	.1908	.1885
Dundy	2.7	2.6	-3.7	1.2	.0	39,644	43.7	22,998	33,037	19,116	44.6	11,013	15,930	.0009	.0008
Fillmore	7.3	7.1	-2.7	2.9	.0	87,684	43.7	21,042	30,236	62,765	44.7	14,961	21,643	.0023	.0023
Franklin	4.0	3.9	-2.5	1.5	.0	44,199	43.7	20,512	29,466	23,718	44.6	10,931	15,812	.0012	.0011
Frontier	3.4	3.3	-2.9	1.4	.0	53,499	43.6	26,604	38,214	18,167	44.6	8,971	12,976	.0011	.0010
Furnas	6.1	6.0	-1.6	2.5	.0	71,909	43.7	20,022	28,764	43,740	44.7	12,095	17,496	.0019	.0017
Gage	23.3	22.7	-2.6	8.8	-1.1	334,137	42.1	26,425	37,970	203,069	43.0	15,951	23,076	.0083	.0079
Garden	2.7	2.6	-3.7	1.0	.0	31,908	43.6	22,216	31,908	9,006	34.3	6,705	9,006	.0007	.0006
Garfield	2.2	2.1	-4.5	.9	.0	17,915	43.5	13,869	19,906	33,301	60.3	23,078	37,001	.0008	.0007
Gosper	2.0	2.0	.0	.8	.0	30,371	43.6	26,439	37,964	6,145	44.6	5,311	7,681	.0005	.0007
Grant	.9	.9	.0	.3	.0	8,670	43.4	20,153	28,900	6,047	44.5	13,947	20,157	.0003	.0003
Greeley	3.2	3.1	-3.1	1.2	.0	30,591	43.7	17,740	25,493	21,658	51.1	11,944	18,048	.0009	.0007
Hall	48.7	48.8	.2	19.3	3.2	757,522	48.3	27,317	39,250	615,499	49.4	22,033	31,891	.0198	.0195
Hamilton	9.2	9.0	-2.2	3.4	.0	123,350	43.7	25,250	36,279	50,339	42.2	10,415	14,806	.0027	.0026
Harlan	4.0	3.9	-2.5	1.7	.0	53,911	43.7	22,070	31,712	33,383	44.7	13,575	19,637	.0014	.0013
Hayes	1.4	1.4	.0	.5	.0	20,769	43.6	28,930	41,538	7,447	44.6	10,298	14,894	.0005	.0004
Hitchcock	3.8	3.7	-2.6	1.5	.0	49,027	43.7	22,747	32,685	11,688	44.7	5,387	7,792	.0010	.0010
Holt	13.5	13.3	-1.5	5.0	.0	126,697	43.7	17,635	25,339	135,792	60.4	16,928	27,158	.0041	.0040
Hooker	1.0	1.1	10.0	.4	.0	8,039	43.7	13,988	20,098	4,548	34.5	8,455	11,370	.0002	.0003
Howard	6.6	6.5	-1.5	2.4	.0	59,233	43.7	17,177	24,680	37,130	44.7	10,695	15,471	.0017	.0015
Jefferson	9.1	8.9	-2.2	3.6	.0	123,789	43.7	23,932	34,386	77,594	44.7	14,899	21,554	.0030	.0030
Johnson	4.9	4.8	-2.0	2.0	.0	65,790	43.7	22,897	32,895	27,963	44.0	9,707	13,982	.0016	.0014
Kearney	6.8	6.6	-2.9	2.6	.0	106,038	43.7	28,381	40,784	40,510	44.7	10,770	15,581	.0023	.0021
Keith	9.3	9.1	-2.2	3.7	.0	149,551	43.7	28,128	40,419	191,312	60.4	32,228	51,706	.0046	.0046
Keya Paha	1.2	1.2	.0	.5	.0	13,992	43.5	19,498	27,984	4,667	44.6	6,456	9,334	.0003	.0004
Kimball	4.5	4.4	-2.2	1.8	.0	72,540	43.7	28,050	40,300	40,670	40.4	16,096	22,594	.0018	.0016
Knox	10.7	10.4	-2.8	4.0	.0	118,329	43.7	20,587	29,582	45,762	37.8	8,302	11,441	.0027	.0026
Lancaster	210.7	219.0	3.9	88.7	7.0	4,535,285	53.7	35,589	51,131	1,867,574	46.5	15,380	21,055	.0885	.0886
Lincoln	33.7	32.9	-2.4	12.5	-.8	522,894	42.6	29,112	41,832	345,135	43.5	19,086	27,611	.0132	.0123
Logan	.9	.9	.0	.4	.0	8,203	43.5	14,295	20,508	1,430	37.2	2,605	3,575	.0001	.0002
Loup	.8	.8	.0	.3	.0	8,779	43.7	20,370	29,263	847	28.9	2,190	2,823	.0002	.0001
McPherson	.6	.6	.0	.2	.0	5,048	43.2	17,630	25,240	2,900	44.4	10,040	14,500	.0001	.0002
Madison	33.0	33.6	1.8	13.0	4.0	504,923	49.4	27,032	38,840	356,234	47.2	19,358	27,403	.0127	.0124
Merrick	8.5	8.3	-2.4	3.1	.0	92,705	43.7	20,815	29,905	63,125	44.7	14,077	20,363	.0025	.0023
Morrill	5.8	5.7	-1.7	2.4	.0	53,005	43.7	15,370	22,085	21,071	30.1	6,746	8,780	.0014	.0014
Nance	4.3	4.2	-2.3	1.7	.0	50,948	43.7	20,859	29,969	14,818	44.7	6,026	8,716	.0010	.0010
Nemaha	8.3	8.2	-1.2	3.2	.0	140,744	43.7	30,609	43,983	41,084	31.6	9,758	12,839	.0029	.0027
Nuckolls	6.5	6.3	-3.1	2.6	.0	71,085	43.7	19,027	27,340	35,181	29.0	10,487	13,531	.0018	.0016
Otoe	14.8	14.4	-2.7	5.9	.0	212,488	43.7	25,062	36,015	141,735	44.7	16,605	24,023	.0054	.0051
Pawnee	3.6	3.5	-2.8	1.5	.0	41,921	43.6	19,459	27,947	20,983	44.6	9,672	13,989	.0011	.0011
Perkins	3.8	3.8	.0	1.5	.0	60,111	43.7	27,894	40,074	17,430	41.6	8,203	11,620	.0012	.0011
Phelps	10.0	9.9	-1.0	3.7	.0	153,502	43.7	28,873	41,487	122,364	44.7	22,861	33,071	.0041	.0039
Pierce	8.4	8.2	-2.4	3.1	.0	83,733	43.7	18,799	27,011	48,609	43.2	10,930	15,680	.0023	.0022
Platte	29.3	29.1	-.7	10.8	.9	420,888	45.0	27,120	38,971	237,856	40.5	15,817	22,024	.0101	.0096

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NEBRASKA (continued)															
ALL COUNTIES (continued)															
Polk	5.9	5.8	-1.7	2.3	.0	64,364	43.7	19,474	27,984	32,832	44.7	9,867	14,275	.0017	.0016
Red Willow	12.4	12.1	-2.4	4.9	.0	181,843	43.7	25,826	37,111	160,260	49.8	21,829	32,706	.0049	.0048
Richardson	10.2	9.9	-2.9	4.2	.0	106,669	43.7	17,676	25,397	75,253	42.8	12,545	17,917	.0030	.0028
Rock	2.3	2.2	-4.3	.9	.0	29,109	43.7	22,508	32,343	15,355	44.7	11,793	17,061	.0008	.0006
Saline	12.9	12.6	-2.3	4.9	.0	184,120	43.7	26,150	37,576	96,785	44.7	13,654	19,752	.0044	.0042
Sarpy	99.2	106.1	7.0	35.6	9.5	1,918,155	57.4	37,503	53,881	515,775	48.2	10,712	14,488	.0343	.0352
Saunders	19.1	19.1	.0	7.1	1.4	265,768	45.7	26,050	37,432	95,822	41.8	9,655	13,496	.0056	.0055
Scotts Bluff	37.9	37.2	-1.8	14.4	.7	522,180	44.7	25,235	36,263	377,023	40.3	18,790	26,182	.0140	.0130
Seward	16.2	16.4	1.2	6.1	3.4	289,747	48.6	33,056	47,500	96,907	42.6	11,521	15,886	.0057	.0056
Sheridan	7.3	7.1	-2.7	2.8	.0	77,176	43.7	19,186	27,563	74,515	50.4	16,590	26,613	.0024	.0022
Sherman	3.8	3.7	-2.6	1.5	.0	31,414	43.7	14,575	20,943	14,718	42.3	6,897	9,812	.0008	.0009
Sioux	1.8	1.8	0	.7	.0	23,512	43.6	23,391	33,589	5,040	44.6	4,979	7,200	.0004	.0004
Stanton	6.9	7.0	1.4	2.5	.0	75,256	43.7	20,954	30,102	10,383	39.7	2,972	4,153	.0017	.0015
Thayer	6.9	6.7	-2.9	2.6	.0	83,459	43.7	22,343	32,100	70,232	54.7	17,462	27,012	.0022	.0022
Thomas	.9	.9	.0	.4	.0	11,989	43.6	20,878	29,973	5,075	34.9	9,408	12,688	.0003	.0004
Thurston	7.2	7.1	-1.4	2.4	.0	80,825	43.7	23,437	33,677	54,395	44.7	15,667	22,665	.0022	.0019
Valley	5.6	5.5	-1.8	2.2	.0	63,650	43.7	20,138	28,932	45,148	51.4	13,551	20,522	.0017	.0018
Washington	16.1	16.4	1.9	6.3	5.0	295,645	50.9	32,661	46,928	72,749	35.5	8,950	11,547	.0055	.0053
Wayne	9.8	9.6	-2.0	3.3	.0	135,038	43.7	28,478	40,921	63,902	41.4	13,698	19,364	.0031	.0030
Webster	4.7	4.7	.0	2.0	.0	52,649	43.6	18,326	26,325	22,056	43.8	7,668	11,028	.0013	.0011
Wheeler	1.0	1.0	.0	.4	.0	15,172	43.5	26,428	37,930	1,326	31.5	2,520	3,315	.0003	.0003
York	14.7	14.6	-.7	5.7	.0	227,550	43.7	27,783	39,921	139,839	44.7	16,959	24,533	.0056	.0053
TOTAL METRO COUNTIES	**763.5**	**788.3**	**3.2**	**303.6**	**5.5**	**15,841,658**	**51.5**	**36,318**	**52,179**	**7,535,787**	**48.9**	**17,576**	**24,821**	**.3250**	**.3234**
TOTAL STATE	**1,610.1**	**1,624.8**	**.9**	**629.9**	**3.0**	**27,434,291**	**48.8**	**30,170**	**43,553**	**14,785,916**	**47.2**	**16,435**	**23,473**	**.6150**	**.6009**
NEVADA															
LAS VEGAS	**642.0**	**745.0**	**16.0**	**310.5**	**18.6**	**14,274,935**	**71.6**	**31,781**	**45,974**	**7,551,552**	**57.8**	**18,283**	**24,321**	**.2751**	**.3032**
Clark	642.0	745.0	16.0	310.5	18.6	14,274,935	71.6	31,781	45,974	7,551,552	57.8	18,283	24,321	.2751	.3032
RENO	**243.4**	**272.5**	**12.0**	**119.6**	**14.6**	**5,784,755**	**65.7**	**33,435**	**48,368**	**3,224,573**	**51.5**	**20,381**	**26,961**	**.1157**	**.1226**
Washoe	243.4	272.5	12.0	119.6	14.6	5,784,755	65.7	33,435	48,368	3,224,573	51.5	20,381	26,961	.1157	.1226
ALL COUNTIES															
Carson City	39.4	42.9	8.9	18.3	12.3	835,571	62.4	31,565	45,660	625,667	63.0	23,556	34,189	.0186	.0199
Churchill	17.3	19.2	11.0	7.7	14.9	275,403	66.2	24,725	35,767	141,415	50.4	14,032	18,366	.0058	.0062
Clark	642.0	745.0	16.0	310.5	18.6	14,274,935	71.6	31,781	45,974	7,551,552	57.8	18,283	24,321	.2751	.3032
Douglas	26.0	29.6	13.8	12.1	15.2	693,878	66.7	39,642	57,345	171,920	51.7	10,791	14,208	.0109	.0119
Elko	24.0	27.8	15.8	11.5	18.6	529,520	71.5	31,830	46,045	208,901	53.5	14,026	18,165	.0095	.0103
Esmeralda	1.2	1.4	16.7	.3	.0	17,605	44.5	40,610	58,683	3,854	29.4	9,927	12,847	.0004	.0004
Eureka	1.4	1.5	7.1	.5	.0	21,691	44.6	30,004	43,382	3,561	29.5	5,500	7,122	.0004	.0003
Humboldt	12.0	13.4	11.7	5.0	11.1	184,695	60.7	25,536	36,939	105,774	43.9	16,334	21,155	.0042	.0044
Lander	4.7	4.9	4.3	1.9	.0	91,041	44.7	33,119	47,916	16,335	29.5	6,638	8,597	.0016	.0015
Lincoln	3.8	3.7	-2.6	1.4	.0	46,708	44.7	23,060	33,363	8,636	29.5	4,763	6,169	.0009	.0009
Lyon	18.7	21.4	14.4	8.7	16.0	319,879	67.8	25,417	36,768	90,446	50.2	8,027	10,396	.0058	.0062
Mineral	6.1	6.0	-1.6	2.6	.0	118,743	44.7	31,567	45,670	34,806	29.5	10,336	13,387	.0022	.0021
Nye	15.9	18.8	18.2	7.9	21.5	304,246	75.8	26,625	38,512	77,645	57.4	7,589	9,828	.0051	.0058
Pershing	4.1	4.5	9.8	1.7	.0	83,747	44.7	34,053	49,263	28,596	29.5	12,988	16,821	.0017	.0015
Storey	2.0	2.3	15.0	.6	.0	25,754	44.6	29,682	42,923	7,805	37.6	9,457	13,008	.0005	.0006
Washoe	243.4	272.5	12.0	119.6	14.6	5,784,755	65.7	33,435	48,368	3,224,573	51.5	20,381	26,961	.1157	.1226
White Pine	7.7	7.5	-2.6	3.0	.0	149,700	44.7	34,493	49,900	59,674	31.1	15,167	19,891	.0031	.0030
TOTAL METRO COUNTIES	**885.4**	**1,017.5**	**14.9**	**430.1**	**17.5**	**20,059,690**	**69.9**	**32,252**	**46,640**	**10,776,125**	**55.9**	**18,881**	**25,055**	**.3908**	**.4258**
TOTAL STATE	**1,069.7**	**1,222.4**	**14.3**	**513.3**	**16.7**	**23,757,871**	**68.8**	**32,003**	**46,285**	**12,361,160**	**55.5**	**18,072**	**24,082**	**.4615**	**.5008**
NEW HAMPSHIRE															
MANCHESTER - NASHUA	**333.1**	**366.9**	**10.1**	**139.2**	**12.7**	**8,727,884**	**57.7**	**44,801**	**62,700**	**5,599,667**	**61.0**	**28,168**	**40,227**	**.1809**	**.1905**
Hillsborough	333.1	366.9	10.1	139.2	12.7	8,727,884	57.7	44,801	62,700	5,599,667	61.0	28,168	40,227	.1809	.1905
PORTSMOUTH - DOVER - ROCHESTER	**336.9**	**374.0**	**11.0**	**141.0**	**13.7**	**8,108,301**	**59.2**	**41,064**	**57,506**	**5,169,778**	**62.8**	**25,615**	**36,665**	**.1684**	**.1792**
Rockingham	239.0	268.2	12.2	101.4	14.8	5,993,634	60.7	42,240	59,109	4,065,524	64.0	28,076	40,094	.1254	.1347
Strafford	97.9	105.8	8.1	39.6	10.9	2,114,667	55.2	38,157	53,401	1,104,254	58.4	19,526	27,885	.0430	.0445

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES

METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
NEW HAMPSHIRE (continued)															
ALL COUNTIES															
Belknap	50.4	54.5	8.1	21.3	10.4	958,350	54.4	32,150	44,993	1,049,247	65.1	32,935	49,260	.0258	.0273
Carroll	34.9	38.9	11.5	16.7	13.6	733,415	59.0	31,381	43,917	586,412	62.2	24,588	35,114	.0169	.0180
Cheshire	69.7	74.2	6.5	28.2	9.3	1,390,730	53.0	35,240	49,317	860,293	56.1	21,362	30,507	.0306	.0313
Coos	34.7	34.4	–.9	13.7	1.5	544,671	42.0	28,405	39,757	442,392	44.9	22,610	32,291	.0147	.0138
Grafton	72.3	75.7	4.7	28.9	7.4	1,367,403	50.3	33,811	47,315	1,220,748	52.4	29,579	42,240	.0352	.0355
Hillsborough	333.1	366.9	10.1	139.2	12.7	8,727,884	57.7	44,801	62,700	5,599,667	61.0	28,168	40,227	.1809	.1905
Merrimack	120.3	133.4	10.9	51.2	13.8	2,726,061	59.2	38,045	53,243	1,561,299	62.5	21,353	30,494	.0553	.0586
Rockingham	239.0	268.2	12.2	101.4	14.8	5,993,634	60.7	42,240	59,109	4,065,524	64.0	28,076	40,094	.1254	.1347
Strafford	97.9	105.8	8.1	39.6	10.9	2,114,667	55.2	38,157	53,401	1,104,254	58.4	19,526	27,885	.0430	.0445
Sullivan	39.2	40.9	4.3	16.5	6.5	716,658	49.0	31,038	43,434	399,770	52.0	16,966	24,228	.0158	.0157
TOTAL METRO COUNTIES	**670.0**	**740.9**	**10.6**	**280.2**	**13.2**	**16,836,185**	**58.5**	**42,929**	**60,086**	**10,769,445**	**61.8**	**26,889**	**38,435**	**.3493**	**.3697**
TOTAL STATE	**1,091.5**	**1,192.9**	**9.3**	**456.7**	**11.9**	**25,273,473**	**57.0**	**39,446**	**55,339**	**16,889,606**	**60.4**	**25,791**	**36,982**	**.5436**	**.5699**
NEW JERSEY															
ATLANTIC CITY	**312.4**	**334.1**	**6.9**	**136.1**	**9.8**	**6,101,818**	**53.8**	**32,025**	**44,833**	**4,394,862**	**56.3**	**22,691**	**32,291**	**.1415**	**.1452**
Atlantic	213.6	225.8	5.7	89.8	8.6	4,106,105	52.1	32,647	45,725	2,937,127	55.1	22,894	32,707	.0960	.0975
Cape May	98.8	108.3	9.6	46.3	12.4	1,995,713	57.4	30,777	43,104	1,457,735	58.8	22,283	31,485	.0455	.0477
BERGEN - PASSAIC	**1,295.7**	**1,299.8**	**.3**	**498.0**	**2.9**	**35,204,233**	**43.8**	**50,568**	**70,691**	**18,069,022**	**46.7**	**25,437**	**36,283**	**.7297**	**.6995**
Bergen	832.7	827.3	–.6	321.9	1.9	25,202,579	42.7	55,899	78,293	12,728,808	45.5	27,678	39,543	.5156	.4903
Passaic	463.0	472.5	2.1	176.1	4.7	10,001,654	46.6	40,552	56,795	5,340,214	49.6	21,227	30,325	.2141	.2092
JERSEY CITY	**546.5**	**540.2**	**–1.2**	**215.9**	**1.4**	**9,627,088**	**42.0**	**31,836**	**44,590**	**4,553,403**	**44.8**	**14,762**	**21,090**	**.2122**	**.2007**
Hudson	546.5	540.2	–1.2	215.9	1.4	9,627,088	42.0	31,836	44,590	4,553,403	44.8	14,762	21,090	.2122	.2007
MIDDLESEX - SOMERSET - HUNTERDON	**978.6**	**1,034.7**	**5.7**	**378.7**	**8.7**	**27,341,020**	**52.3**	**51,514**	**72,197**	**12,549,254**	**55.1**	**23,224**	**33,138**	**.5202**	**.5273**
Hunterdon	101.7	110.3	8.5	39.2	11.7	3,001,297	56.4	54,660	76,564	1,156,119	56.9	20,986	29,493	.0530	.0550
Middlesex	651.0	683.7	5.0	250.9	8.0	17,040,554	51.2	48,491	67,918	7,868,979	54.2	21,953	31,363	.3298	.3322
Somerset	225.9	240.7	6.6	88.6	9.4	7,299,169	53.2	58,822	82,383	3,524,156	56.3	27,842	39,776	.1374	.1401
MONMOUTH - OCEAN	**987.0**	**1,068.0**	**8.2**	**418.0**	**11.2**	**26,288,305**	**55.5**	**44,977**	**62,891**	**11,954,112**	**58.4**	**20,081**	**28,598**	**.4939**	**.5111**
Monmouth	566.0	604.5	6.8	226.4	9.7	15,659,640	53.6	49,387	69,168	6,745,942	56.0	20,947	29,797	.2912	.2974
Ocean	421.0	463.5	10.1	191.6	13.0	10,628,665	58.3	39,606	55,473	5,208,170	61.5	19,026	27,183	.2027	.2137
NEWARK	**1,902.7**	**1,917.7**	**.8**	**718.0**	**3.3**	**46,992,659**	**45.1**	**46,609**	**65,449**	**19,202,856**	**46.2**	**18,903**	**26,745**	**.9224**	**.8882**
Essex	843.7	838.6	–.6	318.5	1.9	18,318,428	42.8	41,064	57,515	8,205,158	45.6	18,032	25,762	.3806	.3620
Morris	428.6	441.8	3.1	158.3	5.8	13,258,450	48.2	59,800	83,755	5,413,092	51.2	23,936	34,195	.2461	.2429
Sussex	130.7	139.4	6.7	49.1	9.4	3,423,376	53.2	49,783	69,723	966,180	53.7	14,003	19,678	.0585	.0594
Union	499.7	497.9	–.4	192.1	2.2	11,992,405	43.2	44,572	62,428	4,618,426	40.3	17,513	24,042	.2372	.2239
TRENTON	**327.9**	**339.1**	**3.4**	**127.0**	**6.2**	**8,801,440**	**48.7**	**49,481**	**69,303**	**3,965,811**	**51.7**	**21,858**	**31,227**	**.1710**	**.1693**
Mercer	327.9	339.1	3.4	127.0	6.2	8,801,440	48.7	49,481	69,303	3,965,811	51.7	21,858	31,227	.1710	.1693
VINELAND - MILLVILLE - BRIDGETON	**139.8**	**142.9**	**2.2**	**51.5**	**5.3**	**2,430,385**	**47.5**	**33,694**	**47,192**	**1,287,333**	**47.5**	**17,847**	**24,997**	**.0542**	**.0528**
Cumberland	139.8	142.9	2.2	51.5	5.3	2,430,385	47.5	33,694	47,192	1,287,333	47.5	17,847	24,997	.0542	.0528
ALL COUNTIES															
Atlantic	213.6	225.8	5.7	89.8	8.6	4,106,105	52.1	32,647	45,725	2,937,127	55.1	22,894	32,707	.0960	.0975
Bergen	832.7	827.3	–.6	321.9	1.9	25,202,579	42.7	55,899	78,293	12,728,808	45.5	27,678	39,543	.5156	.4903
☐ Burlington	399.9	420.6	5.2	147.4	8.1	9,599,420	51.5	46,498	65,125	3,874,862	50.8	18,850	26,288	.1828	.1829
☐ Camden	497.5	511.7	2.9	192.8	5.5	10,570,276	47.8	39,144	54,825	5,442,946	50.8	19,761	28,231	.2229	.2197
Cape May	98.8	108.3	9.6	46.3	12.4	1,995,713	57.4	30,777	43,104	1,457,735	58.8	22,283	31,485	.0455	.0477
Cumberland	139.8	142.9	2.2	51.5	5.3	2,430,385	47.5	33,694	47,192	1,287,333	47.5	17,847	24,997	.0542	.0528
Essex	843.7	838.6	–.6	318.5	1.9	18,318,428	42.8	41,064	57,515	8,205,158	45.6	18,032	25,762	.3806	.3620
☐ Gloucester	219.8	230.0	4.6	82.0	7.3	4,377,632	50.3	38,115	53,386	2,343,463	52.4	20,134	28,579	.0936	.0935
Hudson	546.5	540.2	–1.2	215.9	1.4	9,627,088	42.0	31,836	44,590	4,553,403	44.8	14,762	21,090	.2122	.2007
Hunterdon	101.7	110.3	8.5	39.2	11.7	3,001,297	56.4	54,660	76,564	1,156,119	56.9	20,986	29,493	.0530	.0550
Mercer	327.9	339.1	3.4	127.0	6.2	8,801,440	48.7	49,481	69,303	3,965,811	51.7	21,858	31,227	.1710	.1693
Middlesex	651.0	683.7	5.0	250.9	8.0	17,040,554	51.2	48,491	67,918	7,868,979	54.2	21,953	31,363	.3298	.3322
Monmouth	566.0	604.5	6.8	226.4	9.7	15,659,640	53.6	49,387	69,168	6,745,942	56.0	20,947	29,797	.2912	.2974
Morris	428.6	441.8	3.1	158.3	5.8	13,258,450	48.2	59,800	83,755	5,413,092	51.2	23,936	34,195	.2461	.2429
Ocean	421.0	463.5	10.1	191.6	13.0	10,628,665	58.3	39,606	55,473	5,208,170	61.5	19,026	27,183	.2027	.2137
Passaic	463.0	472.5	2.1	176.1	4.7	10,001,654	46.6	40,552	56,795	5,340,214	49.6	21,227	30,325	.2141	.2092
☐ Salem	66.8	67.4	.9	25.4	4.1	1,586,992	45.8	44,614	62,480	376,456	40.9	10,947	14,821	.0279	.0269
Somerset	225.9	240.7	6.6	88.6	9.4	7,299,169	53.2	58,822	82,383	3,524,156	56.3	27,842	39,776	.1374	.1401
Sussex	130.7	139.4	6.7	49.1	9.4	3,423,376	53.2	49,783	69,723	966,180	53.7	14,003	19,678	.0585	.0594
Union	499.7	497.9	–.4	192.1	2.2	11,992,405	43.2	44,572	62,428	4,618,426	40.3	17,513	24,042	.2372	.2239

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S&MM ESTIMATES

METRO AREA / County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales (2000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
NEW JERSEY (continued)															
ALL COUNTIES (continued)															
Warren	89.6	93.0	3.8	35.1	6.4	1,889,621	49.0	38,439	53,835	955,583	52.0	19,057	27,225	.0395	.0391
TOTAL METRO COUNTIES	**7,764.2**	**7,999.2**	**3.0**	**3,025.9**	**5.7**	**190,810,889**	**48.1**	**45,010**	**63,059**	**88,969,9**	**50.4**	**20,670**	**29,403**	**3.8118**	**3.7562**
TOTAL STATE	**7,764.2**	**7,999.2**	**3.0**	**3,025.9**	**5.7**	**190,810,889**	**48.1**	**45,010**	**63,059**	**88,969,963**	**50.4**	**20,670**	**29,403**	**3.8118**	**3.7562**
NEW MEXICO															
ALBUQUERQUE	**497.0**	**540.6**	**8.8**	**213.3**	**11.3**	**8,332,888**	**57.6**	**27,599**	**39,067**	**5,560,935**	**56.6**	**18,538**	**26,071**	**.1914**	**.1992**
Bernalillo	497.0	540.6	8.8	213.3	11.3	8,332,888	57.6	27,599	39,067	5,560,935	56.6	18,538	26,071	.1914	.1992
LAS CRUCES	**130.5**	**151.1**	**15.8**	**53.5**	**19.2**	**1,761,689**	**68.7**	**23,261**	**32,929**	**822,749**	**52.5**	**12,016**	**15,378**	**.0376**	**.0407**
Dona Ana	130.5	151.1	15.8	53.5	19.2	1,761,689	68.7	23,261	32,929	822,749	52.5	12,016	15,378	.0376	.0407
SANTA FE	**112.4**	**122.9**	**9.3**	**49.3**	**11.8**	**2,260,177**	**57.6**	**33,206**	**46,795**	**1,126,838**	**49.5**	**17,450**	**23,330**	**.0464**	**.0475**
Los Alamos	19.6	20.5	4.6	8.0	6.7	551,431	51.0	48,692	68,929	100,077	40.7	9,484	12,510	.0089	.0087
Santa Fe	92.8	102.4	10.3	40.3	12.9	1,708,746	59.8	29,953	42,401	1,026,761	50.4	19,123	25,478	.0375	.0388
ALL COUNTIES															
Bernalillo	497.0	540.6	8.8	213.3	11.3	8,332,888	57.6	27,599	39,067	5,560,935	56.6	18,538	26,071	.1914	.1992
Catron	2.9	3.0	3.4	9	0	22,373	41.6	17,560	24,859	3,020	28.0	2,622	3,356	.0006	.0005
Chaves	57.1	59.6	4.4	22.9	7.0	809,950	51.5	24,984	35,369	369,177	36.9	12,597	16,121	.0183	.0178
Cibola	22.1	21.6	-2.3	7.1	0	259,519	41.6	25,818	36,552	108,387	42.9	10,680	15,266	.0062	.0058
Colfax	13.8	13.7	-.7	5.1	0	147,944	41.6	20,489	29,009	90,679	28.0	13,892	17,780	.0041	.0038
Curry	44.2	45.0	1.8	17.0	4.3	370,382	47.6	23,704	33,552	379,053	41.1	16,485	22,297	.0148	.0142
De Baca	2.4	2.3	-4.2	1.1	0	27,349	41.5	17,574	24,863	9,140	28.0	6,494	8,309	.0005	.0006
Dona Ana	130.5	151.1	15.8	53.5	19.2	1,761,689	68.7	23,261	32,929	822,749	52.5	12,016	15,378	.0376	.0407
Eddy	52.8	54.4	3.0	19.8	5.3	698,353	49.1	24,916	35,270	330,424	34.8	13,040	16,688	.0163	.0157
Grant	27.7	28.0	1.1	9.9	3.1	391,022	46.0	27,901	39,497	203,713	48.1	14,329	20,577	.0092	.0088
Guadalupe	4.3	4.2	-2.3	1.5	0	32,259	41.6	15,191	21,506	37,048	41.9	17,401	24,699	.0012	.0012
Harding	9	9	0	4	0	9,642	41.3	17,063	24,105	3,272	27.8	6,400	8,180	.0002	.0002
Hidalgo	6.1	6.0	-1.6	2.0	0	53,343	41.5	18,844	26,672	33,203	28.0	12,974	16,602	.0016	.0014
Lea	61.3	62.4	1.8	22.7	4.6	936,521	48.1	29,142	41,256	359,122	33.9	12,361	15,820	.0201	.0193
Lincoln	14.7	16.7	13.6	6.9	16.9	235,102	65.5	24,073	34,073	127,698	49.7	14,462	18,507	.0051	.0054
Los Alamos	19.6	20.5	4.6	8.0	6.7	551,431	51.0	48,692	68,929	100,077	40.7	9,484	12,510	.0089	.0087
Luna	17.8	18.9	6.2	7.0	7.7	167,273	52.4	16,884	23,896	120,344	43.4	12,908	17,192	.0047	.0047
McKinley	71.7	80.3	12.0	23.2	14.9	546,587	62.6	16,644	23,560	544,023	64.8	16,340	23,449	.0174	.0187
Mora	4.7	4.9	4.3	1.5	0	30,860	41.5	14,541	20,573	3,248	28.0	1,692	2,165	.0007	.0008
Otero	51.9	55.3	6.6	19.4	8.4	716,238	53.4	26,081	36,919	322,582	38.7	12,993	16,628	.0161	.0160
Quay	11.4	11.8	3.5	4.9	8.9	158,164	54.1	22,803	32,278	76,054	39.3	12,128	15,521	.0036	.0035
Rio Arriba	34.1	36.6	7.3	12.1	9.0	277,048	54.3	16,177	22,897	147,862	42.2	9,368	12,220	.0075	.0075
Roosevelt	16.5	16.6	.6	6.4	1.6	178,360	43.8	19,686	27,869	108,699	38.1	12,490	16,984	.0049	.0046
Sandoval	56.4	66.7	18.3	21.7	21.2	913,948	71.6	29,754	42,117	140,203	60.5	4,879	6,461	.0147	.0166
San Juan	95.5	101.3	6.1	33.9	8.7	1,240,230	53.8	25,846	36,585	686,993	39.0	15,836	20,265	.0300	.0296
San Miguel	25.4	26.7	5.1	9.4	8.0	228,437	52.9	17,167	24,302	121,702	38.3	10,117	12,947	.0061	.0061
Santa Fe	92.8	102.4	10.3	40.3	12.9	1,708,746	59.8	29,953	42,401	1,026,761	50.4	19,123	25,478	.0375	.0388
Sierra	9.9	10.7	8.1	4.7	6.8	110,353	51.2	16,588	23,479	58,673	45.9	9,140	12,484	.0027	.0027
Socorro	14.2	14.9	4.9	5.2	10.6	131,215	56.6	17,825	25,234	59,367	41.6	8,921	11,417	.0033	.0033
Taos	20.8	20.9	.5	7.4	1.4	206,487	43.5	19,712	27,904	186,854	45.4	17,599	25,251	.0063	.0061
Torrance	9.8	11.1	13.3	4.0	14.3	100,044	61.8	17,671	25,011	49,294	46.2	9,630	12,324	.0025	.0025
Union	4.8	4.8	0	1.8	0	58,520	41.5	22,971	32,511	18,758	28.0	8,144	10,421	.0013	.0012
Valencia	42.8	49.7	16.1	17.9	18.5	604,485	67.8	23,854	33,770	314,718	61.4	12,917	17,582	.0129	.0141
TOTAL METRO COUNTIES	**739.9**	**814.6**	**10.1**	**315.1**	**12.7**	**12,354,754**	**59.1**	**27,769**	**39,209**	**7,510,522**	**55.0**	**17,323**	**23,835**	**.2754**	**.2874**
TOTAL STATE	**1,537.9**	**1,663.6**	**8.2**	**612.9**	**10.6**	**22,216,762**	**56.7**	**25,595**	**36,249**	**12,523,832**	**50.2**	**15,052**	**20,434**	**.5083**	**.5201**
NEW YORK															
ALBANY - SCHENECTADY - TROY	**857.7**	**870.2**	**1.5**	**337.8**	**3.9**	**15,905,585**	**42.1**	**34,434**	**47,036**	**9,129,441**	**46.0**	**19,244**	**27,026**	**.3664**	**.3498**
Albany	287.3	288.1	.3	115.9	2.9	5,838,973	40.7	36,858	50,379	4,447,792	45.3	27,180	38,376	.1470	.1394
Greene	43.4	45.1	3.9	17.7	6.0	681,718	44.9	28,180	38,515	380,182	49.6	15,213	21,479	.0158	.0154
Montgomery	52.7	52.3	-.8	20.4	1.0	792,990	38.0	28,445	38,872	402,386	42.6	13,972	19,725	.0188	.0176
Rensselaer	155.0	156.7	1.1	58.3	3.7	2,689,900	41.8	33,756	46,139	1,047,898	46.5	12,730	17,974	.0566	.0538
Saratoga	169.3	177.8	5.0	65.0	7.6	3,245,556	47.1	36,528	49,932	1,252,401	49.1	13,902	19,268	.0650	.0640
Schenectady	150.0	150.2	.1	60.5	2.7	2,656,448	40.4	32,126	43,908	1,598,782	45.0	18,717	26,426	.0632	.0596
BINGHAMTON	**265.8**	**266.1**	**.1**	**101.6**	**2.7**	**4,623,077**	**40.5**	**33,274**	**45,503**	**2,322,451**	**42.3**	**16,502**	**22,859**	**.1049**	**.0987**
Broome	212.8	211.5	-.6	81.9	2.1	3,661,066	39.6	32,702	44,702	2,090,903	42.7	18,275	25,530	.0867	.0812

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
NEW YORK (continued)															
BINGHAMTON (continued)															
Tioga	53.0	54.6	3.0	19.7	5.3	962,011	44.0	35,726	48,833	231,548	39.1	8,900	11,754	.0182	.0175
BUFFALO	**966.1**	**942.2**	**–2.5**	**359.5**	**–.1**	**15,399,578**	**36.5**	**31,339**	**42,836**	**8,615,269**	**41.0**	**16,973**	**23,965**	**.3729**	**.3435**
Erie	966.1	942.2	–2.5	359.5	–.1	15,399,578	36.5	31,339	42,836	8,615,269	41.0	16,973	23,965	.3739	.3435
BUFFALO - NIAGARA FALLS CONSOLIDATED AREA	***1,183.8***	***1,154.5***	***–2.5***	***440.3***	***–.1***	***18,659,572***	***36.5***	***31,004***	***42,379***	***10,118,896***	***40.2***	***16,370***	***22,982***	***.4506***	***.4133***
ELMIRA	**93.8**	**91.5**	**–2.5**	**34.4**	**.0**	**1,331,393**	**36.7**	**28,312**	**38,703**	**893,434**	**41.2**	**18,394**	**25,972**	**.0351**	**.0323**
Chemung	93.8	91.5	–2.5	34.4	.0	1,331,393	36.7	28,312	38,703	893,434	41.2	18,394	25,972	.0351	.0323
GLENS FALLS	**114.8**	**117.5**	**2.4**	**42.5**	**4.9**	**1,729,296**	**43.4**	**29,771**	**40,689**	**1,241,787**	**50.3**	**20,397**	**29,219**	**.0441**	**.0430**
Warren	56.6	57.7	1.9	21.8	4.8	928,559	43.3	31,161	42,594	902,278	51.1	28,713	41,389	.0262	.0255
Washington	58.2	59.8	2.7	20.7	5.1	800,737	43.6	28,303	38,683	339,509	48.4	11,617	16,401	.0179	.0175
JAMESTOWN - DUNKIRK	**144.5**	**142.2**	**–1.6**	**54.3**	**.6**	**2,042,690**	**37.5**	**27,519**	**37,619**	**1,007,549**	**37.0**	**13,618**	**18,555**	**.0493**	**.0453**
Chautauqua	144.5	142.2	–1.6	54.3	.6	2,042,690	37.5	27,519	37,619	1,007,549	37.0	13,618	18,555	.0493	.0453
NASSAU - SUFFOLK	**2,669.2**	**2,711.0**	**1.6**	**913.9**	**4.2**	**63,835,108**	**42.2**	**52,748**	**72,038**	**35,878,452**	**46.9**	**27,846**	**39,259**	**1.4180**	**1.3551**
Nassau	1,329.8	1,338.8	.7	462.4	3.2	36,642,003	41.1	57,971	79,243	21,114,494	45.8	32,340	45,663	.7962	.7550
Suffolk	1,339.4	1,372.2	2.4	451.5	5.1	29,193,105	43.7	47,302	64,658	14,763,958	48.4	23,159	32,700	.6218	.6001
NEW YORK	**8,576.9**	**8,765.1**	**2.2**	**3,622.9**	**4.7**	**173,084,550**	**43.2**	**34,954**	**47,775**	**77,503,801**	**47.4**	**15,197**	**21,393**	**3.6279**	**3.4850**
Bronx	1,214.1	1,245.9	2.6	489.3	5.2	15,971,433	43.8	23,879	32,641	4,314,673	39.6	6,645	8,818	.3360	.3208
Kings	2,312.2	2,355.6	1.9	941.6	4.5	35,004,964	42.9	27,195	37,176	12,859,699	47.6	9,672	13,657	.7461	.7155
New York (Manhattan)	1,497.7	1,542.8	3.0	814.9	5.7	45,587,090	44.5	40,925	55,942	30,595,552	49.3	26,591	37,545	1.0113	.9827
Putnam	84.9	89.5	5.4	31.1	8.4	2,033,887	48.1	47,846	65,398	587,862	50.1	13,649	18,902	.0365	.0360
Queens	1,947.7	1,983.1	1.8	782.7	3.9	36,083,529	42.0	33,725	46,101	12,024,953	46.7	10,881	15,363	.7218	.6882
Richmond	384.7	404.0	5.0	140.9	7.8	7,899,973	47.4	41,014	56,068	2,592,139	52.2	13,029	18,397	.1497	.1479
Rockland	268.9	274.6	2.1	89.9	4.9	6,804,506	43.4	55,369	75,690	2,479,454	48.1	19,533	27,580	.1298	.1247
Westchester	866.7	869.6	.3	332.5	2.9	23,699,568	40.7	52,143	71,277	12,049,469	45.3	25,665	36,239	.4967	.4692
NEW YORK - NORTHERN NEW JERSEY - LONG ISLAND CONSOLIDATED AREA	***18,078.2***	***18,488.4***	***2.3***	***7,182.5***	***4.9***	***414,186,693***	***44.8***	***41,765***	***57,666***	***195,174,924***	***48.3***	***19,210***	***27,174***	***8.5369***	***8.2652***
NIAGARA FALLS	**217.7**	**212.3**	**–2.5**	**80.8**	**–.1**	**3,259,994**	**36.5**	**29,515**	**40,346**	**1,503,627**	**35.8**	**13,687**	**18,609**	**.0767**	**.0698**
Niagara	217.7	212.3	–2.5	80.8	–.1	3,259,994	36.5	29,515	40,346	1,503,627	35.8	13,687	18,609	.0767	.0698
ORANGE COUNTY	**290.7**	**308.7**	**6.2**	**105.5**	**8.5**	**5,298,106**	**48.4**	**36,742**	**50,219**	**3,114,534**	**53.2**	**20,909**	**29,522**	**.1188**	**.1188**
Orange	290.7	308.7	6.2	105.5	8.5	5,298,106	48.4	36,742	50,219	3,114,534	53.2	20,909	29,522	.1188	.1188
POUGHKEEPSIE	**262.2**	**270.6**	**3.2**	**95.7**	**6.2**	**5,290,711**	**45.2**	**40,446**	**55,284**	**2,567,872**	**50.0**	**19,004**	**26,833**	**.1121**	**.1090**
Dutchess	262.2	270.6	3.2	95.7	6.2	5,290,711	45.2	40,446	55,284	2,567,872	50.0	19,004	26,833	.1121	.1090
ROCHESTER	**993.3**	**1,002.1**	**.9**	**381.7**	**3.5**	**18,911,343**	**41.4**	**36,263**	**47,545**	**9,693,439**	**44.6**	**18,176**	**25,395**	**.4215**	**.3990**
Livingston	60.7	62.0	2.1	21.1	5.0	899,685	43.5	31,200	42,639	362,279	40.4	12,838	17,170	.0199	.0189
Monroe	706.9	707.8	.1	276.5	2.7	14,031,564	40.4	37,124	50,747	7,792,483	45.0	19,960	28,183	.3187	.3006
Ontario	94.2	97.1	3.1	35.5	6.0	1,613,095	44.8	33,250	45,439	982,308	49.6	19,599	27,671	.0378	.0368
Orleans	40.9	41.6	1.7	14.8	4.2	676,788	42.4	33,466	45,729	178,797	34.9	9,333	12,061	.0136	.0128
Wayne	90.6	93.6	3.3	33.8	6.3	1,690,211	45.3	36,591	50,006	377,572	33.4	8,898	11,171	.0315	.0299
SYRACUSE	**651.4**	**652.8**	**.2**	**243.2**	**2.7**	**11,287,085**	**40.4**	**33,946**	**46,411**	**6,211,933**	**44.3**	**18,181**	**25,542**	**.2626**	**.2476**
Madison	67.9	68.7	1.2	23.2	3.6	983,491	41.5	31,021	42,392	391,565	40.8	12,418	16,878	.0219	.0207
Onondaga	461.4	458.0	–.7	175.7	1.7	8,145,054	39.1	33,915	46,358	4,982,400	43.6	20,084	28,357	.1964	.1837
Oswego	122.1	126.1	3.3	44.3	6.2	2,158,540	45.2	35,647	48,726	837,968	50.0	13,397	18,916	.0443	.0432
UTICA - ROME	**321.4**	**319.8**	**–.5**	**118.2**	**1.8**	**4,704,419**	**39.2**	**29,119**	**39,800**	**2,711,795**	**43.7**	**16,255**	**22,942**	**.1157**	**.1081**
Herkimer	67.9	68.5	.9	25.2	2.4	970,110	40.0	28,163	38,496	450,184	44.6	12,652	17,864	.0225	.0210
Oneida	253.5	251.3	–.9	93.0	1.6	3,734,309	38.9	29,376	40,154	2,261,611	43.5	17,223	24,318	.0932	.0871
ALL COUNTIES															
Albany	287.3	288.1	.3	115.9	2.9	5,838,973	40.7	36,858	50,379	4,447,792	45.3	27,180	38,376	.1470	.1394
Allegany	52.3	52.3	.0	18.0	2.9	561,643	40.6	22,833	31,202	282,832	45.2	11,130	15,713	.0142	.0135
Bronx	1,214.1	1,245.9	2.6	489.3	5.2	15,971,433	43.8	23,879	32,641	4,314,673	39.6	6,645	8,818	.3360	.3208
Broome	212.8	211.5	–.6	81.9	2.1	3,661,066	39.6	32,702	44,702	2,090,903	42.7	18,275	25,530	.0867	.0812
Cattaraugus	87.0	86.9	–.1	31.4	1.9	1,189,486	39.3	27,716	37,882	657,393	43.9	14,828	20,936	.0293	.0275
Cayuga	83.4	85.0	1.9	30.2	3.8	1,104,271	41.8	26,753	36,565	562,810	43.0	13,529	18,636	.0267	.0253
Chautauqua	144.5	142.2	–1.6	54.3	.6	2,042,690	37.5	27,519	37,619	1,007,549	37.0	13,618	18,555	.0493	.0453
Chemung	93.8	91.5	–2.5	34.4	.0	1,331,393	36.7	28,312	38,703	893,434	41.2	18,394	25,972	.0351	.0323
Chenango	52.9	54.6	3.2	19.9	5.3	780,314	43.9	28,691	39,212	374,591	48.7	13,333	18,824	.0178	.0171
Clinton	83.9	84.8	1.1	28.1	4.1	1,073,988	42.2	27,966	38,220	703,751	46.2	17,834	25,045	.0278	.0268
Columbia	62.7	64.4	2.7	24.8	5.5	1,023,986	44.2	30,209	41,290	461,040	49.0	13,167	18,590	.0223	.0215
Cortland	48.8	48.4	–.8	17.2	1.2	638,759	38.3	27,166	37,137	363,281	41.7	15,085	21,121	.0161	.0151
Delaware	49.8	51.7	3.8	19.0	6.1	706,719	45.1	27,218	37,196	458,510	49.9	17,093	24,132	.0176	.0172
Dutchess	262.2	270.6	3.2	95.7	6.2	5,290,711	45.2	40,446	55,284	2,567,872	50.0	19,004	26,833	.1121	.1090
Erie	966.1	942.2	–2.5	359.5	–.1	15,399,578	36.5	31,339	42,836	8,615,269	41.0	16,973	23,965	.3739	.3435

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METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988-1993	12/31/93 Households (Thous.)	% Change 1988-1993	1993 EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
NEW YORK (continued)															
ALL COUNTIES (continued)															
Essex	38.1	38.9	2.1	14.9	4.2	542,628	42.4	26,642	36,418	264,563	44.0	12,846	17,756	.0127	.0121
Franklin	45.9	46.3	.9	16.5	3.1	577,841	40.9	25,625	35,021	359,098	45.6	15,415	21,764	.0149	.0142
Fulton	56.2	56.5	.5	21.8	2.8	789,117	40.5	26,490	36,198	393,573	45.2	12,788	18,054	.0186	.0176
Genesee	61.4	62.1	1.1	22.4	3.7	832,429	41.7	27,190	37,162	395,526	39.9	13,087	17,657	.0198	.0186
Greene	43.4	45.1	3.9	17.7	6.0	681,718	44.9	28,180	38,515	380,182	49.6	15,213	21,479	.0158	.0154
Hamilton	5.6	5.9	5.4	1.9	.0	59,862	36.5	23,087	31,506	19,990	25.9	8,356	10,521	.0014	.0015
Herkimer	67.9	68.5	.9	25.2	2.4	970,110	40.0	28,163	38,496	450,184	44.6	12,652	17,864	.0225	.0210
Jefferson	98.1	103.6	5.6	38.2	8.5	1,329,984	48.3	25,473	34,816	980,673	53.2	18,183	25,672	.0343	.0344
Kings	2,312.2	2,355.6	1.9	941.6	4.5	35,004,964	42.9	27,195	37,176	12,859,699	47.6	9,672	13,657	.7461	.7155
Lewis	26.5	27.2	2.6	9.6	5.5	347,550	44.1	26,498	36,203	116,658	47.3	8,705	12,152	.0074	.0072
Livingston	60.7	62.0	2.1	21.1	5.0	899,685	43.5	31,200	42,639	362,279	40.4	12,838	17,170	.0199	.0189
Madison	67.9	68.7	1.2	23.2	3.6	983,491	41.5	31,021	42,392	391,565	40.8	12,418	16,878	.0219	.0207
Monroe	706.9	707.8	.1	276.5	2.7	14,031,564	40.4	37,124	50,747	7,792,483	45.0	19,960	28,183	.3187	.3006
Montgomery	52.7	52.3	-.8	20.4	1.0	792,990	38.0	28,445	38,872	402,386	42.6	13,972	19,725	.0188	.0176
Nassau	1,329.8	1,338.8	.7	462.4	3.2	36,642,003	41.1	57,971	79,243	21,114,494	45.8	32,340	45,663	.7962	.7550
New York (Manhattan)	1,497.7	1,542.8	3.0	814.9	5.7	45,587,090	44.5	40,925	55,942	30,595,552	49.3	26,591	37,545	1.0113	.9827
Niagara	217.7	212.3	-2.5	80.8	-.1	3,259,994	36.5	29,515	40,346	1,503,627	35.8	13,687	18,609	.0767	.0698
Oneida	253.5	251.3	-.9	93.0	1.6	3,734,309	38.9	29,376	40,154	2,261,611	43.5	17,223	24,318	.0932	.0871
Onondaga	461.4	458.0	-.7	175.7	1.7	8,145,054	39.1	33,915	46,358	4,982,400	43.6	20,084	28,357	.1964	.1837
Ontario	94.2	97.1	3.1	35.5	6.0	1,613,095	44.8	33,250	45,439	982,308	49.6	19,599	27,671	.0378	.0368
Orange	290.7	308.7	6.2	105.5	8.5	5,298,106	48.4	36,742	50,219	3,114,534	53.2	20,909	29,522	.1188	.1188
Orleans	40.9	41.6	1.7	14.8	4.2	676,788	42.4	33,466	45,729	178,797	34.9	9,333	12,081	.0136	.0128
Oswego	122.1	126.1	3.3	44.3	6.2	2,158,540	45.2	35,647	48,726	837,968	50.0	13,397	18,916	.0443	.0432
Otsego	60.9	61.9	1.6	22.8	4.6	950,039	42.9	30,493	41,668	473,180	46.8	14,783	20,754	.0217	.0207
Putnam	84.9	89.5	5.4	31.1	8.4	2,033,887	48.1	47,846	65,398	587,862	50.1	13,649	18,902	.0365	.0360
Queens	1,947.7	1,983.1	1.8	782.7	3.9	36,083,529	42.0	33,725	46,101	12,024,953	46.7	10,881	15,363	.7218	.6882
Rensselaer	155.0	156.7	1.1	58.3	3.7	2,689,900	41.8	33,756	46,139	1,047,898	46.5	12,730	17,974	.0566	.0538
Richmond	384.7	404.0	5.0	140.9	7.8	7,899,973	47.4	41,014	56,068	2,592,139	52.2	13,029	18,397	.1497	.1479
Rockland	268.9	274.6	2.1	89.9	4.9	6,804,506	43.4	55,369	75,690	2,479,454	48.1	19,533	27,580	.1298	.1247
St. Lawrence	114.9	114.9	.0	39.1	2.9	1,450,060	40.6	27,136	37,086	767,476	45.3	13,903	19,629	.0358	.0338
Saratoga	169.3	177.8	5.0	65.0	7.6	3,245,556	47.1	36,528	49,932	1,252,401	49.1	13,902	19,268	.0650	.0640
Schenectady	150.0	150.2	.1	60.5	2.7	2,656,448	40.4	32,126	43,908	1,598,782	45.0	18,717	26,426	.0632	.0596
Schoharie	32.3	33.7	4.3	11.9	8.2	428,891	47.8	26,385	36,041	210,626	52.7	12,540	17,700	.0098	.0098
Schuyler	18.3	18.6	1.6	6.7	4.7	285,575	43.1	31,183	42,623	62,895	31.4	7,476	9,387	.0057	.0054
Seneca	34.0	34.3	.9	12.2	2.5	572,559	40.1	34,351	46,931	205,811	43.3	12,067	16,870	.0121	.0113
Steuben	98.7	97.6	-1.1	36.9	1.7	1,437,735	38.9	28,510	38,963	657,326	40.3	12,904	17,814	.0334	.0310
Suffolk	1,339.4	1,372.2	2.4	451.5	5.1	29,193,105	43.7	47,302	64,658	14,763,958	48.4	23,159	32,700	.6218	.6001
Sullivan	68.9	70.6	2.5	26.6	5.1	1,135,258	43.7	31,221	42,679	663,782	48.5	17,673	24,954	.0266	.0257
Tioga	53.0	54.6	3.0	19.7	5.3	962,011	44.0	35,726	48,833	231,548	39.1	8,900	11,754	.0182	.0175
Tompkins	90.9	91.7	.9	32.9	3.5	1,611,686	41.4	35,842	48,987	773,313	46.1	16,648	23,505	.0356	.0337
Ulster	168.1	173.7	3.3	66.2	6.1	3,087,451	45.0	34,122	46,638	1,521,434	49.8	16,278	22,982	.0669	.0652
Warren	56.6	57.7	1.9	21.8	4.8	928,559	43.3	31,161	42,594	902,278	51.1	28,713	41,389	.0262	.0255
Washington	58.2	59.8	2.7	20.7	5.1	800,737	43.6	28,303	38,683	339,509	48.4	11,617	16,401	.0179	.0175
Wayne	90.6	93.6	3.3	33.8	6.3	1,690,211	45.3	36,591	50,006	377,572	33.4	8,898	11,171	.0315	.0299
Westchester	866.7	869.6	.3	332.5	2.9	23,699,568	40.7	52,143	71,277	12,049,469	45.3	25,665	36,239	.4967	.4692
Wyoming	42.1	42.4	.7	14.3	3.6	604,955	41.6	30,956	42,305	263,420	46.3	13,048	18,421	.0137	.0130
Yates	22.2	22.6	1.8	9.0	4.7	290,505	43.0	23,619	32,278	102,223	36.7	8,693	11,358	.0065	.0061
TOTAL METRO COUNTIES	16,425.5	16,672.1	1.5	6,492.0	4.1	326,703,335	42.3	37,027	50,632	162,395,384	46.4	17,781	25,015	7.1270	6.8050
TOTAL STATE	18,029.4	18,302.7	1.5	7,084.5	4.1	352,116,626	42.3	36,349	49,702	174,491,159	46.4	17,511	24,630	7.6757	7.3303
NORTH CAROLINA															
ASHEVILLE	173.2	180.7	4.3	75.2	7.6	2,868,980	52.9	26,836	38,151	2,243,096	54.8	20,727	29,828	.0711	.0722
Buncombe	173.2	180.7	4.3	75.2	7.6	2,868,980	52.9	26,836	38,151	2,243,096	54.8	20,727	29,828	.0711	.0722
BURLINGTON	104.5	107.8	3.2	43.2	6.1	1,729,576	50.9	28,160	40,036	1,459,709	52.8	23,479	33,790	.0446	.0447
Alamance	104.5	107.8	3.2	43.2	6.1	1,729,576	50.9	28,160	40,036	1,459,709	52.8	23,479	33,790	.0446	.0447
CHARLOTTE - GASTONIA - ROCK HILL	1,113.1	1,193.1	7.2	465.2	10.5	21,028,207	57.4	31,722	45,203	12,953,805	59.2	19,321	27,846	.4567	.4762
Cabarrus	95.1	99.8	4.9	38.3	8.2	1,626,459	53.8	29,872	42,466	1,005,877	55.7	18,250	26,263	.0367	.0374
Gaston	173.7	179.4	3.3	67.9	6.4	2,898,379	51.3	30,024	42,686	1,718,663	53.2	17,588	25,312	.0658	.0660
Lincoln	49.2	53.1	7.9	20.3	11.5	904,423	58.5	31,344	44,553	313,124	58.5	10,858	15,425	.0170	.0177
Mecklenburg	478.1	520.9	9.0	211.9	12.3	10,276,517	59.7	34,110	48,497	6,897,413	61.6	22,618	32,550	.2217	.2348
Rowan	105.8	109.5	3.5	43.6	6.6	1,721,845	51.6	27,777	39,492	1,140,559	53.4	13,177	26,160	.0407	.0410

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
NORTH CAROLINA (continued)															
CHARLOTTE - GASTONIA - ROCK HILL (continued)															
Union	84.0	91.7	9.2	32.5	12.5	1,439,172	59.9	31,148	44,282	688,510	61.8	14,721	21,185	.0292	.0308
York, S. C.	*127.2*	*138.7*	*9.0*	*50.7*	*12.2*	*2,161,412*	*61.1*	*29,682*	*42,631*	*1,189,659*	*62.2*	*16,224*	*23,465*	*.0456*	*.0485*
FAYETTEVILLE	**268.0**	**277.2**	**3.4**	**93.8**	**6.7**	**3,938,586**	**51.7**	**29,531**	**41,989**	**2,471,289**	**53.6**	**18,306**	**26,346**	**.0934**	**.0939**
Cumberland	268.0	277.2	3.4	93.8	6.7	3,938,586	51.7	29,531	41,989	2,471,289	53.6	18,306	26,346	.0934	.0939
GREENSBORO - WINSTON-SALEM - HIGH POINT	**932.7**	**976.7**	**4.7**	**389.7**	**7.8**	**17,340,624**	**53.2**	**31,308**	**44,497**	**10,390,568**	**54.5**	**18,598**	**26,663**	**.3828**	**.3896**
Davidson	125.2	131.7	5.2	50.9	8.1	2,048,727	53.6	28,313	40,250	898,725	55.5	12,270	17,657	.0424	.0431
Davie	29.2	31.7	8.6	12.0	10.1	521,682	56.5	30,584	43,474	130,407	49.1	8,026	10,867	.0093	.0097
Forsyth	269.1	283.1	5.2	116.7	8.4	5,407,484	54.0	32,594	46,337	3,674,492	55.9	21,880	31,487	.1222	.1248
Guilford	338.3	349.3	3.3	139.8	6.4	6,494,404	51.3	32,674	46,455	4,639,031	53.1	23,058	33,183	.1529	.1534
Randolph	102.7	109.0	6.1	43.0	9.4	1,728,052	55.6	28,265	40,187	727,780	57.5	11,760	16,925	.0348	.0359
Stokes	37.7	40.2	6.6	15.0	10.3	680,332	56.8	31,903	45,355	134,209	55.2	6,357	8,947	.0116	.0120
Yadkin	30.5	31.7	3.9	12.3	7.0	459,943	52.0	26,306	37,394	185,924	51.3	10,688	15,116	.0096	.0097
HICKORY	**224.4**	**236.9**	**5.6**	**92.0**	**8.9**	**3,924,104**	**54.8**	**29,994**	**42,653**	**2,246,051**	**56.6**	**16,970**	**24,414**	**.0859**	**.0878**
Alexander	28.2	30.0	6.4	11.4	10.7	416,279	57.4	25,682	36,516	123,455	54.5	7,758	10,829	.0081	.0082
Burke	78.0	81.3	4.2	31.5	7.5	1,234,354	52.8	27,563	39,186	483,617	54.7	10,669	15,353	.0252	.0255
Catawba	118.2	125.6	6.3	49.1	9.4	2,273,471	55.5	32,569	46,303	1,638,979	57.4	23,195	33,380	.0526	.0541
JACKSONVILLE	**129.1**	**138.0**	**6.9**	**43.4**	**11.6**	**1,697,781**	**58.6**	**27,516**	**39,119**	**979,464**	**52.3**	**16,529**	**22,568**	**.0396**	**.0410**
Onslow	129.1	138.0	6.9	43.4	11.6	1,697,781	58.6	27,516	39,119	979,464	52.3	16,529	22,568	.0396	.0410
RALEIGH - DURHAM	**688.0**	**762.4**	**10.8**	**305.1**	**14.7**	**15,157,311**	**63.2**	**34,902**	**49,680**	**7,782,046**	**62.3**	**18,020**	**25,507**	**.2948**	**.3170**
Durham	174.4	187.2	7.3	76.2	10.8	3,746,181	57.5	34,580	49,162	2,048,089	59.4	18,677	26,878	.0764	.0798
Franklin	35.9	39.4	9.7	14.4	12.5	531,373	59.9	25,958	36,901	130,620	47.1	6,936	9,071	.0099	.0104
Orange	89.0	96.0	7.9	38.5	12.2	1,714,985	59.6	31,333	44,545	846,536	61.5	15,279	21,988	.0343	.0362
Wake	368.7	439.8	13.1	176.0	17.2	9,164,772	66.6	36,627	52,073	4,756,801	64.2	19,290	27,027	.1742	.1906
WILMINGTON	**118.9**	**127.0**	**6.8**	**51.2**	**10.1**	**1,967,496**	**56.5**	**27,030**	**38,428**	**1,680,051**	**58.5**	**22,801**	**32,813**	**.0495**	**.0515**
New Hanover	118.9	127.0	6.8	51.2	10.1	1,967,496	56.5	27,030	38,428	1,680,051	58.5	22,801	32,813	.0495	.0515
ALL COUNTIES															
Alamance	104.5	107.8	3.2	43.2	6.1	1,729,576	50.9	28,160	40,036	1,459,709	52.8	23,479	33,790	.0446	.0447
Alexander	28.2	30.0	6.4	11.4	10.7	416,279	57.4	25,682	36,516	123,455	54.5	7,758	10,829	.0081	.0082
Alleghany	10.1	10.3	2.0	4.1	5.1	114,768	49.4	19,692	27,992	53,530	47.7	9,291	13,056	.0027	.0028
Anson	26.5	26.9	1.5	9.5	4.4	289,860	48.4	21,467	30,512	117,518	41.4	9,133	12,370	.0069	.0066
Ashe	23.6	24.2	2.5	9.8	5.4	297,264	49.8	21,341	30,333	157,085	47.4	11,458	16,029	.0070	.0070
Avery	15.3	15.7	2.6	5.9	7.3	185,436	52.5	22,109	31,430	120,764	54.4	14,223	20,468	.0047	.0047
Beaufort	44.3	46.4	4.7	17.9	7.2	594,528	52.4	23,365	33,214	316,026	41.4	13,382	17,655	.0139	.0138
Bertie	21.1	21.0	–.5	7.6	1.3	239,009	44.1	22,119	31,449	81,872	44.0	7,582	10,773	.0056	.0052
Bladen	31.6	32.0	1.3	12.0	5.3	356,281	49.6	20,884	29,690	143,280	44.9	8,676	11,940	.0082	.0081
Brunswick	52.3	60.9	16.4	23.0	19.8	798,693	70.3	24,428	34,726	381,932	71.4	11,603	16,606	.0160	.0179
Buncombe	173.2	180.7	4.3	75.2	7.6	2,868,980	52.9	26,836	38,151	2,243,096	54.8	20,727	29,828	.0711	.0722
Burke	78.0	81.3	4.2	31.5	7.5	1,234,354	52.8	27,563	39,186	483,617	54.7	10,669	15,353	.0252	.0255
Cabarrus	95.1	99.8	4.9	38.3	8.2	1,626,459	53.8	29,872	42,466	1,005,877	55.7	18,250	26,263	.0367	.0374
Caldwell	73.1	76.0	4.0	28.9	7.4	1,131,781	52.7	27,546	39,162	617,399	54.6	14,845	21,363	.0253	.0255
Camden	6.0	6.1	1.7	2.1	.0	75,133	42.2	25,169	35,778	25,312	43.9	8,376	12,053	.0017	.0016
Carteret	51.9	57.8	11.4	23.9	14.9	836,042	63.4	24,606	34,981	547,107	62.9	16,143	22,892	.0187	.0202
Caswell	22.3	23.1	3.6	7.8	6.8	227,140	51.9	20,488	29,121	42,839	49.3	3,931	5,492	.0048	.0047
Catawba	118.2	125.6	6.3	49.1	9.4	2,273,471	55.5	32,569	46,303	1,638,979	57.4	23,195	33,380	.0526	.0541
Chatham	37.3	39.5	5.9	15.8	9.0	591,044	54.9	26,312	37,408	218,595	56.2	9,653	13,835	.0117	.0122
Cherokee	21.2	22.4	5.7	9.0	9.8	304,451	56.0	23,795	33,828	186,834	57.9	14,425	20,759	.0071	.0072
Chowan	14.0	14.8	5.7	5.8	9.4	205,036	55.6	24,868	35,351	102,547	51.0	12,812	17,681	.0044	.0046
Clay	7.5	8.0	6.7	2.9	3.6	92,990	47.2	22,564	32,066	34,321	32.8	9,228	11,835	.0021	.0021
Cleveland	88.7	91.8	3.5	34.4	6.5	1,469,443	51.4	30,049	42,716	663,739	53.3	13,408	19,295	.0310	.0309
Columbus	53.5	54.5	1.9	20.4	5.7	654,199	50.3	22,557	32,069	276,169	45.7	13,381	18,440	.0162	.0159
Craven	83.1	89.9	8.2	33.6	11.6	1,309,595	58.7	27,417	38,976	788,836	55.1	16,902	23,477	.0295	.0307
Cumberland	268.0	277.2	3.4	93.8	6.7	3,938,586	51.7	29,531	41,989	2,471,289	53.6	18,306	26,346	.0934	.0939
Currituck	14.2	15.8	11.3	6.2	12.7	220,280	60.2	24,994	35,529	51,706	53.1	6,141	8,340	.0040	.0042
Dare	21.2	24.9	17.5	10.6	20.5	404,736	71.2	26,859	38,183	297,627	57.0	21,546	28,078	.0091	.0099
Davidson	125.2	131.7	5.2	50.9	8.1	2,048,727	53.6	28,313	40,250	898,725	55.5	12,270	17,657	.0424	.0431
Davie	29.2	31.7	8.6	12.0	10.1	521,682	56.5	30,584	43,474	130,407	49.1	8,026	10,867	.0093	.0097
Duplin	42.3	42.9	1.4	16.1	3.9	502,518	47.7	21,957	31,212	239,200	44.2	10,699	14,857	.0121	.0116
Durham	174.4	187.2	7.3	76.2	10.8	3,746,181	57.5	34,580	49,162	2,048,089	59.4	18,677	26,878	.0764	.0798
Edgecombe	59.6	61.2	2.7	21.8	5.3	792,595	49.7	25,573	36,358	353,717	48.3	11,523	16,226	.0178	.0175
Forsyth	269.1	283.1	5.2	116.7	8.4	5,407,484	54.0	32,594	46,337	3,674,492	55.9	21,880	31,487	.1222	.1248
Franklin	35.9	39.4	9.7	14.4	12.5	531,373	59.9	25,958	36,901	130,620	47.1	6,936	9,071	.0099	.0104
Gaston	173.7	179.4	3.3	67.9	6.4	2,898,379	51.3	30,024	42,686	1,718,663	53.2	17,588	25,312	.0658	.0660

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

$&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
NORTH CAROLINA (continued)															
ALL COUNTIES (continued)															
Gates	9.9	10.4	5.1	3.9	14.7	121,519	63.0	21,930	31,159	32,797	56.3	6,171	8,409	.0024	.0025
Graham	7.4	7.4	.0	2.5	.0	67,075	42.1	18,880	26,830	20,547	31.1	6,270	8,219	.0017	.0016
Granville	38.4	40.8	6.3	14.2	9.2	493,589	55.3	24,448	34,760	200,765	50.9	10,235	14,138	.0107	.0108
Greene	16.2	15.9	–1.9	5.4	.0	203,185	42.2	26,464	37,627	36,067	41.6	4,718	6,679	.0041	.0039
Guilford	338.3	349.3	3.3	139.8	6.4	6,494,404	51.3	32,674	46,455	4,639,031	53.1	23,058	33,183	.1529	.1534
Halifax	56.2	56.0	–.4	20.6	3.0	657,792	46.4	22,461	31,932	539,530	48.2	18,200	26,191	.0185	.0180
Harnett	66.8	70.8	6.0	26.0	8.8	907,363	54.7	24,548	34,899	436,236	56.6	11,659	16,778	.0201	.0206
Haywood	49.1	50.5	2.9	20.3	5.7	788,566	50.3	27,325	38,846	530,896	52.2	18,173	26,153	.0189	.0188
Henderson	70.6	77.3	9.5	32.7	12.4	1,308,398	59.8	28,145	40,012	891,852	61.7	18,952	27,274	.0292	.0309
Hertford	23.9	23.9	.0	8.4	1.2	279,842	43.9	23,435	33,315	159,236	35.6	14,152	18,957	.0072	.0068
Hoke	24.4	26.3	7.8	8.5	11.8	291,493	59.0	24,121	34,293	51,720	43.5	4,743	6,085	.0057	.0058
Hyde	5.6	5.5	–1.8	2.0	.0	51,613	42.1	18,164	25,807	19,524	43.9	6,786	9,762	.0012	.0012
Iredell	91.8	97.0	5.7	37.6	9.0	1,507,336	54.9	28,200	40,089	832,418	56.8	15,384	22,139	.0330	.0339
Jackson	27.7	28.6	3.2	10.4	6.1	357,152	50.9	24,154	34,342	219,215	52.7	14,647	21,078	.0068	.0087
Johnston	81.2	87.1	7.3	33.9	10.4	1,148,332	57.0	23,827	33,874	792,708	58.9	16,249	23,384	.0275	.0287
Jones	9.6	9.4	–2.1	3.2	.0	96,692	42.1	21,264	30,216	33,100	41.8	7,293	10,344	.0024	.0022
Lee	42.7	46.0	7.7	17.3	10.2	671,621	56.6	27,309	38,822	480,954	57.7	19,425	27,801	.0159	.0167
Lenoir	60.6	60.5	–.2	23.0	2.7	763,413	46.0	23,349	33,192	542,811	46.4	16,553	23,600	.0203	.0195
Lincoln	49.2	53.1	7.9	20.3	11.5	904,423	58.5	31,344	44,553	313,124	58.5	10,858	15,425	.0170	.0177
McDowell	36.6	37.3	1.9	14.2	4.4	536,491	48.4	26,580	37,781	275,040	50.2	13,460	19,369	.0122	.0119
Macon	23.3	24.8	6.4	10.6	10.4	331,019	56.9	21,970	31,228	219,457	53.4	14,900	20,703	.0078	.0082
Madison	17.6	18.0	2.3	6.9	6.2	206,452	50.9	21,054	29,921	50,745	41.3	5,524	7,354	.0045	.0041
Martin	27.5	28.2	2.5	10.0	5.3	307,064	49.6	21,601	30,706	161,396	44.1	11,789	16,140	.0075	.0076
Mecklenburg	478.1	520.9	9.0	211.9	12.3	10,276,517	59.7	34,110	48,497	6,897,413	61.6	22,618	32,550	.2217	.2348
Mitchell	14.7	14.7	.0	5.6	1.8	163,767	44.8	20,567	29,244	76,412	33.8	10,381	13,645	.0042	.0038
Montgomery	24.5	25.7	4.9	9.7	9.0	348,006	54.9	25,237	35,877	135,030	56.3	9,706	13,921	.0071	.0074
Moore	59.9	65.1	8.7	26.6	11.8	1,094,106	58.9	28,934	41,132	442,091	52.1	12,215	16,620	.0215	.0221
Nash	73.8	77.5	5.0	29.8	7.6	1,195,154	52.9	28,213	40,106	888,286	54.8	20,714	29,808	.0292	.0297
New Hanover	118.9	127.0	6.8	51.2	10.1	1,967,496	56.5	27,030	38,428	1,680,051	58.5	22,801	32,813	.0495	.0515
Northampton	22.4	21.9	–2.2	7.7	.0	247,829	42.2	22,640	32,186	64,000	36.1	6,106	8,312	.0056	.0051
Onslow	129.1	138.0	6.9	43.4	11.6	1,697,781	58.6	27,516	39,119	979,464	52.3	16,529	22,568	.0396	.0410
Orange	89.0	96.0	7.9	38.5	12.2	1,714,985	59.6	31,333	44,545	846,536	61.5	15,279	21,988	.0343	.0362
Pamlico	11.5	12.2	6.1	4.4	7.3	130,774	52.6	20,909	29,721	77,589	54.4	12,254	17,634	.0033	.0032
Pasquotank	30.6	31.7	3.6	11.9	6.3	355,519	51.0	21,019	29,876	428,421	69.5	22,573	36,002	.0109	.0114
Pender	27.3	30.2	10.6	11.3	14.1	321,328	62.2	20,005	28,436	102,723	48.2	7,003	9,091	.0068	.0072
Perquimans	11.0	11.8	7.3	4.7	11.9	110,195	59.0	16,499	23,446	33,516	43.5	5,560	7,131	.0024	.0025
Person	31.1	32.3	3.9	12.1	7.1	418,130	52.2	24,313	34,556	208,472	48.4	12,428	17,229	.0096	.0095
Pitt	101.5	107.5	5.9	43.0	9.4	1,475,541	55.6	24,135	34,315	988,711	50.8	16,681	22,993	.0357	.0362
Polk	14.4	15.2	5.6	6.3	8.6	270,042	54.4	30,155	42,864	61,443	41.6	7,483	9,753	.0047	.0048
Randolph	102.7	109.0	6.1	43.0	9.4	1,728,052	55.6	28,265	40,187	727,780	57.5	11,760	16,925	.0348	.0359
Richmond	47.8	48.8	2.1	18.9	6.2	636,232	50.9	23,680	33,663	381,820	52.8	14,038	20,202	.0154	.0153
Robeson	108.9	112.3	3.1	37.9	6.2	1,313,842	50.9	24,384	34,666	768,198	50.9	14,260	20,269	.0323	.0322
Rockingham	87.7	90.0	2.6	35.2	5.7	1,499,278	50.3	29,961	42,593	734,181	52.1	14,494	20,857	.0322	.0319
Rowan	105.8	109.5	3.5	43.6	6.6	1,721,845	51.6	27,777	39,492	1,140,559	53.4	18,177	26,160	.0407	.0410
Rutherford	57.1	58.5	2.5	23.0	5.0	862,828	49.3	26,390	37,514	546,926	51.1	16,525	23,779	.0207	.0205
Sampson	51.6	52.4	1.6	19.7	4.8	582,066	49.0	20,783	29,543	276,500	43.1	10,276	14,036	.0141	.0136
Scotland	35.2	36.5	3.7	12.8	6.7	498,816	52.6	27,414	38,970	300,782	53.5	16,330	23,499	.0117	.0118
Stanly	52.2	54.1	3.6	21.3	7.6	810,997	52.9	26,784	38,075	379,692	54.4	12,420	17,826	.0175	.0176
Stokes	37.7	40.2	6.6	15.0	10.3	680,332	56.8	31,903	45,355	134,209	55.2	6,357	8,947	.0116	.0120
Surry	64.0	66.4	3.8	26.0	6.6	958,867	51.5	25,939	36,880	726,902	53.4	19,427	27,958	.0242	.0244
Swain	10.9	11.3	3.7	4.5	9.8	101,375	55.9	15,859	22,528	95,933	64.8	14,196	21,318	.0030	.0031
Transylvania	26.8	28.6	6.7	11.3	10.8	474,207	57.5	29,520	41,965	157,648	44.9	10,670	13,951	.0091	.0093
Tyrrell	4.2	4.4	4.8	1.4	.0	39,417	42.0	19,831	28,155	7,263	28.2	4,047	5,188	.0009	.0009
Union	84.0	91.7	9.2	32.5	12.5	1,439,172	59.9	31,148	44,282	688,510	61.8	14,721	21,185	.0292	.0308
Vance	40.1	41.9	4.5	15.3	7.7	527,235	53.2	24,242	34,460	375,423	55.0	17,052	24,537	.0133	.0136
Wake	388.7	439.8	13.1	176.0	17.2	9,164,772	66.6	36,627	52,073	4,756,801	64.2	19,290	27,027	.1742	.1906
Warren	17.0	17.3	1.8	6.1	5.2	177,705	49.5	20,493	29,132	78,469	51.3	8,939	12,864	.0042	.0041
Washington	15.1	15.1	.0	5.3	1.9	193,167	44.9	25,633	36,447	61,976	35.8	8,778	11,694	.0043	.0041
Watauga	35.1	36.4	3.7	13.6	7.1	480,087	52.2	24,832	35,301	432,745	54.1	22,111	31,819	.0132	.0132
Wayne	100.5	101.4	.9	37.7	3.6	1,265,169	47.2	23,605	33,559	862,775	49.0	15,903	22,885	.0327	.0319
Wilkes	62.9	64.9	3.2	25.1	6.8	915,312	51.9	25,650	36,467	476,850	53.7	13,201	18,998	.0205	.0207
Wilson	65.8	67.0	1.8	25.5	4.9	941,336	49.2	25,965	36,915	682,221	51.0	18,591	26,754	.0239	.0236
Yadkin	30.5	31.7	3.9	12.3	7.0	459,943	52.0	26,306	37,394	185,924	51.3	10,688	15,116	.0096	.0097
Yancey	16.0	16.5	3.1	6.4	8.5	194,692	54.2	21,400	30,421	68,216	43.8	8,041	10,659	.0043	.0042

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METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
NORTH CAROLINA (continued)															
TOTAL METRO COUNTIES	**3,624.7**	**3,861.1**	**6.5**	**1,508.1**	**9.9**	**67,491,253**	**56.6**	**31,417**	**44,753**	**41,016,420**	**57.3**	**19,004**	**27,197**	**1.4728**	**1.5244**
TOTAL STATE	**6,554.1**	**6,918.5**	**5.6**	**2,668.9**	**8.9**	**108,883,041**	**55.2**	**28,619**	**40,797**	**64,382,603**	**55.6**	**16,879**	**24,123**	**2.4314**	**2.4906**
NORTH DAKOTA															
BISMARCK	**89.9**	**93.8**	**4.3**	**34.9**	**7.1**	**1,450,411**	**53.3**	**29,032**	**41,559**	**944,514**	**46.3**	**19,804**	**27,063**	**.0345**	**.0344**
Burleigh	63.0	66.5	5.6	24.9	7.8	1,134,447	54.0	31,880	45,560	771,401	48.2	22,540	30,980	.0266	.0268
Morton	26.9	27.3	1.5	10.0	5.3	315,964	50.5	22,106	31,596	173,113	38.6	13,151	17,311	.0079	.0076
FARGO - MOORHEAD	**150.8**	**157.1**	**4.2**	**60.9**	**7.6**	**2,574,737**	**54.3**	**29,541**	**42,278**	**1,603,7**	**45.0**	**19,575**	**26,334**	**.0597**	**.0594**
Cass	101.9	109.0	7.0	43.7	10.9	1,868,970	58.5	29,926	42,768	1,209,201	44.9	21,178	27,671	.0427	.0433
Clay, Minn.	*48.9*	*48.1*	*–1.6*	*17.2*	*.6*	*705,767*	*44.0*	*28,654*	*41,033*	*394,556*	*45.3*	*15,884*	*22,939*	*.0170*	*.0161*
GRAND FORKS	**70.6**	**72.0**	**2.0**	**25.9**	**5.3**	**1,308,954**	**50.5**	**35,361**	**50,539**	**723,641**	**42.8**	**20,605**	**27,940**	**.0292**	**.0285**
Grand Forks	70.6	72.0	2.0	25.9	5.3	1,308,954	50.5	35,361	50,539	723,641	42.8	20,605	27,940	.0292	.0285
ALL COUNTIES															
Adams	3.6	3.5	–2.8	1.3	.0	41,530	42.9	22,351	31,946	33,404	44.3	17,808	25,695	.0012	.0011
Barnes	13.2	12.9	–2.3	5.1	.0	177,543	42.9	24,354	34,812	134,821	44.3	18,321	26,435	.0048	.0046
Benson	8.1	8.0	–1.2	2.5	.0	76,968	42.9	21,539	30,787	10,544	31.5	3,208	4,218	.0017	.0016
Billings	1.2	1.2	.0	.4	.0	17,431	42.9	30,485	43,578	2,922	44.4	5,060	7,305	.0003	.0002
Bottineau	9.1	8.9	–2.2	3.2	.0	114,740	42.9	25,085	35,856	52,021	32.0	12,319	16,257	.0027	.0027
Bowman	4.2	4.1	–2.4	1.6	.0	65,085	42.9	28,458	40,678	24,937	28.7	12,114	15,586	.0015	.0013
Burke	3.5	3.4	–2.9	1.4	.0	46,671	42.9	23,322	33,336	16,275	29.0	8,010	11,625	.0011	.0009
Burleigh	63.0	66.5	5.6	24.9	7.8	1,134,447	54.0	31,880	45,560	771,401	48.2	22,540	30,980	.0266	.0268
Cass	101.9	109.0	7.0	43.7	10.9	1,868,970	58.5	29,926	42,768	1,209,201	44.9	21,178	27,671	.0427	.0433
Cavalier	7.1	6.9	–2.8	2.6	.0	88,819	42.9	23,897	34,161	44,004	41.3	11,978	16,925	.0021	.0019
Dickey	7.3	7.3	.0	2.5	.0	74,644	42.9	20,888	29,858	50,700	44.3	14,055	20,280	.0022	.0020
Divide	3.2	3.1	–3.1	1.2	.0	50,031	42.9	29,169	41,693	15,002	30.4	9,589	12,502	.0011	.0010
Dunn	4.7	4.6	–2.1	1.6	.0	45,885	42.9	20,065	28,678	16,391	32.1	7,755	10,244	.0011	.0011
Eddy	3.0	2.9	–3.3	1.3	.0	37,364	42.9	20,110	28,742	17,314	31.5	10,129	13,318	.0008	.0008
Emmons	5.6	5.5	–1.8	2.0	.0	51,256	42.9	17,928	25,628	40,753	44.3	14,122	20,377	.0017	.0014
Foster	4.4	4.3	–2.3	1.6	.0	60,762	42.9	26,566	37,976	50,220	44.3	21,752	31,388	.0016	.0017
Golden Valley	2.4	2.4	.0	.9	.0	33,113	42.9	25,744	36,792	24,477	28.7	21,140	27,197	.0009	.0007
Grand Forks	70.6	72.0	2.0	25.9	5.3	1,308,954	50.5	35,361	50,539	723,641	42.8	20,605	27,940	.0292	.0285
Grant	4.2	4.1	–2.4	1.5	.0	30,475	42.9	14,216	20,317	21,194	44.3	9,793	14,129	.0009	.0010
Griggs	3.6	3.5	–2.8	1.4	.0	48,304	42.9	24,136	34,503	14,521	40.8	7,366	10,372	.0011	.0009
Hettinger	4.0	3.9	–2.5	1.5	.0	44,273	42.9	20,651	29,515	29,248	44.3	13,514	19,499	.0013	.0012
Kidder	3.8	3.8	.0	1.4	.0	29,742	42.9	14,866	21,244	9,672	44.3	4,789	6,909	.0007	.0007
La Moure	5.8	5.7	–1.7	2.2	.0	65,609	42.9	20,865	29,822	25,365	44.3	7,990	11,530	.0015	.0014
Logan	3.1	3.0	–3.2	1.2	.0	30,580	42.9	17,829	25,483	26,961	44.3	15,571	22,468	.0009	.0009
McHenry	7.2	7.0	–2.8	2.8	.0	74,309	42.9	18,567	26,539	20,944	28.7	5,814	7,480	.0018	.0016
McIntosh	4.4	4.3	–2.3	1.9	.0	41,677	42.9	15,346	21,935	37,965	46.3	13,661	19,982	.0012	.0013
McKenzie	7.9	8.1	2.5	2.6	.0	120,948	42.9	32,544	46,518	58,014	44.3	15,464	22,313	.0028	.0026
McLean	12.5	12.3	–1.6	4.5	2.3	188,986	46.2	29,381	41,997	76,712	47.6	11,814	17,047	.0041	.0039
Mercer	13.3	15.4	15.8	5.9	20.4	252,993	72.1	30,002	42,880	93,853	63.7	11,702	15,907	.0045	.0051
Morton	26.9	27.3	1.5	10.0	5.3	315,964	50.5	22,106	31,596	173,113	38.6	13,151	17,311	.0079	.0076
Mountrail	7.8	7.7	–1.3	2.9	.0	113,096	42.9	27,283	38,999	44,651	32.8	11,597	15,397	.0025	.0024
Nelson	5.0	4.9	–2.0	2.0	.0	60,814	43.0	21,271	30,407	53,685	44.3	18,802	26,843	.0017	.0017
Oliver	2.5	2.4	–4.0	.8	.0	23,649	42.9	20,680	29,561	2,790	40.7	2,479	3,488	.0006	.0004
Pembina	10.3	10.1	–1.9	3.8	2.7	146,503	46.8	26,972	38,553	74,972	48.2	13,673	19,729	.0034	.0033
Pierce	5.9	5.8	–1.7	2.0	.0	59,045	42.9	20,654	29,523	74,264	60.0	23,211	37,132	.0020	.0020
Ramsey	13.2	13.2	.0	5.2	2.0	199,769	45.7	26,876	38,417	159,023	43.3	21,763	30,581	.0053	.0050
Ransom	6.9	6.6	–1.5	2.5	.0	94,053	42.9	26,320	37,621	47,905	44.3	13,280	19,162	.0022	.0022
Renville	3.6	3.5	–2.8	1.4	.0	49,874	42.9	24,925	35,624	18,471	39.0	9,491	13,194	.0011	.0010
Richland	19.9	20.1	1.0	7.3	4.3	304,039	49.1	29,139	41,649	146,750	50.0	13,979	20,103	.0067	.0066
Rolette	13.0	13.2	1.5	3.9	2.6	131,605	46.7	23,608	33,745	59,084	39.7	11,134	15,150	.0034	.0032
Sargent	5.0	4.9	–2.0	1.9	.0	64,007	42.9	23,568	33,688	17,641	40.4	6,613	9,285	.0013	.0013
Sheridan	2.6	2.5	–3.8	1.0	.0	35,563	42.9	24,880	35,563	4,835	28.7	3,758	4,835	.0007	.0006
Sioux	4.0	4.3	7.5	.9	.0	26,476	42.9	20,580	29,418	9,561	44.3	7,362	10,623	.0007	.0006
Slope	1.2	1.2	.0	.4	.0	11,652	42.9	20,383	29,130	2,550	44.3	4,418	6,375	.0004	.0004
Stark	24.3	23.7	–2.5	8.5	1.2	380,295	44.6	31,300	44,741	365,558	41.7	30,711	43,007	.0109	.0104
Steele	2.8	2.7	–3.6	1.1	.0	37,604	42.9	23,915	34,185	13,564	44.3	8,545	12,331	.0009	.0008
Stutsman	24.5	24.5	.0	9.3	1.1	362,875	44.5	27,297	39,019	237,973	40.9	18,354	25,588	.0092	.0087
Towner	4.1	4.1	.0	1.6	.0	57,506	42.9	25,144	35,941	31,369	44.3	13,588	19,606	.0012	.0013
Traill	9.3	9.1	–2.2	3.4	.0	124,863	42.9	25,692	36,724	54,275	41.5	11,280	15,963	.0031	.0027
Walsh	15.5	15.4	–.6	5.7	1.8	209,568	45.5	25,720	36,766	150,461	46.9	18,293	26,397	.0053	.0053

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

$ MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
NORTH DAKOTA (continued)															
ALL COUNTIES (continued)															
Ward	61.4	61.9	.8	22.4	3.2	930,952	47.5	29,079	41,560	659,386	41.3	21,511	29,437	.0239	.0228
Wells	6.8	6.6	-2.9	2.7	.0	89,195	42.9	23,110	33,035	58,493	44.3	15,014	21,664	.0022	.0021
Williams	24.1	24.1	.0	9.3	1.1	417,617	44.5	31,415	44,905	347,655	40.0	26,983	37,382	.0113	.0106
TOTAL METRO COUNTIES	**262.4**	**274.8**	**4.7**	**104.5**	**8.2**	**4,628,335**	**54.5**	**31,008**	**44,290**	**2,877,356**	**44.8**	**20,568**	**27,535**	**.1064**	**.1062**
TOTAL STATE	**686.3**	**697.4**	**1.6**	**260.6**	**4.3**	**10,468,693**	**49.6**	**28,011**	**40,172**	**6,460,506**	**43.7**	**17,995**	**24,791**	**.2520**	**.2452**
OHIO															
AKRON	**649.5**	**638.3**	**-1.7**	**248.6**	**.9**	**10,906,409**	**44.6**	**30,618**	**43,871**	**5,741,461**	**42.3**	**16,378**	**23,095**	**.2495**	**.2367**
Portage	140.6	142.0	1.0	51.0	3.7	2,419,055	48.4	33,126	47,432	922,845	46.0	12,844	18,095	.0496	.0483
Summit	508.9	496.3	-2.5	197.6	.2	8,487,354	43.5	29,992	42,952	4,818,616	41.6	17,259	24,386	.1999	.1884
CANTON	**403.9**	**401.2**	**-.7**	**152.4**	**2.1**	**6,299,432**	**46.2**	**28,884**	**41,335**	**3,458,815**	**42.6**	**16,253**	**22,696**	**.1473**	**.1411**
Carroll	28.3	29.8	5.3	11.0	10.0	410,063	57.5	26,042	37,278	130,422	45.2	8,984	11,857	.0081	.0084
Stark	375.6	371.4	-1.1	141.4	1.6	5,889,369	45.4	29,089	41,650	3,328,393	42.5	16,775	23,539	.1392	.1327
CINCINNATI	**1,442.7**	**1,460.5**	**1.2**	**568.8**	**3.9**	**26,999,405**	**49.9**	**32,910**	**47,467**	**15,054,835**	**51.0**	**18,217**	**26,468**	**.5925**	**.5868**
Clermont	146.4	155.4	6.1	56.4	9.1	2,443,958	56.2	30,259	43,333	1,127,197	53.3	14,219	19,986	.0508	.0521
Hamilton	872.6	869.6	-.3	352.9	2.4	17,043,513	46.7	33,725	48,296	9,940,419	47.9	19,504	26,168	.3828	.3718
Warren	108.9	114.1	4.8	40.4	7.7	2,049,390	54.3	35,421	50,727	635,919	45.7	11,639	15,741	.0385	.0386
Dearborn, Ind.	*39.1*	*41.6*	*6.4*	*14.7*	*8.1*	*599,856*	*56.9*	*28,105*	*40,807*	*231,336*	*52.0*	*11,190*	*15,737*	*.0121*	*.0126*
Boone, Ky.	*53.7*	*57.8*	*7.6*	*20.5*	*11.4*	*960,750*	*66.4*	*31,380*	*46,866*	*1,173,287*	*82.6*	*34,929*	*57,234*	*.0255*	*.0290*
Campbell, Ky.	*82.0*	*80.9*	*-1.3*	*30.3*	*1.7*	*1,429,562*	*51.9*	*31,587*	*47,180*	*628,608*	*49.5*	*14,113*	*20,746*	*.0296*	*.0292*
Kenton, Ky.	*140.0*	*141.1*	*.8*	*53.6*	*3.7*	*2,472,376*	*54.8*	*30,883*	*46,126*	*1,318,069*	*52.9*	*16,675*	*24,591*	*.0532*	*.0535*
CINCINNATI - HAMILTON CONSOLIDATED AREA	***1,722.8***	***1,751.4***	***1.7***	***677.0***	***4.4***	***31,632,577***	***50.4***	***32,440***	***46,725***	***17,009,399***	***50.7***	***17,405***	***25,125***	***.6886***	***.6830***
CLEVELAND	**1,853.9**	**1,824.6**	**-1.6**	**730.8**	**1.0**	**33,823,243**	**44.9**	**32,274**	**46,282**	**18,791,800**	**44.7**	**17,961**	**25,714**	**.7683**	**.7339**
Cuyahoga	1,438.0	1,402.4	-2.5	579.0	.2	25,867,329	43.5	31,195	44,676	15,286,575	44.7	18,280	26,402	.6036	.5731
Geauga	77.8	79.5	2.2	27.0	5.1	1,616,454	50.4	41,811	59,869	406,378	40.7	11,242	15,051	.0291	.0284
Lake	216.3	216.7	.2	81.5	3.0	3,909,890	47.5	33,502	47,974	2,344,529	46.3	20,266	28,767	.0899	.0873
Medina	121.8	126.0	3.4	43.3	6.4	2,429,570	52.4	39,182	56,110	754,318	40.5	13,188	17,421	.0457	.0451
CLEVELAND - AKRON - LORAIN CONSOLIDATED AREA	***2,776.8***	***2,732.9***	***-1.6***	***1,078.1***	***1.0***	***49,457,454***	***44.9***	***31,998***	***45,875***	***26,595,616***	***44.0***	***17,307***	***24,669***	***1.1193***	***1.0676***
COLUMBUS	**1,334.9**	**1,379.0**	**3.3**	**549.9**	**6.3**	**24,288,689**	**52.3**	**30,834**	**44,169**	**14,035,107**	**52.0**	**17,858**	**25,523**	**.5371**	**.5392**
Delaware	62.7	67.7	8.0	24.6	11.8	1,230,741	60.1	34,935	50,030	360,242	49.7	10,942	14,644	.0221	.0229
Fairfield	100.9	104.5	3.6	38.0	6.4	1,583,435	52.4	29,101	41,669	625,618	46.0	12,005	16,464	.0330	.0327
Franklin	929.9	960.7	3.3	397.4	6.3	17,617,933	52.2	30,959	44,333	11,510,596	53.5	20,056	28,965	.4012	.4042
Licking	127.6	130.6	2.4	50.3	5.7	2,140,700	51.3	29,722	42,559	808,133	40.7	12,071	16,066	.0438	.0431
Madison	35.0	34.9	-.3	11.7	3.5	477,023	48.3	28,472	40,771	245,132	49.5	14,507	20,951	.0112	.0109
Pickaway	46.2	46.8	1.3	16.1	3.9	669,049	48.7	29,026	41,556	333,998	50.0	14,366	20,745	.0151	.0148
Union	32.6	33.8	3.7	11.8	5.4	569,808	50.9	33,726	48,289	151,388	41.8	9,533	12,829	.0107	.0106
DAYTON - SPRINGFIELD	**940.0**	**933.2**	**-.7**	**372.7**	**2.1**	**16,784,157**	**46.2**	**31,444**	**45,034**	**8,626,874**	**44.4**	**16,367**	**23,147**	**.3728**	**.3578**
Clark	146.9	144.3	-1.8	56.5	1.1	2,426,065	44.7	29,986	42,939	1,042,802	38.1	13,511	18,457	.0531	.0499
Greene	131.5	131.1	-.3	48.2	2.6	2,517,743	46.8	36,479	52,235	967,152	45.7	14,119	20,065	.0508	.0490
Miami	91.9	92.0	.1	35.6	3.2	1,578,086	47.8	30,957	44,328	688,802	41.4	14,122	19,348	.0338	.0324
Montgomery	569.7	565.8	-.7	232.4	2.1	10,262,263	46.2	30,836	44,158	5,928,118	45.7	17,873	25,508	.2351	.2265
HAMILTON - MIDDLETOWN	**280.1**	**290.9**	**3.9**	**108.2**	**6.9**	**4,633,172**	**53.1**	**29,900**	**42,820**	**1,954,564**	**48.4**	**13,017**	**18,064**	**.0961**	**.0962**
Butler	280.1	290.9	3.9	108.2	6.9	4,633,172	53.1	29,900	42,820	1,954,564	48.4	13,017	18,064	.0961	.0962
LIMA	**158.7**	**159.1**	**.3**	**59.7**	**3.1**	**2,514,792**	**47.6**	**29,421**	**42,124**	**1,520,165**	**46.2**	**17,959**	**25,463**	**.0596**	**.0579**
Allen	113.6	112.8	-.7	42.4	1.9	1,791,879	46.0	29,512	42,261	1,226,125	47.2	20,023	28,918	.0445	.0430
Auglaize	45.1	46.3	2.7	17.3	6.1	722,913	51.9	29,190	41,787	294,040	42.1	12,691	16,997	.0151	.0149
LORAIN - ELYRIA	**273.4**	**270.0**	**-1.2**	**98.7**	**1.5**	**4,727,802**	**45.4**	**33,449**	**47,901**	**2,062,355**	**43.3**	**14,803**	**20,895**	**.1015**	**.0970**
Lorain	273.4	270.0	-1.2	98.7	1.5	4,727,802	45.4	33,449	47,901	2,062,355	43.3	14,803	20,895	.1015	.0970
MANSFIELD	**129.1**	**126.8**	**-1.8**	**49.3**	**.8**	**2,030,760**	**44.4**	**28,762**	**41,192**	**1,236,791**	**44.4**	**17,519**	**25,087**	**.0491**	**.0468**
Richland	129.1	126.8	-1.8	49.3	.8	2,030,760	44.4	28,762	41,192	1,236,791	44.4	17,519	25,087	.0491	.0468
PARKERSBURG - MARIETTA	**157.6**	**156.2**	**-.9**	**61.4**	**2.0**	**2,343,497**	**50.5**	**25,874**	**38,168**	**1,460,621**	**45.2**	**16,706**	**23,789**	**.0566**	**.0551**
Washington	65.6	65.9	.5	24.9	3.8	916,968	48.6	25,719	36,826	481,942	40.7	14,277	19,355	.0216	.0209
Wood, W. Va.	*92.0*	*90.3*	*-1.8*	*36.5*	*.8*	*1,426,529*	*51.7*	*25,976*	*39,083*	*978,679*	*47.6*	*18,317*	*26,813*	*.0350*	*.0342*
STEUBENVILLE - WEIRTON	**151.0**	**147.3**	**-2.5**	**57.3**	**.5**	**2,254,484**	**47.2**	**26,877**	**39,345**	**1,079,993**	**41.4**	**13,395**	**18,846**	**.0511**	**.0489**
Jefferson	84.0	81.9	-2.5	31.7	.3	1,234,430	43.7	27,191	38,941	553,886	34.8	13,002	17,473	.0283	.0264
Brooke, W. Va.	*28.6*	*27.9*	*-2.4*	*10.6*	*1.0*	*372,274*	*51.9*	*23,342*	*35,120*	*185,389*	*49.4*	*11,816*	*17,490*	*.0085*	*.0085*
Hancock, W. Va.	*38.4*	*37.5*	*-2.3*	*15.0*	*.7*	*647,780*	*51.5*	*28,702*	*43,185*	*340,618*	*49.0*	*15,341*	*22,708*	*.0143*	*.0140*

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METRO/COUNTY 1993 PROJECTIONS

SMM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
OHIO (continued)															
TOLEDO	**615.6**	**612.4**	**–.5**	**239.1**	**2.2**	**10,681,549**	**46.4**	**31,175**	**44,674**	**7,016,535**	**47.1**	**20,377**	**29,346**	**.2560**	**.2475**
Fulton	41.0	42.5	3.7	15.5	6.9	731,214	53.0	32,949	47,175	320,924	48.7	14,884	20,705	.0151	.0149
Lucas	461.8	455.0	–1.5	182.8	1.3	7,966,060	45.0	30,431	43,578	5,537,240	46.3	20,974	30,291	.1962	.1883
Wood	112.8	114.9	1.9	40.8	4.6	1,984,275	49.8	33,961	48,634	1,158,371	51.1	19,658	28,391	.0447	.0443
YOUNGSTOWN - WARREN	**508.4**	**495.8**	**–2.5**	**191.6**	**.2**	**8,071,388**	**43.4**	**29,417**	**42,126**	**4,189,007**	**40.1**	**15,630**	**21,863**	**.1875**	**.1760**
Mahoning	274.9	268.1	–2.5	104.2	.2	3,845,512	43.5	25,769	36,905	2,319,689	39.8	15,960	22,262	.0962	.0902
Trumbull	233.5	227.7	–2.5	87.4	.1	4,225,876	43.4	33,763	48,351	1,869,318	40.5	15,238	21,388	.0913	.0858
ALL COUNTIES															
Adams	26.4	27.5	4.2	10.1	7.4	278,909	53.8	19,289	27,615	101,305	38.4	7,789	10,030	.0064	.0063
Allen	113.6	112.8	–.7	42.4	1.9	1,791,879	46.0	29,512	42,261	1,226,125	47.2	20,023	28,918	.0445	.0430
Ashland	47.0	46.8	–.4	17.4	2.4	703,544	46.6	28,233	40,434	333,619	45.9	13,453	19,174	.0158	.0152
Ashtabula	102.1	100.7	–1.4	37.9	1.6	1,512,786	45.5	27,876	39,915	765,930	43.4	14,315	20,209	.0349	.0334
Athens	58.3	58.7	.7	20.5	3.0	818,649	47.5	27,887	39,934	383,837	43.7	13,427	18,724	.0187	.0181
Auglaize	45.1	46.3	2.7	17.3	6.1	722,913	51.9	29,190	41,787	294,040	42.1	12,691	16,997	.0151	.0149
Belmont	78.5	76.6	–2.4	30.8	.3	1,134,636	43.7	25,726	36,839	785,306	44.9	17,655	25,497	.0292	.0277
Brown	36.0	38.0	5.6	13.9	8.6	484,032	55.5	24,320	34,822	96,661	39.8	5,400	6,954	.0093	.0093
Butler	280.1	290.9	3.9	108.2	6.9	4,633,172	53.1	29,900	42,820	1,954,564	48.4	13,017	18,064	.0961	.0962
Carroll	28.3	29.8	5.3	11.0	10.0	410,063	57.5	26,042	37,278	130,422	45.2	8,984	11,857	.0081	.0084
Champaign	35.5	36.5	2.8	13.8	4.5	575,157	49.7	29,109	41,678	176,361	40.7	9,494	12,780	.0115	.0111
Clark	146.9	144.3	–1.8	56.5	1.1	2,426,065	44.7	29,986	42,939	1,042,802	38.1	13,511	18,457	.0531	.0499
Clermont	146.4	155.4	6.1	56.4	9.1	2,443,958	56.2	30,259	43,333	1,127,197	53.3	14,219	19,986	.0508	.0521
Clinton	36.6	37.5	2.5	14.4	4.3	547,303	49.4	26,541	38,007	235,680	36.5	12,513	16,367	.0121	.0117
Columbiana	111.0	108.8	–2.0	41.9	.5	1,509,466	43.9	25,157	36,025	729,067	37.8	12,688	17,400	.0357	.0334
Coshocton	37.0	37.3	.8	14.8	4.2	547,303	49.2	25,828	36,980	191,566	39.8	9,653	12,944	.0116	.0112
Crawford	49.3	48.7	–1.2	18.9	.5	675,506	44.0	24,959	35,741	244,271	30.8	9,934	12,924	.0149	.0139
Cuyahoga	1,438.0	1,402.4	–2.5	579.0	.2	25,867,329	43.5	31,195	44,676	15,286,575	44.7	18,280	26,402	.6036	.5731
Darke	56.7	57.5	1.4	21.7	4.3	820,863	49.4	26,418	37,828	340,266	45.0	11,285	15,680	.0178	.0174
Defiance	41.0	41.1	.2	15.0	3.4	651,710	48.1	30,341	43,447	285,468	39.8	14,079	19,031	.0143	.0136
Delaware	62.7	67.7	8.0	24.6	11.8	1,230,741	60.1	34,935	50,030	360,242	49.7	10,942	14,644	.0221	.0229
Erie	78.9	78.0	–1.1	30.0	2.0	1,300,468	46.1	30,272	43,349	659,230	36.7	16,401	21,974	.0296	.0281
Fairfield	100.9	104.5	3.6	38.0	6.4	1,583,435	52.4	29,101	41,669	625,618	46.0	12,005	16,464	.0330	.0327
Fayette	27.6	27.5	–.4	10.3	1.0	310,821	44.6	21,072	30,177	208,588	39.4	14,668	20,251	.0084	.0080
Franklin	929.9	960.7	3.3	397.4	6.3	17,617,933	52.2	30,959	44,333	11,510,596	53.5	20,056	28,965	.4012	.4042
Fulton	41.0	42.5	3.7	15.5	6.9	731,214	53.0	32,949	47,175	320,924	48.7	14,884	20,705	.0151	.0149
Gallia	31.3	31.6	1.0	11.6	4.5	419,101	49.6	25,237	36,129	221,723	39.7	14,297	19,114	.0100	.0098
Geauga	77.8	79.5	2.2	27.0	5.1	1,616,454	50.4	41,811	59,869	406,378	40.7	11,242	15,051	.0291	.0284
Greene	131.5	131.1	–.3	48.2	2.6	2,517,743	46.8	36,479	52,235	967,152	45.7	14,119	20,065	.0508	.0490
Guernsey	41.0	40.0	–2.4	15.3	.7	546,935	44.1	24,966	35,747	231,880	32.6	11,502	15,156	.0128	.0118
Hamilton	872.6	869.6	–.3	352.9	2.4	17,043,513	46.7	33,725	48,296	9,940,419	47.9	19,504	28,168	.3828	.3718
Hancock	65.4	65.5	.2	25.9	2.8	1,247,896	47.2	33,649	48,181	454,025	32.4	13,612	17,530	.0255	.0239
Hardin	32.9	32.8	–.3	12.5	3.3	434,412	47.9	24,270	34,753	181,776	48.9	10,091	14,542	.0098	.0096
Harrison	16.4	16.0	–2.4	6.0	.0	207,522	43.1	24,168	34,587	50,094	29.8	6,432	8,349	.0043	.0040
Henry	28.7	28.7	.0	10.7	.9	467,062	44.6	30,479	43,651	226,936	45.8	14,685	21,209	.0104	.0100
Highland	36.4	37.9	4.1	14.8	7.2	491,595	53.5	23,202	33,216	204,462	47.2	10,068	13,815	.0108	.0107
Hocking	25.9	26.4	1.9	10.4	5.1	333,141	50.4	22,369	32,033	139,692	41.7	9,959	13,432	.0075	.0073
Holmes	30.7	31.4	2.3	9.5	5.6	363,393	51.1	26,715	38,252	134,459	41.2	10,581	14,154	.0081	.0080
Huron	56.5	57.4	1.6	21.6	4.9	864,027	50.1	27,939	40,001	357,949	39.9	12,418	16,572	.0187	.0181
Jackson	30.6	30.4	–.7	11.6	2.7	356,199	47.0	21,450	30,707	160,307	35.6	10,461	13,820	.0085	.0081
Jefferson	84.0	81.9	–2.5	31.7	.3	1,234,430	43.7	27,191	38,941	553,886	34.8	13,002	17,473	.0283	.0264
Knox	48.8	49.6	1.6	18.6	4.5	663,884	49.6	24,931	35,693	270,296	38.5	10,961	14,532	.0149	.0143
Lake	216.3	216.7	.2	81.5	3.0	3,909,890	47.5	33,502	47,974	2,344,529	46.3	20,266	28,767	.0899	.0873
Lawrence	63.8	63.4	–.6	24.1	2.6	876,755	46.8	25,408	36,380	226,356	32.1	7,293	9,392	.0182	.0171
Licking	127.6	130.6	2.4	50.3	5.7	2,140,700	51.3	29,722	42,559	808,133	40.7	12,071	16,066	.0438	.0431
Logan	41.9	43.3	3.3	17.0	6.9	607,808	53.1	24,960	35,753	226,239	43.0	9,949	13,308	.0127	.0125
Lorain	273.4	270.0	–1.2	98.7	1.5	4,727,802	45.4	33,449	47,901	2,062,355	43.3	14,803	20,895	.1015	.0970
Lucas	461.8	455.0	–1.5	182.8	1.3	7,966,060	45.0	30,431	43,578	5,537,240	46.3	20,974	30,291	.1962	.1883
Madison	35.0	34.9	–.3	11.7	3.5	477,023	48.3	28,472	40,771	245,132	49.5	14,507	20,951	.0112	.0109
Mahoning	274.9	268.1	–2.5	104.2	.2	3,845,512	43.5	25,769	36,905	2,319,689	39.8	15,960	22,262	.0962	.0902
Marion	65.4	63.8	–2.4	24.0	.4	907,007	43.8	26,390	37,792	445,170	35.0	13,794	18,549	.0216	.0202
Medina	121.8	126.0	3.4	43.3	6.4	2,429,570	52.4	39,182	56,110	754,318	40.5	13,188	17,421	.0457	.0451
Meigs	24.5	24.8	1.2	9.4	3.3	270,608	47.9	20,104	28,788	86,919	33.0	7,180	9,247	.0062	.0058
Mercer	39.9	40.4	1.3	14.1	4.4	692,476	49.6	34,299	49,112	209,091	38.9	11,154	14,829	.0135	.0132
Miami	91.9	92.0	.1	35.6	3.2	1,578,086	47.8	30,957	44,328	688,802	41.4	14,122	19,348	.0338	.0324
Monroe	16.0	15.6	–2.5	6.1	.0	198,483	43.2	22,726	32,538	63,723	35.9	7,685	10,446	.0044	.0041
Montgomery	569.7	565.8	–.7	232.4	2.1	10,262,263	46.2	30,836	44,158	5,928,118	45.7	17,873	25,508	.2351	.2265
Morgan	14.5	14.6	.7	5.3	1.9	174,687	46.0	23,014	32,960	49,436	37.8	6,897	9,328	.0038	.0036

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES

METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
OHIO (continued)															
ALL COUNTIES (continued)															
Morrow	28.4	29.3	3.2	10.6	6.0	360,626	51.7	23,766	34,021	83,283	37.1	6,074	7,857	.0073	.0070
Muskingum	85.0	85.8	.9	33.3	3.7	1,139,985	48.6	23,906	34,234	639,382	41.3	14,097	19,201	.0276	.0268
Noble	11.7	11.8	.9	4.4	2.3	151,814	46.5	24,098	34,503	55,883	36.1	9,551	12,701	.0035	.0033
Ottawa	40.9	41.0	.2	16.0	3.2	807,582	47.8	35,254	50,474	399,185	49.1	17,277	24,949	.0171	.0167
Paulding	21.9	22.0	.5	7.9	2.6	315,986	46.9	27,929	39,998	57,564	32.1	5,657	7,287	.0060	.0058
Perry	32.9	33.5	1.8	12.1	4.3	400,839	49.3	23,140	33,127	91,422	34.3	5,868	7,556	.0083	.0080
Pickaway	46.2	46.8	1.3	16.1	3.9	669,049	48.7	29,026	41,556	333,998	50.0	14,366	20,745	.0151	.0148
Pike	25.1	26.4	5.2	9.9	8.8	339,782	55.8	23,972	34,321	147,990	48.5	10,951	14,948	.0074	.0076
Portage	140.6	142.0	1.0	51.0	3.7	2,419,055	48.4	33,126	47,432	922,845	46.0	12,844	18,095	.0496	.0483
Preble	41.2	42.7	3.6	16.0	6.7	761,650	52.7	33,247	47,603	142,518	37.4	6,917	8,907	.0133	.0132
Putnam	33.8	33.7	–.3	11.7	3.5	417,626	48.3	24,929	35,695	183,727	47.5	11,024	15,703	.0096	.0093
Richland	129.1	126.8	–1.8	49.3	.8	2,030,760	44.4	28,762	41,192	1,236,791	44.4	17,519	25,087	.0491	.0468
Ross	68.5	68.8	.4	24.9	3.8	1,047,200	48.5	29,374	42,056	385,776	35.3	11,878	15,493	.0228	.0212
Sandusky	64.0	63.7	–.5	24.0	2.6	1,016,025	46.9	29,566	42,334	521,678	48.1	15,051	21,737	.0228	.0222
Scioto	82.9	81.2	–2.1	30.6	.7	1,020,453	44.1	23,287	33,348	567,631	36.9	13,638	18,550	.0258	.0242
Seneca	62.5	62.2	–.5	22.8	2.7	858,125	47.0	26,287	37,637	368,844	38.9	11,960	16,177	.0195	.0186
Shelby	44.5	44.9	.9	15.9	3.9	735,641	48.8	32,317	46,267	223,321	41.4	10,323	14,045	.0145	.0140
Stark	375.6	371.4	–1.1	141.4	1.6	5,889,369	45.4	29,089	41,650	3,328,393	42.5	16,775	23,539	.1392	.1327
Summit	508.9	496.3	–2.5	197.6	.2	8,487,354	43.5	29,992	42,952	4,818,616	41.6	17,259	24,386	.1999	.1884
Trumbull	233.5	227.7	–2.5	87.4	.1	4,225,876	43.4	33,763	48,351	1,869,318	40.5	15,238	21,388	.0913	.0858
Tuscarawas	86.6	87.2	.7	34.5	3.3	1,248,081	47.9	25,262	36,176	556,559	34.1	12,430	16,132	.0284	.0270
Union	32.6	33.8	3.7	11.8	5.4	569,808	50.9	33,726	48,289	151,388	41.8	9,533	12,829	.0107	.0106
Van Wert	31.1	31.1	.0	12.2	4.3	541,216	49.3	30,980	44,362	148,494	34.3	9,451	12,172	.0105	.0100
Vinton	12.1	12.4	2.5	4.6	7.0	154,580	53.1	23,476	33,604	24,574	37.7	4,149	5,342	.0029	.0029
Warren	108.9	114.1	4.8	40.4	7.7	2,049,390	54.3	35,421	50,727	635,919	45.7	11,639	15,741	.0385	.0386
Washington	65.6	65.9	.5	24.9	3.8	916,968	48.6	25,719	36,826	481,942	40.7	14,277	19,355	.0216	.0209
Wayne	104.2	107.1	2.8	38.9	6.0	1,785,239	51.8	32,051	45,893	651,327	41.2	12,568	16,744	.0360	.0354
Williams	38.4	39.2	2.1	15.0	4.2	604,672	49.2	28,152	40,311	255,987	43.2	12,413	17,066	.0131	.0127
Wood	112.8	114.9	1.9	40.8	4.6	1,984,275	49.8	33,961	48,634	1,158,371	51.1	19,658	28,391	.0447	.0443
Wyandot	22.9	22.5	–1.7	8.2	.0	304,365	43.1	25,930	37,118	133,918	38.3	11,812	16,331	.0071	.0066
TOTAL METRO COUNTIES	**8,567.3**	**8,558.2**	**–.1**	**3,362.2**	**2.7**	**150,461,043**	**47.1**	**31,237**	**44,751**	**82,384,499**	**46.0**	**17,230**	**24,503**	**3.3942**	**3.2847**
TOTAL STATE	**10,896.1**	**10,899.5**	**.0**	**4,240.7**	**2.8**	**184,455,283**	**47.2**	**30,368**	**43,496**	**96,489,588**	**45.0**	**16,127**	**22,753**	**4.1417**	**4.0029**
OKLAHOMA															
ENID	**61.1**	**59.6**	**–2.5**	**23.7**	**–.4**	**878,612**	**44.0**	**25,628**	**37,072**	**503,212**	**29.0**	**16,394**	**21,233**	**.0222**	**.0203**
Garfield	61.1	59.6	–2.5	23.7	–.4	878,612	44.0	25,628	37,072	503,212	29.0	16,394	21,233	.0222	.0203
LAWTON	**119.1**	**121.1**	**1.7**	**40.4**	**3.6**	**1,562,953**	**49.8**	**26,748**	**38,687**	**822,421**	**35.5**	**15,565**	**20,357**	**.0377**	**.0361**
Comanche	119.1	121.1	1.7	40.4	3.6	1,562,953	49.8	26,748	38,687	822,421	35.5	15,565	20,357	.0377	.0361
OKLAHOMA CITY	**983.8**	**1,045.8**	**6.3**	**406.7**	**7.7**	**15,707,906**	**56.0**	**26,669**	**38,623**	**10,520,117**	**42.6**	**19,539**	**25,867**	**.3788**	**.3782**
Canadian	75.8	87.5	15.4	30.0	17.2	1,261,203	69.5	29,066	42,040	583,119	51.8	15,010	19,437	.0252	.0275
Cleveland	164.7	182.5	10.8	67.4	13.5	2,747,080	64.1	28,181	40,758	1,931,680	59.8	20,349	28,660	.0627	.0673
Logan	31.0	32.9	6.1	11.5	5.5	416,945	52.6	25,069	36,256	126,373	36.6	8,486	10,989	.0087	.0086
McClain	25.8	28.8	11.6	10.0	11.1	344,425	60.7	23,814	34,443	143,845	43.9	11,108	14,385	.0074	.0078
Oklahoma	625.9	651.0	4.0	264.5	5.6	10,195,896	52.8	26,651	38,548	7,309,793	38.5	21,079	27,636	.2560	.2491
Pottawatomie	60.6	63.1	4.1	23.3	4.5	742,357	51.1	22,029	31,861	425,307	35.4	14,086	18,254	.0188	.0179
TULSA	**747.4**	**793.1**	**6.1**	**311.3**	**7.9**	**11,827,045**	**56.0**	**26,264**	**37,992**	**6,159,067**	**39.0**	**15,349**	**19,785**	**.2653**	**.2636**
Creek	72.5	79.9	10.2	28.8	11.2	995,667	60.8	23,902	34,572	397,953	44.0	10,670	13,818	.0211	.0217
Osage	41.9	43.0	2.6	15.9	3.2	559,429	49.3	24,326	35,184	95,761	33.7	4,651	6,023	.0108	.0106
Rogers	58.7	65.5	11.6	22.8	12.4	870,337	62.6	26,627	38,510	234,758	45.6	8,021	10,388	.0165	.0172
Tulsa	520.6	544.5	4.6	223.6	6.8	8,575,763	54.5	26,516	38,353	5,324,047	38.4	18,386	23,811	.2031	.1992
Wagoner	53.7	60.2	12.1	20.4	14.0	825,849	64.8	27,989	40,483	106,548	47.6	4,033	5,223	.0138	.0149
ALL COUNTIES															
Adair	21.9	23.6	7.8	7.6	7.0	179,441	54.8	16,326	23,611	46,723	38.6	4,747	6,148	.0042	.0044
Alfalfa	6.7	6.5	–3.0	2.5	.0	93,998	44.6	25,994	37,599	49,705	45.1	13,698	19,882	.0024	.0021
Atoka	13.6	14.0	2.9	4.6	.0	118,636	44.6	17,830	25,790	75,105	35.7	12,031	16,327	.0034	.0033
Beaver	7.1	7.1	.0	2.9	.0	103,249	44.6	24,618	35,603	14,926	29.5	3,974	5,147	.0019	.0018
Beckham	20.9	21.3	1.9	8.1	1.3	238,992	46.5	20,397	29,505	306,962	40.8	27,252	37,897	.0084	.0079
Blaine	13.3	13.1	–1.5	5.1	.0	177,582	44.7	24,071	34,820	74,236	29.5	11,239	14,556	.0041	.0039
Bryan	34.6	36.9	6.6	14.3	7.5	332,478	55.5	16,075	23,250	168,755	39.2	9,113	11,801	.0084	.0084
Caddo	33.1	33.8	2.1	12.8	4.1	406,207	50.5	21,941	31,735	239,774	39.6	13,961	18,732	.0104	.0099
Canadian	75.8	87.5	15.4	30.0	17.2	1,261,203	69.5	29,066	42,040	583,119	51.8	15,010	19,437	.0252	.0275
Carter	46.7	48.3	3.4	18.4	4.0	609,310	50.4	22,896	33,115	357,802	34.6	15,016	19,446	.0152	.0146

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METRO AREA / County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
OKLAHOMA (continued)															
ALL COUNTIES (continued)															
Cherokee	35.5	37.9	6.8	13.4	6.1	350,515	56.3	18,087	26,158	145,922	39.9	8,409	10,890	.0085	.0085
Choctaw	17.3	17.4	.6	6.1	.0	150,061	44.6	17,008	24,600	69,743	31.8	8,674	11,433	.0041	.0039
Cimarron	4.0	4.2	5.0	1.6	.0	43,326	44.6	18,726	27,079	21,141	29.5	10,204	13,213	.0011	.0009
Cleveland	164.7	182.5	10.8	67.4	13.5	2,747,080	64.1	28,181	40,758	1,931,680	59.8	20,349	28,660	.0627	.0673
Coal	6.0	6.0	.0	2.2	.0	49,370	44.7	15,513	22,441	12,427	29.5	4,361	5,649	.0012	.0012
Comanche	119.1	121.1	1.7	40.4	3.6	1,562,953	49.8	26,748	38,687	822,421	35.5	15,565	20,357	.0377	.0361
Cotton	7.3	7.2	–1.4	2.8	.0	67,221	44.7	16,595	24,008	31,687	31.3	8,621	11,317	.0019	.0018
Craig	15.1	14.9	–1.3	5.5	.0	142,437	44.7	17,902	25,898	124,566	39.3	16,260	22,648	.0044	.0041
Creek	72.5	79.9	10.2	28.8	11.2	995,667	60.8	23,902	34,572	397,953	44.0	10,670	13,818	.0211	.0217
Custer	30.7	32.9	7.2	12.5	8.7	501,831	57.2	27,758	40,146	478,161	53.1	27,160	38,253	.0133	.0137
Delaware	29.5	32.4	9.8	12.5	12.6	305,980	62.9	16,925	24,478	118,038	45.8	7,292	9,443	.0070	.0073
Dewey	5.9	5.8	–1.7	2.1	.0	82,050	44.6	27,019	39,071	25,939	36.7	9,037	12,352	.0017	.0016
Ellis	5.6	5.5	–1.8	2.1	.0	64,106	44.7	21,103	30,527	28,943	29.5	10,642	13,782	.0015	.0015
Garfield	61.1	59.6	–2.5	23.7	–.4	878,612	44.0	25,628	37,072	503,212	29.0	16,394	21,233	.0222	.0203
Garvin	28.9	29.2	1.0	11.4	2.7	372,875	48.6	22,613	32,708	189,383	34.7	12,662	16,613	.0089	.0085
Grady	44.5	47.0	5.6	17.1	6.2	545,390	53.6	22,054	31,894	264,536	37.5	11,947	15,470	.0130	.0127
Grant	6.2	6.0	–3.2	2.3	–4.2	76,565	38.6	23,025	33,289	32,235	33.9	10,032	14,015	.0018	.0017
Greer	6.6	6.4	–3.0	2.8	.0	68,476	44.6	16,909	24,456	21,062	29.5	5,809	7,522	.0016	.0014
Harmon	4.2	4.1	–2.4	1.7	.0	32,355	44.5	13,167	19,032	16,342	36.1	7,065	9,613	.0009	.0009
Harper	4.4	4.3	–2.3	1.8	.0	55,599	44.6	21,366	30,888	16,947	29.5	7,272	9,415	.0012	.0012
Haskell	12.2	12.8	4.9	4.8	2.1	121,751	47.7	17,536	25,365	52,240	32.3	8,404	10,883	.0031	.0029
Hughes	14.3	14.2	–.7	5.6	.0	133,093	44.7	16,429	23,767	78,043	39.0	10,023	13,936	.0037	.0034
Jackson	30.5	30.2	–1.0	11.3	1.8	329,084	47.2	20,135	29,122	294,081	44.2	18,371	26,025	.0097	.0096
Jefferson	8.6	8.8	2.3	3.2	.0	68,244	44.7	14,742	21,326	25,717	29.5	6,205	8,037	.0019	.0016
Johnston	10.8	11.0	1.9	4.0	.0	85,769	44.6	14,825	21,442	16,408	29.5	3,168	4,102	.0021	.0021
Kay	50.7	50.4	–.6	20.4	1.0	741,706	46.1	25,136	36,358	429,205	34.2	15,835	21,039	.0183	.0170
Kingfisher	14.7	14.6	–.7	5.4	.0	181,440	44.7	23,227	33,600	129,739	35.7	17,711	24,026	.0050	.0047
Kiowa	12.4	12.1	–2.4	5.1	.0	124,865	44.6	16,930	24,483	62,267	29.5	9,428	12,209	.0032	.0030
Latimer	10.5	10.8	2.9	3.9	5.4	95,904	52.4	17,006	24,591	30,778	36.5	6,095	7,892	.0022	.0023
Le Flore	47.2	50.8	7.6	18.7	8.7	477,658	57.2	17,660	25,543	174,656	40.8	7,212	9,340	.0111	.0112
Lincoln	31.4	33.8	7.6	12.8	8.5	403,139	56.9	21,776	31,495	136,670	40.5	8,245	10,677	.0085	.0086
Logan	31.0	32.9	6.1	11.5	5.5	416,945	52.6	25,069	36,256	126,373	36.6	8,486	10,989	.0087	.0086
Love	8.3	8.6	3.6	3.2	.0	89,674	44.6	19,374	28,023	19,721	29.5	4,759	6,163	.0020	.0018
McClain	25.8	28.8	11.6	10.0	11.1	344,425	60.7	23,814	34,443	143,845	43.9	11,108	14,385	.0074	.0078
McCurtain	37.1	37.4	.8	13.3	2.3	320,624	48.0	16,668	24,107	165,158	32.5	9,589	12,418	.0088	.0083
McIntosh	18.0	19.4	7.8	7.6	7.0	194,829	54.8	17,726	25,635	112,776	39.8	11,359	14,839	.0050	.0049
Major	8.9	8.9	.0	3.2	.0	103,295	44.6	22,317	32,280	62,422	29.5	15,063	19,507	.0027	.0026
Marshall	11.8	12.5	5.9	5.5	10.0	145,227	59.1	18,258	26,405	59,878	42.4	8,407	10,887	.0032	.0033
Mayes	35.4	36.9	4.2	13.5	3.8	408,392	50.2	20,917	30,251	218,979	45.1	11,608	16,221	.0101	.0099
Murray	12.6	12.8	1.6	5.1	4.1	133,000	50.5	18,030	26,078	81,444	34.8	12,331	15,969	.0036	.0034
Muskogee	71.1	72.3	1.7	27.3	2.6	778,850	48.5	19,723	28,529	477,173	32.9	13,494	17,479	.0209	.0198
Noble	12.3	12.5	1.6	5.0	4.2	184,137	50.7	25,459	36,827	68,010	34.9	10,503	13,602	.0038	.0037
Nowata	11.3	11.1	–1.8	4.3	.0	143,693	44.7	23,101	33,417	34,009	29.5	6,107	7,909	.0031	.0029
Okfuskee	11.5	11.4	–.9	4.4	.0	119,845	44.7	18,829	27,238	33,074	29.5	5,804	7,517	.0027	.0025
Oklahoma	625.9	651.0	4.0	264.5	5.6	10,195,896	52.8	26,651	38,548	7,309,793	38.5	21,079	27,636	.2560	.2491
Okmulgee	40.1	40.7	1.5	15.7	3.3	471,336	49.4	20,757	30,021	185,928	33.8	9,145	11,843	.0111	.0104
Osage	41.9	43.0	2.6	15.9	3.2	559,429	49.3	24,326	35,184	95,761	33.7	4,651	6,023	.0108	.0106
Ottawa	33.0	32.8	–.6	12.5	.0	335,174	44.7	18,536	26,814	192,843	30.6	11,816	15,427	.0091	.0085
Pawnee	17.9	19.3	7.8	7.3	7.4	241,223	55.3	22,848	33,044	64,978	39.0	6,874	8,901	.0048	.0049
Payne	63.7	64.5	1.3	24.7	2.9	822,130	48.9	23,011	33,285	437,401	35.0	13,504	17,709	.0201	.0190
Pittsburg	43.6	45.2	3.7	17.9	5.9	455,670	53.2	17,600	25,456	219,070	37.2	9,451	12,239	.0113	.0112
Pontotoc	34.6	35.5	2.6	13.7	3.8	402,302	50.1	20,303	29,365	301,969	41.9	16,121	22,042	.0110	.0108
Pottawatomie	60.6	63.1	4.1	23.3	4.5	742,357	51.1	22,029	31,861	425,307	35.4	14,086	18,254	.0188	.0179
Pushmataha	12.7	13.2	3.9	5.3	8.2	122,959	56.4	16,042	23,200	37,597	40.1	5,478	7,094	.0026	.0028
Roger Mills	5.2	5.3	1.9	1.9	.0	86,513	44.6	31,484	45,533	44,747	45.1	16,228	23,551	.0020	.0020
Rogers	58.7	65.5	11.6	22.6	12.4	870,337	62.6	26,627	38,510	234,758	45.6	8,021	10,388	.0165	.0172
Seminole	27.9	27.8	–.4	10.5	.0	310,210	44.6	20,425	29,544	126,461	29.5	9,300	12,044	.0075	.0071
☐ Sequoyah	36.6	39.9	9.0	13.9	10.3	335,360	59.5	16,582	24,127	116,877	42.9	6,493	8,408	.0080	.0081
Stephens	43.5	43.0	–1.1	16.8	.0	580,163	44.7	23,872	34,534	278,289	29.5	12,790	16,565	.0139	.0128
Texas	17.7	17.4	–1.7	6.5	.0	226,951	44.6	24,139	34,916	161,853	45.1	17,156	24,900	.0060	.0059
Tillman	11.0	10.7	–2.7	4.1	.0	92,138	44.6	15,540	22,473	40,202	29.5	7,572	9,805	.0025	.0023
Tulsa	520.6	544.5	4.6	223.6	6.8	8,575,763	54.5	26,516	38,353	5,324,047	38.4	18,386	23,811	.2031	.1992
Wagoner	53.7	60.2	12.1	20.4	14.0	825,849	64.8	27,989	40,483	106,548	47.6	4,033	5,223	.0138	.0149
Washington	43.2	42.1	–2.5	17.3	–.6	845,327	43.8	33,778	48,863	404,092	36.8	16,981	23,358	.0185	.0172
Washita	13.2	12.9	–2.3	5.0	.0	184,137	44.6	25,461	36,827	87,293	36.7	12,772	17,459	.0043	.0040
Woods	10.1	9.9	–2.0	3.8	–5.0	137,835	37.4	25,083	36,272	87,548	28.6	17,025	23,039	.0637	.0034

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
OKLAHOMA (continued)															
ALL COUNTIES (continued)															
Woodward	20.9	20.4	–2.4	7.4	.0	307,421	44.7	28,720	41,543	331,876	51.7	29,568	44,848	.0092	.0088
TOTAL METRO COUNTIES	**1,948.0**	**2,059.5**	**5.7**	**796.0**	**7.3**	**30,311,876**	**55.3**	**26,312**	**38,080**	**18,121,694**	**40.6**	**17,377**	**22,766**	**.7120**	**.7063**
TOTAL STATE	**3,317.5**	**3,459.3**	**4.3**	**1,328.2**	**5.7**	**46,485,634**	**53.1**	**24,156**	**34,999**	**26,817,349**	**39.7**	**15,272**	**20,191**	**1.1148**	**1.0941**
OREGON															
EUGENE - SPRINGFIELD	**268.1**	**261.5**	**–2.5**	**107.0**	**.3**	**4,311,618**	**51.1**	**26,747**	**40,295**	**2,329,283**	**43.4**	**15,225**	**21,769**	**.0979**	**.0951**
Lane	268.1	261.5	–2.5	107.0	.3	4,311,618	51.1	26,747	40,295	2,329,283	43.4	15,225	21,769	.0979	.0951
MEDFORD	**144.2**	**149.7**	**3.8**	**58.9**	**6.5**	**2,224,713**	**60.5**	**25,073**	**37,771**	**1,275,664**	**48.0**	**15,583**	**21,658**	**.0501**	**.0510**
Jackson	144.2	149.7	3.8	58.9	6.5	2,224,713	60.5	25,073	37,771	1,275,664	48.0	15,583	21,658	.0501	.0510
PORTLAND	**1,179.3**	**1,212.9**	**2.8**	**493.3**	**5.1**	**24,585,246**	**59.0**	**33,096**	**50,041**	**13,857,028**	**54.9**	**19,064**	**28,090**	**.5123**	**.5280**
Clackamas	264.1	274.9	4.1	103.0	7.1	5,304,942	61.3	34,191	51,504	2,133,196	53.6	14,434	20,711	.1004	.1043
Multnomah	568.3	567.7	–.1	248.5	2.3	11,177,331	54.0	29,860	44,979	7,387,691	51.5	20,073	29,729	.2536	.2541
Washington	287.6	309.5	7.6	119.5	9.8	7,257,115	65.4	40,318	60,729	3,861,186	62.7	21,817	32,311	.1382	.1490
Yamhill	59.3	60.8	2.5	22.3	5.2	945,858	58.5	28,156	42,415	474,955	55.8	14,380	21,298	.0201	.0206
PORTLAND - VANCOUVER CONSOLIDATED AREA	***1,395.9***	***1,442.4***	***3.3***	***581.7***	***5.6***	***28,653,102***	***58.2***	***32,895***	***49,258***	***15,334,232***	***54.5***	***18,031***	***26,361***	***.5898***	***.6064***
SALEM	**268.5**	**276.8**	**3.1**	**107.1**	**5.9**	**4,246,571**	**59.6**	**26,322**	**39,651**	**2,018,719**	**47.8**	**13,508**	**18,849**	**.0901**	**.0917**
Marion	220.4	227.5	3.2	88.1	6.0	3,480,372	59.7	26,225	39,505	1,870,342	48.4	15,170	21,230	.0765	.0778
Polk	48.1	49.3	2.5	19.0	5.6	766,199	59.0	26,771	40,326	148,377	41.3	5,835	7,809	.0136	.0139
ALL COUNTIES															
Baker	15.2	14.8	–2.6	6.0	.0	182,638	50.6	20,207	30,440	116,763	47.5	13,194	19,461	.0046	.0047
Benton	66.9	66.0	–1.3	24.6	.8	1,180,504	51.9	31,853	47,988	512,248	49.3	14,059	20,823	.0244	.0240
Clackamas	264.1	274.9	4.1	103.0	7.1	5,304,942	61.3	34,191	51,504	2,133,196	53.6	14,434	20,711	.1004	.1043
Clatsop	32.6	32.6	.0	13.0	.8	505,037	51.8	25,787	38,849	345,213	49.3	17,928	26,555	.0123	.0122
Columbia	36.9	37.2	.8	14.0	2.9	568,863	55.1	26,974	40,633	178,440	48.1	8,858	12,746	.0112	.0112
Coos	60.4	58.9	–2.5	23.7	.4	846,677	51.2	23,711	35,725	448,372	38.4	13,723	18,919	.0199	.0191
Crook	13.9	14.2	2.2	5.7	5.6	197,727	59.0	23,029	34,689	70,515	49.7	8,724	12,371	.0040	.0041
Curry	17.6	17.9	1.7	7.8	4.0	277,619	56.7	23,627	35,592	171,324	54.0	14,830	21,965	.0063	.0064
Deschutes	71.4	76.0	6.4	29.5	8.5	1,107,156	63.4	24,916	37,531	597,840	48.7	14,780	20,266	.0243	.0251
Douglas	96.1	96.5	.4	36.6	3.1	1,313,282	55.3	23,820	35,882	758,265	52.5	14,004	20,718	.0307	.0308
Gilliam	1.7	1.7	.0	.8	.0	37,455	50.6	31,089	46,819	6,353	32.5	5,995	7,941	.0006	.0006
Grant	8.6	8.9	3.5	3.6	9.1	117,494	64.3	21,668	32,637	38,836	48.9	7,902	10,788	.0023	.0024
Harney	7.8	7.6	–2.6	2.9	.0	93,663	50.6	21,440	32,298	47,092	43.7	11,304	16,239	.0022	.0022
Hood River	16.2	16.3	.6	6.5	3.2	236,745	55.4	24,180	36,422	157,637	52.8	16,375	24,252	.0057	.0058
Jackson	144.2	149.7	3.8	58.9	6.5	2,224,713	60.5	25,073	37,771	1,275,664	48.0	15,583	21,658	.0501	.0510
Jefferson	12.7	13.2	3.9	5.1	10.9	197,288	67.0	25,682	38,684	107,290	59.6	14,615	21,037	.0041	.0045
Josephine	74.6	83.3	11.7	33.2	14.9	1,097,535	73.1	21,945	33,058	620,166	54.9	13,856	18,680	.0238	.0257
Klamath	57.8	56.4	–2.4	22.3	.5	780,996	51.3	23,246	35,022	542,897	48.8	16,437	24,345	.0198	.0194
Lake	7.6	7.6	.0	3.0	.0	98,351	50.6	21,762	32,784	50,593	38.2	12,206	16,864	.0023	.0023
Lane	268.1	261.5	–2.5	107.0	.3	4,311,618	51.1	26,747	40,295	2,329,283	43.4	15,225	21,769	.0979	.0951
Lincoln	37.1	37.9	2.2	16.8	5.0	717,854	58.2	28,368	42,729	289,130	44.3	12,527	17,210	.0141	.0141
Linn	89.1	87.8	–1.5	34.3	1.2	1,350,494	52.4	26,136	39,373	763,337	49.9	15,026	22,255	.0310	.0307
Malheur	27.2	26.9	–1.1	9.8	1.0	345,449	52.2	23,396	35,250	282,532	49.6	19,471	28,830	.0093	.0091
Marion	220.4	227.5	3.2	88.1	6.0	3,480,372	59.7	26,225	39,505	1,870,342	48.4	15,170	21,230	.0765	.0778
Morrow	8.3	8.6	3.6	3.0	3.4	140,494	55.8	31,088	46,831	34,158	46.5	8,041	11,386	.0025	.0026
Multnomah	568.3	567.7	–.1	248.5	2.3	11,177,331	54.0	29,860	44,979	7,387,691	51.5	20,073	29,729	.2536	.2541
Polk	48.1	49.3	2.5	19.0	5.6	766,199	59.0	26,771	40,326	148,377	41.3	5,835	7,809	.0136	.0139
Sherman	1.8	1.8	.0	.7	.0	28,079	50.5	26,647	40,113	15,271	48.1	14,734	21,816	.0007	.0007
Tillamook	21.7	21.4	–1.4	8.8	.0	295,053	50.6	22,256	33,529	142,040	39.7	11,556	16,141	.0068	.0065
Umatilla	60.0	59.5	–.8	21.9	.9	893,362	52.0	27,077	40,793	547,468	45.2	17,373	24,999	.0214	.0209
Union	23.2	22.6	–2.6	8.3	–1.2	323,962	48.9	25,907	39,032	189,549	46.4	15,418	22,837	.0078	.0076
Wallowa	7.2	7.0	–2.8	3.0	.0	93,663	50.6	20,726	31,221	56,489	48.1	12,713	18,830	.0023	.0022
Wasco	20.6	20.1	–2.4	8.2	.0	323,181	50.7	26,160	39,412	219,369	43.0	18,710	26,752	.0080	.0077
Washington	287.6	309.5	7.6	119.5	9.8	7,257,115	65.4	40,318	60,729	3,861,186	62.7	21,817	32,311	.1382	.1490
Wheeler	1.3	1.3	.0	.7	.0	14,015	50.3	13,324	20,021	5,510	32.3	5,951	7,871	.0003	.0004
Yamhill	59.3	60.8	2.5	22.3	5.2	945,858	58.5	28,156	42,415	474,955	55.8	14,380	21,298	.0201	.0206
TOTAL METRO COUNTIES	**1,860.1**	**1,900.9**	**2.2**	**766.3**	**4.6**	**35,468,148**	**58.1**	**30,630**	**46,285**	**19,480,694**	**52.2**	**17,475**	**25,422**	**.7504**	**.7658**
TOTAL STATE	**2,755.6**	**2,804.9**	**1.8**	**1,120.1**	**4.3**	**48,832,784**	**57.4**	**28,872**	**43,597**	**26,795,391**	**51.2**	**16,497**	**23,922**	**1.0531**	**1.0688**

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PENNSYLVANIA															
ALLENTOWN - BETHLEHEM	**674.3**	**694.9**	**3.1**	**275.6**	**5.8**	**13,047,354**	**48.4**	**33,734**	**47,342**	**6,871,497**	**48.7**	**17,731**	**24,933**	**.2822**	**.2778**
Carbon	55.4	56.3	1.6	22.7	4.1	836,211	46.1	26,248	36,837	297,465	41.3	9,657	13,104	.0175	.0171
Lehigh	286.6	294.2	2.7	120.1	5.4	6,095,444	48.0	36,157	50,753	3,991,186	50.8	23,236	33,232	.1388	.1370
Northampton	242.7	251.4	3.6	97.7	6.3	4,226,078	49.2	30,818	43,256	1,627,263	43.4	12,348	16,656	.0864	.0846
Warren, N. J.	*89.6*	*93.0*	*3.8*	*35.1*	*6.4*	*1,889,621*	*49.0*	*38,439*	*53,835*	*955,583*	*52.0*	*19,057*	*27,225*	*.0395*	*.0391*
ALTOONA	**133.2**	**130.5**	**–2.0**	**50.8**	**.4**	**1,896,038**	**40.9**	**26,587**	**37,324**	**1,276,396**	**43.6**	**17,568**	**25,126**	**.0490**	**.0460**
Blair	133.2	130.5	–2.0	50.8	.4	1,896,038	40.9	26,587	37,324	1,276,396	43.6	17,568	25,126	.0490	.0460
BEAVER COUNTY	**192.0**	**187.2**	**–2.5**	**71.4**	**–.1**	**3,007,714**	**40.2**	**30,007**	**42,125**	**1,319,883**	**37.1**	**13,469**	**18,486**	**.0682**	**.0630**
Beaver	192.0	187.2	–2.5	71.4	–.1	3,007,714	40.2	30,007	42,125	1,319,883	37.1	13,469	18,486	.0682	.0630
ERIE	**282.8**	**282.4**	**–.1**	**106.7**	**2.4**	**4,787,464**	**43.7**	**31,966**	**44,868**	**2,402,517**	**43.6**	**16,059**	**22,517**	**.1077**	**.1026**
Erie	282.8	282.4	–.1	106.7	2.4	4,787,464	43.7	31,966	44,868	2,402,517	43.6	16,059	22,517	.1077	.1026
HARRISBURG - LEBANON - CARLISLE	**588.4**	**604.8**	**2.8**	**240.0**	**5.5**	**11,461,577**	**48.1**	**34,026**	**47,757**	**7,305,155**	**50.6**	**21,322**	**30,438**	**.2627**	**.2594**
Cumberland	194.3	202.0	4.0	78.5	6.9	4,098,480	50.1	37,195	52,210	3,057,207	53.0	27,231	38,945	.0969	.0970
Dauphin	238.8	241.7	1.2	100.4	3.8	4,854,250	45.7	34,446	48,349	2,839,816	48.5	19,778	28,285	.1087	.1057
Lebanon	113.6	116.1	2.2	44.1	5.0	1,829,039	47.4	29,551	41,475	1,196,370	50.2	18,970	27,129	.0441	.0432
Perry	41.7	45.0	7.9	17.0	10.4	679,808	54.9	28,494	39,989	211,762	48.4	9,268	12,457	.0130	.0135
JOHNSTOWN	**254.8**	**250.4**	**–1.7**	**94.0**	**.5**	**3,095,197**	**41.1**	**23,464**	**32,928**	**1,560,917**	**34.6**	**12,405**	**16,606**	**.0776**	**.0716**
Cambria	172.4	168.1	–2.5	62.7	–.2	2,093,835	40.1	23,790	33,394	1,098,577	33.4	13,116	17,521	.0534	.0488
Somerset	82.4	82.3	–.1	31.3	2.0	1,001,362	43.1	22,796	31,992	462,340	37.5	10,951	14,771	.0242	.0228
LANCASTER	**407.2**	**432.2**	**6.1**	**162.8**	**9.0**	**7,725,405**	**53.1**	**33,808**	**47,453**	**4,486,363**	**55.9**	**19,269**	**27,558**	**.1680**	**.1713**
Lancaster	407.2	432.2	6.1	162.8	9.0	7,725,405	53.1	33,808	47,453	4,486,363	55.9	19,269	27,558	.1680	.1713
PHILADELPHIA	**4,909.7**	**5,013.3**	**2.1**	**1,908.6**	**4.7**	**101,369,722**	**47.5**	**37,692**	**53,112**	**53,748,046**	**49.9**	**19,656**	**28,161**	**2.1747**	**2.1332**
Bucks	542.1	576.0	6.3	209.5	9.1	11,801,054	53.2	40,128	56,330	6,882,542	56.1	22,970	32,852	.2502	.2553
Chester	353.4	374.9	6.1	138.5	9.1	8,715,672	53.1	44,835	62,929	3,280,292	56.0	16,561	23,684	.1600	.1629
Delaware	570.5	579.1	1.5	221.1	4.1	12,014,001	46.2	38,711	54,337	6,972,235	48.9	22,050	31,534	.2658	.2589
Montgomery	683.6	705.7	3.2	270.6	6.0	17,002,036	48.8	44,761	62,831	11,075,961	51.6	28,620	40,931	.3756	.3724
Philadelphia	1,642.9	1,615.3	–1.7	646.7	.8	27,289,631	41.5	30,064	42,198	13,875,745	44.2	15,003	21,456	.6238	.5876
Burlington, N. J.	*399.9*	*420.6*	*5.2*	*147.4*	*8.1*	*9,599,420*	*51.5*	*46,498*	*65,125*	*3,874,862*	*50.8*	*18,850*	*26,288*	*.1828*	*.1829*
Camden, N. J.	*497.5*	*511.7*	*2.9*	*192.8*	*5.5*	*10,570,276*	*47.8*	*39,144*	*54,825*	*5,442,946*	*50.8*	*19,761*	*28,231*	*.2229*	*.2197*
Gloucester, N. J.	*219.8*	*230.0*	*4.6*	*82.0*	*7.3*	*4,377,632*	*50.3*	*38,115*	*53,386*	*2,343,463*	*52.4*	*20,134*	*28,579*	*.0936*	*.0935*
PHILADELPHIA - WILMINGTON - TRENTON CONSOLIDATED AREA	***5,942.1***	***6,082.0***	***2.4***	***2,304.5***	***4.9***	***124,378,447***	***47.8***	***38,315***	***53,972***	***65,230,062***	***50.1***	***19,787***	***28,306***	***2.6488***	***2.6034***
PITTSBURGH	**2,109.1**	**2,060.0**	**–2.3**	**831.8**	**.1**	**35,839,726**	**40.5**	**30,697**	**43,087**	**18,321,198**	**38.3**	**15,944**	**22,026**	**.8291**	**.7682**
Allegheny	1,360.5	1,326.8	–2.5	547.9	.0	24,541,806	40.3	31,912	44,792	12,879,138	38.9	16,917	23,506	.5650	.5237
Fayette	153.9	150.1	–2.5	57.0	.0	1,824,131	40.4	22,796	32,002	964,172	32.2	12,796	16,915	.0470	.0429
Washington	213.4	210.0	–1.6	81.7	.9	3,422,513	41.6	29,845	41,891	1,473,153	37.3	13,247	18,031	.0765	.0710
Westmoreland	381.3	373.1	–2.2	145.2	.3	6,051,276	40.8	29,686	41,675	3,004,735	38.2	15,011	20,694	.1406	.1306
PITTSBURGH - BEAVER VALLEY CONSOLIDATED AREA	***2,301.1***	***2,247.2***	***–2.3***	***903.2***	***.1***	***38,847,440***	***40.5***	***30,643***	***43,011***	***19,641,081***	***38.2***	***15,748***	***21,746***	***.8973***	***.8312***
READING	**329.4**	**337.5**	**2.5**	**135.4**	**5.2**	**6,129,370**	**47.7**	**32,251**	**45,269**	**3,952,484**	**50.5**	**20,411**	**29,191**	**.1423**	**.1402**
Berks	329.4	337.5	2.5	135.4	5.2	6,129,370	47.7	32,251	45,269	3,952,484	50.5	20,411	29,191	.1423	.1402
SCRANTON - WILKES-BARRE	**736.4**	**738.7**	**.3**	**291.9**	**3.0**	**11,537,324**	**44.6**	**28,134**	**39,525**	**6,763,180**	**45.3**	**16,421**	**23,170**	**.2749**	**.2634**
Columbia	62.7	62.5	–.3	23.7	2.6	890,835	44.0	26,784	37,588	428,818	42.0	13,072	18,094	.0207	.0197
Lackawanna	222.3	218.7	–1.6	86.1	.8	3,477,563	41.5	28,777	40,390	2,219,149	44.2	18,023	25,774	.0862	.0812
Luzerne	331.9	324.9	–2.1	129.7	.3	5,017,267	40.8	27,556	38,684	3,000,633	43.5	16,176	23,135	.1232	.1156
Monroe	90.2	101.8	12.9	41.0	16.1	1,687,145	63.0	29,318	41,150	918,740	54.7	16,829	22,408	.0350	.0372
Wyoming	29.3	30.8	5.1	11.4	9.6	464,514	53.8	29,035	40,747	195,840	52.1	12,382	17,179	.0098	.0097
SHARON	**124.7**	**121.6**	**–2.5**	**46.1**	**.0**	**1,906,920**	**40.4**	**29,466**	**41,365**	**840,160**	**33.4**	**13,657**	**18,225**	**.0437**	**.0401**
Mercer	124.7	121.6	–2.5	46.1	.0	1,906,920	40.4	29,466	41,365	840,160	33.4	13,657	18,225	.0437	.0401
STATE COLLEGE	**118.0**	**120.2**	**1.9**	**42.3**	**5.0**	**1,695,680**	**47.3**	**28,560**	**40,087**	**971,149**	**43.6**	**16,785**	**22,959**	**.0408**	**.0392**
Centre	118.0	120.2	1.9	42.3	5.0	1,695,680	47.3	28,560	40,087	971,149	43.6	16,785	22,959	.0408	.0392
WILLIAMSPORT	**118.5**	**117.4**	**–.9**	**45.0**	**1.4**	**1,795,112**	**42.3**	**28,419**	**39,891**	**1,036,483**	**42.8**	**16,353**	**23,033**	**.0434**	**.0410**
Lycoming	118.5	117.4	–.9	45.0	1.4	1,795,112	42.3	28,419	39,891	1,036,483	42.8	16,353	23,033	.0434	.0410
YORK	**406.4**	**419.3**	**3.2**	**163.4**	**5.9**	**7,432,869**	**48.7**	**32,405**	**45,489**	**3,380,150**	**47.4**	**14,860**	**20,686**	**.1563**	**.1535**
Adams	72.3	74.2	2.6	27.5	5.4	1,221,777	47.9	31,651	44,428	407,739	48.0	10,555	14,827	.0244	.0238
York	334.1	345.1	3.3	135.9	6.0	6,211,092	48.8	32,559	45,703	2,972,411	47.3	15,736	21,872	.1319	.1297
ALL COUNTIES															
Adams	72.3	74.2	2.6	27.5	5.4	1,221,777	47.9	31,651	44,428	407,739	48.0	10,555	14,827	.0244	.0238
Allegheny	1,360.5	1,326.8	–2.5	547.9	.0	24,541,806	40.3	31,912	44,792	12,879,138	38.9	16,917	23,506	.5650	.5237

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
PENNSYLVANIA (continued)															
ALL COUNTIES (continued)															
Armstrong	79.2	79.6	.5	31.1	3.7	1,173,555	45.5	26,883	37,735	488,234	43.3	11,354	15,699	.0258	.0246
Beaver	192.0	187.2	–2.5	71.4	–.1	3,007,714	40.2	30,007	42,125	1,319,883	37.1	13,469	18,486	.0682	.0630
Bedford	48.4	49.0	1.2	18.5	3.9	656,124	45.9	25,273	35,466	350,534	44.7	13,608	18,948	.0157	.0151
Berks	329.4	337.5	2.5	135.4	5.2	6,129,370	47.7	32,251	45,269	3,952,484	50.5	20,411	29,191	.1423	.1402
Blair	133.2	130.5	–2.0	50.8	.4	1,896,038	40.9	26,587	37,324	1,276,396	43.6	17,568	25,126	.0490	.0460
Bradford	65.8	67.0	1.8	25.4	4.5	975,758	46.7	27,372	38,416	383,421	39.1	11,340	15,095	.0213	.0204
Bucks	542.1	576.0	6.3	209.5	9.1	11,801,054	53.2	40,128	56,330	6,882,542	56.1	22,970	32,852	.2502	.2553
Butler	155.4	158.5	2.0	58.3	4.7	2,337,935	46.9	28,572	40,102	1,051,729	39.7	13,517	18,040	.0523	.0503
Cambria	172.4	168.1	–2.5	62.7	–.2	2,093,835	40.1	23,790	33,394	1,098,577	33.4	13,116	17,521	.0534	.0488
Cameron	6.4	6.2	–3.1	2.7	.0	92,391	40.1	24,426	34,219	30,319	28.4	8,744	11,229	.0021	.0019
Carbon	55.4	56.3	1.6	22.7	4.1	836,211	46.1	26,248	36,837	297,465	41.3	9,657	13,104	.0175	.0171
Centre	118.0	120.2	1.9	42.3	5.0	1,695,680	47.3	28,560	40,087	971,149	43.6	16,785	22,959	.0408	.0392
Chester	353.4	374.9	6.1	138.5	9.1	8,715,672	53.1	44,835	62,929	3,280,292	56.0	16,561	23,684	.1600	.1629
Clarion	43.5	42.7	–1.8	14.9	.0	543,676	40.4	25,991	36,488	258,577	31.4	13,209	17,354	.0134	.0123
Clearfield	82.8	82.1	–.8	31.2	2.0	1,108,903	43.1	25,325	35,542	673,384	35.5	16,236	21,583	.0285	.0264
Clinton	39.2	38.9	–.8	14.6	2.1	466,861	43.3	22,781	31,977	328,304	41.9	16,183	22,487	.0126	.0120
Columbia	62.7	62.5	–.3	23.7	2.6	890,835	44.0	26,784	37,588	428,818	42.0	13,072	18,094	.0207	.0197
Crawford	87.4	85.9	–1.7	32.4	.3	1,262,745	40.8	27,763	38,974	564,943	34.4	13,016	17,437	.0293	.0270
Cumberland	194.3	202.0	4.0	78.5	6.9	4,098,480	50.1	37,195	52,210	3,057,207	53.0	27,231	38,945	.0969	.0970
Dauphin	238.8	241.7	1.2	100.4	3.6	4,854,250	45.7	34,446	48,349	2,839,816	48.5	19,778	28,285	.1087	.1057
Delaware	570.5	579.1	1.5	221.1	4.1	12,014,001	46.2	38,711	54,337	6,972,235	48.9	22,050	31,534	.2658	.2589
Elk	38.5	38.5	.0	14.5	3.6	611,956	45.4	30,069	42,204	206,180	38.0	10,674	14,219	.0128	.0121
Erie	282.8	282.4	–.1	106.7	2.4	4,787,464	43.7	31,966	44,868	2,402,517	43.6	16,059	22,517	.1077	.1026
Fayette	153.9	150.1	–2.5	57.0	.0	1,824,131	40.4	22,796	32,002	964,172	32.2	12,796	16,915	.0470	.0429
Forest	4.8	4.7	–2.1	1.9	.0	62,305	40.1	23,405	32,792	25,945	40.0	9,755	13,655	.0015	.0013
Franklin	121.6	125.7	3.4	48.5	5.9	2,077,405	48.6	30,517	42,833	696,509	34.9	11,274	14,361	.0421	.0406
Fulton	14.4	15.2	5.6	6.0	9.1	210,173	53.0	24,973	35,029	43,629	38.9	5,711	7,272	.0039	.0041
Greene	41.3	41.2	–.2	15.7	2.6	576,962	44.0	26,188	36,749	272,025	46.7	12,117	17,326	.0133	.0127
Huntingdon	43.3	43.3	.0	15.8	3.3	552,211	44.9	24,907	34,950	234,194	42.5	10,744	14,822	.0128	.0120
Indiana	94.2	94.7	.5	33.8	3.4	1,255,277	45.1	26,463	37,138	662,607	43.4	14,129	19,604	.0301	.0290
Jefferson	49.9	50.5	1.2	19.8	3.7	805,485	45.5	28,983	40,681	282,779	34.3	11,023	14,282	.0169	.0160
Juniata	20.8	21.5	3.4	8.2	6.5	302,350	49.4	26,277	36,872	102,578	44.1	9,245	12,510	.0063	.0062
Lackawanna	222.3	218.7	–1.6	86.1	.8	3,477,563	41.5	28,777	40,390	2,219,149	44.2	18,023	25,774	.0862	.0812
Lancaster	407.2	432.2	6.1	162.8	9.0	7,725,405	53.1	33,808	47,453	4,486,363	55.9	19,269	27,558	.1680	.1713
Lawrence	101.7	99.2	–2.5	37.9	.0	1,549,306	40.4	29,121	40,879	639,024	32.9	12,688	16,861	.0350	.0321
Lebanon	113.6	116.1	2.2	44.1	5.0	1,829,039	47.4	29,551	41,475	1,196,370	50.2	18,970	27,129	.0441	.0432
Lehigh	286.6	294.2	2.7	120.1	5.4	6,095,444	48.0	36,157	50,753	3,991,186	50.8	23,236	33,232	.1388	.1370
Luzerne	331.9	324.9	–2.1	129.7	.3	5,017,267	40.8	27,556	38,684	3,000,633	43.5	16,176	23,135	.1232	.1156
Lycoming	118.5	117.4	–.9	45.0	1.4	1,795,112	42.3	28,419	39,891	1,036,483	42.8	16,353	23,033	.0434	.0410
McKean	47.5	46.3	–2.5	18.1	.0	687,917	40.4	27,072	38,006	319,519	38.5	12,742	17,653	.0161	.0150
Mercer	124.7	121.6	–2.5	46.1	.0	1,906,920	40.4	29,466	41,365	840,160	33.4	13,657	18,225	.0437	.0401
Mifflin	47.8	47.9	.2	18.7	2.7	613,876	44.2	23,391	32,828	260,279	32.1	10,825	13,919	.0144	.0135
Monroe	90.2	101.8	12.9	41.0	16.1	1,687,145	63.0	29,318	41,150	918,740	54.7	16,829	22,408	.0350	.0372
Montgomery	683.6	705.7	3.2	270.6	6.0	17,002,036	48.8	44,761	62,831	11,075,961	51.6	28,620	40,931	.3756	.3724
Montour	17.1	17.3	1.2	6.4	3.2	302,564	44.9	33,690	47,276	153,686	47.6	16,793	24,013	.0067	.0066
Northampton	242.7	251.4	3.6	97.7	6.3	4,226,078	49.2	30,818	43,256	1,627,263	43.4	12,348	16,656	.0864	.0846
Northumberland	100.6	100.4	–.2	41.3	2.2	1,264,025	43.5	21,805	30,606	690,155	44.2	11,848	16,711	.0314	.0297
Perry	41.7	45.0	7.9	17.0	10.4	679,808	54.9	28,494	39,989	211,762	48.4	9,268	12,457	.0130	.0135
Philadelphia	1,642.9	1,615.3	–1.7	646.7	.8	27,289,631	41.5	30,064	42,198	13,875,745	44.2	15,003	21,456	.6238	.5876
Pike	25.0	28.9	15.6	12.2	19.6	499,294	67.8	29,163	40,926	121,125	59.4	7,452	9,928	.0082	.0090
Potter	18.6	18.9	1.6	7.2	4.3	265,864	46.5	26,309	36,926	82,038	37.8	8,626	11,394	.0055	.0054
Schuylkill	159.6	158.5	–.7	64.5	1.9	2,323,425	43.0	25,663	36,022	1,285,974	45.7	13,941	19,938	.0556	.0528
Snyder	36.5	38.1	4.4	13.8	7.8	546,663	51.3	28,229	39,613	546,372	54.2	27,687	39,592	.0153	.0155
Somerset	82.4	82.3	–.1	31.3	2.0	1,001,362	43.1	22,796	31,992	462,340	37.5	10,951	14,771	.0242	.0228
Sullivan	6.5	6.5	.0	2.3	.0	81,935	40.2	25,416	35,624	41,166	42.9	12,524	17,898	.0021	.0019
Susquehanna	42.0	44.1	5.0	16.5	7.8	637,774	51.4	27,540	38,653	216,910	49.9	9,459	13,146	.0129	.0129
Tioga	42.4	42.6	.5	15.5	3.3	549,437	45.0	25,262	35,448	207,023	37.5	10,037	13,356	.0124	.0117
Union	34.6	35.7	3.2	12.0	6.2	528,313	49.0	31,378	44,026	240,566	51.3	14,071	20,047	.0115	.0114
Venango	63.3	62.3	–1.6	23.8	.4	956,767	41.0	28,641	40,200	381,039	34.2	11,977	16,010	.0213	.0197
Warren	46.6	45.8	–1.7	17.4	.0	618,997	40.4	25,344	35,575	844,360	54.4	31,424	48,526	.0209	.0206
Washington	213.4	210.0	–1.6	81.7	.9	3,422,513	41.6	29,845	41,891	1,473,153	37.3	13,247	18,031	.0765	.0710
Wayne	41.0	44.1	7.6	17.0	9.7	577,389	53.9	24,205	33,964	473,296	56.8	19,470	27,841	.0149	.0154
Westmoreland	381.3	373.1	–2.2	145.2	.3	6,051,276	40.8	29,686	41,675	3,004,735	38.2	15,011	20,694	.1406	.1306
Wyoming	29.3	30.8	5.1	11.4	9.6	464,514	53.8	29,035	40,747	195,840	52.1	12,382	17,179	.0098	.0097
York	334.1	345.1	3.3	135.9	6.0	6,211,092	48.8	32,559	45,703	2,972,411	47.3	15,736	21,872	.1319	.1297

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
PENNSYLVANIA (continued)															
TOTAL METRO COUNTIES	**10,178.1**	**10,255.1**	**.8**	**4,008.5**	**3.3**	**186,290,523**	**45.5**	**33,001**	**46,474**	**101,618,724**	**46.5**	**17,881**	**25,351**	**4.1818**	**4.0353**
TOTAL STATE	**12,045.8**	**12,136.9**	**.8**	**4,726.4**	**3.3**	**213,366,141**	**45.4**	**32,069**	**45,143**	**114,777,147**	**45.9**	**17,193**	**24,284**	**4.8067**	**4.6325**
RHODE ISLAND															
PROVIDENCE - PAWTUCKET - WOONSOCKET	**908.7**	**933.0**	**2.7**	**351.0**	**4.6**	**17,494,916**	**50.0**	**34,766**	**49,843**	**9,660,119**	**51.5**	**19,008**	**27,522**	**.3805**	**.3781**
Bristol	48.3	49.3	2.1	16.9	3.0	929,223	47.7	38,371	54,984	325,094	48.9	13,315	19,236	.0182	.0178
Kent	164.7	170.4	3.5	62.9	5.4	3,349,762	51.0	37,161	53,255	2,235,395	52.2	24,599	35,539	.0764	.0764
Providence	589.0	599.3	1.7	230.2	3.7	11,081,867	48.6	33,594	48,140	5,748,357	49.8	17,285	24,971	.2395	.2356
Washington	106.7	114.0	6.8	41.0	9.6	2,134,064	57.1	36,322	52,050	1,351,273	58.4	22,813	32,958	.0464	.0483
ALL COUNTIES															
Bristol	48.3	49.3	2.1	16.9	3.0	929,223	47.7	38,371	54,984	325,094	48.9	13,315	19,236	.0182	.0178
Kent	164.7	170.4	3.5	62.9	5.4	3,349,762	51.0	37,161	53,255	2,235,395	52.2	24,599	35,539	.0764	.0764
Newport	86.6	88.3	2.0	32.4	4.5	1,892,917	49.8	40,769	58,423	1,069,569	51.0	22,850	33,011	.0406	.0402
Providence	589.0	599.3	1.7	230.2	3.7	11,081,867	48.6	33,594	48,140	5,748,357	49.8	17,285	24,971	.2395	.2356
Washington	106.7	114.0	6.8	41.0	9.6	2,134,064	57.1	36,322	52,050	1,351,273	58.4	22,813	32,958	.0464	.0483
TOTAL METRO COUNTIES	**908.7**	**933.0**	**2.7**	**351.0**	**4.6**	**17,494,916**	**50.0**	**34,766**	**49,843**	**9,660,119**	**51.5**	**19,008**	**27,522**	**.3805**	**.3781**
TOTAL STATE	**995.3**	**1,021.3**	**2.6**	**383.4**	**4.6**	**19,387,833**	**50.0**	**35,274**	**50,568**	**10,729,688**	**51.4**	**19,333**	**27,986**	**.4211**	**.4183**
SOUTH CAROLINA															
ANDERSON	**146.7**	**153.1**	**4.4**	**59.8**	**7.4**	**2,198,527**	**54.2**	**25,596**	**36,765**	**1,196,995**	**50.4**	**14,292**	**20,017**	**.0498**	**.0500**
Anderson	146.7	153.1	4.4	59.8	7.4	2,198,527	54.2	25,596	36,765	1,196,995	50.4	14,292	20,017	.0498	.0500
CHARLESTON	**513.6**	**552.5**	**7.6**	**194.8**	**10.4**	**7,752,748**	**58.0**	**27,801**	**39,799**	**4,670,234**	**53.2**	**17,301**	**24,016**	**.1774**	**.1831**
Berkeley	136.7	159.1	16.4	54.6	19.5	1,987,404	71.6	25,343	36,399	508,323	65.0	6,741	9,310	.0355	.0399
Charleston	294.4	297.5	1.1	107.1	3.9	4,449,122	49.2	28,922	41,542	3,632,713	50.2	23,451	33,919	.1168	.1150
Dorchester	82.5	95.9	16.2	33.1	19.5	1,316,222	71.6	27,685	39,765	537,198	63.9	11,835	16,230	.0251	.0282
CHARLOTTE - GASTONIA - ROCK HILL	**1,113.1**	**1,193.1**	**7.2**	**465.2**	**10.5**	**21,028,207**	**57.4**	**31,722**	**45,203**	**12,953,805**	**59.2**	**19,321**	**27,846**	**.4567**	**.4762**
York	127.2	138.7	9.0	50.7	12.2	2,161,412	61.1	29,682	42,631	1,189,659	62.2	16,224	23,465	.0456	.0485
Cabarrus, N. C.	*95.1*	*99.8*	*4.9*	*38.3*	*8.2*	*1,626,459*	*53.8*	*29,872*	*42,466*	*1,005,877*	*55.7*	*18,250*	*26,263*	*.0367*	*.0374*
Gaston, N. C.	*173.7*	*179.4*	*3.3*	*67.9*	*6.4*	*2,898,379*	*51.3*	*30,024*	*42,686*	*1,718,663*	*53.2*	*17,588*	*25,312*	*.0658*	*.0660*
Lincoln, N. C.	*49.2*	*53.1*	*7.9*	*20.3*	*11.5*	*904,423*	*58.5*	*31,344*	*44,553*	*313,124*	*58.5*	*10,858*	*15,425*	*.0170*	*.0177*
Mecklenburg, N. C.	*478.1*	*520.9*	*9.0*	*211.9*	*12.3*	*10,276,517*	*59.7*	*34,110*	*48,497*	*6,897,413*	*61.6*	*22,618*	*32,550*	*.2217*	*.2348*
Rowan, N. C.	*105.8*	*109.5*	*3.5*	*43.6*	*6.6*	*1,721,845*	*51.6*	*27,777*	*39,492*	*1,140,559*	*53.4*	*18,177*	*26,160*	*.0407*	*.0410*
Union, N. C.	*84.0*	*91.7*	*9.2*	*32.5*	*12.5*	*1,439,172*	*59.9*	*31,148*	*44,282*	*688,510*	*61.8*	*14,721*	*21,185*	*.0292*	*.0308*
COLUMBIA	**465.8**	**498.3**	**7.0**	**187.7**	**10.3**	**8,776,518**	**58.3**	**32,602**	**46,758**	**4,533,429**	**56.5**	**17,026**	**24,153**	**.1812**	**.1882**
Lexington	180.5	203.6	12.8	78.1	16.0	3,505,766	66.7	31,251	44,888	1,384,618	64.2	12,532	17,729	.0644	.0704
Richland	285.3	294.7	3.3	109.6	6.6	5,270,752	53.1	33,485	48,091	3,148,811	53.4	19,969	28,730	.1168	.1178
FLORENCE	**121.7**	**126.4**	**3.9**	**45.7**	**6.8**	**1,595,388**	**53.4**	**24,306**	**34,910**	**1,224,990**	**53.4**	**18,661**	**26,805**	**.0414**	**.0418**
Florence	121.7	126.4	3.9	45.7	6.8	1,595,388	53.4	24,306	34,910	1,224,990	53.4	18,661	26,805	.0414	.0418
GREENVILLE - SPARTANBURG	**625.4**	**654.5**	**4.7**	**255.1**	**7.7**	**9,994,575**	**54.7**	**27,274**	**39,179**	**6,428,500**	**55.1**	**17,496**	**25,200**	**.2319**	**.2365**
Greenville	316.6	331.8	4.8	131.6	7.8	5,054,358	54.8	26,740	38,407	3,769,475	55.9	19,804	28,643	.1232	.1259
Pickens	90.4	96.1	6.3	35.2	9.7	1,473,233	57.5	29,140	41,853	616,965	52.5	12,600	17,527	.0300	.0308
Spartanburg	218.4	226.6	3.8	88.3	6.8	3,466,984	53.4	27,337	39,264	2,042,060	54.4	15,990	23,126	.0787	.0798
ALL COUNTIES															
Abbeville	23.3	23.5	.9	8.9	3.5	304,608	48.6	23,830	34,226	85,969	49.0	6,709	9,659	.0063	.0062
☐ Aiken	121.8	130.8	7.4	51.0	10.2	2,124,943	58.2	29,011	41,666	981,056	59.3	13,301	19,236	.0430	.0448
Allendale	11.2	11.4	1.8	4.0	5.3	111,021	51.2	19,323	27,755	42,607	36.0	8,244	10,652	.0026	.0027
Anderson	146.7	153.1	4.4	59.8	7.4	2,198,527	54.2	25,596	36,765	1,196,995	50.4	14,292	20,017	.0498	.0500
Bamberg	18.2	18.0	–1.1	6.2	1.6	213,812	46.0	24,012	34,486	75,704	37.4	9,036	12,210	.0048	.0046
Barnwell	21.8	22.9	5.0	8.3	6.4	277,068	52.8	23,245	33,382	94,897	45.4	8,369	11,433	.0059	.0060
Beaufort	85.0	98.3	15.6	37.0	20.5	1,971,967	73.1	37,108	53,296	1,187,032	74.3	22,182	32,082	.0380	.0432
Berkeley	136.7	159.1	16.4	54.6	19.5	1,987,404	71.6	25,343	36,399	508,323	65.0	6,741	9,310	.0355	.0399
Calhoun	12.9	13.2	2.3	4.8	6.7	138,615	53.2	20,111	28,878	26,451	37.6	4,272	5,511	.0029	.0029
Charleston	294.4	297.5	1.1	107.1	3.9	4,449,122	49.2	28,922	41,542	3,632,713	50.2	23,451	33,919	.1168	.1150
Cherokee	43.5	44.8	3.0	16.3	5.2	558,924	51.0	23,876	34,290	311,566	39.2	13,386	19,114	.0133	.0134
Chester	31.6	32.1	1.6	11.6	4.5	376,740	50.1	22,615	32,478	189,544	31.1	11,398	16,340	.0089	.0087
Chesterfield	40.1	41.0	2.2	15.4	4.1	480,392	49.4	21,720	31,194	232,263	50.5	10,428	15,082	.0113	.0113
Clarendon	29.2	29.9	2.4	10.5	5.0	299,606	50.8	19,868	28,534	139,498	40.2	9,952	13,286	.0074	.0071

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S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
SOUTH CAROLINA (continued)															
ALL COUNTIES (continued)															
Colleton	35.9	38.1	6.1	13.8	8.7	407,077	56.0	20,541	29,498	272,071	57.1	13,632	19,715	.0103	.0107
Darlington	66.3	68.2	2.9	24.7	6.0	833,034	52.2	23,485	33,726	411,570	51.9	11,631	16,663	.0194	.0193
Dillon	32.3	32.7	1.2	11.0	3.8	339,302	49.1	21,476	30,846	268,303	51.9	16,665	24,391	.0095	.0093
Dorchester	82.5	95.9	16.2	33.1	19.5	1,316,222	71.6	27,685	39,765	537,198	63.9	11,835	16,230	.0251	.0282
Edgefield	18.3	18.6	1.6	6.5	4.8	193,372	50.6	20,715	29,750	91,014	48.2	9,908	14,002	.0047	.0047
Fairfield	21.0	20.9	–.5	7.0	1.4	231,186	45.7	22,997	33,027	80,360	38.8	8,391	11,480	.0054	.0050
Florence	121.7	126.4	3.9	45.7	6.8	1,595,388	53.4	24,306	34,910	1,224,990	53.4	18,661	26,805	.0414	.0418
Georgetown	49.6	53.4	7.7	19.1	10.4	567,907	58.6	20,702	29,733	519,526	59.7	18,802	27,200	.0158	.0166
Greenville	316.6	331.8	4.8	131.6	7.8	5,054,358	54.8	26,740	38,407	3,769,475	55.9	19,804	28,643	.1232	.1259
Greenwood	61.6	63.0	2.3	24.4	4.7	885,102	50.4	25,257	36,275	611,382	51.5	17,325	25,057	.0219	.0220
Hampton	19.5	20.0	2.6	7.5	7.1	215,802	53.9	20,035	28,774	127,547	48.0	12,308	17,006	.0054	.0053
Horry	137.8	159.6	15.8	63.3	19.2	2,565,477	71.2	28,220	40,529	2,275,989	66.1	25,800	35,956	.0606	.0677
Jasper	16.1	16.8	4.3	6.1	8.9	181,808	56.4	20,755	29,805	131,724	55.5	15,123	21,594	.0048	.0049
Kershaw	44.0	46.8	6.4	18.1	9.7	665,319	57.5	25,594	36,758	397,310	58.7	15,177	21,951	.0151	.0156
Lancaster	57.4	59.6	3.8	21.8	6.3	871,977	52.7	27,850	39,999	390,429	49.7	12,723	17,910	.0187	.0188
Laurens	54.7	55.8	2.0	20.2	5.2	758,428	51.1	26,141	37,546	340,147	52.2	11,643	16,839	.0166	.0165
Lee	18.8	18.3	–2.7	6.0	.0	177,558	43.7	20,601	29,593	82,056	44.6	9,455	13,676	.0046	.0044
Lexington	180.5	203.6	12.8	78.1	16.0	3,505,766	66.7	31,251	44,888	1,384,618	64.2	12,532	17,729	.0644	.0704
McCormick	7.2	7.0	–2.8	2.1	.0	78,371	43.6	25,982	37,320	15,149	33.0	5,424	7,214	.0016	.0014
Marion	35.2	35.4	.6	12.6	4.1	362,378	49.5	20,027	28,760	189,956	42.2	11,040	15,076	.0093	.0091
Marlboro	32.1	31.9	–.6	11.0	2.8	338,818	47.7	21,444	30,802	144,743	47.7	9,160	13,158	.0081	.0078
Newberry	32.4	33.0	1.9	13.2	4.8	511,912	50.5	27,004	38,781	233,529	47.1	12,604	17,692	.0111	.0110
Oconee	55.7	59.3	6.5	24.1	9.5	863,478	57.3	24,948	35,829	338,231	50.4	10,221	14,034	.0176	.0179
Orangeburg	91.0	94.9	4.3	33.7	7.0	1,088,156	53.7	22,479	32,289	611,498	48.1	13,104	18,145	.0264	.0265
Pickens	90.4	96.1	6.3	35.2	9.7	1,473,233	57.5	29,140	41,853	616,965	52.5	12,600	17,527	.0300	.0308
Richland	285.3	294.7	3.3	109.6	6.6	5,270,752	53.1	33,485	48,091	3,148,811	53.4	19,969	28,730	.1168	.1178
Saluda	16.9	17.0	.6	6.2	3.3	204,829	48.4	22,999	33,037	82,413	49.5	9,190	13,292	.0046	.0045
Spartanburg	218.4	226.6	3.8	88.3	6.8	3,466,984	53.4	27,337	39,264	2,042,060	54.4	15,990	23,126	.0787	.0798
Sumter	97.7	102.0	4.4	35.6	7.6	1,289,328	54.5	25,216	36,217	803,845	55.2	15,653	22,580	.0310	.0315
Union	30.7	30.5	–.7	11.5	2.7	386,207	47.5	23,381	33,583	208,433	48.5	12,531	18,125	.0094	.0091
Williamsburg	39.8	40.0	.5	13.5	3.8	434,294	49.1	22,401	32,170	182,177	43.8	9,746	13,495	.0102	.0099
York	127.2	138.7	9.0	50.7	12.2	2,161,412	61.1	29,682	42,631	1,189,659	62.2	16,224	23,465	.0456	.0485
TOTAL METRO COUNTIES	**2,122.2**	**2,254.3**	**6.2**	**844.8**	**9.2**	**34,604,111**	**56.8**	**28,526**	**40,961**	**20,232,863**	**55.2**	**16,857**	**23,950**	**.7703**	**.7929**
TOTAL STATE	**3,511.0**	**3,712.2**	**5.7**	**1,380.8**	**8.8**	**53,787,984**	**56.7**	**27,058**	**38,954**	**31,427,796**	**55.5**	**15,932**	**22,761**	**1.2138**	**1.2485**
SOUTH DAKOTA															
RAPID CITY	**79.9**	**85.4**	**6.9**	**33.9**	**9.7**	**1,483,514**	**56.0**	**30,782**	**43,761**	**1,014,188**	**49.0**	**22,023**	**29,917**	**.0346**	**.0348**
Pennington	79.9	85.4	6.9	33.9	9.7	1,483,514	56.0	30,782	43,761	1,014,188	49.0	22,023	29,917	.0346	.0348
SIOUX FALLS	**127.8**	**137.2**	**7.4**	**55.8**	**10.3**	**2,620,667**	**56.8**	**33,036**	**46,965**	**1,476,256**	**47.5**	**19,781**	**26,456**	**.0559**	**.0568**
Minnehaha	127.8	137.2	7.4	55.8	10.3	2,620,667	56.8	33,036	46,965	1,476,256	47.5	19,781	26,456	.0559	.0568
ALL COUNTIES															
Aurora	3.2	3.1	–3.1	1.1	.0	23,365	42.1	14,945	21,241	11,213	43.9	7,085	10,194	.0007	.0006
Beadle	17.9	17.5	–2.2	7.4	.0	257,913	42.2	24,514	34,853	176,266	42.6	16,709	23,820	.0067	.0063
Bennett	3.4	3.5	2.9	1.0	.0	21,079	42.1	14,830	21,079	38,755	59.5	24,299	38,755	.0009	.0010
Bon Homme	7.2	7.0	–2.8	2.6	.0	75,417	42.2	20,402	29,007	49,741	43.9	13,293	19,131	.0021	.0019
Brookings	25.1	25.3	.8	9.0	2.3	367,750	45.4	28,741	40,861	203,243	41.2	16,360	22,583	.0088	.0084
Brown	36.9	36.3	–1.6	14.4	.0	569,553	42.2	27,818	39,552	373,671	36.7	18,983	25,949	.0145	.0134
Brule	5.2	5.1	–1.9	2.0	.0	55,970	42.2	19,686	27,985	72,698	59.5	22,788	36,349	.0019	.0019
Buffalo	1.7	1.7	.0	.4	.0	8,114	42.1	14,280	20,285	3,755	43.9	6,525	9,388	.0003	.0004
Butte	8.4	8.4	.0	3.3	.0	110,212	42.2	23,490	33,398	73,367	39.6	15,927	22,232	.0029	.0027
Campbell	2.0	2.0	.0	.8	.0	16,410	42.2	14,429	20,513	16,887	43.9	14,669	21,109	.0005	.0006
Charles Mix	9.7	9.5	–2.1	3.3	.0	76,351	42.2	16,273	23,137	61,652	43.9	12,982	18,682	.0025	.0022
Clark	4.8	4.7	–2.1	1.9	.0	50,475	42.2	18,688	26,566	21,801	43.9	7,974	11,474	.0013	.0012
Clay	13.2	13.0	–1.5	4.9	.0	201,063	42.2	28,860	41,033	74,987	43.4	10,672	15,303	.0043	.0041
Codington	22.8	23.6	3.5	9.3	5.7	365,174	50.2	27,621	39,266	277,507	46.9	21,473	29,839	.0093	.0091
Corson	4.9	4.8	–2.0	1.5	.0	39,056	42.2	18,313	26,037	9,558	38.1	4,615	6,372	.0009	.0010
Custer	7.1	7.6	7.0	3.2	18.5	130,808	68.5	28,753	40,878	46,325	67.9	10,221	14,477	.0024	.0025
Davison	17.3	16.9	–2.3	6.6	.0	228,066	42.2	24,305	34,555	250,482	59.5	23,792	37,952	.0069	.0068
Day	7.8	7.6	–2.6	2.9	.0	86,032	42.2	20,866	29,666	40,275	39.6	9,951	13,888	.0021	.0020
Deuel	4.8	4.7	–2.1	1.8	.0	52,965	42.2	20,697	29,425	21,513	43.9	8,305	11,952	.0013	.0011
Dewey	5.9	6.1	3.4	1.5	.0	47,567	42.2	22,307	31,711	31,509	43.9	14,597	21,006	.0013	.0014
Douglas	4.2	4.2	.0	1.4	.0	32,659	42.2	16,411	23,328	16,346	43.9	8,114	11,676	.0010	.0009

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METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988-1993	12/31/93 Households (Thous.)	% Change 1988-1993	1993 EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
SOUTH DAKOTA (continued)															
ALL COUNTIES (continued)															
Edmunds	5.0	4.9	-2.0	1.7	.0	39,474	42.2	16,332	23,220	37,292	45.6	15,068	21,936	.0014	.0013
Fall River	8.4	8.2	-2.4	3.3	.0	144,342	42.2	30,764	43,740	50,301	34.8	11,308	15,243	.0030	.0026
Faulk	2.9	2.8	-3.4	1.2	.0	30,920	42.2	18,126	25,767	11,600	43.9	6,718	9,667	.0007	.0006
Grant	8.7	8.5	-2.3	3.1	.0	117,854	42.2	26,739	38,017	67,042	43.9	15,027	21,626	.0029	.0028
Gregory	5.5	5.4	-1.8	2.1	.0	43,628	42.2	14,615	20,775	42,266	56.5	12,857	20,127	.0014	.0015
Haakon	3.0	3.0	.0	1.0	.0	28,473	42.2	20,030	28,473	32,761	57.2	20,845	32,761	.0010	.0009
Hamlin	5.2	5.1	-1.9	1.9	.0	66,788	42.2	24,727	35,152	27,506	43.9	10,060	14,477	.0015	.0014
Hand	4.5	4.4	-2.2	1.8	.0	47,953	42.2	18,738	26,641	35,900	56.9	12,712	19,944	.0014	.0013
Hanson	3.3	3.2	-3.0	1.1	.0	29,085	42.1	18,603	26,441	5,663	33.1	3,867	5,148	.0006	.0006
Harding	1.8	1.8	.0	.6	.0	15,348	42.2	17,995	25,580	6,534	43.9	7,568	10,890	.0005	.0004
Hughes	15.4	15.9	3.2	6.7	8.1	302,453	53.6	31,757	45,142	155,170	44.8	17,290	23,160	.0063	.0064
Hutchinson	8.6	8.4	-2.3	3.3	.0	84,841	42.2	18,083	25,709	58,524	43.9	12,323	17,735	.0025	.0023
Hyde	1.9	1.9	.0	.8	.0	25,114	42.1	22,086	31,393	11,072	43.9	9,618	13,840	.0005	.0005
Jackson	4.2	4.7	11.9	1.2	.0	40,225	42.2	23,577	33,521	23,412	41.0	13,833	19,510	.0011	.0011
Jerauld	3.0	3.0	.0	1.1	.0	27,422	42.2	17,535	24,929	25,831	43.9	16,318	23,483	.0010	.0009
Jones	1.4	1.4	.0	.6	.0	18,481	42.2	21,665	30,802	36,759	59.5	38,408	61,265	.0007	.0007
Kingsbury	6.3	6.1	-3.2	2.6	.0	79,592	42.2	21,531	30,612	29,264	39.5	8,071	11,255	.0019	.0016
Lake	11.2	11.3	.9	4.4	2.3	163,199	45.5	26,090	37,091	79,223	42.2	12,960	18,005	.0037	.0037
Lawrence	20.1	20.9	4.0	8.7	6.1	348,979	50.8	28,720	40,113	135,833	39.1	11,912	15,613	.0072	.0069
Lincoln	15.1	15.6	3.3	5.3	1.9	233,980	44.9	31,052	44,147	48,028	35.1	6,836	9,062	.0044	.0044
Lyman	3.7	3.6	-2.7	1.3	.0	43,102	42.2	23,319	33,155	24,988	43.9	13,356	19,222	.0012	.0010
McCook	6.2	6.1	-1.6	2.4	.0	73,936	42.2	21,668	30,807	38,234	43.9	11,070	15,931	.0017	.0018
McPherson	3.4	3.3	-2.9	1.5	.0	30,364	42.1	14,250	20,256	12,995	38.3	6,265	8,663	.0009	.0006
Marshall	4.9	4.8	-2.0	2.0	.0	60,950	42.2	21,438	30,475	23,127	33.9	8,636	11,554	.0014	.0014
Meade	24.3	25.8	6.2	9.0	9.8	342,443	56.0	26,768	38,049	87,843	43.8	7,448	9,760	.0066	.0068
Mellette	2.4	2.5	4.2	.7	.0	13,437	42.1	13,510	19,196	1,025	28.3	1,141	1,464	.0004	.0003
Miner	3.3	3.2	-3.0	1.4	.0	32,723	42.2	16,439	23,374	19,157	43.9	9,508	13,684	.0009	.0008
Minnehaha	127.8	137.2	7.4	55.8	10.3	2,620,667	56.8	33,036	46,965	1,476,256	47.5	19,781	26,456	.0559	.0568
Moody	6.6	6.4	-3.0	2.4	.0	85,055	42.2	24,926	35,440	14,337	28.3	4,657	5,974	.0016	.0017
Pennington	79.9	85.4	6.9	33.9	9.7	1,483,514	56.0	30,782	43,761	1,014,188	49.0	22,023	29,917	.0346	.0348
Perkins	4.7	4.6	-2.1	1.8	.0	52,332	42.2	20,450	29,073	29,558	37.1	11,977	16,421	.0014	.0013
Potter	3.6	3.5	-2.8	1.3	.0	35,160	42.2	19,025	27,046	23,059	43.9	12,326	17,738	.0010	.0009
Roberts	10.9	10.8	-.9	3.8	.0	115,042	42.2	21,294	30,274	54,486	43.9	9,963	14,338	.0028	.0028
Sanborn	3.0	2.9	-3.3	1.2	.0	28,151	42.2	16,500	23,459	11,579	43.9	6,704	9,649	.0007	.0006
Shannon	12.9	13.8	7.0	2.7	3.8	69,761	47.6	18,173	25,837	10,056	33.2	2,903	3,724	.0020	.0020
Spink	8.5	8.3	-2.4	3.2	.0	98,825	42.2	21,722	30,883	35,400	43.9	12,030	17,313	.0025	.0024
Stanley	2.7	2.8	3.7	.9	.0	37,703	42.2	29,466	41,892	18,580	43.9	14,344	20,644	.0009	.0009
Sully	2.0	2.0	.0	.7	.0	21,444	42.1	21,553	30,634	30,294	59.5	27,134	43,277	.0008	.0007
Todd	7.7	7.8	1.3	1.9	.0	51,849	42.2	19,194	27,289	23,130	43.9	8,459	12,174	.0015	.0014
Tripp	7.0	6.8	-2.9	2.7	.0	81,374	42.2	21,199	30,139	76,606	56.4	18,137	28,373	.0024	.0024
Turner	9.0	8.8	-2.2	3.4	.0	92,514	42.2	19,138	27,210	30,206	37.9	6,442	8,884	.0022	.0020
Union	11.3	11.5	1.8	4.2	.0	162,812	42.2	27,266	38,765	32,095	33.4	5,728	7,642	.0032	.0030
Walworth	6.3	6.1	-3.2	2.6	.0	78,691	42.2	21,288	30,266	70,222	40.0	19,294	27,008	.0023	.0022
Yankton	18.9	18.6	-1.6	7.1	.0	302,410	42.2	29,957	42,593	278,031	43.9	27,210	39,159	.0085	.0080
Ziebach	2.5	2.6	4.0	.6	.0	13,748	42.1	16,128	22,913	3,406	39.6	4,065	5,677	.0004	.0004
TOTAL METRO COUNTIES	**207.7**	**222.6**	**7.2**	**89.7**	**10.1**	**4,104,181**	**56.5**	**32,181**	**45,755**	**2,490,444**	**48.1**	**20,631**	**27,764**	**.0905**	**.0916**
TOTAL STATE	**722.5**	**738.3**	**2.2**	**281.3**	**4.3**	**10,732,177**	**49.2**	**26,657**	**38,152**	**6,250,390**	**45.9**	**15,878**	**22,220**	**.2541**	**.2486**
TENNESSEE															
CHATTANOOGA	**437.4**	**441.9**	**1.0**	**172.6**	**3.7**	**6,838,365**	**49.8**	**27,424**	**39,620**	**4,313,698**	**50.0**	**17,277**	**24,992**	**.1623**	**.1599**
Hamilton	291.1	291.9	.3	117.3	3.1	4,910,627	50.5	28,673	41,864	3,263,053	50.3	19,090	27,835	.1166	.1151
Marion	25.8	26.5	2.7	10.1	5.2	317,845	53.6	21,556	31,470	138,086	43.1	10,053	13,677	.0070	.0071
Sequatchie	9.1	9.4	3.3	3.6	9.1	124,693	59.2	23,735	34,637	53,245	59.0	10,146	14,790	.0026	.0026
Catoosa, Ga.	*41.4*	*43.6*	*5.3*	*16.0*	*8.1*	*586,446*	*50.8*	*26,280*	*36,653*	*425,594*	*54.1*	*18,657*	*26,600*	*.0147*	*.0148*
Dade, Ga.	*12.9*	*13.1*	*1.6*	*4.3*	*.0*	*126,854*	*39.5*	*21,150*	*29,501*	*57,295*	*33.6*	*9,975*	*13,324*	*.0034*	*.0030*
Walker, Ga.	*57.1*	*57.4*	*.5*	*21.3*	*2.9*	*771,900*	*43.5*	*25,986*	*36,239*	*374,425*	*46.7*	*12,330*	*17,579*	*.0180*	*.0173*
CLARKSVILLE - HOPKINSVILLE	**159.2**	**163.8**	**2.9**	**57.3**	**6.3**	**2,340,808**	**56.3**	**27,780**	**40,852**	**1,264,189**	**48.5**	**15,796**	**22,063**	**.0530**	**.0532**
Montgomery	94.7	100.9	6.5	37.1	10.1	1,476,187	60.7	27,254	39,789	731,784	49.2	14,552	19,725	.0317	.0325
Christian, Ky.	*64.5*	*62.9*	*-2.5*	*20.2*	*.0*	*864,641*	*49.4*	*28,656*	*42,804*	*532,405*	*47.5*	*17,871*	*26,357*	*.0213*	*.0207*
JACKSON	**78.5**	**79.9**	**1.8**	**31.5**	**5.0**	**1,254,511**	**53.3**	**27,276**	**39,826**	**1,005,979**	**53.1**	**21,902**	**31,936**	**.0319**	**.0319**
Madison	78.5	79.9	1.8	31.5	5.0	1,254,511	53.3	27,276	39,826	1,005,979	53.1	21,902	31,936	.0319	.0319

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TENNESSEE (continued)															
JOHNSON CITY - KINGSPORT - BRISTOL	**451.4**	**459.1**	**1.7**	**177.8**	**4.1**	**6,962,542**	**50.8**	**[illegible],034**	**29,159**	**3,885,268**	**49.9**	**15,178**	**21,852**	**.1593**	**.1575**
Carter	51.4	51.9	1.0	20.6	3.0	676,766	50.4	22,502	32,853	196,756	37.4	7,159	9,551	.0141	.0137
Hawkins	47.3	49.0	3.6	18.7	6.3	764,866	55.1	28,017	40,902	206,483	50.5	7,797	11,042	.0143	.0144
Sullivan	148.7	150.3	1.1	60.9	3.9	2,492,314	51.7	28,029	40,925	1,638,462	48.8	18,787	26,904	.0590	.0584
Unicoi	16.7	16.8	.6	6.6	3.1	250,038	50.6	25,950	37,885	51,951	35.1	6,009	7,871	.0048	.0046
Washington	93.5	95.9	2.6	37.0	5.7	1,429,407	54.3	26,460	38,633	967,039	54.1	17,925	26,136	.0343	.0346
Bristol city, Va.	*18.1*	*17.7*	*-2.2*	*7.3*	*.0*	*276,627*	*40.2*	*27,025*	*37,894*	*388,590*	*56.4*	*34,037*	*53,232*	*.0093*	*.0090*
Scott, Va.	*25.3*	*25.3*	*.0*	*8.9*	*1.1*	*366,961*	*41.8*	*29,573*	*41,456*	*187,883*	*44.5*	*14,770*	*21,110*	*.0086*	*.0081*
Washington, Va.	*50.4*	*52.2*	*3.6*	*17.8*	*4.1*	*703,563*	*45.9*	*28,194*	*39,526*	*248,104*	*48.8*	*9,752*	*13,938*	*.0149*	*.0147*
KNOXVILLE	**605.7**	**625.8**	**3.3**	**252.4**	**6.4**	**10,365,263**	**55.0**	**28,176**	**41,067**	**7,222,920**	**54.2**	**19,741**	**28,617**	**.2436**	**.2483**
Anderson	70.6	71.9	1.8	29.2	5.0	1,374,151	53.4	32,231	47,060	686,724	52.0	16,251	23,518	.0286	.0287
Blount	86.6	91.0	5.1	35.8	8.2	1,359,726	57.9	26,015	37,981	910,252	56.2	17,603	25,426	.0317	.0329
Grainger	17.6	17.9	1.7	6.8	4.6	185,247	52.7	18,658	27,242	29,656	36.2	3,350	4,361	.0037	.0038
Jefferson	34.6	36.3	4.9	13.6	7.9	567,883	57.6	28,603	41,756	134,334	43.3	7,440	9,878	.0104	.0107
Knox	333.0	339.9	2.1	140.0	4.9	5,986,330	53.2	29,288	42,760	4,737,035	53.0	23,206	33,836	.1473	.1484
Sevier	50.5	55.5	9.9	21.7	13.6	741,639	65.9	23,408	34,177	692,768	65.7	21,894	31,925	.0190	.0208
Union	12.8	13.3	3.9	5.3	10.4	150,284	61.2	19,428	28,355	32,141	55.4	4,308	6,064	.0029	.0030
MEMPHIS	**981.2**	**1,015.3**	**3.5**	**379.6**	**6.4**	**16,165,958**	**55.5**	**29,157**	**42,587**	**10,614,466**	**55.0**	**19,207**	**27,962**	**.3742**	**.3814**
Shelby	826.1	849.7	2.9	322.4	5.9	14,058,702	54.6	29,865	43,606	9,407,845	54.4	20,012	29,181	.3267	.3314
Tipton	37.0	39.2	5.9	13.9	8.6	487,118	58.6	24,002	35,044	145,771	41.4	8,056	10,487	.0098	.0100
Crittenden, Ark.	*50.7*	*51.0*	*.6*	*17.5*	*2.9*	*556,401*	*48.6*	*22,028*	*31,794*	*694,923*	*61.3*	*25,347*	*39,710*	*.0181*	*.0183*
De Soto, Miss.	*67.4*	*75.4*	*11.9*	*25.8*	*15.7*	*1,063,737*	*71.1*	*27,876*	*41,230*	*365,927*	*65.3*	*9,928*	*14,183*	*.0196*	*.0217*
NASHVILLE	**985.0**	**1,063.9**	**8.0**	**413.6**	**10.8**	**19,982,685**	**62.1**	**33,040**	**48,314**	**9,644,396**	**53.4**	**16,849**	**23,318**	**.3959**	**.4146**
Cheatham	28.2	32.0	12.5	11.1	15.6	455,171	68.8	28,086	41,006	103,287	56.6	6,872	9,305	.0079	.0085
Davidson	512.7	533.0	4.0	221.6	7.1	10,641,051	56.3	32,891	48,019	6,824,513	53.2	21,526	30,797	.2341	.2390
Dickson	34.9	37.7	8.0	14.2	10.9	579,945	62.0	27,974	40,841	237,229	51.0	12,272	16,706	.0116	.0120
Robertson	42.9	46.2	7.7	16.8	10.5	716,782	61.4	29,222	42,666	216,218	48.0	9,612	12,870	.0134	.0139
Rutherford	112.1	129.6	15.6	47.8	19.5	2,426,463	74.5	34,769	50,763	799,643	56.4	12,778	16,729	.0411	.0459
Sumner	103.3	113.2	9.6	40.7	12.4	1,846,599	64.1	31,076	45,371	583,350	51.9	10,612	14,333	.0338	.0357
Williamson	80.4	93.4	16.2	32.4	19.1	1,954,422	73.9	41,316	60,322	492,868	55.1	11,686	15,212	.0305	.0343
Wilson	70.5	78.8	11.8	29.0	15.1	1,362,252	68.0	32,174	46,974	387,288	54.9	9,918	13,355	.0235	.0253
ALL COUNTIES															
Anderson	70.6	71.9	1.8	29.2	5.0	1,374,151	53.4	32,231	47,060	686,724	52.0	16,251	23,518	.0286	.0287
Bedford	29.6	30.5	3.0	11.8	5.4	495,431	53.8	28,756	41,986	176,526	45.4	10,838	14,960	.0099	.0099
Benton	15.5	15.7	1.3	6.5	4.8	214,505	53.0	22,608	33,001	81,973	39.1	9,508	12,611	.0047	.0046
Bledsoe	10.0	10.1	1.0	3.6	2.9	120,700	50.2	22,967	33,528	27,248	39.1	5,595	7,569	.0024	.0023
Blount	86.6	91.0	5.1	35.8	8.2	1,359,726	57.9	26,015	37,981	910,262	56.2	17,603	25,426	.0317	.0329
Bradley	75.1	78.6	4.7	29.5	7.7	1,166,899	57.2	27,093	39,556	573,035	45.9	14,333	19,425	.0253	.0255
Campbell	36.7	37.5	2.2	14.3	4.4	409,042	52.4	19,591	28,604	186,391	35.9	10,013	13,034	.0099	.0095
Cannon	11.3	11.8	4.4	4.7	11.9	134,310	63.4	19,576	28,577	46,128	54.9	7,090	9,814	.0029	.0030
Carroll	28.9	29.1	.7	11.2	2.8	362,344	50.0	22,160	32,352	180,896	49.8	11,077	16,151	.0084	.0084
Carter	51.4	51.9	1.0	20.6	3.0	676,766	50.4	22,502	32,853	196,756	37.4	7,159	9,551	.0141	.0137
Cheatham	28.2	32.0	13.5	11.1	15.6	455,171	68.8	28,086	41,006	103,287	56.6	6,872	9,305	.0079	.0085
Chester	14.0	14.8	5.7	5.6	9.8	181,661	60.3	22,218	32,439	53,366	42.9	7,321	9,530	.0037	.0039
Claiborne	27.4	28.9	5.5	10.8	10.2	303,175	60.9	19,227	28,072	121,020	57.8	7,825	11,206	.0067	.0069
Clay	8.0	8.2	2.5	3.3	6.5	102,688	55.3	21,328	31,118	20,729	48.4	4,505	6,282	.0019	.0019
Cocke	29.9	30.3	1.3	11.9	4.4	353,949	52.4	20,374	29,744	158,226	38.7	10,008	13,296	.0083	.0082
Coffee	42.2	44.3	5.0	17.3	7.5	728,925	56.9	28,862	42,134	417,324	53.8	16,850	24,123	.0160	.0163
Crockett	14.6	14.2	-2.7	5.3	.0	159,412	46.0	20,601	30,078	59,327	42.2	7,869	11,194	.0037	.0035
Cumberland	34.8	38.1	9.5	14.3	12.6	492,579	64.4	23,592	34,446	279,969	54.6	14,262	19,578	.0110	.0116
Davidson	512.7	533.0	4.0	221.6	7.1	10,641,051	56.3	32,891	48,019	6,824,513	53.2	21,526	30,797	.2341	.2390
Decatur	11.0	10.8	-1.8	4.5	.0	149,306	46.0	22,730	33,179	49,893	30.7	8,483	11,087	.0033	.0031
De Kalb	14.7	15.3	4.1	5.3	8.6	198,531	58.6	21,585	31,513	86,087	58.2	9,381	13,665	.0042	.0043
Dickson	34.9	37.7	8.0	14.2	10.9	579,945	62.0	27,974	40,841	237,229	51.0	12,272	16,706	.0116	.0120
Dyer	35.0	34.9	-.3	13.9	3.0	518,740	50.3	25,561	37,319	260,160	43.6	13,415	18,717	.0117	.0115
Fayette	26.6	27.1	1.9	9.1	5.8	287,446	54.5	21,636	31,587	56,410	37.7	4,762	6,199	.0060	.0058
Fentress	15.7	16.0	1.9	6.0	5.3	138,629	53.7	15,827	23,105	79,796	44.3	9,704	13,299	.0037	.0037
Franklin	34.2	35.2	2.9	12.9	4.9	500,158	53.1	26,556	38,772	157,047	36.5	9,352	12,174	.0102	.0100
Gibson	48.8	48.1	-1.4	19.2	.5	721,753	46.8	25,745	37,591	331,921	44.6	12,015	17,288	.0161	.0156
Giles	24.6	24.6	.0	9.5	1.1	362,262	47.6	26,118	38,133	175,557	43.4	13,022	18,480	.0083	.0079
Grainger	17.6	17.9	1.7	6.8	4.6	185,247	52.7	18,658	27,242	29,656	36.2	3,350	4,361	.0037	.0038
Greene	57.0	57.9	1.6	22.2	4.7	906,674	52.9	27,975	40,841	459,397	51.3	14,323	20,694	.0199	.0198
Grundy	14.7	15.0	2.0	5.3	6.0	180,031	54.8	23,266	33,968	55,287	38.0	8,013	10,432	.0038	.0037
Hamblen	56.0	59.4	6.1	23.0	9.5	852,233	59.9	25,381	37,054	310,115	49.1	16,293	22,179	.0195	.0200

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
TENNESSEE (continued)															
ALL COUNTIES (continued)															
Hamilton	291.1	291.9	.3	117.3	3.1	4,910,627	50.5	28,673	41,864	3,265,053	50.3	19,090	27,835	.1166	.1151
Hancock	6.7	6.5	-3.0	2.3	.0	55,093	45.9	16,417	23,953	17,162	35.7	5,499	7,462	.0014	.0013
Hardeman	24.9	25.5	2.4	9.0	5.9	313,770	54.5	23,885	34,863	133,917	49.5	10,540	14,880	.0070	.0071
Hardin	22.8	22.9	.4	8.7	2.4	256,232	49.4	20,171	29,452	126,779	40.1	10,646	14,572	.0062	.0061
Hawkins	47.3	49.0	3.6	18.7	6.3	764,866	55.1	28,017	40,902	206,483	50.5	7,797	11,042	.0143	.0144
Haywood	20.9	20.9	0	7.2	1.4	230,153	48.0	21,895	31,966	117,711	47.8	11,218	16,349	.0058	.0056
Henderson	23.6	24.7	4.7	9.8	7.7	352,727	57.2	24,651	35,993	106,502	40.2	8,348	10,868	.0069	.0070
Henry	29.6	29.9	1.0	11.9	2.6	382,718	49.8	22,028	32,161	227,500	49.6	13,112	19,118	.0094	.0092
Hickman	16.7	17.4	4.2	6.4	8.5	221,514	58.4	23,706	34,612	46,451	41.2	5,575	7,258	.0042	.0043
Houston	7.1	7.2	1.4	2.4	.0	79,298	45.9	22,639	33,041	17,242	30.2	5,520	7,184	.0017	.0017
Humphreys	16.2	16.2	.0	6.3	1.6	214,749	48.4	23,348	34,087	73,548	32.3	8,968	11,674	.0046	.0044
Jackson	9.6	9.5	-1.0	3.3	.0	114,424	46.0	23,749	34,674	19,450	30.2	4,528	5,894	.0024	.0021
Jefferson	34.6	36.3	4.9	13.6	7.9	567,883	57.6	28,603	41,756	134,334	43.3	7,440	9,878	.0104	.0107
Johnson	14.5	14.9	2.8	5.9	7.3	165,035	56.6	19,166	27,972	44,554	40.0	5,788	7,552	.0035	.0034
Knox	333.0	339.9	2.1	140.0	4.9	5,986,330	53.2	29,288	42,760	4,737,035	53.0	23,206	33,836	.1473	.1484
Lake	7.7	7.5	-2.6	2.6	.0	77,750	45.9	20,497	29,904	19,816	30.1	5,857	7,622	.0017	.0017
Lauderdale	25.7	26.6	2.7	9.8	5.4	328,766	53.8	22,981	33,548	72,669	37.2	5,697	7,415	.0066	.0064
Lawrence	36.2	37.3	3.0	14.0	5.3	542,293	53.7	26,531	38,735	219,718	43.8	11,487	15,694	.0116	.0114
Lewis	10.9	11.5	5.5	4.1	13.9	147,024	66.2	24,573	35,860	51,491	56.8	9,122	12,559	.0028	.0032
Lincoln	27.7	28.4	2.5	11.1	4.7	378,399	52.9	23,350	34,090	169,830	49.2	10,737	15,300	.0084	.0083
Loudon	31.0	32.3	4.2	12.9	6.6	640,091	55.6	33,988	49,619	173,043	41.0	10,146	13,414	.0115	.0115
McMinn	44.0	44.8	1.8	17.0	4.9	663,645	53.2	26,742	39,038	390,366	53.0	15,750	22,963	.0152	.0153
McNairy	24.6	25.6	4.1	10.2	6.3	308,310	55.1	20,705	30,226	91,764	38.3	6,911	8,996	.0065	.0064
Macon	16.5	16.7	1.2	6.5	4.8	218,661	53.0	23,044	33,640	64,969	40.9	7,439	9,995	.0044	.0045
Madison	78.5	79.9	1.8	31.5	5.0	1,254,511	53.3	27,276	39,826	1,005,979	53.1	21,902	31,936	.0319	.0319
Marion	25.8	26.5	2.7	10.1	5.2	317,845	53.6	21,556	31,470	138,086	43.1	10,053	13,672	.0070	.0071
Marshall	21.5	22.4	4.2	8.8	7.3	373,998	56.7	29,111	42,500	138,167	46.8	11,479	15,701	.0075	.0075
Maury	55.4	57.7	4.2	22.7	7.6	912,460	57.1	27,533	40,196	364,190	44.1	11,977	16,044	.0185	.0187
Meigs	8.2	8.6	4.9	2.9	3.6	105,373	51.2	24,890	36,337	36,828	51.0	8,710	12,699	.0023	.0023
Monroe	31.2	32.4	3.8	12.0	7.1	439,767	56.4	25,101	36,647	171,903	43.8	10,673	14,325	.0092	.0093
Montgomery	94.7	100.9	6.5	37.1	10.1	1,476,187	60.7	27,254	39,789	731,784	49.2	14,552	19,725	.0317	.0325
Moore	4.8	5.1	6.3	1.8	5.9	81,173	54.5	30,911	45,096	10,309	48.2	4,092	5,727	.0014	.0015
Morgan	17.2	16.8	-2.3	5.7	.0	213,119	46.0	25,604	37,389	21,484	30.2	2,895	3,769	.0040	.0038
Obion	33.9	34.3	1.2	13.7	4.6	570,899	52.7	28,544	41,671	268,893	47.7	13,898	19,627	.0123	.0121
Overton	18.8	19.3	2.7	7.3	7.4	204,226	56.7	19,167	27,978	83,453	49.8	8,193	11,432	.0046	.0047
Perry	6.4	6.5	1.6	2.6	4.0	79,054	51.7	20,840	30,405	13,072	35.3	3,864	5,028	.0016	.0016
Pickett	4.5	4.5	.0	1.6	.0	45,639	45.8	19,566	28,524	24,885	45.7	10,674	15,553	.0012	.0011
Polk	13.7	13.6	-.7	4.9	.0	124,367	46.0	17,385	25,381	37,078	35.4	5,587	7,567	.0030	.0028
Putnam	52.2	54.8	5.0	21.2	8.2	769,756	57.9	24,870	36,309	456,476	53.0	15,219	21,532	.0175	.0181
Rhea	25.8	26.6	3.1	10.0	6.4	367,967	55.3	25,207	36,797	110,736	42.1	8,288	11,074	.0075	.0073
Roane	50.6	51.4	1.6	19.5	4.3	771,712	52.2	27,107	39,575	357,245	51.5	12,606	18,320	.0166	.0167
Robertson	42.9	46.2	7.7	16.8	10.5	716,782	61.4	29,222	42,666	216,218	48.0	9,612	12,870	.0134	.0139
Rutherford	112.1	129.6	15.6	47.8	19.5	2,426,463	74.5	34,769	50,763	799,643	56.4	12,778	16,729	.0411	.0459
Scott	21.1	22.0	4.3	7.8	6.8	220,210	56.0	19,340	28,232	86,981	40.0	8,511	11,151	.0052	.0052
Sequatchie	9.1	9.4	3.3	3.6	9.1	124,693	59.2	23,735	34,637	53,245	59.0	10,146	14,790	.0026	.0026
Sevier	50.5	55.5	9.9	21.7	13.6	741,639	65.9	23,408	34,177	692,768	65.7	21,894	31,925	.0190	.0208
Shelby	826.1	849.7	2.9	322.4	5.9	14,058,702	54.6	29,865	43,606	9,407,845	54.4	20,012	29,181	.3267	.3314
Smith	15.1	15.1	.0	5.8	1.8	206,762	48.5	24,420	35,649	58,112	34.2	7,595	10,019	.0042	.0042
Stewart	9.7	10.3	6.2	4.3	13.2	147,971	65.2	22,619	33,017	23,977	47.3	4,284	5,576	.0024	.0026
Sullivan	148.7	150.3	1.1	60.9	3.9	2,492,314	51.7	28,029	40,925	1,638,462	48.8	18,787	26,904	.0590	.0584
Sumner	103.3	113.2	9.6	40.7	12.4	1,846,599	64.1	31,076	45,371	583,350	51.9	10,612	14,333	.0338	.0357
Tipton	37.0	39.2	5.9	13.9	8.6	487,118	58.6	24,002	35,044	145,771	41.4	8,056	10,487	.0098	.0100
Trousdale	6.3	6.3	0	2.6	0	97,310	45.9	25,648	37,427	20,056	30.1	5,927	7,714	.0019	.0019
Unicoi	16.7	16.8	.6	6.6	3.1	200,038	50.6	25,950	37,885	51,951	35.1	6,009	7,871	.0048	.0046
Union	12.8	13.3	3.9	5.3	10.4	150,284	61.2	19,428	28,355	32,141	55.4	4,308	6,064	.0029	.0030
Van Buren	4.7	4.6	-2.1	1.5	0	50,937	45.9	23,283	33,958	3,922	31.5	1,989	2,615	.0011	.0009
Warren	33.7	33.7	0	13.3	3.9	487,281	51.7	25,095	36,638	213,245	44.7	11,516	16,033	.0106	.0105
Washington	93.5	95.9	2.6	37.0	5.7	1,429,407	54.3	26,460	38,633	967,039	56.1	17,925	26,136	.0343	.0346
Wayne	14.6	14.8	1.4	5.7	5.6	192,582	54.1	23,138	33,786	48,975	38.8	6,534	8,592	.0037	.0038
Weakley	33.8	34.4	1.8	13.0	4.8	442,294	53.1	23,303	34,023	191,255	50.9	10,223	14,712	.0098	.0097
White	21.0	21.9	4.3	8.6	7.5	272,858	56.9	21,737	31,728	101,498	44.8	8,765	11,802	.0059	.0059
Williamson	80.4	93.4	16.2	32.4	19.1	1,954,422	73.9	41,316	60,322	492,668	55.1	11,686	15,212	.0305	.0343
Wilson	70.5	78.8	11.8	29.0	15.1	1,362,252	68.0	32,174	46,974	387,288	54.9	9,918	13,355	.0235	.0253
TOTAL METRO COUNTIES	**3,310.6**	**3,451.1**	**4.2**	**1,345.7**	**7.2**	**58,591,019**	**56.7**	**29,767**	**43,539**	**34,675,770**	**53.0**	**18,049**	**25,768**	**1.2923**	**1.3192**
TOTAL STATE	**4,948.2**	**5,130.9**	**3.7**	**1,986.4**	**6.6**	**81,494,784**	**56.0**	**28,043**	**41,036**	**44,306,820**	**51.5**	**15,699**	**22,305**	**1.7876**	**1.8132**

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S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988-1993	12/31/93 Households (Thous.)	% Change 1988-1993	1993 EBI ($000)	% Change 1988-1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988-1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
TEXAS															
ABILENE	124.9	131.7	5.4	48.8	8.0	1,890,496	53.7	27,219	38,740	1,748,760	50.1	25,778	35,835	.0515	.0518
Taylor	124.9	131.7	5.4	48.8	8.0	1,890,496	53.7	27,219	38,740	1,748,760	50.1	25,778	35,835	.0515	.0518
AMARILLO	197.0	209.1	6.1	81.0	8.1	3,555,330	55.1	30,603	43,893	2,154,623	48.5	19,376	26,600	.0798	.0808
Potter	104.3	106.8	2.4	42.4	4.2	1,519,725	48.3	25,185	35,843	1,561,663	49.9	25,601	36,832	.0442	.0437
Randall	92.7	102.3	10.4	38.6	12.9	2,035,605	60.6	37,050	52,736	592,960	44.9	11,968	15,362	.0356	.0371
AUSTIN	746.1	867.3	16.2	342.2	19.3	15,351,953	69.8	31,525	44,863	7,528,567	53.8	17,063	22,000	.2972	.3239
Hays	61.7	72.3	17.2	24.6	21.2	985,815	72.4	28,163	40,074	379,715	55.5	12,027	15,436	.0186	.0208
Travis	560.2	648.2	15.7	268.1	19.1	12,139,477	69.5	31,814	45,280	6,423,612	53.8	18,560	23,960	.2386	.2589
Williamson	124.2	146.8	18.2	49.5	19.6	2,226,661	70.2	31,605	44,983	725,240	53.8	11,392	14,651	.0400	.0442
BEAUMONT - PORT ARTHUR	379.0	374.5	-1.2	137.0	.5	6,094,602	43.0	31,262	44,486	3,494,090	35.9	18,869	25,504	.1472	.1369
Hardin	43.2	44.0	1.9	15.0	2.7	615,916	46.2	28,850	41,061	240,496	32.7	12,414	16,033	.0136	.0129
Jefferson	252.6	249.4	-1.3	93.4	.4	4,075,282	43.0	30,650	43,633	2,553,911	35.1	20,324	27,344	.1016	.0941
Orange	83.2	81.1	-2.5	28.6	-.3	1,403,404	41.8	34,473	49,070	699,683	39.8	17,438	24,464	.0320	.0299
BRAZORIA	196.8	210.6	7.0	70.1	8.9	3,834,790	54.9	38,435	54,705	1,549,960	48.2	16,241	22,111	.0755	.0765
Brazoria	196.8	210.6	7.0	70.1	8.9	3,834,790	54.9	38,435	54,705	1,549,960	48.2	16,241	22,111	.0755	.0765
BROWNSVILLE - HARLINGEN	262.9	291.5	10.9	86.0	13.2	2,876,019	61.1	23,495	33,442	2,250,919	53.0	19,362	26,173	.0773	.0809
Cameron	262.9	291.5	10.9	86.0	13.2	2,876,019	61.1	23,495	33,442	2,250,919	53.0	19,362	26,173	.0773	.0809
BRYAN - COLLEGE STATION	124.9	141.4	13.2	53.5	16.8	2,234,804	66.3	29,349	41,772	1,322,968	54.8	18,663	24,728	.0477	.0510
Brazos	124.9	141.4	13.2	53.5	16.8	2,234,804	66.3	29,349	41,772	1,322,968	54.8	18,663	24,728	.0477	.0510
CORPUS CHRISTI	362.1	377.0	4.1	127.9	6.4	5,057,025	51.5	27,776	39,539	3,288,540	40.1	19,529	25,712	.1269	.1238
Nueces	300.9	315.3	4.8	108.2	7.0	4,302,106	52.3	27,936	39,761	2,881,312	40.2	20,326	26,630	.1081	.1058
San Patricio	61.2	61.7	.8	19.7	-2.1	754,919	46.7	26,933	38,321	407,228	39.3	15,309	20,671	.0188	.0180
DALLAS	2,476.2	2,757.4	11.4	1,063.9	13.8	54,236,377	62.2	35,769	50,979	28,578,340	51.7	20,152	26,862	1.0901	1.1452
Collin	229.7	270.6	17.8	90.8	19.9	5,655,784	70.7	43,761	62,288	2,403,697	68.8	18,816	26,472	.0987	.1112
Dallas	1,856.6	2,029.3	9.3	811.0	12.2	40,417,815	59.6	35,018	49,837	23,565,631	50.0	21,724	29,057	.8506	.8789
Denton	225.4	265.5	17.8	96.3	20.4	5,294,319	71.3	38,625	54,977	1,579,373	54.5	12,777	16,401	.0873	.0967
Ellis	82.1	95.4	16.2	32.3	17.0	1,356,586	66.5	29,512	42,000	485,684	50.2	11,715	15,037	.0257	.0280
Kaufman	55.0	63.9	16.2	21.8	16.6	861,933	65.9	27,777	39,538	378,480	49.6	13,525	17,361	.0175	.0188
Rockwall	27.4	32.7	19.3	11.7	20.6	649,940	71.7	39,035	55,550	165,475	54.8	11,019	14,143	.0103	.0116
DALLAS - FORT WORTH CONSOLIDATED AREA	***3,754.0***	***4,215.9***	***12.3***	***1,616.1***	***14.7***	***80,557,917***	***63.4***	***35,004***	***49,847***	***42,152,835***	***52.1***	***19,674***	***26,083***	***1.6149***	***1.7068***
EL PASO	579.7	633.9	9.3	193.9	11.4	7,268,565	58.5	26,336	37,486	3,873,327	44.1	15,439	19,976	.1708	.1744
El Paso	579.7	633.9	9.3	193.9	11.4	7,268,565	58.5	26,336	37,486	3,873,327	44.1	15,439	19,976	.1708	.1744
FORT WORTH - ARLINGTON	1,277.8	1,458.5	14.1	552.2	16.5	26,321,540	65.9	33,495	47,667	13,574,495	53.0	18,731	24,583	.5248	.5616
Johnson	96.8	112.5	16.2	39.6	17.9	1,726,193	67.7	30,629	43,591	783,067	61.7	14,412	19,774	.0335	.0368
Parker	62.9	73.2	16.4	26.7	18.1	1,153,607	68.1	30,360	43,206	358,892	51.6	10,473	13,442	.0207	.0226
Tarrant	1,118.1	1,272.8	13.8	485.9	16.4	23,441,740	65.6	33,895	48,244	12,432,536	52.5	19,525	25,587	.4706	.5022
GALVESTON - TEXAS CITY	214.8	223.3	4.0	83.2	6.0	3,860,380	50.8	32,602	46,399	2,033,387	44.6	17,915	24,440	.0849	.0837
Galveston	214.8	223.3	4.0	83.2	6.0	3,860,380	50.8	32,602	46,399	2,033,387	44.6	17,915	24,440	.0849	.0837
HOUSTON	3,197.1	3,422.5	7.1	1,285.4	9.2	61,719,261	55.6	33,705	48,016	33,137,581	42.9	19,714	25,780	1.3299	1.3324
Fort Bend	200.1	234.3	17.1	76.2	19.8	4,341,364	70.5	40,029	56,973	1,056,072	52.8	10,797	13,859	.0701	.0777
Harris	2,740.1	2,897.0	5.7	1,111.3	8.1	53,024,319	53.9	33,524	47,714	30,102,654	41.8	20,662	27,088	1.1723	1.1613
Liberty	55.7	59.9	7.5	21.1	8.2	821,221	54.0	27,346	38,920	439,826	41.1	15,986	20,845	.0189	.0188
Montgomery	177.9	206.0	15.8	68.8	17.2	3,200,844	66.8	32,689	46,524	999,402	50.4	11,317	14,526	.0579	.0626
Waller	23.3	25.3	8.6	8.0	14.3	331,513	62.6	29,120	41,439	539,627	82.4	42,266	67,453	.0107	.0120
HOUSTON - GALVESTON - BRAZORIA CONSOLIDATED AREA	***3,608.7***	***3,856.4***	***6.9***	***1,438.7***	***9.0***	***69,414,431***	***55.3***	***33,870***	***48,248***	***36,720,928***	***43.2***	***19,437***	***25,524***	***1.4903***	***1.4926***
KILLEEN - TEMPLE	248.9	267.9	7.6	90.7	10.6	3,824,611	57.5	29,606	42,168	1,827,674	48.8	14,975	20,151	.0823	.0842
Bell	183.2	197.7	7.9	71.4	10.4	2,761,153	57.1	27,168	38,672	1,655,527	49.5	17,121	23,187	.0638	.0652
Coryell	65.7	70.2	6.8	19.3	11.6	1,063,458	58.8	38,720	55,101	172,147	43.2	6,950	8,920	.0185	.0190
LAREDO	122.6	136.2	11.1	37.1	12.8	1,114,348	60.5	21,106	30,036	2,006,223	79.4	33,992	54,076	.0417	.0470
Webb	122.6	136.2	11.1	37.1	12.8	1,114,348	60.5	21,106	30,036	2,006,223	79.4	33,992	54,076	.0417	.0470
LONGVIEW - MARSHALL	169.1	177.6	5.0	65.8	6.8	2,616,916	52.1	27,939	39,771	1,922,402	42.7	21,869	29,216	.0667	.0651
Gregg	111.7	117.8	5.5	44.5	7.5	1,802,674	53.0	28,464	40,510	1,511,353	43.1	25,513	33,963	.0478	.0467
Harrison	57.4	59.8	4.2	21.3	5.4	814,242	50.1	26,862	38,227	411,049	41.3	14,402	19,298	.0189	.0184
LUBBOCK	224.5	228.6	1.8	83.6	4.1	3,300,007	48.2	27,735	39,474	2,201,041	36.8	20,042	26,328	.0841	.0800
Lubbock	224.5	228.6	1.8	83.6	4.1	3,300,007	48.2	27,735	39,474	2,201,041	36.8	20,042	26,328	.0841	.0800

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
TEXAS (continued)															
McALLEN - EDINBURG - MISSION	**376.6**	**435.3**	**15.6**	**122.5**	**17.8**	**3,614,072**	**67.6**	**20,729**	**29,503**	**2,887,759**	**54.1**	**18,018**	**23,574**	**.0999**	**.1076**
Hidalgo	376.6	435.3	15.6	122.5	17.8	3,614,072	67.6	20,729	29,503	2,887,759	54.1	18,018	23,574	.0999	.1076
MIDLAND	**112.5**	**130.0**	**15.6**	**48.6**	**17.7**	**2,627,385**	**67.5**	**37,984**	**54,061**	**1,950,894**	**64.5**	**28,715**	**40,142**	**.0563**	**.0621**
Midland	112.5	130.0	15.6	48.6	17.7	2,627,385	67.5	37,984	54,061	1,950,894	64.5	28,715	40,142	.0563	.0621
ODESSA	**127.3**	**130.6**	**2.6**	**48.5**	**4.8**	**2,279,006**	**49.1**	**33,014**	**46,990**	**2,169,257**	**51.3**	**30,961**	**44,727**	**.0614**	**.0610**
Ector	127.3	130.6	2.6	48.5	4.8	2,279,006	49.1	33,014	46,990	2,169,257	51.3	30,961	44,727	.0614	.0610
SAN ANGELO	**98.8**	**105.2**	**6.5**	**39.3**	**8.6**	**1,675,012**	**54.5**	**29,944**	**42,621**	**1,236,781**	**50.4**	**22,722**	**31,470**	**.0408**	**.0412**
Tom Green	98.8	105.2	6.5	39.3	8.6	1,675,012	54.5	29,944	42,621	1,236,781	50.4	22,722	31,470	.0408	.0412
SAN ANTONIO	**1,298.2**	**1,424.2**	**9.7**	**498.1**	**12.6**	**20,761,138**	**60.4**	**29,279**	**41,681**	**10,995,380**	**47.2**	**16,886**	**22,075**	**.4529**	**.4674**
Bexar	1,185.1	1,294.4	9.2	450.5	12.1	18,710,993	59.6	29,182	41,534	10,375,039	47.0	17,567	23,030	.4162	.4278
Comal	52.0	60.4	16.2	22.7	18.8	1,051,826	69.1	32,562	46,336	339,600	52.5	11,657	14,960	.0184	.0201
Guadalupe	61.1	69.4	13.6	24.9	16.4	998,319	65.6	28,170	40,093	280,741	49.3	8,784	11,275	.0183	.0195
SHERMAN - DENISON	**98.5**	**103.1**	**4.7**	**40.4**	**6.0**	**1,664,544**	**50.9**	**28,949**	**41,202**	**849,421**	**39.0**	**16,045**	**21,025**	**.0371**	**.0364**
Grayson	98.5	103.1	4.7	40.4	6.0	1,664,544	50.9	28,949	41,202	849,421	39.0	16,045	21,025	.0371	.0364
TEXARKANA	**122.3**	**126.9**	**3.8**	**47.8**	**5.8**	**1,707,623**	**51.1**	**24,999**	**35,724**	**1,209,126**	**47.4**	**18,153**	**25,296**	**.0432**	**.0429**
Bowie	83.0	86.9	4.7	33.0	6.8	1,153,897	52.0	24,571	34,967	930,890	49.7	20,128	28,209	.0304	.0304
Miller, Ark.	*39.3*	*40.0*	*1.8*	*14.8*	*3.5*	*553,726*	*49.4*	*25,922*	*37,414*	*278,236*	*40.1*	*13,885*	*18,800*	*.0128*	*.0125*
TYLER	**154.9**	**169.4**	**9.4**	**63.5**	**11.6**	**2,765,806**	**58.8**	**30,603**	**43,556**	**1,443,100**	**43.6**	**17,663**	**22,726**	**.0594**	**.0603**
Smith	154.9	169.4	9.4	63.5	11.6	2,765,806	58.8	30,603	43,556	1,443,100	43.6	17,663	22,726	.0594	.0603
VICTORIA	**76.4**	**79.2**	**3.7**	**27.7**	**6.1**	**1,151,280**	**51.0**	**29,206**	**41,562**	**798,929**	**37.9**	**22,200**	**28,842**	**.0291**	**.0282**
Victoria	76.4	79.2	3.7	27.7	6.1	1,151,280	51.0	29,206	41,562	798,929	37.9	22,200	28,842	.0291	.0282
WACO	**192.3**	**202.9**	**5.5**	**75.9**	**7.5**	**2,800,411**	**53.0**	**25,924**	**36,896**	**1,595,715**	**39.0**	**16,260**	**21,024**	**.0664**	**.0652**
McLennan	192.3	202.9	5.5	75.9	7.5	2,800,411	53.0	25,924	36,896	1,595,715	39.0	16,260	21,024	.0664	.0652
WICHITA FALLS	**126.2**	**127.3**	**.9**	**47.5**	**2.8**	**1,853,564**	**46.3**	**27,420**	**39,022**	**1,382,690**	**40.0**	**21,378**	**29,109**	**.0489**	**.0467**
Wichita	126.2	127.3	.9	47.5	2.8	1,853,564	46.3	27,420	39,022	1,382,690	40.0	21,378	29,109	.0489	.0467
ALL COUNTIES															
Anderson	46.9	48.5	3.4	15.0	7.1	554,266	52.4	25,972	36,951	409,717	54.2	18,973	27,314	.0147	.0148
Andrews	15.4	16.2	5.2	5.1	2.0	232,059	45.2	31,971	45,502	103,160	34.8	15,308	20,227	.0052	.0050
Angelina	71.9	75.5	5.0	26.5	6.4	1,020,129	51.5	27,049	38,495	573,828	38.9	16,595	21,654	.0243	.0239
Aransas	18.4	20.8	13.0	7.8	14.7	313,774	63.1	28,287	40,227	128,603	47.6	12,814	16,488	.0062	.0065
Archer	8.3	8.9	7.2	3.2	6.7	113,703	51.7	24,992	35,532	38,270	40.1	9,105	11,959	.0024	.0024
Armstrong	2.1	2.1	.0	.8	.0	41,003	42.1	36,066	51,254	20,615	43.9	17,910	25,769	.0010	.0008
Atascosa	30.7	33.5	9.1	11.5	12.7	376,587	60.4	23,017	32,747	144,508	44.7	9,792	12,566	.0080	.0084
Austin	21.2	23.2	9.4	8.3	7.8	361,175	53.3	30,595	43,515	191,380	53.3	16,214	23,058	.0080	.0080
Bailey	8.0	7.9	–1.3	2.7	.0	75,899	42.1	19,777	28,111	35,665	28.3	10,299	13,209	.0019	.0019
Bandera	9.9	11.5	16.2	4.3	13.2	166,629	61.0	27,243	38,751	43,936	55.8	7,419	10,218	.0030	.0032
Bastrop	37.9	44.6	17.7	16.2	19.1	584,800	69.5	25,366	36,099	211,495	58.6	9,807	13,055	.0113	.0123
Baylor	4.6	4.5	–2.2	1.8	.0	56,415	42.0	22,072	31,342	63,766	43.8	24,631	35,426	.0017	.0017
Bee	27.1	27.4	1.1	8.9	1.1	341,982	43.9	26,997	38,425	204,538	41.9	16,382	22,982	.0087	.0083
Bell	183.2	197.7	7.9	71.4	10.4	2,761,153	57.1	27,168	38,672	1,655,527	49.5	17,121	23,187	.0638	.0652
Bexar	1,185.1	1,294.4	9.2	450.5	12.1	18,710,993	59.6	29,182	41,534	10,375,039	47.0	17,567	23,030	.4162	.4278
Blanco	6.1	6.9	13.1	3.1	19.2	117,193	69.7	26,563	37,804	24,244	53.0	6,093	7,821	.0019	.0021
Borden	.9	.9	.0	.3	.0	6,979	39.3	16,697	25,263	193	27.0	507	643	.0002	.0001
Bosque	15.1	16.1	6.6	6.8	7.9	252,41[illegible]	53.6	26,090	37,120	99,108	55.4	10,124	14,575	.0050	.0052
Bowie	83.0	86.9	4.7	33.0	6.8	1,153,897	52.0	24,571	34,967	930,890	49.7	20,128	28,209	.0304	.0304
Brazoria	196.8	210.6	7.0	70.1	8.9	3,834,790	54.9	38,435	54,705	1,549,960	48.2	16,241	22,111	.0755	.0765
Brazos	124.9	141.4	13.2	53.5	16.8	2,234,804	66.3	29,349	41,772	1,322,968	54.8	18,663	24,728	.0477	.0510
Brewster	8.1	8.4	3.7	3.3	10.0	99,745	56.4	21,261	30,226	60,172	41.1	14,214	18,234	.0024	.0025
Briscoe	2.1	2.1	.0	1.0	.0	23,555	41.6	16,632	23,555	8,461	32.5	6,388	8,461	.0007	.0006
Brooks	9.0	9.1	1.1	2.7	.0	68,338	42.1	17,816	25,310	52,641	30.4	14,947	19,497	.0022	.0020
Brown	36.5	38.3	4.9	14.7	5.8	515,299	50.5	24,633	35,054	298,686	42.5	15,077	20,319	.0122	.0122
Burleson	14.8	16.2	9.5	5.7	9.6	174,190	56.0	21,471	30,560	122,011	57.8	14,686	21,405	.0046	.0045
Burnet	26.0	30.3	16.5	12.5	19.0	441,145	69.4	24,804	35,292	282,041	64.3	16,347	22,563	.0094	.0106
Caldwell	29.0	31.9	10.0	10.9	14.7	341,691	63.3	22,028	31,348	149,255	47.3	10,669	13,693	.0077	.0080
Calhoun	21.6	22.4	3.7	8.0	6.7	324,243	51.8	28,483	40,530	150,521	36.9	14,660	18,815	.0072	.0070
Callahan	13.2	14.5	9.8	5.2	8.3	159,940	54.0	21,635	30,758	48,643	41.9	7,143	9,354	.0034	.0034
Cameron	262.9	291.5	10.9	86.0	13.2	2,876,019	61.1	23,495	33,442	2,250,919	53.0	19,362	26,173	.0773	.0809
Camp	10.5	11.0	4.8	4.6	12.2	171,572	59.6	26,224	37,298	63,022	44.0	10,678	13,700	.0034	.0035
Carson	6.8	6.7	–1.5	2.4	.0	111,667	42.0	32,758	46,528	20,958	28.2	6,811	8,733	.0022	.0019
Cass	31.6	32.6	3.2	11.7	4.5	405,667	48.6	24,373	34,672	128,317	34.0	8,547	10,967	.0086	.0085
Castro	10.3	10.0	–2.9	3.3	.0	90,439	42.2	19,274	27,406	43,138	30.5	10,014	13,072	.0025	.0023
Chambers	22.2	24.0	8.1	8.2	7.9	351,287	53.5	30,109	42,840	91,292	38.5	8,675	11,133	.0067	.0067
Cherokee	42.8	45.7	6.8	16.5	7.1	530,421	52.4	22,598	32,147	246,720	37.5	11,653	14,953	.0125	.0123

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S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
TEXAS (continued)															
ALL COUNTIES (continued)															
Childress	6.4	6.2	-3.1	2.5	.0	67,757	42.3	19,048	27,103	42,149	36.1	12,391	16,860	.0019	.0016
Clay	10.2	10.5	2.9	4.4	7.3	169,828	52.7	27,121	38,597	91,830	54.5	14,495	20,870	.0037	.0039
Cochran	5.2	5.4	3.8	1.7	.0	52,635	42.1	21,786	30,962	19,116	28.3	8,768	11,245	.0012	.0012
Coke	3.3	3.3	.0	1.3	.0	45,656	42.3	24,688	35,120	19,417	28.3	11,639	14,936	.0011	.0009
Coleman	10.1	9.9	-2.0	4.1	.0	128,534	42.2	22,052	31,350	50,997	32.2	9,410	12,438	.0030	.0028
Collin	229.7	270.6	17.8	90.8	19.9	5,655,784	70.7	43,761	62,288	2,403,697	68.8	18,816	26,472	.0987	.1112
Collingsworth	4.2	4.1	-2.4	1.7	.0	54,671	41.6	22,707	32,159	25,705	32.8	11,382	15,121	.0014	.0012
Colorado	19.7	20.0	1.5	7.6	4.1	253,869	48.2	23,473	33,404	159,129	36.3	15,997	20,938	.0065	.0061
Comal	52.0	60.4	16.2	22.7	18.8	1,051,826	69.1	32,562	46,336	339,600	52.5	11,657	14,960	.0184	.0201
Comanche	13.1	13.4	2.3	5.1	2.0	165,466	45.2	22,797	32,444	66,680	32.7	10,047	13,075	.0038	.0037
Concho	2.8	2.7	-3.6	1.1	.0	35,768	41.6	22,967	32,516	19,317	43.5	12,236	17,561	.0010	.0008
Cooke	31.0	32.9	6.1	12.3	7.9	426,314	53.5	24,357	34,660	233,935	38.5	14,819	19,019	.0100	.0100
Coryell	65.7	70.2	6.8	19.3	11.6	1,063,458	58.8	38,720	55,101	172,147	43.2	6,950	8,920	.0185	.0190
Cottle	2.5	2.4	-4.0	1.0	.0	35,187	42.1	24,764	35,187	18,370	43.9	12,768	18,370	.0009	.0008
Crane	4.5	4.4	-2.2	1.6	.0	67,466	42.0	29,684	42,166	53,229	43.9	23,127	33,268	.0017	.0017
Crockett	4.4	4.3	-2.3	1.5	.0	58,451	42.3	27,383	38,967	69,514	58.0	29,338	46,343	.0019	.0017
Crosby	8.2	8.0	-2.4	2.8	.0	68,920	41.9	17,345	24,614	27,089	33.9	7,224	9,675	.0017	.0017
Culberson	3.4	3.3	-2.9	1.0	.0	25,590	41.9	18,028	25,590	73,671	59.4	46,224	73,671	.0015	.0015
Dallam	6.6	6.5	-1.5	2.5	.0	71,828	42.2	20,200	28,731	36,535	29.5	11,281	14,614	.0019	.0017
Dallas	1,856.6	2,029.3	9.3	811.0	12.2	40,417,815	59.6	35,018	49,837	23,565,631	50.0	21,724	29,057	.8506	.8789
Dawson	15.8	15.4	-2.5	5.4	.0	184,077	42.3	23,952	34,088	120,521	34.9	16,549	22,319	.0051	.0046
Deaf Smith	20.4	19.9	-2.5	6.4	.0	214,902	42.3	23,594	33,578	104,318	32.9	12,263	16,300	.0055	.0052
Delta	4.7	4.7	.0	1.7	.0	52,344	41.9	21,700	30,791	11,984	28.1	5,501	7,049	.0012	.0011
Denton	225.4	265.5	17.8	96.3	20.4	5,294,319	71.3	38,625	54,977	1,579,373	54.5	12,777	16,401	.0873	.0967
De Witt	19.4	19.5	.5	7.1	.0	241,365	42.4	23,681	33,995	145,196	39.1	14,699	20,450	.0063	.0058
Dickens	3.0	2.9	-3.3	1.2	.0	26,463	41.1	15,628	22,053	18,763	31.1	11,928	15,636	.0008	.0008
Dimmit	11.7	11.7	.0	3.3	.0	81,715	41.9	17,445	24,762	39,368	29.0	9,248	11,930	.0024	.0022
Donley	4.0	4.0	.0	1.6	.0	44,202	41.8	19,478	27,626	49,385	39.3	22,159	30,866	.0015	.0014
Duval	13.3	13.6	2.3	4.4	7.3	126,498	52.7	20,200	28,750	54,697	49.6	8,917	12,431	.0032	.0031
Eastland	19.5	19.5	.0	7.8	.0	224,498	42.2	20,234	28,782	156,413	43.9	13,931	20,053	.0061	.0059
Ector	127.3	130.6	2.6	48.5	4.8	2,279,006	49.1	33,014	46,990	2,169,257	51.3	30,961	44,727	.0614	.0610
Edwards	1.9	1.9	.0	.7	.0	20,647	41.8	20,807	29,496	11,321	43.7	11,254	16,173	.0007	.0004
Ellis	82.1	95.4	16.2	32.3	17.0	1,356,586	66.5	29,512	42,000	485,684	50.2	11,715	15,037	.0257	.0280
El Paso	579.7	633.9	9.3	193.9	11.4	7,268,565	56.5	26,336	37,486	3,873,327	44.1	15,439	19,976	.1708	.1744
Erath	25.7	27.6	7.4	11.2	8.7	425,151	54.8	26,669	37,960	179,866	39.9	12,478	16,059	.0090	.0088
Falls	18.0	18.0	.0	7.2	.0	218,101	42.2	21,304	30,292	75,861	28.3	8,213	10,536	.0051	.0048
Fannin	24.9	25.2	1.2	10.3	3.0	324,534	46.5	22,148	31,508	128,449	32.2	9,718	12,471	.0073	.0069
Fayette	20.5	21.4	4.4	8.6	4.9	315,519	49.2	25,796	36,688	218,771	47.7	18,067	25,438	.0077	.0078
Fisher	5.6	5.5	-1.8	2.1	.0	66,012	42.1	22,123	31,434	17,050	28.2	6,331	8,119	.0016	.0013
Floyd	9.0	8.8	-2.2	3.0	.0	72,409	41.9	17,007	24,136	39,955	35.9	9,797	13,318	.0020	.0019
Foard	2.0	2.0	.0	.9	.0	23,264	41.4	18,281	25,849	10,036	35.3	8,241	11,151	.0007	.0006
Fort Bend	200.1	234.3	17.1	76.2	19.8	4,341,364	70.5	40,029	56,973	1,056,072	53.8	10,797	13,859	.0701	.0777
Franklin	8.0	8.6	7.5	3.3	6.5	123,300	51.4	26,279	37,364	42,761	45.0	9,514	12,958	.0027	.0025
Freestone	17.3	18.6	7.5	6.7	6.3	246,599	51.4	25,859	36,806	72,943	36.5	8,482	10,887	.0050	.0050
Frio	14.8	15.3	3.4	4.4	2.3	113,994	45.3	18,239	25,908	47,565	31.2	8,431	10,810	.0030	.0029
Gaines	14.4	14.8	2.8	4.7	2.2	164,012	45.4	24,518	34,896	82,576	38.8	12,935	17,569	.0041	.0039
Galveston	214.8	223.3	4.0	83.2	6.0	3,860,380	50.8	32,602	46,399	2,033,387	44.6	17,915	24,440	.0849	.0837
Garza	5.1	5.0	-2.0	1.8	.0	68,629	41.9	26,862	38,127	29,966	32.6	12,552	16,649	.0016	.0014
Gillespie	16.4	18.0	9.8	7.6	15.2	250,670	63.9	23,172	32,983	201,820	61.3	18,955	26,555	.0062	.0065
Glasscock	1.4	1.5	7.1	.4	.0	12,504	40.9	22,190	31,260	1,187	28.3	2,313	2,968	.0002	.0004
Goliad	5.7	5.9	3.5	1.9	.0	70,955	42.1	26,273	37,345	33,166	42.7	12,232	17,456	.0016	.0015
Gonzales	17.9	18.3	2.2	6.8	6.3	223,917	51.1	23,155	32,929	170,262	52.9	17,396	25,039	.0061	.0060
Gray	24.9	24.3	-2.4	9.6	-1.0	378,332	40.8	27,698	39,410	299,782	42.5	21,691	31,227	.0101	.0095
Grayson	98.5	103.1	4.7	40.4	6.0	1,664,544	50.9	28,949	41,202	849,421	39.0	16,045	21,025	.0371	.0364
Gregg	111.7	117.8	5.5	44.5	7.5	1,802,674	53.0	28,464	40,510	1,511,353	43.1	25,513	33,963	.0478	.0467
Grimes	15.7	20.0	7.0	5.9	5.4	198,326	49.8	23,638	33,615	137,311	51.5	16,189	23,273	.0052	.0054
Guadalupe	61.1	69.4	13.6	24.9	16.4	998,319	65.6	28,170	40,093	280,741	49.3	8,784	11,275	.0183	.0195
Hale	37.6	37.0	-1.6	12.6	.0	372,225	42.3	20,757	29,542	216,628	30.7	13,159	17,193	.0102	.0096
Hall	4.8	4.7	-2.1	1.8	.0	36,350	42.0	14,221	20,194	21,583	32.1	9,079	11,991	.0012	.0010
Hamilton	8.5	8.6	1.2	3.7	2.8	120,392	46.3	22,859	32,538	37,873	32.0	7,970	10,236	.0025	.0024
Hansford	6.3	6.1	-3.2	2.3	.0	85,495	42.2	26,144	37,172	41,325	28.3	14,006	17,967	.0021	.0019
Hardeman	6.0	5.9	-1.7	2.3	.0	77,062	42.3	23,546	33,505	25,774	33.0	8,426	11,206	.0018	.0016
Hardin	43.2	44.0	1.9	15.0	2.7	615,916	46.2	28,850	41,061	240,496	32.7	12,414	16,033	.0136	.0129
Harris	2,740.1	2,897.0	5.7	1,111.3	8.1	53,024,319	53.9	33,524	47,714	30,102,654	41.8	20,662	27,088	1.1723	1.1613
Harrison	57.4	59.8	4.2	21.3	5.4	814,242	50.1	26,862	38,227	411,049	41.3	14,402	19,298	.0189	.0184
Hartley	4.2	4.4	4.8	1.3	.0	53,798	41.8	29,188	41,383	28,999	43.7	15,522	22,307	.0013	.0014

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METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES

METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
TEXAS (continued)															
ALL COUNTIES (continued)															
Haskell	7.0	6.8	-2.9	2.6	.0	69,792	42.3	18,860	26,843	50,242	39.5	13,855	19,324	.0021	.0018
Hays	61.7	72.3	17.2	24.6	21.2	985,815	72.4	28,163	40,074	379,715	55.5	12,027	15,436	.0186	.0208
Hemphill	5.3	5.2	-1.9	1.8	.0	61,359	42.0	24,003	34,088	41,946	41.2	16,508	23,303	.0018	.0016
Henderson	60.2	69.8	15.9	27.8	18.3	994,539	68.3	25,139	35,775	263,771	51.8	7,393	9,488	.0176	.0193
Hidalgo	376.6	435.3	15.6	122.5	17.8	3,614,072	67.6	20,729	29,503	2,887,759	54.1	18,018	23,574	.0999	.1076
Hill	27.4	28.7	4.7	11.2	5.7	344,017	50.3	21,589	30,716	224,609	46.8	14,435	20,054	.0088	.0087
Hockley	24.1	24.0	-.4	8.1	1.3	264,333	44.0	22,942	32,634	127,617	29.9	12,278	15,755	.0068	.0062
Hood	31.3	37.1	18.5	14.5	19.8	676,984	70.5	32,807	46,689	203,547	53.6	10,937	14,038	.0113	.0127
Hopkins	29.9	32.2	7.7	12.5	9.6	432,130	56.0	24,305	34,570	230,801	44.4	14,019	18,464	.0099	.0099
Houston	24.4	26.0	6.6	9.6	11.6	326,270	58.8	23,885	33,987	132,091	44.7	10,617	13,759	.0070	.0071
Howard	33.5	33.0	-1.5	12.7	.0	448,706	42.3	24,830	35,331	411,197	46.5	22,105	32,378	.0130	.0124
Hudspeth	3.2	3.4	6.3	1.0	.0	29,080	41.1	20,615	29,080	7,157	27.7	5,603	7,157	.0007	.0008
Hunt	68.6	76.6	11.7	29.5	13.9	1,178,034	62.1	28,060	39,933	502,662	47.2	13,185	17,039	.0237	.0247
Hutchinson	26.3	25.6	-2.7	9.7	-2.0	457,430	39.4	33,145	47,158	235,946	38.8	17,171	24,324	.0105	.0097
Irion	1.7	1.9	11.8	.5	.0	19,774	41.6	27,922	39,548	3,371	29.3	5,214	6,742	.0004	.0004
Jack	7.5	7.5	.0	2.8	.0	93,929	42.1	23,602	33,546	32,250	28.3	8,980	11,518	.0021	.0020
Jackson	13.1	12.8	-2.3	4.7	.0	166,629	42.3	24,912	35,453	102,110	44.0	15,089	21,726	.0043	.0041
Jasper	34.3	36.0	5.0	13.0	6.6	467,608	51.6	25,277	35,970	231,782	36.8	13,892	17,829	.0109	.0106
Jeff Davis	1.8	1.8	.0	.6	.0	18,611	40.9	22,010	31,018	8,241	43.3	9,583	13,735	.0005	.0005
Jefferson	252.6	249.4	-1.3	93.4	.4	4,075,282	43.0	30,650	43,633	2,553,911	35.1	20,324	27,344	.1016	.0941
Jim Hogg	5.5	5.6	1.8	1.8	.0	46,528	42.3	18,170	25,849	65,405	45.9	24,901	36,336	.0017	.0017
Jim Wells	39.0	39.8	2.1	12.9	4.0	373,679	48.1	20,355	28,967	355,385	46.1	19,620	27,549	.0117	.0115
Johnson	96.8	112.5	16.2	39.6	17.9	1,726,193	67.7	30,629	43,591	783,067	61.7	14,412	19,774	.0335	.0368
Jones	17.9	18.1	1.1	6.6	.0	209,086	42.2	22,281	31,680	109,173	35.8	12,182	16,541	.0053	.0050
Karnes	13.3	13.0	-2.3	4.5	.0	144,528	42.1	22,604	32,117	107,602	37.8	17,348	23,912	.0042	.0038
Kaufman	55.0	63.9	16.2	21.8	16.6	861,933	65.9	27,777	39,538	378,480	49.6	13,525	17,361	.0175	.0188
Kendall	16.1	18.8	16.8	6.7	17.5	266,955	67.3	27,997	39,844	157,344	69.2	16,310	23,484	.0056	.0063
Kenedy	.5	.5	.0	.2	.0	10,469	40.7	37,195	52,345	3,654	43.2	12,760	18,270	.0003	.0002
Kent	1.1	1.1	.0	.4	.0	10,760	41.3	19,038	26,900	9,478	43.5	16,515	23,695	.0002	.0003
Kerr	37.9	43.8	15.6	17.7	17.2	755,500	66.8	29,989	42,684	324,018	50.7	14,243	18,306	.0145	.0155
Kimble	4.1	4.1	.0	1.6	.0	46,528	42.1	20,464	29,080	63,095	59.5	24,728	39,434	.0015	.0016
King	.4	.4	.0	.2	.0	5,525	35.5	20,385	27,625	1,908	30.1	7,335	9,540	.0002	.0000
Kinney	2.8	3.1	10.7	.8	.0	19,484	41.5	17,216	24,355	4,226	27.9	4,130	5,283	.0005	.0006
Kleberg	32.7	31.9	-2.4	10.6	.0	362,629	42.3	24,040	34,210	239,689	31.7	17,168	22,612	.0101	.0093
Knox	5.2	5.1	-1.9	1.9	.0	53,217	41.9	19,737	28,009	23,089	33.0	9,136	12,152	.0013	.0012
Lamar	45.5	47.1	3.5	17.8	4.1	619,115	48.1	24,439	34,782	363,153	40.1	15,155	20,402	.0153	.0147
Lamb	16.9	16.5	-2.4	5.8	.0	168,083	42.1	20,389	28,980	87,757	38.2	10,945	15,131	.0045	.0042
Lampasas	15.0	16.8	12.0	6.5	14.0	204,142	62.2	22,076	31,406	70,529	46.3	8,455	10,851	.0041	.0043
La Salle	5.6	5.5	-1.8	1.8	.0	48,855	42.0	19,114	27,142	18,583	28.8	8,014	10,324	.0013	.0012
Lavaca	18.9	18.7	-1.1	7.1	.0	232,350	42.2	23,009	32,725	143,157	39.5	14,449	20,163	.0061	.0057
Lee	12.8	13.7	7.0	4.9	8.9	147,436	54.7	21,174	30,089	213,788	56.7	30,324	43,630	.0051	.0052
Leon	12.5	14.1	12.8	6.3	18.9	204,142	69.0	22,788	32,403	114,347	71.1	12,611	18,150	.0042	.0047
Liberty	55.7	59.9	7.5	21.1	8.2	821,221	54.0	27,346	38,920	439,826	41.1	15,986	20,845	.0189	.0188
Limestone	23.2	25.1	8.2	9.1	7.1	279,169	52.4	21,557	30,678	113,641	37.4	9,730	12,488	.0064	.0064
Lipscomb	3.7	3.6	-2.7	1.3	.0	49,145	41.7	26,682	37,804	19,035	38.7	10,555	14,642	.0011	.0010
Live Oak	10.2	10.4	2.0	3.4	.0	105,851	42.2	21,900	31,133	66,108	34.8	14,419	19,444	.0029	.0029
Llano	12.9	14.5	12.4	6.3	12.5	210,831	60.0	23,526	33,465	70,205	44.4	8,685	11,144	.0040	.0041
Loving	.1	.1	.0	.1	.0	3,199	36.6	23,420	31,990	333	31.6	2,530	3,330	.0000	.0001
Lubbock	224.5	228.6	1.8	83.6	4.1	3,300,007	48.2	27,735	39,474	2,201,041	36.8	20,042	26,328	.0841	.0800
Lynn	7.7	7.5	-2.6	2.5	.0	65,430	41.8	18,452	26,172	19,567	31.1	5,969	7,827	.0016	.0015
McCulloch	8.9	9.0	1.1	3.5	.0	106,433	42.3	21,375	30,409	55,892	29.2	12,356	15,969	.0027	.0025
McLennan	192.3	202.9	5.5	75.9	7.5	2,800,411	53.0	25,924	36,896	1,595,715	39.0	16,260	21,024	.0664	.0652
McMullen	.8	.8	.0	.3	.0	12,795	40.4	30,387	42,650	3,838	43.0	8,947	12,793	.0004	.0003
Madison	11.8	12.4	5.1	4.1	13.9	164,593	61.9	28,241	40,145	61,018	46.3	15,385	19,760	.0035	.0037
Marion	10.7	10.9	1.9	4.4	4.8	121,846	48.9	19,484	27,692	39,689	38.1	6,842	9,020	.0027	.0026
Martin	4.6	4.5	-2.2	1.5	.0	61,359	42.1	28,777	40,906	25,993	28.6	13,474	17,329	.0016	.0014
Mason	3.6	3.6	.0	1.5	.0	37,515	41.3	17,702	25,009	15,496	27.8	8,082	10,331	.0008	.0008
Matagorda	43.5	46.3	6.4	16.8	8.4	782,836	54.3	32,740	46,597	241,750	39.1	11,211	14,390	.0151	.0150
Maverick	40.7	45.7	12.3	11.6	14.9	271,608	63.5	16,452	23,414	261,225	47.4	17,345	22,519	.0091	.0097
Medina	27.5	30.0	9.1	10.3	10.8	344,308	57.6	23,493	33,428	188,035	47.6	13,699	18,256	.0082	.0082
Menard	2.4	2.4	.0	.9	.0	18,611	41.3	14,633	20,679	18,830	43.5	14,581	20,922	.0007	.0007
Midland	112.5	130.0	15.6	48.6	17.7	2,627,385	67.5	37,984	54,061	1,950,894	64.5	28,715	40,142	.0563	.0621
Milam	24.6	25.8	4.9	9.1	3.4	301,560	47.2	23,285	33,138	92,594	32.7	7,928	10,175	.0066	.0062
Mills	4.4	4.4	.0	1.8	.0	56,997	42.3	22,253	31,675	22,568	34.9	9,291	12,538	.0014	.0014
Mitchell	8.7	8.5	-2.3	3.2	.0	109,632	42.2	24,090	34,260	70,407	39.2	15,804	22,002	.0028	.0026
Montague	18.2	18.5	1.6	7.3	1.4	204,433	44.3	19,679	28,005	104,396	30.3	11,128	14,301	.0052	.0049

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TEXAS (continued)															
ALL COUNTIES (continued)															
Montgomery	177.9	206.0	15.8	68.8	17.2	3,200,844	66.8	32,689	46,524	999,402	50.4	11,317	14,526	.0579	.0626
Moore	17.9	18.2	1.7	6.2	1.6	235,839	44.6	26,732	38,039	122,766	30.4	15,429	19,801	.0058	.0055
Morris	14.6	14.4	–1.4	5.2	.0	184,077	42.3	24,878	35,399	86,226	37.0	12,100	16,582	.0045	.0041
Motley	1.7	1.7	.0	.8	.0	17,739	40.2	15,821	22,174	5,313	27.3	5,218	6,641	.0003	.0004
Nacogdoches	52.9	56.0	5.9	20.6	8.4	709,845	54.3	24,212	34,458	385,689	42.1	14,282	18,723	.0168	.0166
Navarro	39.5	41.7	5.6	16.2	7.3	544,379	52.6	23,621	33,604	351,592	42.2	16,370	21,703	.0135	.0134
Newton	13.9	14.1	1.4	5.1	4.1	184,658	48.1	25,437	36,207	43,776	38.6	6,446	8,584	.0038	.0036
Nolan	17.3	17.1	–1.2	6.2	–1.6	216,937	39.9	24,606	34,990	132,432	26.3	16,638	21,360	.0058	.0052
Nueces	300.9	315.3	4.8	108.2	7.0	4,302,106	52.3	27,936	39,761	2,881,312	40.2	20,326	26,630	.1081	.1058
Ochiltree	9.5	9.3	–2.1	3.2	–3.0	130,860	37.8	28,776	40,894	103,663	37.2	22,892	32,395	.0037	.0034
Oldham	2.4	2.4	.0	.7	.0	20,065	40.5	20,407	28,664	11,377	32.9	12,231	16,253	.0006	.0005
Orange	83.2	81.1	–2.5	28.6	–.3	1,403,404	41.8	34,473	49,070	699,683	39.8	17,438	24,464	.0320	.0299
Palo Pinto	25.5	26.3	3.1	10.0	3.1	343,436	46.7	24,132	34,344	298,022	51.1	20,338	29,802	.0094	.0094
Panola	23.7	25.3	6.8	9.0	7.1	351,287	52.4	27,440	39,032	136,045	43.4	11,294	15,116	.0074	.0073
Parker	62.9	73.2	16.4	26.7	18.1	1,153,607	68.1	30,360	43,206	358,892	51.6	10,473	13,442	.0207	.0226
Parmer	11.2	11.0	–1.8	3.3	.0	85,205	41.9	18,190	25,820	28,428	30.7	6,592	8,615	.0023	.0021
Pecos	16.4	17.0	3.7	5.0	2.0	177,679	45.2	24,977	35,536	192,254	53.2	25,606	38,451	.0056	.0055
Polk	32.9	38.0	15.5	14.6	17.7	439,400	67.5	21,156	30,096	178,061	51.1	9,504	12,196	.0091	.0098
Potter	104.3	106.8	2.4	42.4	4.2	1,519,725	48.3	25,185	35,843	1,561,663	49.9	25,601	36,832	.0442	.0437
Presidio	5.7	6.1	7.0	1.9	.0	41,003	42.1	15,184	21,581	27,612	28.3	11,331	14,533	.0014	.0013
Rains	6.3	7.1	12.7	3.1	19.2	97,418	69.4	22,115	31,425	27,668	57.9	6,737	8,925	.0017	.0018
Randall	92.7	102.3	10.4	38.6	12.9	2,035,605	60.6	37,050	52,736	592,960	44.9	11,968	15,362	.0356	.0371
Reagan	4.6	4.6	.0	1.4	.0	54,380	41.7	27,418	38,843	40,030	43.7	19,903	28,593	.0015	.0013
Real	2.9	3.2	10.3	1.0	.0	22,973	40.7	16,331	22,973	8,612	30.9	6,577	8,612	.0008	.0007
Red River	15.8	15.5	–1.9	6.1	.0	154,124	42.3	17,755	25,266	120,821	40.8	14,070	19,807	.0044	.0043
Reeves	15.4	15.0	–2.6	4.8	.0	151,216	42.3	22,133	31,503	107,796	30.6	17,191	22,458	.0046	.0041
Refugio	8.8	8.6	–2.3	3.0	.0	113,412	42.1	26,599	37,804	90,952	43.9	21,070	30,317	.0032	.0030
Roberts	1.1	1.1	.0	.4	.0	14,831	39.9	26,500	37,078	6,594	42.8	11,543	16,485	.0003	.0004
Robertson	15.5	15.9	2.6	6.4	6.7	193,673	51.7	21,285	30,261	115,995	53.5	12,594	18,124	.0047	.0046
Rockwall	27.4	32.7	19.3	11.7	20.6	649,940	71.7	39,035	55,550	165,475	54.8	11,019	14,143	.0103	.0116
Runnels	11.9	11.7	–1.7	4.7	.0	150,053	42.2	22,446	31,926	95,059	38.6	14,591	20,225	.0040	.0037
Rusk	44.9	46.6	3.8	16.8	3.7	644,124	47.5	26,951	38,341	229,513	37.0	10,341	13,661	.0138	.0133
Sabine	10.6	11.6	9.4	4.8	11.6	136,095	58.6	19,959	28,353	43,970	43.1	7,144	9,160	.0029	.0029
San Augustine	8.8	8.8	.0	3.4	.0	105,270	42.3	21,761	30,962	34,918	28.3	8,003	10,270	.0024	.0022
San Jacinto	15.5	17.9	15.5	6.8	17.2	233,222	66.8	24,109	34,297	24,210	50.4	2,774	3,560	.0037	.0042
San Patricio	61.2	61.7	.8	19.7	3.1	754,919	46.7	26,933	38,321	407,228	39.3	15,309	20,671	.0188	.0180
San Saba	5.5	5.4	–1.8	2.4	.0	73,863	42.1	21,663	30,776	24,888	28.7	8,058	10,370	.0016	.0015
Schleicher	2.7	2.6	–3.7	.9	.0	31,988	41.9	25,044	35,542	9,437	36.6	7,679	10,486	.0007	.0006
Scurry	18.6	18.3	–1.6	6.7	.0	273,353	42.3	28,677	40,799	126,324	29.5	14,559	18,854	.0064	.0059
Shackelford	3.8	3.7	–2.6	1.4	.0	52,344	41.9	26,339	37,389	17,741	28.3	9,874	12,672	.0012	.0010
Shelby	24.7	25.6	3.6	9.9	5.3	296,326	49.8	21,039	29,932	140,731	35.2	11,078	14,215	.0071	.0069
Sherman	3.0	2.9	–3.3	1.1	.0	59,614	41.8	38,214	54,195	11,185	28.1	7,937	10,168	.0011	.0011
Smith	154.9	169.4	9.4	63.5	11.6	2,765,806	58.8	30,603	43,556	1,443,100	43.6	17,663	22,726	.0594	.0603
Somervell	5.1	5.7	11.8	2.6	23.8	99,745	75.7	27,028	38,363	16,988	58.7	5,098	6,534	.0015	.0019
Starr	38.4	44.6	16.1	11.7	18.2	260,557	68.1	15,661	22,270	151,622	51.6	10,101	12,959	.0075	.0080
Stephens	10.2	10.2	.0	4.2	.0	133,187	42.4	22,276	31,711	93,539	39.2	15,997	22,271	.0035	.0033
Sterling	1.5	1.7	13.3	.4	.0	13,086	40.4	23,298	32,715	5,460	29.3	10,560	13,650	.0004	.0003
Stonewall	2.2	2.1	–4.5	1.0	.0	33,151	41.7	23,388	33,151	10,620	31.2	8,097	10,620	.0006	.0007
Sutton	5.1	5.0	–2.0	1.5	.0	54,380	41.7	25,583	36,253	41,212	51.9	18,089	27,475	.0016	.0015
Swisher	9.2	9.0	–2.2	3.3	.0	84,332	41.9	18,013	25,555	50,444	32.5	11,539	15,286	.0023	.0022
Tarrant	1,118.1	1,272.8	13.8	485.9	16.4	23,441,740	65.6	33,895	48,244	12,432,536	52.5	19,525	25,587	.4706	.5022
Taylor	124.9	131.7	5.4	48.8	8.0	1,890,496	53.7	27,219	38,740	1,748,760	50.1	25,778	35,835	.0515	.0518
Terrell	1.4	1.4	.0	.6	.0	22,973	42.1	26,937	38,288	8,842	28.3	11,490	14,737	.0006	.0004
Terry	14.4	14.0	–2.8	5.0	.0	190,184	42.3	26,738	38,037	97,098	29.3	15,023	19,420	.0046	.0043
Throckmorton	1.9	1.9	.0	.9	.0	19,193	41.3	15,097	21,326	13,186	43.5	10,213	14,651	.0006	.0006
Titus	24.5	26.1	6.5	9.7	7.8	365,246	53.3	26,465	37,654	242,621	39.1	19,378	25,012	.0090	.0089
Tom Green	98.8	105.2	6.5	39.3	8.6	1,675,012	54.5	29,944	42,621	1,236,781	50.4	22,722	31,470	.0408	.0412
Travis	560.2	648.2	15.7	268.1	19.1	12,139,477	69.5	31,814	45,280	6,423,612	53.8	18,560	23,960	.2386	.2589
Trinity	11.9	13.5	13.4	5.4	14.9	154,124	63.4	20,069	28,541	56,849	47.4	8,205	10,528	.0031	.0034
Tyler	19.8	21.7	9.6	8.2	12.3	265,501	59.8	22,761	32,378	100,370	49.9	9,174	12,240	.0055	.0058
Upshur	33.6	36.3	8.0	13.1	9.2	472,551	55.4	25,343	36,073	141,351	40.1	8,406	10,790	.0097	.0096
Upton	4.6	4.5	–2.2	1.5	.0	54,671	42.2	25,634	36,447	30,242	43.9	14,009	20,161	.0013	.0012
Uvalde	25.1	26.4	5.2	8.5	6.3	246,599	51.2	20,391	29,012	151,737	36.4	13,910	17,851	.0068	.0067
Val Verde	43.2	46.8	8.3	14.1	9.2	467,317	55.5	23,297	33,143	385,535	51.7	19,697	27,343	.0130	.0133
Van Zandt	41.1	46.5	13.1	17.4	13.7	585,091	61.9	23,626	33,626	163,892	46.0	7,338	9,419	.0113	.0119
Victoria	76.4	79.2	3.7	27.7	6.1	1,151,280	51.0	29,206	41,562	798,929	37.9	22,200	28,842	.0291	.0282

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

SaMM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
TEXAS (continued)															
ALL COUNTIES (continued)															
Walker	54.3	60.7	11.8	19.6	17.4	890,432	67.0	31,921	45,430	392,480	50.6	15,601	20,024	.0179	.0191
Waller	23.3	25.3	8.6	8.0	14.3	331,513	62.6	29,120	41,439	539,627	82.4	42,266	67,453	.0107	.0120
Ward	13.9	13.6	-2.2	4.6	.0	170,118	42.3	25,985	36,982	97,916	33.5	15,943	21,286	.0044	.0042
Washington	25.2	27.0	7.1	9.8	8.9	416,136	55.0	29,839	42,463	373,487	56.8	26,470	38,111	.0107	.0111
Webb	122.6	136.2	11.1	37.1	12.8	1,114,348	60.5	21,106	30,036	2,006,223	79.4	33,992	54,076	.0417	.0470
Wharton	40.6	40.1	-1.2	14.4	.7	499,014	43.3	24,344	34,654	327,749	34.5	17,037	22,760	.0135	.0123
Wheeler	7.4	7.3	-1.4	2.9	.0	100,617	42.2	24,401	34,696	65,059	40.4	15,984	22,434	.0026	.0024
Wichita	126.2	127.3	.9	47.5	2.8	1,853,564	46.3	27,420	39,022	1,382,690	40.0	21,378	29,109	.0489	.0467
Wilbarger	16.0	16.0	.0	6.0	.0	204,433	42.2	23,960	34,072	120,526	34.6	14,925	20,088	.0054	.0049
Willacy	18.6	19.1	2.7	5.1	2.0	130,570	44.9	18,019	25,602	81,944	39.1	11,780	16,067	.0040	.0038
Williamson	124.2	146.8	18.2	49.5	19.6	2,226,661	70.2	31,605	44,983	725,240	53.8	11,392	14,651	.0400	.0442
Wilson	20.7	22.9	10.6	7.7	11.6	244,563	58.8	22,326	31,761	103,328	45.5	10,289	13,419	.0055	.0057
Winkler	9.4	9.2	-2.1	3.1	.0	108,469	42.2	24,614	34,990	92,937	43.9	20,833	29,980	.0032	.0029
Wise	36.3	42.0	15.7	15.3	17.7	630,165	67.5	28,940	41,187	304,976	64.0	14,306	19,933	.0124	.0138
Wood	30.5	33.7	10.5	12.8	11.3	452,195	58.4	24,822	35,328	182,880	46.1	10,884	14,288	.0095	.0098
Yoakum	10.2	11.2	9.8	4.0	14.3	180,296	62.6	31,672	45,074	58,202	46.7	11,337	14,551	.0033	.0035
Young	19.6	19.8	1.0	8.0	2.6	315,519	46.0	27,709	39,440	133,814	33.2	12,876	16,727	.0069	.0065
Zapata	8.8	10.0	13.6	3.3	17.9	78,516	67.5	16,739	23,793	40,400	65.4	8,726	12,242	.0020	.0022
Zavala	12.1	12.2	.8	3.2	.0	82,297	42.0	16,110	25,718	30,962	28.2	7,547	9,676	.0023	.0022
TOTAL METRO COUNTIES	**13,649.1**	**14,903.1**	**9.2**	**5,447.3**	**11.6**	**247,503,139**	**59.0**	**31,885**	**45,436**	**138,733,713**	**47.8**	**19,218**	**25,468**	**5.3610**	**5.5057**
TOTAL STATE	**16,918.9**	**18,347.7**	**8.4**	**6,692.2**	**10.7**	**290,765,861**	**57.9**	**30,440**	**43,448**	**161,016,085**	**47.2**	**18,088**	**24,060**	**6.2730**	**6.5086**
UTAH															
PROVO - OREM	**250.0**	**261.1**	**4.4**	**71.8**	**5.6**	**2,734,850**	**57.3**	**25,566**	**38,090**	**1,461,817**	**45.8**	**14,745**	**20,360**	**.0670**	**.0675**
Utah	250.0	261.1	4.4	71.8	5.6	2,734,850	57.3	25,566	38,090	1,461,817	45.8	14,745	20,360	.0670	.0675
SALT LAKE CITY - OGDEN	**1,068.5**	**1,143.2**	**7.0**	**376.2**	**8.5**	**16,868,974**	**61.7**	**30,093**	**44,840**	**10,116,187**	**57.7**	**18,510**	**26,890**	**.3738**	**.3931**
Davis	187.0	209.0	11.8	59.5	13.5	2,637,053	69.2	29,746	44,320	1,317,806	63.8	15,357	22,148	.0552	.0605
Salt Lake	719.7	765.4	6.3	258.1	7.9	11,811,898	60.8	30,715	45,765	7,184,353	57.0	19,128	27,836	.2618	.2739
Weber	161.8	168.8	4.3	58.6	6.5	2,420,023	58.8	27,715	41,297	1,614,028	55.8	18,830	27,543	.0568	.0587
ALL COUNTIES															
Beaver	5.1	5.3	3.9	1.6	.0	42,327	49.0	17,753	26,454	22,427	31.7	10,646	14,017	.0012	.0010
Box Elder	38.3	40.6	6.0	11.8	5.4	611,311	57.0	34,769	51,806	181,598	38.7	11,689	15,390	.0118	.0119
Cache	67.1	71.3	6.3	22.4	7.7	917,499	60.5	27,490	40,960	387,148	43.7	12,955	17,283	.0198	.0202
Carbon	23.9	24.3	1.7	8.0	1.3	354,876	50.9	29,769	44,360	121,133	33.3	11,500	15,142	.0073	.0071
Daggett	.8	.8	.0	.2	.0	7,327	49.0	24,580	36,635	2,894	31.7	10,985	14,470	.0003	.0003
Davis	187.0	209.0	11.8	59.5	13.5	2,637,053	69.2	29,746	44,320	1,317,806	63.8	15,357	22,148	.0552	.0605
Duchesne	14.9	15.7	5.4	4.5	7.1	192,475	59.6	28,710	42,772	60,971	41.1	10,291	13,549	.0040	.0040
Emery	12.8	12.9	.8	3.6	.0	163,663	49.0	30,508	45,462	25,209	31.7	5,318	7,003	.0031	.0031
Garfield	4.0	4.1	2.5	1.2	.0	29,950	49.0	16,754	24,958	15,116	45.1	8,683	12,597	.0008	.0008
Grand	7.7	7.5	-2.6	2.7	.0	95,668	49.0	23,782	35,433	34,908	31.7	9,820	12,929	.0022	.0021
Iron	21.6	23.3	7.9	7.1	7.6	201,361	60.3	19,037	28,361	157,292	41.6	16,827	22,154	.0059	.0059
Juab	5.8	5.8	.0	1.7	.0	47,747	49.0	18,848	28,086	30,548	32.6	13,550	17,969	.0014	.0012
Kane	5.2	5.8	11.5	1.7	6.3	54,851	58.3	21,661	32,265	22,954	39.9	10,257	13,502	.0013	.0014
Millard	13.3	15.5	16.5	4.5	12.5	157,104	67.6	23,433	34,912	55,990	48.1	9,450	12,442	.0033	.0036
Morgan	5.7	6.0	5.3	1.6	.0	77,525	49.0	32,514	48,453	9,459	31.7	4,490	5,912	.0014	.0013
Piute	1.5	1.6	6.7	.4	.0	10,000	48.9	16,788	25,000	2,462	47.2	4,183	6,155	.0002	.0003
Rich	2.3	2.3	.0	.7	.0	27,921	49.0	26,769	39,887	5,210	31.7	5,653	7,443	.0006	.0005
Salt Lake	719.7	765.4	6.3	258.1	7.9	11,811,898	60.8	30,715	45,765	7,184,353	57.0	19,128	27,836	.2618	.2739
San Juan	12.1	11.8	-2.5	3.1	.0	82,005	49.0	17,755	26,453	23,455	31.7	5,747	7,566	.0022	.0021
Sanpete	17.2	18.1	5.2	5.2	2.0	154,183	51.9	19,898	29,651	69,051	50.2	9,015	13,279	.0039	.0038
Sevier	16.4	16.9	3.0	5.2	2.0	180,396	51.9	23,282	34,692	105,034	34.2	15,341	20,199	.0047	.0046
Summit	14.6	16.9	15.8	6.0	20.0	271,039	78.8	30,316	45,173	197,540	76.8	22,351	32,923	.0057	.0066
Tooele	29.5	31.0	5.1	9.5	5.6	455,594	57.3	32,186	47,957	125,933	40.0	9,997	13,256	.0087	.0088
Uintah	24.8	26.4	6.5	7.8	6.8	374,158	59.2	32,194	47,969	123,912	40.7	12,066	15,886	.0074	.0075
Utah	250.0	261.1	4.4	71.8	5.6	2,734,850	57.3	25,566	38,090	1,461,817	45.8	14,745	20,360	.0670	.0675
Wasatch	10.3	11.2	8.7	3.6	12.5	109,653	67.6	20,443	30,459	39,512	48.1	8,336	10,976	.0023	.0025
Washington	43.6	51.5	18.1	15.4	18.5	506,510	76.5	22,074	32,890	445,714	76.2	19,460	28,942	.0128	.0149
Wayne	2.3	2.5	8.7	.6	.0	23,168	49.0	25,912	38,613	3,249	31.6	4,113	5,415	.0006	.0005
Weber	161.8	168.8	4.3	58.6	6.5	2,420,023	58.8	27,715	41,297	1,614,028	55.8	18,830	27,543	.0568	.0587
TOTAL METRO COUNTIES	**1,318.5**	**1,404.3**	**6.5**	**448.0**	**8.1**	**19,603,824**	**61.1**	**29,350**	**43,759**	**11,578,004**	**56.1**	**17,893**	**25,844**	**.4408**	**.4606**
TOTAL STATE	**1,719.3**	**1,833.4**	**6.6**	**578.1**	**7.9**	**24,752,135**	**60.8**	**28,724**	**42,816**	**13,846,723**	**54.8**	**16,685**	**23,952**	**.5537**	**.5766**

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES

METRO AREA / County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
VERMONT															
BURLINGTON	135.1	143.6	6.3	54.6	9.9	2,820,821	55.7	36,461	51,663	1,943,506	57.9	24,773	35,595	.0631	.0651
Chittenden	129.8	137.9	6.2	52.6	10.0	2,738,783	55.9	36,759	52,068	1,927,410	58.1	25,508	36,643	.0615	.0636
Grand Isle	5.3	5.7	7.5	2.0	5.3	82,038	49.1	28,957	41,019	16,096	34.8	6,286	8,048	.0016	.0015
ALL COUNTIES															
Addison	32.0	33.8	5.6	12.4	9.7	566,077	55.4	32,228	45,651	326,797	57.6	18,346	26,355	.0124	.0127
Bennington	35.6	36.6	2.8	14.8	5.0	657,700	48.7	31,374	44,439	725,160	51.3	33,998	48,997	.0188	.0188
Caledonia	28.1	29.2	3.9	11.4	6.5	399,451	50.9	24,738	35,040	306,195	53.0	18,698	26,859	.0103	.0102
Chittenden	129.8	137.9	6.2	52.6	10.0	2,738,783	55.9	36,759	52,068	1,927,410	58.1	25,508	36,643	.0615	.0636
Essex	7.2	7.7	6.9	3.2	18.5	107,757	67.9	23,771	33,674	18,897	70.3	4,111	5,905	.0018	.0020
Franklin	37.6	38.9	3.5	14.3	6.7	563,973	51.2	27,842	39,439	396,009	53.3	19,278	27,693	.0138	.0139
Grand Isle	5.3	5.7	7.5	2.0	5.3	82,038	49.1	28,957	41,019	16,096	34.8	6,286	8,048	.0016	.0015
Lamoille	18.4	19.2	4.3	7.7	8.5	307,523	53.6	28,195	39,938	220,189	55.8	19,906	28,596	.0074	.0076
Orange	25.3	26.6	5.1	10.1	8.6	435,249	53.8	30,420	43,094	174,745	54.8	12,136	17,301	.0086	.0087
Orleans	24.5	24.7	.8	9.3	3.3	321,751	46.4	24,422	34,597	199,371	48.4	14,923	21,438	.0081	.0078
Rutland	62.2	64.2	3.2	25.3	6.8	1,053,495	51.2	29,398	41,640	819,138	53.3	22,539	32,377	.0262	.0264
Washington	55.3	56.8	2.7	22.6	5.6	924,999	49.6	28,896	40,929	636,794	51.7	19,615	28,177	.0223	.0219
Windham	39.4	40.5	2.8	17.2	6.8	747,642	51.3	30,689	43,468	571,319	53.5	23,123	33,216	.0180	.0183
Windsor	56.1	58.9	5.0	24.5	8.4	974,056	53.6	28,067	39,757	561,222	55.4	15,980	22,907	.0215	.0218
TOTAL METRO COUNTIES	135.1	143.6	6.3	54.6	9.9	2,820,821	55.7	36,461	51,663	1,943,506	57.9	24,773	35,595	.0631	.0651
TOTAL STATE	556.8	580.7	4.3	227.4	7.7	9,880,494	52.8	30,635	43,450	6,899,342	54.6	21,143	30,340	.2323	.2352
VIRGINIA															
CHARLOTTESVILLE	126.1	133.3	5.7	52.4	8.9	2,511,011	53.3	34,059	47,920	1,788,972	61.3	23,056	34,141	.0573	.0589
Albemarle	64.0	68.4	6.9	26.6	10.4	1,491,963	54.7	40,011	56,089	583,753	57.8	15,354	21,946	.0276	.0285
Charlottesville city	41.0	42.0	2.4	17.4	4.8	649,587	46.9	26,633	37,333	1,111,826	63.2	41,048	63,898	.0230	.0237
Fluvanna	11.8	12.7	7.6	4.7	11.9	188,916	56.9	28,673	40,195	50,105	59.9	7,459	10,661	.0036	.0035
Greene	9.3	10.2	9.7	3.7	15.6	180,545	62.0	34,827	48,796	43,288	65.2	8,188	11,699	.0031	.0032
DANVILLE	111.3	110.2	-1.0	40.8	.7	1,634,650	41.2	28,577	40,065	902,192	53.0	14,558	22,113	.0386	.0371
Danville city	44.9	44.4	-1.1	17.7	.6	695,192	41.0	28,016	39,276	702,964	55.7	25,650	39,715	.0199	.0194
Pittsylvania	66.4	65.8	-.9	23.1	.9	939,458	41.4	29,008	40,669	199,228	44.2	6,034	8,525	.0187	.0177
LYNCHBURG	148.8	152.3	2.4	54.3	4.6	2,462,283	46.7	32,345	45,346	1,607,967	51.2	20,494	29,613	.0591	.0580
Amherst	31.1	32.1	3.2	10.7	5.9	497,654	48.5	33,177	46,510	225,771	51.4	14,763	21,100	.0108	.0107
Campbell	49.4	51.4	4.0	17.1	4.3	771,158	46.2	32,172	45,097	222,528	49.0	9,105	13,013	.0154	.0150
Lynchburg city	68.3	68.8	.7	26.5	4.3	1,193,471	46.3	32,126	45,037	1,159,668	51.6	30,125	43,761	.0329	.0323
NORFOLK - VIRGINIA BEACH - NEWPORT NEWS	1,372.3	1,476.9	7.6	519.1	10.4	25,392,860	55.7	34,700	48,917	14,318,969	55.9	19,537	27,584	.5455	.5620
Chesapeake city	145.7	163.9	12.5	55.9	15.7	2,754,653	62.3	35,150	49,278	1,284,455	65.4	16,076	22,978	.0538	.0580
Gloucester	30.3	35.5	17.2	13.0	19.3	484,410	67.2	26,583	37,262	205,310	55.9	12,082	15,793	.0098	.0105
Hampton city	129.3	132.0	2.1	47.7	4.8	2,296,731	47.0	34,340	48,149	1,912,347	49.9	28,047	40,091	.0593	.0582
James City	27.8	30.7	10.4	11.3	14.1	568,623	60.0	35,896	50,321	234,440	63.1	14,516	20,747	.0107	.0113
Newport News city	166.0	175.7	5.8	65.5	8.8	2,675,689	52.5	29,137	40,850	1,596,606	52.6	17,383	24,376	.0612	.0619
Norfolk city	280.2	273.3	-2.5	93.2	-.5	4,234,247	39.5	32,405	45,432	2,920,527	42.2	21,923	31,336	.1097	.1023
Poquoson city	11.0	12.3	11.8	4.1	13.9	237,894	59.6	41,394	58,023	63,731	62.8	10,876	15,544	.0040	.0044
Portsmouth city	112.9	116.7	3.4	43.3	6.1	1,864,173	48.8	30,710	43,052	970,229	50.7	15,779	22,407	.0414	.0409
Suffolk city	53.6	57.1	6.5	19.8	8.8	880,734	52.5	31,734	44,482	666,840	55.5	23,565	33,679	.0217	.0221
Virginia Beach city	360.3	418.5	16.2	145.6	19.7	8,231,473	67.9	40,325	56,535	3,480,018	66.1	17,231	23,901	.1474	.1632
Williamsburg city	12.0	13.2	10.0	4.5	18.4	255,512	66.0	40,514	56,780	734,060	87.4	103,055	163,124	.0106	.0127
York	43.2	48.0	11.1	15.2	11.8	908,722	56.7	42,643	59,784	250,406	59.7	11,526	16,474	.0159	.0165
RICHMOND - PETERSBURG	843.4	893.0	5.9	331.9	7.9	17,213,487	52.5	36,708	51,879	10,141,386	54.9	21,290	30,556	.3724	.3780
Charles City	6.7	6.6	-1.5	2.0	0	86,087	40.2	30,711	43,044	3,907	39.5	1,400	1,954	.0016	.0015
Chesterfield	186.7	215.8	15.6	73.1	17.9	4,420,539	65.3	43,136	60,472	2,027,128	68.5	19,402	27,731	.0807	.0889
Colonial Heights city	17.3	17.7	2.3	6.2	1.6	282,125	42.5	32,464	45,504	157,844	45.3	17,814	25,459	.0066	.0063
Dinwiddie	22.0	21.8	-.9	6.3	1.6	303,990	42.5	34,416	48,252	53,518	45.2	5,943	8,495	.0060	.0057
Goochland	13.3	14.2	6.8	4.8	11.6	270,505	56.4	40,215	56,355	64,141	59.5	9,351	13,363	.0046	.0047
Hanover	59.3	64.6	8.9	21.7	10.7	1,250,570	55.2	41,109	57,630	658,921	58.2	21,245	30,365	.0256	.0265
Henrico	204.7	219.2	7.1	86.9	9.9	4,943,932	54.0	40,578	56,892	3,007,922	57.0	24,216	34,614	.1039	.1068
Hopewell city	23.9	23.9	0	9.1	1.1	427,061	41.8	33,472	46,930	217,022	44.5	16,685	23,849	.0096	.0092
New Kent	11.4	12.9	13.2	4.5	12.5	231,147	57.6	36,660	51,366	35,012	46.0	5,994	7,780	.0038	.0040
Petersburg city	40.8	40.3	-1.2	15.5	-.6	544,508	41.1	25,058	35,130	620,358	59.3	25,281	40,023	.0168	.0164
Powhatan	14.0	14.4	2.9	4.0	2.6	212,531	43.8	37,906	53,133	50,159	46.6	8,774	12,540	.0042	.0040

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S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
VIRGINIA (continued)															
RICHMOND - PETERSBURG (continued)															
Prince George	25.9	25.5	-1.5	6.4	.0	334,102	40.2	37,234	52,203	148,633	42.9	16,248	23,224	.0079	.0074
Richmond city	217.4	216.1	-.6	91.4	2.1	3,911,390	43.2	30,526	42,794	3,096,821	46.0	23,706	33,882	.1011	.0966
ROANOKE	**230.5**	**235.7**	**2.3**	**92.9**	**4.3**	**4,097,683**	**46.2**	**31,463**	**44,109**	**2,585,523**	**51.7**	**19,128**	**27,831**	**.0954**	**.0936**
Botetourt	26.2	28.0	6.9	10.0	8.7	423,687	52.4	30,220	42,369	122,321	55.4	8,558	12,232	.0081	.0081
Roanoke	77.7	80.0	3.0	28.5	4.4	1,503,833	46.4	37,639	52,766	536,628	49.2	13,174	18,829	.0296	.0288
Roanoke city	102.8	103.7	.9	45.4	3.9	1,761,469	45.6	27,676	38,799	1,564,564	51.5	23,634	34,462	.0469	.0460
Salem city	23.8	24.0	.8	9.0	1.1	408,694	41.7	32,396	45,410	362,010	55.3	26,189	40,223	.0108	.0107
ALL COUNTIES															
Accomack	33.1	34.1	3.0	12.8	4.9	461,545	47.1	25,725	36,058	254,494	49.9	13,912	19,882	.0109	.0107
Albemarle	64.0	68.4	6.9	26.6	10.4	1,491,963	54.7	40,011	56,089	583,753	57.8	15,354	21,946	.0276	.0285
Alexandria city	112.3	117.4	4.5	60.3	7.5	4,137,415	50.7	48,944	68,614	2,042,175	53.6	23,695	33,867	.0781	.0786
Alleghany	14.0	13.7	-2.1	4.3	-4.4	202,410	33.9	33,589	47,072	1,182	30.3	202	275	.0037	.0032
Amelia	8.9	9.1	2.2	2.8	.0	106,453	40.2	27,124	38,019	33,451	42.9	8,359	11,947	.0023	.0023
Amherst	31.1	32.1	3.2	10.7	5.9	497,654	48.5	33,177	46,510	225,771	51.4	14,763	21,100	.0108	.0107
Appomattox	13.0	13.4	3.1	5.0	8.7	202,035	52.4	28,826	40,407	84,449	53.0	11,997	16,890	.0042	.0041
Arlington	160.6	163.3	1.7	80.5	4.5	5,571,653	46.6	49,367	69,213	2,308,472	49.4	20,063	28,677	.1033	.1008
Augusta	54.9	55.4	.9	19.1	3.2	900,725	44.7	33,639	47,158	437,333	47.6	16,020	22,897	.0200	.0193
Bath	5.5	5.4	-1.8	1.8	.0	68,595	40.2	27,183	38,108	15,116	39.8	6,006	8,398	.0015	.0013
Bedford	42.3	46.6	10.2	15.2	8.6	622,099	52.2	29,196	40,928	33,579	39.6	1,719	2,209	.0104	.0108
Bedford city	6.4	6.7	4.7	2.6	4.0	99,206	45.8	27,222	38,156	189,781	64.6	46,110	72,993	.0037	.0039
Bland	6.5	6.5	.0	2.2	.0	76,216	40.1	24,726	34,644	12,894	42.9	4,101	5,861	.0016	.0015
Botetourt	26.2	28.0	6.9	10.0	8.7	423,687	52.4	30,220	42,369	122,321	55.4	8,558	12,232	.0081	.0081
Bristol city	18.1	17.7	-2.2	7.3	.0	276,627	40.2	27,025	37,894	388,590	56.4	34,037	53,232	.0093	.0090
Brunswick	16.0	15.7	-1.9	5.1	.0	176,172	40.2	24,636	34,544	61,607	42.9	8,451	12,080	.0041	.0038
Buchanan	37.3	36.4	-2.4	12.0	.0	506,026	40.2	30,075	42,169	195,379	42.0	11,470	16,282	.0114	.0108
Buckingham	12.6	12.6	.0	4.0	.0	128,568	40.2	22,929	32,142	37,294	42.9	6,524	9,324	.0030	.0027
Buena Vista city	6.5	6.3	-3.1	2.3	.0	83,087	40.1	26,405	36,994	48,457	42.9	14,744	21,068	.0021	.0021
Campbell	49.4	51.4	4.0	17.1	4.3	771,158	46.2	32,172	45,097	222,528	49.0	9,105	13,013	.0154	.0150
Caroline	20.4	21.7	6.4	7.1	9.2	303,865	53.1	30,533	42,798	80,998	54.4	8,073	11,408	.0058	.0060
Carroll	27.5	27.5	.0	9.6	1.1	331,728	41.7	24,644	34,555	109,670	44.4	7,992	11,424	.0075	.0070
Charles City	6.7	6.6	-1.5	2.0	.0	86,087	40.2	30,711	43,044	3,907	39.5	1,400	1,954	.0016	.0015
Charlotte	11.9	11.7	-1.7	4.0	.0	135,440	40.2	24,156	33,860	31,173	38.2	5,638	7,793	.0029	.0027
Charlottesville city	41.0	42.0	2.4	17.4	4.8	649,587	46.9	26,633	37,333	1,111,826	63.2	41,048	63,898	.0230	.0237
Chesapeake city	145.7	163.9	12.5	55.9	15.7	2,754,653	62.3	35,150	49,278	1,284,455	65.4	16,076	22,978	.0538	.0580
Chesterfield	186.7	215.8	15.6	73.1	17.9	4,420,539	65.3	43,136	60,472	2,027,128	68.5	19,402	27,731	.0807	.0889
Clarke	11.2	11.8	5.4	4.2	5.0	217,653	47.1	36,980	51,822	51,767	48.9	8,694	12,325	.0040	.0040
Clifton Forge city	5.1	5.1	.0	2.0	.0	78,715	40.2	28,073	39,358	31,994	27.3	12,566	15,997	.0018	.0016
Colonial Heights city	17.3	17.7	2.3	6.2	1.6	282,125	42.5	32,464	45,504	157,844	45.3	17,814	25,459	.0066	.0063
Covington city	7.7	7.5	-2.6	2.9	.0	93,334	40.1	22,977	32,184	205,038	58.2	44,680	70,703	.0040	.0041
Craig	4.4	4.7	6.8	1.5	.0	60,723	40.1	28,891	40,482	7,306	32.3	3,681	4,871	.0011	.0011
Culpeper	26.3	28.4	8.0	9.6	7.9	383,205	51.2	28,476	39,917	191,422	54.2	13,951	19,940	.0085	.0086
Cumberland	8.8	9.3	5.7	3.0	3.4	99,581	45.0	23,684	33,194	35,545	47.8	8,291	11,848	.0024	.0022
Danville city	44.9	44.4	-1.1	17.7	.6	695,192	41.0	28,016	39,276	702,964	55.7	25,650	39,715	.0199	.0194
Dickenson	20.4	20.5	.5	7.1	2.9	235,645	44.2	23,679	33,189	91,081	35.9	9,710	12,828	.0055	.0052
Dinwiddie	22.0	21.8	-.9	6.3	1.6	303,990	42.5	34,416	48,252	53,518	45.2	5,943	8,495	.0060	.0057
Emporia city	4.6	4.5	-2.2	1.9	.0	68,095	40.1	25,576	35,839	162,840	58.3	54,149	85,705	.0031	.0031
Essex	9.5	9.7	2.1	3.2	.0	106,703	40.1	23,797	33,345	138,068	58.3	27,261	43,146	.0035	.0036
Fairfax	747.1	834.3	11.7	312.6	14.9	25,549,541	61.1	58,295	81,732	11,491,216	64.3	25,718	36,760	.4472	.4795
Fairfax city	20.0	20.0	.0	7.4	1.4	619,975	42.1	59,758	83,780	1,656,443	60.5	141,388	223,844	.0276	.0284
Falls Church city	9.7	9.9	2.1	4.8	4.3	375,708	46.3	55,840	78,273	584,713	65.2	76,950	121,815	.0115	.0120
Fauquier	47.4	53.9	13.7	18.6	16.3	1,013,051	63.0	38,856	54,465	371,133	66.1	13,961	19,953	.0180	.0197
Floyd	12.6	13.0	3.2	4.7	2.2	164,927	43.2	25,035	35,091	40,882	34.7	6,597	8,698	.0034	.0033
Fluvanna	11.8	12.7	7.6	4.7	11.9	188,916	56.9	28,673	40,195	50,105	59.9	7,459	10,661	.0036	.0035
Franklin	38.9	40.9	5.1	14.4	8.3	567,248	51.8	28,101	39,392	156,109	52.7	7,786	10,980	.0111	.0112
Franklin city	7.7	7.8	1.3	2.6	.0	107,827	40.2	29,584	41,472	116,315	58.3	28,259	44,737	.0032	.0032
Frederick	39.5	42.6	7.8	13.7	6.2	664,080	48.9	34,577	48,473	260,458	51.8	13,301	19,012	.0137	.0137
Fredericksburg city	19.8	22.2	12.1	9.3	17.7	387,453	65.0	29,719	41,662	823,475	86.4	55,932	88,546	.0135	.0159
Galax city	6.7	6.8	1.5	3.0	3.4	108,202	44.9	25,743	36,067	163,206	63.7	34,375	54,402	.0036	.0036
Giles	17.7	17.6	-.6	6.3	1.6	250,389	42.4	28,358	39,744	140,574	45.0	15,640	22,313	.0059	.0057
Gloucester	30.3	35.5	17.2	13.0	19.3	484,410	67.2	26,583	37,262	205,310	55.9	12,082	15,793	.0098	.0105
Goochland	13.3	14.2	6.8	4.8	11.6	270,505	56.4	40,215	56,355	64,141	59.5	9,351	13,363	.0046	.0047
Grayson	16.7	16.9	1.2	6.6	4.8	247,265	46.8	26,732	37,464	55,736	49.7	5,909	8,445	.0047	.0047
Greene	9.3	10.2	9.7	3.7	15.6	180,545	62.0	34,827	48,796	43,288	65.2	8,188	11,699	.0031	.0032
Greensville	10.3	10.0	-2.9	3.1	.0	97,707	40.1	22,490	31,518	3,934	42.9	888	1,269	.0020	.0019
Halifax	29.9	29.3	-2.0	9.7	.0	380,706	40.2	27,995	39,248	43,090	42.9	3,108	4,442	.0074	.0069

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
VIRGINIA (continued)															
ALL COUNTIES (continued)															
Hampton city	129.3	132.0	2.1	47.7	4.8	2,296,731	47.0	34,340	48,149	1,912,347	49.9	28,047	40,091	.0593	.0582
Hanover	59.3	64.6	8.9	21.7	10.7	1,250,570	55.2	41,109	57,630	658,921	58.2	21,245	30,365	.0256	.0265
Harrisonburg city	29.5	34.4	16.6	12.1	23.5	509,024	73.1	30,014	42,068	944,039	95.4	49,287	78,020	.0161	.0196
Henrico	204.7	219.2	7.1	86.9	9.9	4,943,932	54.0	40,578	56,892	3,007,922	57.0	24,216	34,614	.1039	.1068
Henry	60.8	62.6	3.0	22.3	5.2	950,453	47.5	30,401	42,621	387,026	50.3	12,142	17,355	.0202	.0197
Highland	2.9	2.8	-3.4	1.1	.0	36,359	40.2	23,579	33,054	9,632	42.9	6,126	8,756	.0007	.0007
Hopewell city	23.9	23.9	.0	9.1	1.1	427,061	41.8	33,472	46,930	217,022	44.5	16,685	23,849	.0096	.0092
Isle of Wight	25.9	28.5	10.0	9.7	11.5	404,321	56.3	29,736	41,683	116,172	52.0	8,786	11,976	.0077	.0081
James City	27.8	30.7	10.4	11.3	14.1	568,623	60.0	35,896	50,321	234,440	63.1	14,516	20,747	.0107	.0113
King and Queen	6.3	6.5	3.2	2.3	.0	79,590	40.2	24,687	34,604	9,443	35.9	3,021	4,106	.0016	.0015
King George	13.0	14.4	10.8	4.8	11.6	221,152	56.5	32,871	46,073	30,623	44.4	4,933	6,380	.0037	.0038
King William	10.5	11.2	6.7	4.2	13.5	181,045	59.1	30,761	43,106	77,198	50.0	13,908	18,380	.0037	.0038
Lancaster	11.1	11.7	5.4	4.9	11.4	198,162	56.0	28,862	40,441	117,599	59.1	16,795	24,000	.0044	.0045
Lee	26.8	27.3	1.9	9.8	5.4	292,745	47.7	21,310	29,872	68,406	34.1	5,484	6,980	.0062	.0061
Lexington city	6.8	6.6	-2.9	2.0	.0	105,203	40.1	37,555	52,602	120,342	58.2	38,026	60,171	.0031	.0030
Loudoun	75.6	87.6	15.9	30.3	18.4	1,908,653	65.9	44,935	62,992	805,555	69.2	18,601	26,586	.0336	.0371
Louisa	20.5	22.0	7.3	7.6	8.6	231,772	52.2	21,757	30,496	88,798	55.2	8,175	11,684	.0053	.0053
Lunenburg	12.2	12.1	-.8	4.2	.0	154,431	40.2	26,232	36,769	54,005	42.9	8,997	12,858	.0034	.0032
Lynchburg city	68.3	68.8	.7	26.5	4.3	1,193,471	46.3	32,126	45,037	1,159,668	51.6	30,125	43,761	.0329	.0323
Madison	11.4	12.0	5.3	4.1	5.1	147,684	47.3	25,706	36,020	73,772	50.2	12,592	17,993	.0034	.0034
Manassas city	20.8	24.1	15.9	8.5	19.7	498,904	67.8	41,870	58,695	629,379	73.7	51,025	74,045	.0131	.0148
Manassas Park city	7.4	7.9	6.8	2.4	4.3	119,072	46.2	35,421	49,613	31,134	49.1	9,080	12,973	.0023	.0024
Martinsville city	18.9	19.2	1.6	7.5	4.2	348,470	46.0	33,151	46,463	301,466	54.0	27,180	40,195	.0090	.0088
Mathews	9.0	9.7	7.8	4.3	13.2	195,538	58.6	32,447	45,474	36,558	47.7	6,515	8,502	.0032	.0033
Mecklenburg	30.2	30.2	.0	11.2	4.7	420,438	46.7	26,779	37,539	215,411	42.4	14,133	19,233	.0099	.0096
Middlesex	8.7	9.2	5.7	3.9	14.7	166,551	60.7	30,478	42,705	48,138	56.0	9,078	12,343	.0029	.0030
Montgomery	69.0	71.9	4.2	25.0	6.8	1,177,478	49.8	33,599	47,099	682,206	52.7	19,093	27,288	.0266	.0265
Nelson	12.5	12.7	1.6	4.4	.0	190,416	40.2	30,873	43,276	77,679	42.9	12,353	17,654	.0042	.0040
New Kent	11.4	12.9	13.2	4.5	12.5	231,147	57.6	36,660	51,366	35,012	46.0	5,994	7,780	.0038	.0040
Newport News city	166.0	175.7	5.8	65.5	8.8	2,675,688	52.5	29,137	40,850	1,596,606	52.6	17,383	24,376	.0612	.0619
Norfolk city	280.2	273.3	-2.5	93.2	-.5	4,234,247	39.5	32,405	45,432	2,920,527	42.2	21,923	31,336	.1097	.1023
Northampton	15.0	15.0	.0	5.7	1.8	198,287	42.6	24,822	34,787	91,188	45.1	11,221	15,998	.0047	.0044
Northumberland	10.3	10.6	2.9	4.4	7.3	201,536	50.4	32,679	45,804	75,864	53.4	12,064	17,242	.0039	.0039
Norton city	4.6	4.5	-2.2	1.6	.0	64,721	40.0	28,885	40,451	198,138	58.2	78,267	123,836	.0035	.0034
Nottoway	14.9	14.9	.0	5.3	.0	210,906	40.2	28,393	39,794	98,285	42.6	13,007	18,544	.0049	.0046
Orange	21.7	23.7	9.2	8.6	13.2	368,212	58.6	30,547	42,815	160,206	61.7	13,035	18,629	.0073	.0077
Page	21.3	22.3	4.7	8.3	6.4	315,610	49.2	27,128	38,025	158,784	52.1	13,386	19,131	.0072	.0071
Patrick	18.5	19.0	2.7	6.6	1.5	263,008	42.3	28,432	39,850	63,330	45.1	6,714	9,595	.0052	.0050
Petersburg city	40.8	40.3	-1.2	15.5	.6	544,508	41.1	25,058	35,130	620,358	59.3	25,281	40,023	.0168	.0164
Pittsylvania	66.4	65.8	-.9	23.1	.9	939,458	41.4	29,005	40,669	199,228	44.2	6,034	8,625	.0187	.0177
Poquoson city	11.0	12.3	11.8	4.1	13.9	237,894	59.6	41,394	58,023	63,731	62.8	10,876	15,544	.0040	.0044
Portsmouth city	112.9	116.7	3.4	43.3	6.1	1,864,173	48.8	38,710	43,052	970,229	50.7	15,779	22,407	.0414	.0409
Powhatan	14.0	14.4	2.9	4.0	2.6	212,531	43.8	37,906	53,133	50,159	46.6	8,774	12,540	.0042	.0040
Prince Edward	18.1	18.9	4.4	5.6	5.7	206,658	48.1	26,327	36,903	215,504	63.3	24,901	38,483	.0062	.0063
Prince George	25.9	25.5	-1.5	6.4	.0	334,102	40.2	37,234	52,203	148,633	42.9	16,248	23,224	.0079	.0074
Prince William	190.3	220.5	15.6	71.7	19.1	4,679,049	67.0	46,546	65,259	2,277,970	70.2	22,228	31,771	.0856	.0952
Pulaski	34.9	34.4	-1.4	12.7	.8	529,015	41.3	29,712	41,655	217,575	44.1	11,986	17,132	.0117	.0110
Radford city	14.0	14.3	2.1	4.1	2.5	214,780	43.7	37,367	52,385	142,360	50.8	23,604	34,722	.0052	.0051
Rappahannock	6.8	7.2	5.9	2.6	4.0	110,826	45.8	30,400	42,625	10,987	35.7	3,240	4,226	.0019	.0019
Richmond	7.5	7.7	2.7	2.7	.0	102,086	40.1	26,995	37,807	42,710	31.6	12,016	15,819	.0024	.0022
Richmond city	217.4	216.1	-.6	91.4	2.1	3,911,390	43.2	30,526	42,794	3,096,821	46.0	23,706	33,882	.1011	.0966
Roanoke	77.7	80.0	3.0	28.5	4.4	1,503,833	46.4	37,639	52,766	536,628	49.2	13,174	18,829	.0296	.0288
Roanoke city	102.8	103.7	.9	45.4	3.9	1,761,469	45.6	27,676	38,799	1,564,564	51.5	23,634	34,462	.0469	.0460
Rockbridge	18.4	17.9	-2.7	6.0	.0	213,530	-0.2	25,383	35,588	197,883	42.9	23,073	32,981	.0065	.0061
Rockingham	56.3	55.4	-1.6	19.5	.5	792,773	40.9	28,997	40,655	209,647	43.7	7,522	10,751	.0164	.0154
Russell	33.7	34.6	2.7	12.2	5.2	393,450	47.4	23,011	32,250	124,100	46.9	7,283	10,172	.0087	.0085
Salem city	23.8	24.0	.8	9.0	1.1	408,694	41.7	32,396	45,410	362,010	55.3	26,189	40,223	.0108	.0107
Scott	25.3	25.3	.0	8.9	1.1	368,961	41.9	29,573	41,456	187,883	44.5	14,770	21,110	.0086	.0081
Shenandoah	30.7	32.5	5.9	12.7	9.5	512,773	53.5	28,798	40,376	251,120	56.5	13,834	19,773	.0110	.0111
Smyth	33.4	33.1	-.9	12.0	1.7	503,027	42.6	29,897	41,919	229,053	45.4	13,354	19,088	.0113	.0108
Southampton	18.3	17.8	-2.7	5.3	-1.9	200,286	37.6	26,952	37,790	77,807	40.3	10,270	14,681	.0048	.0044
South Boston city	7.2	7.1	-1.4	2.6	.0	98,456	40.1	27,024	37,868	200,803	58.3	48,796	77,232	.0042	.0040
Spotsylvania	43.9	49.3	12.3	16.0	14.3	811,390	60.2	36,174	50,712	469,508	63.3	20,531	29,344	.0171	.0183
Stafford	56.5	65.6	16.1	20.5	17.8	1,197,844	65.2	41,676	58,431	422,152	68.4	14,407	20,593	.0209	.0231
Staunton city	22.1	22.0	-.5	8.2	1.2	354,593	41.9	30,846	43,243	295,055	52.3	23,915	35,982	.0093	.0091
Suffolk city	53.6	57.1	6.5	19.8	8.8	880,734	52.5	31,734	44,482	666,840	55.5	23,565	33,679	.0217	.0221

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VIRGINIA (continued)															
ALL COUNTIES (continued)															
Surry	6.5	6.7	3.1	2.2	.0	76,841	40.1	24,935	34,928	21,492	42.9	6,837	9,769	.0018	.0016
Sussex	10.4	10.1	-2.9	3.5	.0	141,937	40.2	28,929	40,553	109,797	42.9	21,949	31,371	.0038	.0037
Tazewell	50.6	50.2	-.8	17.4	.6	569,872	41.0	23,360	32,751	502,393	55.4	18,685	28,873	.0166	.0161
Virginia Beach city	360.3	418.5	16.2	145.6	19.7	8,231,473	67.9	40,325	56,535	3,480,018	66.1	17,231	23,901	.1474	.1632
Warren	24.7	26.9	8.9	10.3	10.8	363,089	55.2	25,150	35,251	202,562	58.3	13,761	19,666	.0082	.0084
Washington	50.4	52.2	3.6	17.8	4.1	703,563	45.9	28,194	39,526	248,104	48.8	9,752	13,938	.0149	.0147
Waynesboro city	17.6	18.6	5.7	7.4	7.2	347,721	50.3	33,521	46,989	287,094	53.3	27,145	38,796	.0087	.0087
Westmoreland	15.6	16.4	5.1	6.5	8.3	216,904	51.9	23,803	33,370	77,077	50.5	8,537	11,858	.0046	.0044
Williamsburg city	12.0	13.2	10.0	4.5	18.4	255,512	66.0	40,514	56,780	734,060	87.4	103,055	163,124	.0106	.0127
Winchester city	22.5	24.0	6.7	10.2	10.9	464,544	55.4	32,490	45,544	517,854	69.5	33,210	50,770	.0123	.0131
Wise	46.2	46.8	1.3	15.6	2.0	642,840	42.9	29,393	41,208	336,575	45.7	15,095	21,575	.0153	.0148
Wythe	26.5	26.9	1.5	10.0	4.2	372,585	46.0	26,580	37,259	300,858	48.9	21,051	30,086	.0100	.0097
York	43.2	48.0	11.1	15.2	11.8	908,722	56.7	42,643	59,784	250,406	59.7	11,526	16,474	.0159	.0165
TOTAL METRO COUNTIES	**4,327.0**	**4,647.2**	**7.4**	**1,724.4**	**9.8**	**99,323,939**	**55.3**	**40,745**	**57,599**	**54,418,795**	**58.0**	**21,940**	**31,558**	**2.0243**	**2.0913**
TOTAL STATE	**6,047.2**	**6,426.3**	**6.3**	**2,352.9**	**8.6**	**124,935,700**	**53.7**	**37,511**	**53,099**	**68,481,747**	**57.6**	**20,055**	**29,105**	**2.6098**	**2.6755**
WASHINGTON															
BELLINGHAM	**118.6**	**124.4**	**4.9**	**49.8**	**7.8**	**1,955,348**	**52.5**	**27,762**	**39,264**	**1,126,044**	**47.8**	**16,494**	**22,611**	**.0443**	**.0443**
Whatcom	118.6	124.4	4.9	49.8	7.8	1,955,348	52.5	27,762	39,264	1,126,044	47.8	16,494	22,611	.0443	.0443
BREMERTON	**180.5**	**198.2**	**9.8**	**76.7**	**13.1**	**3,486,612**	**60.0**	**32,140**	**45,458**	**1,373,827**	**56.9**	**12,911**	**17,912**	**.0661**	**.0695**
Kitsap	180.5	198.2	9.8	76.7	13.1	3,486,612	60.0	32,140	45,458	1,373,827	56.9	12,911	17,912	.0661	.0695
OLYMPIA	**156.1**	**173.4**	**11.1**	**70.5**	**14.1**	**3,166,569**	**61.3**	**31,759**	**44,916**	**1,517,011**	**60.4**	**15,304**	**21,518**	**.0620**	**.0658**
Thurston	156.1	173.4	11.1	70.5	14.1	3,166,569	61.3	31,759	44,916	1,517,011	60.4	15,304	21,518	.0620	.0658
RICHLAND - KENNEWICK - PASCO	**150.7**	**151.4**	**.5**	**56.1**	**2.2**	**2,983,673**	**44.5**	**37,623**	**53,185**	**1,288,237**	**41.8**	**16,549**	**22,963**	**.0623**	**.0597**
Benton	114.5	115.3	.7	42.5	1.9	2,377,827	44.1	39,562	55,949	894,221	40.8	15,231	21,040	.0477	.0455
Franklin	36.2	36.1	-.3	13.6	3.0	605,846	45.7	31,498	44,548	394,016	44.1	20,712	28,972	.0146	.0142
SEATTLE	**1,842.5**	**1,975.3**	**7.2**	**824.2**	**10.1**	**46,851,940**	**55.6**	**40,221**	**56,845**	**22,299,521**	**55.1**	**19,215**	**27,056**	**.9033**	**.9287**
King	1,425.7	1,513.9	6.2	642.2	9.1	37,255,645	54.3	41,018	58,013	18,281,730	54.5	20,103	28,467	.7257	.7408
Snohomish	416.8	461.4	10.7	182.0	13.8	9,596,295	61.0	37,285	52,727	4,017,791	57.6	15,947	22,076	.1776	.1879
SEATTLE - TACOMA CONSOLIDATED AREA	***2,398.4***	***2,568.4***	***7.1***	***1,055.1***	***10.1***	***55,977,461***	***55.6***	***37,528***	***53,054***	***27,645,634***	***55.6***	***18,538***	***26,202***	***1.1061***	***1.1378***
SPOKANE	**357.3**	**363.0**	**1.6**	**148.1**	**4.3**	**5,655,416**	**47.5**	**27,000**	**38,186**	**3,475,018**	**46.9**	**16,656**	**23,464**	**.1349**	**.1313**
Spokane	357.3	363.0	1.6	148.1	4.3	5,655,416	47.5	27,000	38,186	3,475,018	46.9	16,656	23,464	.1349	.1313
TACOMA	**555.9**	**593.1**	**6.7**	**230.9**	**9.8**	**9,125,521**	**55.3**	**27,944**	**39,522**	**5,346,113**	**57.6**	**16,130**	**23,153**	**.2028**	**.2091**
Pierce	555.9	593.1	6.7	230.9	9.8	9,125,521	55.3	27,944	39,522	5,346,113	57.6	16,130	23,153	.2028	.2091
VANCOUVER	**216.6**	**229.5**	**6.0**	**88.4**	**8.6**	**3,967,856**	**53.6**	**31,738**	**44,885**	**1,477,204**	**50.3**	**12,074**	**16,710**	**.0775**	**.0784**
Clark	216.6	229.5	6.0	88.4	8.6	3,967,856	53.6	31,738	44,885	1,477,204	50.3	12,074	16,710	.0775	.0784
YAKIMA	**186.4**	**193.2**	**3.6**	**74.2**	**6.5**	**2,764,275**	**50.6**	**26,341**	**37,254**	**1,482,254**	**44.1**	**14,762**	**19,976**	**.0638**	**.0627**
Yakima	186.4	193.2	3.6	74.2	6.5	2,764,275	50.6	26,341	37,254	1,482,254	44.1	14,762	19,976	.0638	.0627
ALL COUNTIES															
Adams	14.1	14.3	1.4	5.5	3.8	242,886	46.8	31,224	44,161	89,610	39.5	12,120	16,293	.0050	.0048
Asotin	17.2	17.2	.0	7.0	1.4	281,087	43.5	28,392	40,155	85,592	38.0	8,986	12,227	.0058	.0055
Benton	114.5	115.3	.7	42.5	1.9	2,377,827	44.1	39,562	55,949	894,221	40.8	15,231	21,040	.0477	.0455
Chelan	49.7	52.3	5.2	22.5	8.2	894,197	53.0	28,102	39,742	500,620	43.0	16,831	22,250	.0199	.0196
Clallam	55.2	56.3	2.0	23.4	4.9	866,182	48.4	26,173	37,016	422,573	41.7	13,373	18,059	.0196	.0189
Clark	216.6	229.5	6.0	88.4	8.6	3,967,856	53.6	31,738	44,885	1,477,204	50.3	12,074	16,710	.0775	.0784
Columbia	4.0	4.0	.0	1.6	.0	61,971	41.3	27,408	38,732	16,087	27.9	7,864	10,054	.0013	.0012
Cowlitz	80.7	80.5	-.2	32.1	1.9	1,372,799	44.1	30,239	42,766	723,708	40.9	16,305	22,545	.0315	.0299
Douglas	24.7	25.8	4.5	10.4	7.2	422,857	51.6	28,752	40,659	184,698	53.9	12,373	17,759	.0087	.0088
Ferry	6.3	6.4	1.6	2.1	.0	89,797	41.4	30,242	42,760	15,457	35.0	5,453	7,360	.0018	.0015
Franklin	36.2	36.1	-.3	13.6	3.0	605,846	45.7	31,498	44,548	394,016	44.1	20,712	28,972	.0146	.0142
Garfield	2.3	2.2	-4.3	1.0	.0	43,012	41.4	30,429	43,012	4,299	27.9	3,362	4,299	.0008	.0006
Grant	54.1	56.9	5.2	21.8	7.9	820,906	52.6	26,628	37,656	378,419	43.9	13,018	17,359	.0179	.0179
Grays Harbor	63.3	61.7	-2.5	25.4	.4	1,186,508	42.0	33,026	46,713	494,425	36.7	14,294	19,466	.0254	.0236
Island	53.3	58.3	9.4	23.1	12.7	1,061,528	59.4	32,494	45,954	339,631	61.7	10,243	14,703	.0190	.0200
Jefferson	19.3	21.1	9.3	9.1	12.3	374,374	58.9	29,088	41,140	115,082	44.3	9,847	12,646	.0069	.0071
King	1,425.7	1,513.9	6.2	642.2	9.1	37,255,645	54.3	41,018	58,013	18,281,730	54.5	20,103	28,467	.7257	.7408
Kitsap	180.5	198.2	9.8	76.7	13.1	3,486,612	60.0	32,140	45,458	1,373,827	56.9	12,911	17,912	.0661	.0695
Kittitas	25.5	25.6	.4	10.3	2.0	326,552	44.2	22,415	31,704	226,902	39.2	16,140	22,029	.0087	.0083
Klickitat	16.2	16.1	-.6	6.3	1.6	248,828	43.7	27,931	39,497	73,816	44.1	8,261	11,717	.0051	.0048

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

SaMM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
WASHINGTON (continued)															
ALL COUNTIES (continued)															
Lewis	58.5	59.3	1.4	23.7	3.9	923,814	47.0	27,564	38,979	508,798	43.1	15,599	21,468	.0215	.0207
Lincoln	9.5	9.3	-2.1	3.8	.0	195,252	41.4	36,330	51,382	37,370	31.0	7,505	9,834	.0036	.0034
Mason	37.4	40.2	7.5	16.3	10.9	674,986	56.8	29,284	41,410	225,246	51.3	10,128	13,819	.0127	.0131
Okanogan	32.6	33.4	2.5	13.4	4.7	368,620	48.0	19,452	27,509	266,088	50.3	13,834	19,857	.0100	.0097
Pacific	17.3	17.1	-1.2	7.6	1.3	277,503	43.3	25,820	36,514	96,247	36.2	9,424	12,664	.0058	.0055
Pend Oreille	9.0	9.1	1.1	3.4	3.0	108,851	45.6	22,650	32,015	61,343	47.9	12,573	18,042	.0027	.0027
Pierce	555.9	593.1	6.7	230.9	9.8	9,125,521	55.3	27,944	39,522	5,346,113	57.6	16,130	23,153	.2028	.2091
San Juan	9.8	10.9	11.2	5.0	13.6	216,946	60.7	30,682	43,389	55,682	45.3	8,707	11,136	.0037	.0038
Skagit	71.0	74.5	4.9	30.7	7.3	1,225,370	51.8	28,222	39,914	870,254	54.1	19,748	28,347	.0294	.0296
Skamania	8.0	7.9	-1.3	3.0	.0	80,270	41.4	18,927	26,757	11,983	29.3	3,090	3,994	.0016	.0016
Snohomish	416.8	461.4	10.7	182.0	13.8	9,596,295	61.0	37,285	52,727	4,017,791	57.6	15,947	22,076	.1776	.1879
Spokane	357.3	363.0	1.6	148.1	4.3	5,655,416	47.5	27,000	38,186	3,475,018	46.9	16,656	23,464	.1349	.1313
Stevens	32.0	33.2	3.8	11.8	5.4	440,401	49.0	26,391	37,322	131,986	35.6	8,693	11,185	.0090	.0090
Thurston	156.1	173.4	11.1	70.5	14.1	3,166,569	61.3	31,759	44,916	1,517,011	60.4	15,304	21,518	.0620	.0658
Wahkiakum	3.4	3.3	-2.9	1.4	.0	48,860	41.3	24,699	34,900	9,743	38.0	5,043	6,959	.0010	.0009
Walla Walla	48.1	48.1	.0	18.6	2.8	765,538	45.3	29,105	41,158	382,859	44.0	14,692	20,584	.0174	.0167
Whatcom	118.6	124.4	4.9	49.8	7.8	1,955,348	52.5	27,762	39,264	1,126,044	47.8	16,494	22,611	.0443	.0443
Whitman	43.1	45.1	4.6	16.9	7.0	745,730	51.3	31,205	44,126	205,496	48.3	8,772	12,160	.0142	.0141
Yakima	186.4	193.2	3.6	74.2	6.5	2,764,275	50.6	26,341	37,254	1,482,254	44.1	14,762	19,976	.0638	.0627
TOTAL METRO COUNTIES	**3,764.6**	**4,001.5**	**6.3**	**1,618.9**	**9.2**	**79,957,210**	**54.6**	**34,888**	**49,390**	**39,385,229**	**53.6**	**17,296**	**24,328**	**1.6170**	**1.6495**
TOTAL STATE	**4,630.2**	**4,891.6**	**5.6**	**1,976.1**	**8.5**	**94,322,835**	**53.7**	**33,685**	**47,732**	**45,919,243**	**52.3**	**16,552**	**23,237**	**1.9270**	**1.9528**

WEST VIRGINIA

CHARLESTON	**266.2**	**263.9**	**-.9**	**108.8**	**2.1**	**4,378,693**	**53.5**	**26,764**	**40,245**	**2,646,219**	**45.1**	**17,111**	**24,322**	**.1015**	**.0997**
Kanawha	221.9	216.4	-2.5	91.0	.7	3,692,319	51.5	26,967	40,575	2,371,775	44.4	18,175	26,063	.0878	.0853
Putnam	44.3	47.5	7.2	17.8	9.9	686,374	65.3	25,633	38,560	274,444	51.6	11,173	15,418	.0137	.0144
HUNTINGTON - ASHLAND	**330.5**	**325.2**	**-1.6**	**125.7**	**1.1**	**4,434,365**	**50.3**	**23,741**	**35,277**	**3,179,307**	**55.9**	**16,404**	**25,293**	**.1124**	**.1114**
Cabell	103.2	100.6	-2.5	42.0	.5	1,405,741	51.2	22,247	33,470	1,813,536	65.3	26,246	43,179	.0436	.0449
Wayne	45.9	45.3	-1.3	17.0	1.2	606,796	52.2	23,724	35,694	214,243	46.0	8,734	12,603	.0129	.0126
Boyd, Ky.	*52.9*	*51.6*	*-2.5*	*20.1*	*.5*	*781,786*	*50.1*	*26,038*	*38,895*	*650,027*	*51.2*	*21,492*	*32,340*	*.0206*	*.0203*
Carter, Ky.	*25.7*	*25.8*	*.4*	*9.0*	*2.3*	*257,362*	*52.8*	*19,145*	*28,596*	*144,982*	*42.8*	*11,540*	*16,109*	*.0067*	*.0066*
Greenup, Ky.	*39.0*	*38.5*	*-1.3*	*13.5*	*.7*	*505,925*	*50.5*	*25,087*	*37,476*	*130,163*	*40.8*	*6,900*	*9,642*	*.0104*	*.0099*
Lawrence, Ohio	*63.8*	*63.4*	*-.6*	*24.1*	*2.6*	*876,755*	*46.8*	*25,408*	*36,380*	*226,356*	*32.1*	*7,293*	*9,392*	*.0182*	*.0171*
PARKERSBURG - MARIETTA	**157.6**	**156.2**	**-.9**	**61.4**	**2.0**	**2,343,497**	**50.5**	**25,874**	**38,168**	**1,460,621**	**45.2**	**16,706**	**23,789**	**.0566**	**.0551**
Wood	92.0	90.3	-1.8	36.5	.8	1,426,529	51.7	25,976	39,083	978,679	47.6	18,317	26,813	.0350	.0342
Washington, Ohio	*65.6*	*65.9*	*.5*	*24.9*	*3.8*	*916,968*	*48.6*	*25,719*	*36,826*	*481,942*	*40.7*	*14,277*	*19,355*	*.0216*	*.0209*
STEUBENVILLE - WEIRTON	**151.0**	**147.3**	**-2.5**	**57.3**	**.5**	**2,254,484**	**47.2**	**26,877**	**39,345**	**1,079,893**	**41.4**	**13,395**	**18,846**	**.0511**	**.0489**
Brooke	28.6	27.9	-2.4	10.6	1.0	372,274	51.9	23,342	35,120	185,389	49.4	11,816	17,490	.0085	.0085
Hancock	38.4	37.5	-2.3	15.0	.7	647,780	51.5	28,702	43,185	340,618	49.0	15,341	22,708	.0143	.0140
Jefferson, Ohio	*84.0*	*81.9*	*-2.5*	*31.7*	*.3*	*1,234,430*	*43.7*	*27,191*	*38,941*	*553,886*	*34.8*	*13,002*	*17,473*	*.0283*	*.0264*
WHEELING	**175.5**	**171.2**	**-2.5**	**69.2**	**.4**	**2,541,508**	**47.8**	**24,962**	**36,727**	**1,609,760**	**45.9**	**16,010**	**23,262**	**.0625**	**.0602**
Marshall	39.3	38.3	-2.5	15.0	.7	590,428	51.5	26,161	39,362	233,741	39.6	11,234	15,583	.0126	.0121
Ohio	57.7	56.3	-2.4	23.4	.4	816,444	51.1	23,190	34,891	590,713	50.0	16,897	25,244	.0207	.0204
Belmont, Ohio	*78.5*	*76.6*	*-2.4*	*30.8*	*.3*	*1,134,636*	*43.7*	*25,726*	*36,839*	*785,306*	*44.9*	*17,655*	*25,497*	*.0242*	*.0277*
ALL COUNTIES															
Barbour	16.4	16.0	-2.4	6.1	0	162,883	50.4	17,749	26,702	71,125	44.7	8,059	11,660	.0040	.0038
Berkeley	54.3	58.8	8.3	23.7	12.3	867,244	69.0	24,323	36,593	507,712	66.2	14,474	21,422	.0184	.0201
Boone	30.5	30.0	-1.6	10.9	.9	370,270	51.9	22,577	33,970	192,529	44.5	12,340	17,663	.0089	.0087
Braxton	14.0	14.0	0	5.5	1.9	164,476	53.2	19,875	29,905	173,336	58.5	20,252	31,516	.0049	.0049
Brooke	28.6	27.9	-2.4	10.6	1.0	372,274	51.9	23,342	35,120	185,389	49.4	11,816	17,490	.0085	.0085
Cabell	103.2	100.6	-2.5	42.0	.5	1,405,741	51.2	22,247	33,470	1,813,536	65.3	26,246	43,179	.0436	.0449
Calhoun	8.7	8.8	1.1	3.4	3.0	87,673	55.0	17,141	25,786	35,808	50.6	7,207	10,532	.0021	.0021
Clay	11.4	11.3	-.9	4.1	0	113,805	50.5	18,449	27,757	40,716	47.6	6,728	9,931	.0026	.0026
Doddridge	7.9	8.0	1.3	2.8	0	66,345	50.4	15,753	23,695	15,299	40.6	3,885	5,464	.0016	.0014
Fayette	55.0	53.6	-2.5	20.7	.5	629,022	51.2	20,197	30,388	386,443	47.8	12,689	18,669	.0161	.0157
Gilmer	8.1	7.9	-2.5	2.9	0	71,741	50.4	16,443	24,738	33,239	48.0	7,743	11,462	.0017	.0018
Grant	10.1	9.9	-2.0	3.6	0	110,105	50.4	20,331	30,585	48,816	42.6	9,511	13,560	.0027	.0025
Greenbrier	37.0	36.3	-1.9	14.5	.7	453,600	51.5	20,793	31,283	377,426	54.8	16,936	26,029	.0123	.0122
Hampshire	16.4	17.2	4.9	6.5	8.3	178,763	63.0	18,283	27,502	88,477	39.5	9,244	13,612	.0042	.0045
Hancock	38.4	37.5	-2.3	15.0	.7	647,780	51.5	28,702	43,185	340,618	49.0	15,341	22,708	.0143	.0140
Hardy	10.1	10.1	0	3.7	0	108,075	50.5	19,414	29,209	79,298	48.0	14,479	21,432	.0029	.0028

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S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
WEST VIRGINIA (continued)															
ALL COUNTIES (continued)															
Harrison	74.8	72.9	-2.5	29.6	.7	988,423	51.5	22,194	33,393	657,482	48.4	15,073	22,212	.0248	.0244
Jackson	26.8	26.9	.4	9.9	2.1	314,203	53.6	21,094	31,738	143,318	40.0	10,550	14,477	.0073	.0072
Jefferson	35.8	39.0	8.9	14.5	12.4	511,749	69.1	23,460	35,293	181,468	60.4	8,772	12,515	.0100	.0107
Kanawha	221.9	216.4	-2.5	91.0	.7	3,692,319	51.5	26,967	40,575	2,371,775	44.4	18,175	26,063	.0878	.0853
Lewis	18.3	17.9	-2.2	7.1	.0	216,997	50.5	20,313	30,563	144,951	48.0	13,793	20,416	.0055	.0055
Lincoln	23.3	22.7	-2.6	8.1	1.3	243,695	52.3	19,997	30,086	51,801	37.8	4,700	6,395	.0052	.0050
Logan	49.0	47.8	-2.4	17.5	.6	642,152	51.3	24,388	36,694	349,932	38.8	14,486	19,996	.0156	.0149
McDowell	45.1	44.0	-2.4	15.8	.6	441,600	51.4	18,577	27,949	177,843	35.7	8,350	11,256	.0107	.0102
Marion	63.2	61.6	-2.5	25.4	.8	913,855	51.7	23,912	35,979	685,414	53.6	17,709	26,985	.0231	.0231
Marshall	39.3	38.3	-2.5	15.0	.7	590,428	51.5	26,161	39,362	233,741	39.6	11,234	15,583	.0126	.0121
Mason	26.1	25.5	-2.3	10.0	1.0	290,255	52.0	19,292	29,026	139,204	46.5	9,470	13,920	.0070	.0068
Mercer	70.0	68.3	-2.4	27.3	.7	880,066	51.6	21,426	32,237	943,565	63.7	21,052	34,636	.0255	.0263
Mineral	27.7	27.6	-.4	10.5	1.0	334,348	51.9	21,165	31,843	97,281	43.0	6,543	9,265	.0072	.0069
Mingo	36.3	35.4	-2.5	12.6	.8	367,366	51.7	19,378	29,156	289,873	55.8	14,986	23,006	.0102	.0101
Monongalia	74.1	73.4	-.9	29.9	2.4	1,125,585	54.0	25,024	37,645	636,132	49.7	14,548	21,275	.0258	.0256
Monroe	13.5	13.8	2.2	5.2	6.1	162,729	59.7	20,801	31,294	20,458	40.5	2,972	3,934	.0029	.0031
Morgan	11.4	11.7	2.6	4.8	6.7	150,472	60.5	20,838	31,348	44,455	53.3	6,443	9,261	.0030	.0030
Nicholas	29.0	29.1	.3	10.7	1.9	408,916	53.3	25,401	38,216	185,999	40.5	12,605	17,383	.0091	.0089
Ohio	57.7	56.3	-2.4	23.4	.4	816,444	51.1	23,190	34,891	590,713	50.0	16,897	25,244	.0207	.0204
Pendleton	7.9	7.9	.0	3.0	.0	76,598	50.4	16,974	25,533	26,217	38.6	6,305	8,739	.0018	.0018
Pleasants	8.2	8.1	-1.2	2.9	.0	93,711	50.5	21,478	32,314	33,688	43.8	8,080	11,617	.0022	.0020
Pocahontas	9.6	9.4	-2.1	3.7	.0	85,411	50.4	15,346	23,084	82,948	50.5	14,899	22,418	.0026	.0026
Preston	31.0	30.8	-.6	11.5	2.7	347,761	54.5	20,100	30,240	193,614	52.0	11,375	16,836	.0085	.0085
Putnam	44.3	47.5	7.2	17.8	9.9	686,374	65.3	25,633	38,560	274,444	51.6	11,173	15,418	.0137	.0144
Raleigh	85.0	82.9	-2.5	32.3	.6	1,160,042	51.4	23,869	35,915	726,750	39.8	16,195	22,500	.0289	.0279
Randolph	28.6	28.2	-1.4	10.5	1.0	324,095	51.9	20,516	30,866	228,359	46.3	15,011	21,748	.0086	.0082
Ritchie	11.5	11.4	-.9	4.6	2.2	118,044	53.8	17,057	25,662	58,438	51.1	8,597	12,704	.0029	.0029
Roane	15.7	15.3	-2.5	5.5	.0	161,187	50.5	19,479	29,307	130,968	48.0	16,088	23,812	.0046	.0046
Summers	15.2	14.8	-2.6	5.2	.0	160,570	50.5	20,523	30,879	71,709	48.0	9,317	13,790	.0039	.0037
Taylor	16.1	15.7	-2.5	6.0	.0	214,428	50.5	23,752	35,738	68,355	41.3	8,060	11,393	.0045	.0043
Tucker	8.5	8.3	-2.4	3.4	.0	84,127	50.4	16,447	24,743	66,734	48.0	13,261	19,628	.0024	.0025
Tyler	10.9	10.6	-2.8	4.0	.0	167,225	50.4	27,789	41,806	32,682	38.3	5,906	8,171	.0032	.0030
Upshur	23.3	22.9	-1.7	8.9	1.1	264,713	52.2	19,768	29,743	168,877	43.2	13,404	18,975	.0068	.0067
Wayne	45.9	45.3	-1.3	17.0	1.2	606,796	52.2	23,724	35,694	214,243	46.0	8,734	12,603	.0129	.0126
Webster	12.2	12.1	-.8	4.5	2.3	127,064	53.9	18,768	28,236	55,744	44.4	8,773	12,388	.0030	.0030
Wetzel	21.1	20.6	-2.4	7.9	1.3	238,658	52.4	20,078	30,210	222,558	60.7	17,756	28,172	.0069	.0068
Wirt	5.0	5.0	.0	1.8	.0	50,620	50.5	18,691	28,122	11,114	45.0	4,259	6,174	.0010	.0011
Wood	92.0	90.3	-1.8	36.5	.8	1,426,529	51.7	25,976	39,083	978,679	47.6	18,317	26,813	.0350	.0342
Wyoming	34.3	33.5	-2.3	11.8	.9	399,254	51.7	22,487	33,835	207,545	49.3	11,883	17,589	.0096	.0095
TOTAL METRO COUNTIES	**699.0**	**687.7**	**-1.6**	**278.8**	**1.2**	**10,579,033**	**52.3**	**25,217**	**37,945**	**7,100,419**	**50.7**	**17,112**	**25,468**	**.2563**	**.2533**
TOTAL STATE	**1,919.7**	**1,897.1**	**-1.2**	**743.1**	**1.7**	**25,694,606**	**53.1**	**22,976**	**34,578**	**16,190,838**	**50.6**	**14,718**	**21,788**	**.6258**	**.6203**
WISCONSIN															
APPLETON - OSHKOSH - NEENAH	**313.5**	**324.0**	**3.3**	**123.4**	**6.4**	**5,851,046**	**53.3**	**32,913**	**47,415**	**2,957,848**	**51.4**	**16,841**	**23,970**	**.1236**	**.1240**
Calumet	36.6	39.7	8.5	14.0	12.0	683,409	61.3	33,896	48,815	222,000	57.0	11,310	15,857	.0126	.0132
Outagamie	138.3	142.8	3.3	53.4	6.4	2,596,332	53.2	33,762	48,620	1,460,925	51.7	19,178	27,358	.0565	.0567
Winnebago	138.6	141.5	2.1	56.0	5.1	2,571,305	51.3	31,884	45,916	1,274,923	50.1	15,937	22,766	.0545	.0541
EAU CLAIRE	**139.7**	**143.2**	**2.5**	**53.5**	**5.3**	**2,234,045**	**51.4**	**29,039**	**41,758**	**1,596,233**	**53.3**	**20,558**	**29,836**	**.0545**	**.0544**
Chippewa	54.3	54.6	.6	19.7	3.1	916,850	48.5	32,319	46,541	484,569	49.4	16,985	24,597	.0204	.0199
Eau Claire	85.4	88.6	3.7	33.8	6.6	1,317,195	53.5	27,063	38,970	1,111,664	54.4	22,711	32,889	.0341	.0345
GREEN BAY	**191.9**	**200.6**	**4.5**	**77.4**	**7.5**	**3,441,121**	**54.8**	**30,872**	**44,459**	**2,156,613**	**55.4**	**19,271**	**27,863**	**.0770**	**.0788**
Brown	191.9	200.6	4.5	77.4	7.5	3,441,121	54.8	30,872	44,459	2,156,613	55.4	19,271	27,863	.0770	.0788
JANESVILLE - BELOIT	**138.1**	**136.4**	**-1.2**	**52.6**	**1.3**	**2,458,079**	**45.9**	**32,451**	**46,732**	**1,444,636**	**46.8**	**18,965**	**27,465**	**.0565**	**.0546**
Rock	138.1	136.4	-1.2	52.6	1.3	2,458,079	45.9	32,451	46,732	1,444,636	46.8	18,965	27,465	.0565	.0546
KENOSHA	**121.9**	**120.6**	**-1.1**	**45.2**	**1.6**	**2,671,240**	**46.3**	**41,033**	**59,098**	**1,129,028**	**47.1**	**17,247**	**24,978**	**.0536**	**.0517**
Kenosha	121.9	120.6	-1.1	45.2	1.6	2,671,240	46.3	41,033	59,098	1,129,028	47.1	17,247	24,978	.0536	.0517
LA CROSSE	**96.2**	**98.1**	**2.0**	**37.9**	**4.7**	**1,708,737**	**50.8**	**31,307**	**45,085**	**1,079,138**	**47.4**	**20,219**	**28,473**	**.0397**	**.0392**
La Crosse	96.2	98.1	2.0	37.9	4.7	1,708,737	50.8	31,307	45,085	1,079,138	47.4	20,219	28,473	.0397	.0392
MADISON	**352.0**	**366.7**	**4.2**	**151.7**	**7.1**	**7,286,212**	**54.3**	**33,352**	**48,030**	**4,841,861**	**55.2**	**22,039**	**31,917**	**.1627**	**.1657**
Dane	352.0	366.7	4.2	151.7	7.1	7,286,212	54.3	33,352	48,030	4,841,861	55.2	22,039	31,917	.1627	.1657

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1989 SURVEY OF BUYING POWER DATA SERVICE

METRO/COUNTY 1993 PROJECTIONS

S&MM ESTIMATES METRO AREA County	12/31/88 Population (Thous.)	12/31/93 Population (Thous.)	% Change 1988–1993	12/31/93 Households (Thous.)	% Change 1988–1993	1993 EBI ($000)	% Change 1988–1993	Average Household EBI 1988	Average Household EBI 1993	1993 Retail Sales ($000)	% Change 1988–1993	Retail Sales Per Household 1988	Retail Sales Per Household 1993	Buying Power Index 1988	Buying Power Index 1993
WISCONSIN (continued)															
MILWAUKEE	**1,401.3**	**1,396.3**	**–.4**	**548.5**	**2.0**	**27,469,335**	**47.6**	**34,636**	**50,081**	**14,539,190**	**47.4**	**18,350**	**26,507**	**.5977**	**.5808**
Milwaukee	932.4	909.3	–2.5	377.7	.1	17,075,551	44.1	31,397	45,209	10,035,422	45.0	18,348	26,570	.3954	.3764
Ozaukee	72.8	75.7	4.0	27.2	6.3	1,729,536	53.0	44,156	63,586	681,812	53.9	17,309	25,067	.0325	.0328
Washington	93.8	97.9	4.4	33.8	7.0	1,732,642	54.0	35,596	51,262	634,276	50.6	13,331	18,766	.0337	.0339
Waukesha	302.3	313.4	3.7	109.8	6.6	6,931,606	53.5	43,839	63,129	3,187,680	53.5	20,156	29,032	.1361	.1377
MILWAUKEE - RACINE CONSOLIDATED AREA	***1,577.4***	***1,572.5***	***–.3***	***615.0***	***2.1***	***30,743,121***	***47.6***	***34,587***	***49,989***	***16,041,208***	***47.1***	***18,102***	***26,083***	***.6670***	***.6479***
RACINE	**176.1**	**176.2**	**.1**	**66.5**	**2.6**	**3,273,786**	**47.8**	**34,182**	**49,230**	**1,502,018**	**44.5**	**16,045**	**22,587**	**.0693**	**.0671**
Racine	176.1	176.2	.1	66.5	2.6	3,273,786	47.8	34,182	49,230	1,502,018	44.5	16,045	22,587	.0693	.0671
SHEBOYGAN	**103.3**	**103.5**	**.2**	**39.5**	**2.9**	**1,911,456**	**48.1**	**33,603**	**48,391**	**820,628**	**47.0**	**14,536**	**20,775**	**.0395**	**.0386**
Sheboygan	103.3	103.5	.2	39.5	2.9	1,911,456	48.1	33,603	48,391	820,628	47.0	14,536	20,775	.0395	.0386
WAUSAU	**113.3**	**113.1**	**–.2**	**42.4**	**2.7**	**1,804,703**	**47.8**	**29,556**	**42,564**	**1,000,115**	**48.7**	**16,287**	**23,588**	**.0413**	**.0403**
Marathon	113.3	113.1	–.2	42.4	2.7	1,804,703	47.8	29,556	42,564	1,000,115	48.7	16,287	23,588	.0413	.0403
ALL COUNTIES															
Adams	13.8	13.9	.7	5.3	1.9	199,094	46.8	26,087	37,565	36,162	34.7	5,164	6,823	.0038	.0036
Ashland	16.6	16.3	–1.8	6.4	.0	212,384	44.0	23,042	33,185	155,314	44.8	16,756	24,268	.0057	.0055
Barron	41.2	41.9	1.7	16.5	5.1	594,261	51.3	25,012	36,016	461,906	52.2	19,331	27,994	.0153	.0152
Bayfield	14.4	14.5	.7	5.6	1.8	186,667	46.6	23,148	33,333	49,635	36.4	6,618	8,863	.0040	.0037
Brown	191.9	200.6	4.5	77.4	7.5	3,441,121	54.8	30,872	44,459	2,156,613	55.4	19,271	27,863	.0770	.0788
Buffalo	14.2	14.1	–.7	5.5	.0	203,927	44.0	25,743	37,078	61,115	39.9	7,945	11,112	.0044	.0041
Burnett	14.3	15.3	7.0	5.9	9.3	211,176	57.3	24,858	35,793	90,092	56.7	10,645	15,270	.0042	.0045
Calumet	36.6	39.7	8.5	14.0	12.0	683,409	61.3	33,896	48,815	222,000	57.0	11,310	15,857	.0126	.0132
Chippewa	54.3	54.6	.6	19.7	3.1	916,850	48.5	32,319	46,541	484,569	49.4	16,985	24,597	.0204	.0199
Clark	34.0	34.3	.9	12.5	4.2	423,991	50.0	23,558	33,919	140,261	42.5	8,202	11,221	.0091	.0090
Columbia	47.3	49.0	3.6	19.1	6.1	764,617	52.8	27,799	40,032	488,871	53.7	17,674	25,595	.0178	.0179
Crawford	16.6	16.5	–.6	6.1	1.7	215,922	46.4	24,582	35,397	111,634	42.9	13,017	18,301	.0052	.0050
Dane	352.0	366.7	4.2	151.7	7.1	7,286,212	54.3	33,352	48,030	4,841,861	55.2	22,039	31,917	.1627	.1657
Dodge	76.1	76.0	–.1	27.4	2.2	1,229,169	47.2	31,151	44,860	468,137	44.7	12,076	17,085	.0256	.0249
Door	27.3	28.5	4.4	11.6	7.4	480,604	54.7	28,769	41,431	245,286	48.2	15,327	21,145	.0104	.0104
Douglas	41.9	40.9	–2.4	16.5	.6	662,956	44.9	27,898	40,179	348,044	41.7	14,981	21,094	.0153	.0144
Dunn	35.7	36.0	.8	12.7	4.1	463,344	49.9	25,337	36,484	253,136	50.7	13,764	19,932	.0110	.0109
Eau Claire	85.4	88.6	3.7	33.8	6.6	1,317,195	53.5	27,063	38,970	1,111,664	54.4	22,711	32,889	.0341	.0345
Florence	4.2	4.2	.0	1.4	.0	56,699	44.0	28,119	40,499	10,622	35.8	5,587	7,587	.0011	.0011
Fond du Lac	90.7	90.8	.1	33.5	3.4	1,530,356	48.9	31,719	45,682	801,591	47.4	16,789	23,928	.0340	.0333
Forest	9.4	9.6	2.1	3.6	5.9	116,505	52.5	22,469	32,363	22,281	36.8	4,790	6,189	.0023	.0023
Grant	51.9	51.3	–1.2	18.0	.6	728,889	44.8	28,115	40,494	384,388	45.6	14,745	21,355	.0174	.0164
Green	31.6	32.2	1.9	12.7	4.1	538,770	49.9	29,460	42,423	514,533	66.7	25,298	40,514	.0139	.0145
Green Lake	19.0	19.1	.5	7.7	2.7	290,485	47.8	26,198	37,725	216,334	48.7	19,401	28,095	.0074	.0073
Iowa	20.5	20.7	1.0	8.0	3.9	257,691	49.6	22,370	32,211	509,773	50.5	44,002	63,722	.0107	.0105
Iron	6.4	6.2	–3.1	2.7	.0	67,745	43.9	17,435	25,091	89,292	45.7	22,700	33,071	.0024	.0024
Jackson	16.8	16.6	–1.2	6.5	1.6	227,314	46.3	24,284	34,971	173,554	47.1	18,437	26,701	.0061	.0058
Jefferson	69.0	70.2	1.7	26.2	4.4	1,168,155	50.3	30,962	44,586	445,923	44.7	12,278	17,020	.0238	.0234
Juneau	21.9	22.2	1.4	8.9	3.5	318,705	49.0	24,868	35,810	159,290	42.4	13,010	17,898	.0074	.0072
Kenosha	121.9	120.6	–1.1	45.2	1.6	2,671,240	46.3	41,033	59,098	1,129,028	47.1	17,247	24,978	.0536	.0517
Kewaunee	19.8	19.8	.0	7.0	1.4	292,815	46.1	29,046	41,831	92,683	37.6	9,761	13,240	.0062	.0058
La Crosse	96.2	98.1	2.0	37.9	4.7	1,708,737	50.8	31,307	45,085	1,079,138	47.4	20,219	28,473	.0397	.0392
Lafayette	16.6	16.2	–2.4	6.1	.0	230,075	44.0	26,188	37,717	51,000	30.9	6,389	8,361	.0046	.0043
Langlade	19.8	19.5	–1.5	7.6	1.3	274,088	45.9	25,041	36,064	259,910	46.8	23,613	34,199	.0078	.0077
Lincoln	29.1	30.3	4.1	11.8	7.3	436,936	54.5	25,713	37,028	182,762	47.1	11,292	15,488	.0094	.0093
Manitowoc	82.1	80.7	–1.7	30.3	.7	1,263,430	45.0	28,953	41,697	609,880	45.8	13,898	20,128	.0285	.0272
Marathon	113.3	113.1	–.2	42.4	2.7	1,804,703	47.8	29,556	42,564	1,000,115	48.7	16,287	23,588	.0413	.0403
Marinette	41.6	42.5	2.2	17.0	5.6	594,520	52.0	24,287	34,972	385,549	52.9	15,661	22,679	.0144	.0144
Marquette	13.7	14.8	8.0	6.2	10.7	199,870	59.4	22,389	32,237	48,700	50.1	5,794	7,855	.0037	.0039
Menominee	4.3	5.0	16.3	1.0	.0	36,332	44.0	25,232	36,332	5,905	29.2	4,571	5,905	.0009	.0008
Milwaukee	932.4	909.3	–2.5	377.7	.1	17,075,551	44.1	31,397	45,209	10,035,422	45.0	18,348	26,570	.3954	.3764
Monroe	37.2	38.3	3.0	14.3	5.1	577,950	51.4	28,065	40,416	294,101	48.8	14,533	20,567	.0128	.0127
Oconto	31.4	32.6	3.8	12.7	6.7	457,821	53.7	25,032	36,049	133,417	43.3	7,823	10,505	.0090	.0091
Oneida	32.7	33.2	1.5	13.5	3.8	494,326	49.5	25,427	36,617	393,128	50.4	20,113	29,121	.0128	.0127
Outagamie	138.3	142.8	3.3	53.4	6.4	2,596,332	53.2	33,762	48,620	1,460,925	51.7	19,178	27,358	.0565	.0567
Ozaukee	72.8	75.7	4.0	27.2	6.3	1,729,536	53.0	44,156	63,586	681,812	53.9	17,309	25,067	.0325	.0328
Pepin	7.4	7.3	–1.4	2.8	.0	109,428	44.0	27,145	39,081	35,732	30.2	9,801	12,761	.0024	.0022
Pierce	33.8	34.8	3.0	12.1	5.2	549,385	51.5	31,531	45,404	218,294	52.3	12,464	18,041	.0112	.0112
Polk	35.1	36.4	3.7	14.1	6.0	501,920	52.7	24,719	35,597	212,526	43.1	11,168	15,073	.0109	.0108
Portage	59.8	60.3	.8	20.9	3.0	992,276	48.3	32,967	47,477	558,846	49.1	18,463	26,739	.0226	.0222
Price	16.3	16.5	1.2	6.6	4.8	248,026	50.9	26,093	37,580	123,209	51.7	12,890	18,668	.0056	.0055

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WISCONSIN (continued)															
ALL COUNTIES (continued)															
Racine	176.1	176.2	.1	66.5	2.6	3,273,786	47.8	34,182	49,230	1,502,018	44.5	16,045	22,587	.0693	.0671
Richland	17.5	17.3	–1.1	6.7	1.5	246,041	46.2	25,497	36,723	144,681	47.0	14,910	21,594	.0060	.0057
Rock	138.1	136.4	–1.2	52.6	1.3	2,458,079	45.9	32,451	46,732	1,444,636	46.8	18,965	27,465	.0565	.0546
Rusk	15.9	15.9	.0	5.8	.0	192,621	44.0	23,060	33,211	96,675	44.8	11,509	16,668	.0048	.0045
St. Croix	49.4	52.6	6.5	18.7	9.4	934,110	57.5	34,686	49,952	377,857	58.4	13,952	20,206	.0180	.0188
Sauk	46.1	47.5	3.0	19.0	6.1	774,541	52.9	28,306	40,765	360,033	41.5	14,212	18,949	.0167	.0163
Sawyer	14.9	16.0	7.4	6.1	8.9	187,875	56.8	21,395	30,799	112,286	45.8	13,750	18,408	.0045	.0046
Shawano	38.4	39.7	3.4	15.0	5.6	536,613	52.1	24,844	35,774	256,446	51.7	11,901	17,096	.0120	.0119
Sheboygan	103.3	103.5	.2	39.5	2.9	1,911,456	48.1	33,603	48,391	820,628	47.0	14,536	20,775	.0395	.0386
Taylor	18.9	18.6	–1.6	6.7	1.5	245,264	46.2	25,424	36,607	95,622	46.1	9,914	14,272	.0056	.0054
Trempealeau	26.1	25.7	–1.5	9.6	.0	338,813	44.0	24,502	35,293	193,778	44.8	13,937	20,185	.0084	.0078
Vernon	26.7	27.0	1.1	10.5	2.9	365,048	48.2	24,143	34,766	148,468	49.1	9,764	14,140	.0079	.0080
Vilas	18.7	19.9	6.4	8.3	9.2	303,258	57.3	25,372	36,537	179,531	53.6	15,378	21,630	.0068	.0069
Walworth	73.9	74.4	.7	28.8	4.0	1,049,838	49.7	25,313	36,453	705,708	50.6	16,920	24,504	.0260	.0257
Washburn	14.7	15.4	4.8	6.3	8.6	194,261	56.4	21,413	30,835	104,761	44.9	12,467	16,629	.0045	.0045
Washington	93.8	97.9	4.4	33.8	7.0	1,732,642	54.0	35,596	51,262	634,276	50.6	13,331	18,766	.0337	.0339
Waukesha	302.3	313.4	3.7	109.8	6.6	6,931,606	53.5	43,839	63,129	3,187,680	53.5	20,156	29,032	.1361	.1377
Waupaca	45.5	46.3	1.8	17.5	4.8	680,129	50.9	26,993	38,865	373,085	51.0	14,796	21,319	.0155	.0155
Waushara	20.7	21.9	5.8	9.0	8.4	288,846	56.1	22,287	32,094	130,424	51.2	10,394	14,492	.0064	.0064
Winnebago	138.6	141.5	2.1	56.0	5.1	2,571,305	51.3	31,884	45,916	1,274,923	50.1	15,937	22,766	.0545	.0541
Wood	79.4	82.3	3.7	31.7	6.7	1,441,208	53.7	31,570	45,464	1,114,019	54.6	24,266	35,143	.0349	.0354
TOTAL METRO COUNTIES	**3,238.6**	**3,272.2**	**1.0**	**1,273.8**	**3.7**	**61,706,826**	**49.5**	**33,598**	**48,443**	**33,793,209**	**49.5**	**18,403**	**26,529**	**1.3487**	**1.3284**
TOTAL STATE	**4,869.6**	**4,927.7**	**1.2**	**1,902.6**	**3.8**	**86,296,850**	**49.6**	**31,477**	**45,357**	**47,303,498**	**49.3**	**17,286**	**24,863**	**1.9145**	**1.8857**
WYOMING															
CASPER	**66.4**	**64.8**	**–2.4**	**25.9**	**1.2**	**1,065,851**	**52.3**	**27,343**	**41,153**	**635,162**	**34.5**	**18,447**	**24,524**	**.0254**	**.0243**
Natrona	66.4	64.8	–2.4	25.9	1.2	1,065,851	52.3	27,343	41,153	635,162	34.5	18,447	24,524	.0254	.0243
CHEYENNE	**75.1**	**78.0**	**3.9**	**32.3**	**8.0**	**1,150,516**	**62.6**	**23,671**	**35,620**	**836,909**	**51.8**	**18,442**	**25,910**	**.0277**	**.0286**
Laramie	75.1	78.0	3.9	32.3	8.0	1,150,516	62.6	23,671	35,620	836,909	51.8	18,442	25,910	.0277	.0286
ALL COUNTIES															
Albany	29.6	29.5	–.3	12.6	4.1	417,314	56.7	22,009	33,120	244,034	37.9	14,628	19,368	.0099	.0097
Big Horn	11.9	11.6	–2.5	4.4	.0	131,041	50.5	19,788	29,782	30,881	32.4	5,301	7,019	.0028	.0028
Campbell	33.5	37.8	12.8	13.9	17.8	692,210	77.3	33,089	49,799	256,229	56.0	13,922	18,434	.0120	.0134
Carbon	18.7	18.2	–2.7	6.6	1.5	258,469	52.8	26,022	39,162	123,173	34.4	14,095	18,663	.0060	.0057
Converse	13.6	13.3	–2.2	4.6	.0	188,160	50.5	27,178	40,904	63,182	32.4	10,373	13,735	.0040	.0039
Crook	5.8	6.0	3.4	2.5	8.7	78,003	63.6	20,733	31,201	21,320	43.9	6,441	8,528	.0016	.0016
Fremont	35.1	34.2	–2.6	12.5	.8	436,587	51.7	23,208	34,927	227,602	33.5	13,752	18,208	.0106	.0101
Goshen	12.9	13.2	2.3	5.4	5.9	162,646	59.3	20,016	30,120	67,505	40.2	9,442	12,501	.0037	.0035
Hot Springs	5.7	5.6	–1.8	2.2	.0	84,387	50.5	25,487	38,358	29,755	32.4	10,215	13,525	.0017	.0017
Johnson	6.4	6.2	–3.1	2.6	.0	80,390	50.5	20,544	30,919	32,580	32.4	9,464	12,531	.0018	.0018
Laramie	75.1	78.0	3.9	32.3	8.0	1,150,516	62.6	23,671	35,620	836,909	51.8	18,442	25,910	.0277	.0286
Lincoln	15.4	16.9	9.7	5.9	11.3	209,790	67.5	23,630	35,558	77,766	47.4	9,956	13,181	.0043	.0045
Natrona	66.4	64.8	–2.4	25.9	1.2	1,065,851	52.3	27,343	41,153	635,162	34.5	18,447	24,524	.0254	.0243
Niobrara	2.8	2.7	–3.6	1.2	.0	31,672	50.5	17,539	26,393	16,882	32.4	10,626	14,068	.0008	.0007
Park	23.9	24.7	3.3	9.7	6.6	351,845	60.4	24,105	36,273	191,858	41.1	14,939	19,779	.0080	.0080
Platte	10.3	10.0	–2.9	4.2	.0	137,456	50.5	21,746	32,728	48,947	32.8	8,775	11,654	.0030	.0029
Sheridan	25.7	25.5	–.8	10.3	2.0	409,228	53.5	26,399	39,731	208,591	35.0	15,295	20,252	.0093	.0089
Sublette	5.9	6.6	11.9	2.3	15.0	73,456	73.0	21,224	31,937	26,980	52.3	8,860	11,730	.0014	.0017
Sweetwater	43.3	42.7	–1.4	15.8	1.3	734,197	52.4	30,875	46,468	325,415	34.1	15,555	20,596	.0158	.0151
Teton	11.5	12.7	10.4	5.9	15.7	220,834	74.1	24,873	37,429	216,616	67.7	25,334	36,715	.0054	.0059
Uinta	20.0	23.3	16.5	8.0	21.2	361,053	82.4	29,993	45,132	146,440	60.5	13,826	18,305	.0066	.0075
Washakie	9.4	9.2	–2.1	3.5	2.9	135,062	54.9	25,641	38,589	62,026	36.3	13,384	17,722	.0029	.0030
Weston	7.2	7.1	–1.4	2.8	.0	118,266	50.5	28,065	42,238	42,287	32.4	11,406	15,103	.0025	.0023
TOTAL METRO COUNTIES	**141.5**	**142.8**	**.9**	**58.2**	**4.9**	**2,216,347**	**57.4**	**25,365**	**38,082**	**1,472,071**	**43.8**	**18,444**	**25,293**	**.0531**	**.0529**
TOTAL STATE	**490.1**	**499.8**	**2.0**	**195.1**	**5.5**	**7,528,433**	**59.1**	**25,587**	**38,588**	**3,932,142**	**42.5**	**14,923**	**20,154**	**.1672**	**.1676**

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1989 SURVEY OF BUYING POWER DATA SERVICE

SECTION 16
Television Market (ADI) Rankings

Population
Households
Effective Buying Income (EBI)
Total Retail Sales
Buying Power Index (BPI)

EXPLANATION OF TERMS

An explanation of terms used in the **Survey Of Buying Power Data Service** will be found in the Introductory Section starting on page A-5. A listing of the county makeup of each Television Market will be found starting on page A-11.

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Total Retail Sales	16–5
Buying Power Index (BPI)	16–6

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POPULATION

ADI	(Thous.)	Rank
New York, N.Y.	18,692.0	1
Los Angeles, Calif.	13,801.9	2
Chicago, Ill.	8,578.5	3
Philadelphia, Pa.	7,243.3	4
San Francisco - Oakland - San Jose, Calif.	5,789.6	5
Boston, Mass.	5,582.5	6
Detroit, Mich.	4,670.2	7
Dallas - Ft. Worth, Tex.	4,510.1	8
Washington, D.C.	4,490.8	9
Houston, Tex.	3,949.1	10
Cleveland, Ohio	3,815.8	11
Atlanta, Ga.	3,640.2	12
Minneapolis - St. Paul, Minn.	3,550.8	13
Seattle - Tacoma, Wash.	3,293.7	14
Miami, Fla.	3,141.4	15
Tampa - St. Petersburg (sarasota), Fla.	3,086.1	16
St. Louis, Mo.	3,053.3	17
Pittsburgh, Pa.	3,051.3	18
Sacramento - Stockton, Calif.	2,685.4	19
Denver, Colo.	2,661.6	20
Phoenix, Ariz.	2,556.3	21
Baltimore, Md.	2,539.8	22
Hartford - New Haven, Conn.	2,435.7	23
San Diego, Calif.	2,382.0	24
Indianapolis, Ind.	2,296.9	25
Orlando - Daytona Beach - Melbourne, Fla.	2,112.1	26
Portland, Ore.	2,104.5	27
Milwaukee, Wisc.	2,021.6	28
Cincinnati, Ohio	1,988.9	29
Kansas City, Mo.	1,985.8	30
Charlotte, N.C.	1,920.7	31
Nashville, Tenn.	1,898.1	32
Salt Lake City, Utah	1,891.4	33
Raleigh - Durham, N.C.	1,867.8	34
Columbus, Ohio	1,791.2	35
New Orleans, La.	1,769.7	36
Grand Rapids - Kalamazoo - Battle Creek, Mich.	1,712.5	37
Greenville - Spartanburg - Asheville, S.C.-N.C.	1,687.1	38
Buffalo, N.Y.	1,678.1	39
San Antonio, Tex.	1,677.8	40
Memphis, Tenn.	1,677.5	41
Norfolk - Portsmouth - Newport News - Hampton, Va.	1,641.0	42
Oklahoma City, Okla.	1,565.7	43
Providence - New Bedford, R.I.-Mass.	1,507.3	44
Louisville, Ky.	1,489.5	45
Harrisburg - York - Lancaster - Lebanon, Pa.	1,470.6	46
Albuquerque, N.M.	1,428.0	47
Charleston - Huntington, W.Va.	1,414.0	48
Birmingham, Ala.	1,380.5	49
Greensboro - Winston-Salem - High Point, N.C.	1,333.9	50
Dayton, Ohio	1,316.5	51
Albany - Schenectady - Troy, N.Y.	1,307.5	52
Wilkes-Barre - Scranton, Pa.	1,297.2	53
Fresno - Visalia, Calif.	1,278.6	54
Mobile - Pensacola, Ala.-Fla.	1,275.3	55
Flint - Saginaw - Bay City, Mich.	1,266.2	56
Little Rock, Ark.	1,255.1	57
Richmond, Va.	1,226.3	58
Jacksonville, Fla.	1,226.0	59
Tulsa, Okla.	1,199.6	60
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	1,179.7	61
Wichita - Hutchinson, Kans.	1,121.6	62
Shreveport - Texarkana, La.-Tex.-Ark.	1,113.8	63
Toledo, Ohio	1,104.7	64
Knoxville, Tenn.	1,063.7	65
Syracuse, N.Y.	1,043.8	66
Green Bay - Appleton, Wisc.	1,025.2	67
Roanoke - Lynchburg, Va.	1,019.7	68
Lexington, Ky.	997.6	69
Des Moines, Iowa	967.3	70
Rochester, N.Y.	952.4	71
Omaha, Neb.	934.4	72
Austin, Tex.	911.3	73
Springfield - Decatur - Champaign, Ill.	881.8	74
Portland - Poland Spring, Maine	870.0	75
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	860.9	76
Spokane, Wash.	854.9	77
Davenport - Rock Island - Moline, Iowa-Ill.	830.1	78
Columbia, S.C.	829.7	79
Jackson, Miss.	828.4	80
Cedar Rapids - Waterloo - Dubuque, Iowa	819.8	81
Huntsville - Decatur - Florence, Ala.	807.0	82
South Bend - Elkhart, Ind.	803.2	83
Springfield, Mo.	787.2	84
Chattanooga, Tenn.	786.4	85
Tucson, Ariz.	784.6	86
Johnstown - Altoona, Pa.	775.3	87
Bristol - Kingsport - Johnson City, Tenn.	774.1	88
Baton Rouge, La.	752.7	89
Youngstown, Ohio	744.1	90
Burlington - Plattsburgh, Vt.-N.Y.	722.0	91
El Paso, Tex.	716.8	92
Madison, Wisc.	705.3	93
Evansville, Ind.	704.0	94
McAllen - Brownsville, Tex.	696.5	95
Waco - Temple - Bryan, Tex.	688.2	96
Springfield, Mass.	659.9	97
Lincoln - Hastings - Kearney, Neb.	654.8	98
Las Vegas, Nev.	654.7	99
Savannah, Ga.	651.9	100
Charleston, S.C.	638.9	101
Ft. Wayne, Ind.	637.9	102
Lansing, Mich.	631.8	103
Colorado Springs - Pueblo, Colo.	626.9	104
Sioux Falls - Mitchell, S.D.	626.4	105
Greenville - New Bern - Washington, N.C.	623.6	106
Salinas - Monterey, Calif.	621.0	107
Montgomery - Selma, Ala.	606.4	108
Fargo, N.D.	595.6	109
Augusta, Ga.	592.7	110
Lafayette, La.	570.0	111
Ft. Myers - Naples, Fla.	566.8	112
Peoria - Bloomington, Ill.	559.2	113
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	554.9	114
Corpus Christi, Tex.	526.6	115
Tallahassee - Thomasville, Fla.-Ga.	523.1	116
Ft. Smith, Ark.	519.5	117
Monroe - El Dorado, La.-Ark.	518.6	118
Columbus, Ga.	514.1	119
Amarillo, Tex.	499.9	120
Macon, Ga.	499.2	121
Eugene, Ore.	491.5	122
Yakima, Wash.	473.7	123
Reno, Nev.	467.8	124
Tyler - Longview, Tex.	467.4	125
Columbus - Tupelo, Miss.	459.5	126
Beaumont - Port Arthur, Tex.	457.6	127
La Crosse - Eau Claire, Wisc.	455.0	128
Duluth - Superior, Minn.-Wisc.	451.1	129
Wichita Falls - Lawton, Tex.-Okla.	445.7	130
Wausau - Rhinelander, Wisc.	445.2	131
Bakersfield, Calif.	434.7	132
Binghamton, N.Y.	434.3	133
Traverse City - Cadillac, Mich.	433.4	134
Boise, Ida.	428.0	135
Terre Haute, Ind.	427.6	136
Florence, S.C.	425.4	137
Erie, Pa.	421.6	138
Rockford, Ill.	415.1	139
Wheeling - Steubenville, W.Va.-Ohio	413.4	140
Bluefield - Beckley - Oak Hill, W.Va.	412.2	141
Sioux City, Iowa	410.4	142
Topeka, Kans.	404.7	143
Minot - Bismarck - Dickinson, N.D.	402.1	144
Chico - Redding, Calif.	401.5	145
Odessa - Midland, Tex.	401.4	146
Albany, Ga.	401.2	147
Wilmington, N.C.	392.5	148
Lubbock, Tex.	392.1	149
Joplin - Pittsburg, Mo.-Kans.	370.7	150
Columbia - Jefferson City, Mo.	370.6	151
Rochester - Mason City - Austin, Minn.-Iowa	368.0	152
Medford, Ore.	355.4	153
Quincy - Hannibal, Ill.-Mo.	321.3	154
Bangor, Maine	318.0	155
Idaho Falls - Pocatello, Ida.	313.0	156
Abilene - Sweetwater, Tex.	310.7	157
Clarksburg - Weston, W.Va.	290.7	158
Utica, N.Y.	287.5	159
Dothan, Ala.	286.8	160
Alexandria, La.	261.4	161
Greenwood - Greenville, Miss.	253.0	162
Laurel - Hattiesburg, Miss.	251.6	163
Salisbury, Md.	246.9	164
Watertown - Carthage, N.Y.	239.5	165
Rapid City, S.D.	235.7	166
Elmira, N.Y.	234.9	167
Gainesville, Fla.	227.3	168
Billings - Hardin, Mont.	222.1	169
Lake Charles, La.	216.0	170
Panama City, Fla.	212.4	171
El Centro - Yuma, Calif.-Ariz.	206.4	172
Missoula, Mont.	203.4	173
Ardmore - Ada, Okla.	196.4	174
Jonesboro, Ark.	196.3	175
Palm Springs, Calif.	190.1	176
Meridian, Miss.	185.4	177
Biloxi - Gulfport - Pascagoula, Miss.	182.9	178
Grand Junction - Durango, Colo.	174.8	179
Great Falls, Mont.	173.0	180
Marquette, Mich.	156.5	181
Jackson, Tenn.	153.8	182
Tuscaloosa, Ala.	147.4	183
Eureka, Calif.	136.6	184
San Angelo, Tex.	132.4	185
Laredo, Tex.	131.4	186
Butte, Mont.	127.8	187
St. Joseph, Mo.	125.9	188
Anniston, Ala.	125.3	189
Lafayette, Ind.	123.7	190
Bowling Green, Ky.	120.5	191
Hagerstown, Md.	115.8	192
Casper - Riverton, Wyo.	115.1	193
Lima, Ohio	113.6	194
Cheyenne - Scottsbluff, Wyo.-Neb.	113.0	195
Charlottesville, Va.	105.0	196
Harrisonburg, Va.	103.8	197
Flagstaff, Ariz.	94.0	198
Parkersburg, W.Va.	92.0	199
Presque Isle, Maine	86.1	200
Twin Falls, Ida.	85.6	201
Zanesville, Ohio	85.0	202
Victoria, Tex.	76.4	203
Ottumwa - Kirksville, Iowa-Mo.	75.2	204
Bend, Ore.	71.4	205
Mankato, Minn.	63.3	206
Helena, Mont.	48.3	207
North Platte, Neb.	47.8	208
Alpena, Mich.	42.1	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOUSEHOLDS

ADI	(Thous.)	Rank
New York, N.Y.	7,070.8	1
Los Angeles, Calif.	4,960.3	2
Chicago, Ill.	3,128.5	3
Philadelphia, Pa.	2,703.6	4
San Francisco - Oakland - San Jose, Calif.	2,247.6	5
Boston, Mass.	2,105.0	6
Detroit, Mich.	1,727.0	7
Dallas - Ft. Worth, Tex.	1,693.7	8
Washington, D.C.	1,678.7	9
Cleveland, Ohio	1,448.4	10
Houston, Tex.	1,438.3	11
Atlanta, Ga.	1,349.6	12
Minneapolis - St. Paul, Minn.	1,326.4	13
Seattle - Tacoma, Wash.	1,311.6	14
Tampa - St. Petersburg (sarasota), Fla.	1,299.1	15
Miami, Fla.	1,271.6	16
Pittsburgh, Pa.	1,177.6	17
St. Louis, Mo.	1,122.9	18
Denver, Colo.	1,046.7	19
Sacramento - Stockton, Calif.	999.2	20
Phoenix, Ariz.	991.7	21
Baltimore, Md.	929.9	22
Hartford - New Haven, Conn.	903.8	23
San Diego, Calif.	867.4	24
Indianapolis, Ind.	853.9	25
Orlando - Daytona Beach - Melbourne, Fla.	841.8	26
Portland, Ore.	823.0	27
Milwaukee, Wisc.	764.8	28
Kansas City, Mo.	752.9	29
Cincinnati, Ohio	744.0	30
Charlotte, N.C.	719.9	31
Nashville, Tenn.	710.5	32
Raleigh - Durham, N.C.	685.1	33
Columbus, Ohio	683.9	34
Greenville - Spartanburg - Asheville, S.C.-N.C.	642.3	35
New Orleans, La.	639.8	36
Grand Rapids - Kalamazoo - Battle Creek, Mich.	622.8	37
Buffalo, N.Y.	617.8	38
Memphis, Tenn.	602.9	39
Oklahoma City, Okla.	599.1	40
Salt Lake City, Utah	599.0	41
Norfolk - Portsmouth - Newport News - Hampton, Va.	567.1	42
San Antonio, Tex.	566.6	43
Harrisburg - York - Lancaster - Lebanon, Pa.	557.0	44
Providence - New Bedford, R.I.-Mass.	556.9	45
Louisville, Ky.	544.7	46
Birmingham, Ala.	522.0	47
Charleston - Huntington, W.Va.	520.5	48
Greensboro - Winston-Salem - High Point, N.C.	512.9	49
Albuquerque, N.M.	510.5	50
Dayton, Ohio	502.2	51
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	501.6	52
Wilkes-Barre - Scranton, Pa.	495.8	53
Albany - Schenectady - Troy, N.Y.	492.6	54
Little Rock, Ark.	462.9	55
Mobile - Pensacola, Ala.-Fla.	461.6	56
Tulsa, Okla.	459.1	57
Jacksonville, Fla.	457.1	58
Flint - Saginaw - Bay City, Mich.	455.8	59
Richmond, Va.	439.7	60
Fresno - Visalia, Calif.	435.3	61
Wichita - Hutchinson, Kans.	435.0	62
Toledo, Ohio	411.3	63
Shreveport - Texarkana, La.-Tex.-Ark.	407.3	64
Knoxville, Tenn.	404.0	65
Des Moines, Iowa	383.6	66
Green Bay - Appleton, Wisc.	380.8	67
Syracuse, N.Y.	375.8	68
Lexington, Ky.	365.0	69
Roanoke - Lynchburg, Va.	364.6	70
Rochester, N.Y.	354.7	71
Omaha, Neb.	352.6	72
Austin, Tex.	349.4	73
Springfield - Decatur - Champaign, Ill.	338.8	74
Portland - Poland Spring, Maine	334.8	75
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	331.2	76
Spokane, Wash.	327.2	77
Davenport - Rock Island - Moline, Iowa-Ill.	318.1	78
Cedar Rapids - Waterloo - Dubuque, Iowa	308.3	79
Tucson, Ariz.	305.9	80
Huntsville - Decatur - Florence, Ala.	304.1	81
Columbia, S.C.	297.2	82
Springfield, Mo.	296.8	83
South Bend - Elkhart, Ind.	296.6	84
Chattanooga, Tenn.	293.1	85
Jackson, Miss.	291.2	86
Johnstown - Altoona, Pa.	283.9	87
Bristol - Kingsport - Johnson City, Tenn.	282.5	88
Youngstown, Ohio	279.1	89
Madison, Wisc.	276.2	90
Las Vegas, Nev.	266.7	91
Evansville, Ind.	265.9	92
Burlington - Plattsburgh, Vt.-N.Y.	265.1	93
Lincoln - Hastings - Kearney, Neb.	254.2	94
Baton Rouge, La.	254.0	95
Springfield, Mass.	246.1	96
Waco - Tempie - Bryan, Tex.	244.4	97
Ft. Myers - Naples, Fla.	242.1	98
Sioux Falls - Mitchell, S.D.	236.9	99
Colorado Springs - Pueblo, Colo.	236.3	100
Ft. Wayne, Ind.	232.0	101
Savannah, Ga.	228.3	102
Lansing, Mich.	225.6	103
Greenville - New Bern - Washington, N.C.	222.0	104
El Paso, Tex.	221.0	105
Charleston, S.C.	219.5	106
Fargo, N.D.	218.4	107
Montgomery - Selma, Ala.	218.0	108
Salinas - Monterey, Calif.	214.3	109
Peoria - Bloomington, Ill.	210.4	110
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	209.3	111
Augusta, Ga.	208.0	112
Lafayette, La.	196.1	113
McAllen - Brownsville, Tex.	194.9	114
Ft. Smith, Ark.	194.2	115
Reno, Nev.	190.3	116
Eugene, Ore.	190.2	117
Tallahassee - Thomasville, Fla.-Ga.	188.1	118
Amarillo, Tex.	185.1	119
Monroe - El Dorado, La.-Ark.	184.6	120
Columbus, Ga.	184.2	121
Yakima, Wash.	175.3	122
Macon, Ga.	174.2	123
Corpus Christi, Tex.	174.0	124
Duluth - Superior, Minn.-Wisc.	171.8	125
Tyler - Longview, Tex.	169.6	126
La Crosse - Eau Claire, Wisc.	166.7	127
Beaumont - Port Arthur, Tex.	165.0	128
Columbus - Tupelo, Miss.	164.3	129
Terre Haute, Ind.	164.2	130
Wausau - Rhinelander, Wisc.	163.9	131
Traverse City - Cadillac, Mich.	163.3	132
Wichita Falls - Lawton, Tex.-Okla.	161.9	133
Binghamton, N.Y.	160.0	134
Wheeling - Steubenville, W.Va.-Ohio	157.3	135
Rockford, Ill.	157.2	136
Sioux City, Iowa	157.1	137
Boise, Ida.	156.8	138
Chico - Redding, Calif.	156.0	139
Erie, Pa.	155.8	140
Bakersfield, Calif.	153.5	141
Florence, S.C.	152.6	142
Topeka, Kans.	152.6	142
Bluefield - Beckley - Oak Hill, W.Va.	151.2	144
Minot - Bismarck - Dickinson, N.D.	144.5	145
Joplin - Pittsburg, Mo.-Kans.	143.8	146
Rochester - Mason City - Austin, Minn.-Iowa	142.8	147
Odessa - Midland, Tex.	142.2	148
Wilmington, N.C.	142.0	149
Albany, Ga.	138.3	150
Medford, Ore.	137.8	151
Lubbock, Tex.	137.2	152
Columbia - Jefferson City, Mo.	133.1	153
Quincy - Hannibal, Ill.-Mo.	122.7	154
Bangor, Maine	116.7	155
Abilene - Sweetwater, Tex.	115.9	156
Clarksburg - Weston, W.Va.	112.0	157
Dothan, Ala.	104.3	158
Utica, N.Y.	103.7	159
Idaho Falls - Pocatello, Ida.	102.1	160
Salisbury, Md.	92.5	161
Laurel - Hattiesburg, Miss.	90.6	162
Alexandria, La.	88.6	163
Gainesville, Fla.	87.2	164
Rapid City, S.D.	86.9	165
Billings - Hardin, Mont.	86.5	166
Elmira, N.Y.	85.7	167
Greenwood - Greenville, Miss.	83.2	168
Watertown - Carthage, N.Y.	82.3	169
Panama City, Fla.	80.8	170
Missoula, Mont.	80.2	171
Lake Charles, La.	75.9	172
Ardmore - Ada, Okla.	74.2	173
Jonesboro, Ark.	74.0	174
Palm Springs, Calif.	68.8	175
El Centro - Yuma, Calif.-Ariz.	67.8	176
Meridian, Miss.	67.4	177
Great Falls, Mont.	66.7	178
Biloxi - Gulfport - Pascagoula, Miss.	65.8	179
Grand Junction - Durango, Colo.	65.8	179
Jackson, Tenn.	58.5	181
Marquette, Mich.	56.3	182
Tuscaloosa, Ala.	54.5	183
Eureka, Calif.	54.0	184
Butte, Mont.	49.5	185
St. Joseph, Mo.	48.1	186
San Angelo, Tex.	48.1	186
Anniston, Ala.	45.2	188
Cheyenne - Scottsbluff, Wyo.-Neb.	44.2	189
Lafayette, Ind.	43.9	190
Bowling Green, Ky.	43.6	191
Casper - Riverton, Wyo.	42.6	192
Hagerstown, Md.	42.1	193
Lima, Ohio	41.6	194
Charlottesville, Va.	40.7	195
Parkersburg, W.Va.	36.2	196
Harrisonburg, Va.	35.8	197
Laredo, Tex.	35.7	198
Zanesville, Ohio	32.1	199
Twin Falls, Ida.	30.2	200
Flagstaff, Ariz.	29.9	201
Presque Isle, Maine	29.8	202
Ottumwa - Kirksville, Iowa-Mo.	28.8	203
Bend, Ore.	27.2	204
Victoria, Tex.	26.1	205
Mankato, Minn.	23.4	206
Helena, Mont.	19.6	207
North Platte, Neb.	18.2	208
Alpena, Mich.	15.9	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

EFFECTIVE BUYING INCOME (EBI)

ADI	($000)	Rank
New York, N.Y.	294,213,327	1
Los Angeles, Calif.	205,498,327	2
Chicago, Ill.	116,783,280	3
San Francisco - Oakland - San Jose, Calif.	102,526,023	4
Philadelphia, Pa.	100,660,887	5
Boston, Mass.	89,844,518	6
Washington, D.C.	75,507,353	7
Detroit, Mich.	60,322,475	8
Dallas - Ft. Worth, Tex.	56,657,078	9
Houston, Tex.	47,944,458	10
Seattle - Tacoma, Wash.	46,549,486	11
Atlanta, Ga.	46,259,204	12
Minneapolis - St. Paul, Minn.	46,147,117	13
Cleveland, Ohio	45,100,772	14
Miami, Fla.	42,638,534	15
Hartford - New Haven, Conn.	37,946,275	16
Tampa - St. Petersburg (sarasota), Fla.	37,662,746	17
St. Louis, Mo.	37,560,496	18
San Diego, Calif.	36,146,308	19
Sacramento - Stockton, Calif.	35,172,325	20
Pittsburgh, Pa.	35,152,358	21
Baltimore, Md.	33,150,483	22
Denver, Colo.	33,103,032	23
Phoenix, Ariz.	30,711,694	24
Milwaukee, Wisc.	26,261,098	25
Indianapolis, Ind.	26,202,466	26
Portland, Ore.	25,288,838	27
Kansas City, Mo.	25,091,837	28
Orlando - Daytona Beach - Melbourne, Fla.	25,065,624	29
Cincinnati, Ohio	23,359,083	30
Charlotte, N.C.	21,502,922	31
Nashville, Tenn.	20,767,804	32
Raleigh - Durham, N.C.	20,195,786	33
Columbus, Ohio	20,133,489	34
Grand Rapids - Kalamazoo - Battle Creek, Mich.	20,030,732	35
Providence - New Bedford, R.I.-Mass.	19,230,606	36
Norfolk - Portsmouth - Newport News - Hampton, Va.	18,731,394	37
Buffalo, N.Y.	18,570,253	38
Harrisburg - York - Lancaster - Lebanon, Pa.	18,416,618	39
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	17,686,122	40
Salt Lake City, Utah	17,162,309	41
New Orleans, La.	16,859,009	42
Greenville - Spartanburg - Asheville, S.C.-N.C.	16,768,709	43
Albany - Schenectady - Troy, N.Y.	16,330,919	44
San Antonio, Tex.	15,815,036	45
Memphis, Tenn.	15,675,271	46
Louisville, Ky.	15,580,427	47
Dayton, Ohio	15,465,388	48
Greensboro - Winston-Salem - High Point, N.C.	15,407,878	49
Oklahoma City, Okla.	15,190,875	50
Richmond, Va.	15,108,018	51
Fresno - Visalia, Calif.	13,997,297	52
Jacksonville, Fla.	13,894,227	53
Wilkes-Barre - Scranton, Pa.	13,386,152	54
Wichita - Hutchinson, Kans.	13,383,371	55
Birmingham, Ala.	13,342,332	56
Flint - Saginaw - Bay City, Mich.	13,238,393	57
Albuquerque, N.M.	13,132,161	58
Mobile - Pensacola, Ala.-Fla.	13,057,165	59
Rochester, N.Y.	12,902,056	60
Toledo, Ohio	12,592,230	61
Charleston - Huntington, W.Va.	12,276,583	62
Syracuse, N.Y.	12,235,222	63
Little Rock, Ark.	12,052,824	64
Omaha, Neb.	11,253,005	65
Green Bay - Appleton, Wisc.	11,233,148	66
Tulsa, Okla.	11,229,496	67
Roanoke - Lynchburg, Va.	10,939,992	68
Des Moines, Iowa	10,773,839	69
Portland - Poland Spring, Maine	10,710,541	70
Austin, Tex.	10,543,268	71
Knoxville, Tenn.	10,450,044	72
Springfield - Decatur - Champaign, Ill.	10,195,286	73
Shreveport - Texarkana, La.-Tex.-Ark.	9,918,005	74
Davenport - Rock Island - Moline, Iowa-Ill.	9,578,105	75
Lexington, Ky.	9,223,413	76
Cedar Rapids - Waterloo - Dubuque, Iowa	8,924,221	77
Spokane, Wash.	8,794,071	78
South Bend - Elkhart, Ind.	8,618,862	79
Madison, Wisc.	8,612,799	80
Columbia, S.C.	8,560,271	81
Springfield, Mass.	8,485,384	82
Las Vegas, Nev.	8,446,346	83
Salinas - Monterey, Calif.	8,385,674	84
Huntsville - Decatur - Florence, Ala.	8,203,627	85
Tucson, Ariz.	8,065,372	86
Youngstown, Ohio	8,034,893	87
Burlington - Plattsburgh, Vt.-N.Y.	7,986,111	88
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	7,898,026	89
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	7,875,004	90
Chattanooga, Tenn.	7,757,435	91
Bristol - Kingsport - Johnson City, Tenn.	7,556,853	92
Evansville, Ind.	7,431,511	93
Johnstown - Altoona, Pa.	7,336,487	94
Ft. Myers - Naples, Fla.	7,335,135	95
Peoria - Bloomington, Ill.	7,304,407	96
Jackson, Miss.	7,259,882	97
Lansing, Mich.	7,189,548	98
Springfield, Mo.	7,153,016	99
Lincoln - Hastings - Kearney, Neb.	7,103,825	100
Baton Rouge, La.	6,951,918	101
Ft. Wayne, Ind.	6,935,435	102
Waco - Temple - Bryan, Tex.	6,640,060	103
Savannah, Ga.	6,416,289	104
Colorado Springs - Pueblo, Colo.	6,333,846	105
Reno, Nev.	6,250,531	106
Sioux Falls - Mitchell, S.D.	6,019,100	107
Charleston, S.C.	5,817,172	108
Fargo, N.D.	5,762,600	109
Augusta, Ga.	5,668,420	110
El Paso, Tex.	5,668,198	111
Greenville - New Bern - Washington, N.C.	5,474,642	112
Bakersfield, Calif.	5,345,807	113
Yakima, Wash.	5,285,299	114
Montgomery - Selma, Ala.	5,192,758	115
Rockford, Ill.	5,136,756	116
Macon, Ga.	5,110,161	117
Eugene, Ore.	5,036,320	118
Tallahassee - Thomasville, Fla.-Ga.	5,029,680	119
Amarillo, Tex.	4,990,936	120
Binghamton, N.Y.	4,985,382	121
Beaumont - Port Arthur, Tex.	4,946,049	122
Ft. Smith, Ark.	4,850,024	123
Lafayette, La.	4,784,335	124
Columbus, Ga.	4,755,958	125
Erie, Pa.	4,713,046	126
La Crosse - Eau Claire, Wisc.	4,691,789	127
Tyler - Longview, Tex.	4,680,689	128
Wausau - Rhinelander, Wisc.	4,648,480	129
Corpus Christi, Tex.	4,601,202	130
Topeka, Kans.	4,588,306	131
Duluth - Superior, Minn.-Wisc.	4,563,306	132
Odessa - Midland, Tex.	4,476,859	133
Chico - Redding, Calif.	4,319,356	134
Terre Haute, Ind.	4,313,433	135
Boise, Ida.	4,287,413	136
McAllen - Brownsville, Tex.	4,186,565	137
Wichita Falls - Lawton, Tex.-Okla.	4,007,157	138
Rochester - Mason City - Austin, Minn.-Iowa	3,997,816	139
Columbia - Jefferson City, Mo.	3,921,821	140
Wheeling - Steubenville, W.Va.-Ohio	3,921,025	141
Minot - Bismarck - Dickinson, N.D.	3,915,861	142
Monroe - El Dorado, La.-Ark.	3,827,626	143
Traverse City - Cadillac, Mich.	3,826,693	144
Sioux City, Iowa	3,797,895	145
Florence, S.C.	3,785,382	146
Columbus - Tupelo, Miss.	3,491,539	147
Lubbock, Tex.	3,484,272	148
Wilmington, N.C.	3,467,889	149
Joplin - Pittsburg, Mo.-Kans.	3,397,107	150
Albany, Ga.	3,392,453	151
Medford, Ore.	3,353,603	152
Bluefield - Beckley - Oak Hill, W.Va.	3,284,233	153
Bangor, Maine	3,217,668	154
Quincy - Hannibal, Ill.-Mo.	3,058,444	155
Utica, N.Y.	3,040,185	156
Abilene - Sweetwater, Tex.	2,882,996	157
Idaho Falls - Pocatello, Ida.	2,793,140	158
Salisbury, Md.	2,570,113	159
Palm Springs, Calif.	2,466,059	160
Dothan, Ala.	2,460,223	161
Elmira, N.Y.	2,387,777	162
Clarksburg - Weston, W.Va.	2,369,200	163
Gainesville, Fla.	2,351,241	164
Rapid City, S.D.	2,333,817	165
Billings - Hardin, Mont.	2,191,105	166
Watertown - Carthage, N.Y.	2,168,937	167
Laurel - Hattiesburg, Miss.	2,026,295	168
Lake Charles, La.	2,011,317	169
Missoula, Mont.	1,970,235	170
Alexandria, La.	1,918,248	171
Panama City, Fla.	1,862,959	172
Biloxi - Gulfport - Pascagoula, Miss.	1,804,847	173
Grand Junction - Durango, Colo.	1,754,380	174
El Centro - Yuma, Calif.-Ariz.	1,753,195	175
Great Falls, Mont.	1,690,296	176
Jonesboro, Ark.	1,635,423	177
Greenwood - Greenville, Miss.	1,622,050	178
Eureka, Calif.	1,568,914	179
Meridian, Miss.	1,549,147	180
Jackson, Tenn.	1,455,607	181
Charlottesville, Va.	1,406,362	182
Ardmore - Ada, Okla.	1,398,140	183
Lafayette, Ind.	1,379,221	184
Marquette, Mich.	1,371,980	185
St. Joseph, Mo.	1,359,494	186
San Angelo, Tex.	1,355,230	187
Tuscaloosa, Ala.	1,319,589	188
Butte, Mont.	1,236,693	189
Lima, Ohio	1,227,682	190
Hagerstown, Md.	1,222,827	191
Casper - Riverton, Wyo.	1,112,779	192
Anniston, Ala.	1,109,557	193
Cheyenne - Scottsbluff, Wyo.-Neb.	1,068,618	194
Bowling Green, Ky.	1,026,220	195
Harrisonburg, Va.	980,782	196
Parkersburg, W.Va.	940,336	197
Flagstaff, Ariz.	836,779	198
Presque Isle, Maine	828,564	199
Twin Falls, Ida.	795,951	200
Zanesville, Ohio	767,383	201
Victoria, Tex.	762,288	202
Laredo, Tex.	741,251	203
Bend, Ore.	677,727	204
Ottumwa - Kirksville, Iowa-Mo.	663,276	205
Mankato, Minn.	634,384	206
Helena, Mont.	529,572	207
North Platte, Neb.	503,286	208
Alpena, Mich.	410,460	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

TOTAL RETAIL SALES

ADI	($000)	Rank
New York, N.Y.	135,461,674	1
Los Angeles, Calif.	93,261,104	2
Chicago, Ill.	57,287,464	3
Philadelphia, Pa.	53,677,416	4
Boston, Mass.	48,184,289	5
San Francisco - Oakland - San Jose, Calif.	46,355,052	6
Washington, D.C.	35,495,092	7
Detroit, Mich.	32,818,541	8
Dallas - Ft. Worth, Tex.	31,388,162	9
Miami, Fla.	27,953,663	10
Houston, Tex.	27,314,892	11
Atlanta, Ga.	26,724,039	12
Minneapolis - St. Paul, Minn.	26,178,954	13
Cleveland, Ohio	24,219,114	14
Seattle - Tacoma, Wash.	22,867,593	15
Tampa - St. Petersburg (sarasota), Fla.	22,232,750	16
St. Louis, Mo.	19,635,975	17
Hartford - New Haven, Conn.	19,147,579	18
Phoenix, Ariz.	17,954,468	19
Pittsburgh, Pa.	17,844,526	20
Denver, Colo.	17,787,305	21
Baltimore, Md.	16,947,332	22
Sacramento - Stockton, Calif.	16,649,057	23
San Diego, Calif.	16,135,201	24
Orlando - Daytona Beach - Melbourne, Fla.	15,723,778	25
Indianapolis, Ind.	15,190,419	26
Portland, Ore.	13,669,280	27
Milwaukee, Wisc.	13,328,920	28
Kansas City, Mo.	13,219,994	29
Charlotte, N.C.	12,518,207	30
Cincinnati, Ohio	12,243,271	31
Providence - New Bedford, R.I.-Mass.	11,288,987	32
Raleigh - Durham, N.C.	11,268,213	33
New Orleans, La.	11,254,607	34
Columbus, Ohio	11,002,405	35
Oklahoma City, Okla.	10,606,257	36
Norfolk - Portsmouth - Newport News - Hampton, Va.	10,432,409	37
Harrisburg - York - Lancaster - Lebanon, Pa.	10,288,656	38
Greenville - Spartanburg - Asheville, S.C.-N.C.	10,203,747	39
Nashville, Tenn.	10,190,378	40
Grand Rapids - Kalamazoo - Battle Creek, Mich.	10,065,710	41
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	9,844,368	42
Salt Lake City, Utah	9,787,068	43
Memphis, Tenn.	9,595,761	44
Albany - Schenectady - Troy, N.Y.	9,502,606	45
Buffalo, N.Y.	9,489,753	46
Louisville, Ky.	9,447,907	47
Greensboro - Winston-Salem - High Point, N.C.	9,240,336	48
San Antonio, Tex.	9,189,651	49
Richmond, Va.	8,463,890	50
Flint - Saginaw - Bay City, Mich.	8,035,682	51
Albuquerque, N.M.	7,731,858	52
Dayton, Ohio	7,730,649	53
Wilkes-Barre - Scranton, Pa.	7,683,303	54
Jacksonville, Fla.	7,624,318	55
Mobile - Pensacola, Ala.-Fla.	7,484,668	56
Charleston - Huntington, W.Va.	7,380,750	57
Portland - Poland Spring, Maine	7,345,536	58
Toledo, Ohio	7,181,463	59
Birmingham, Ala.	7,113,396	60
Wichita - Hutchinson, Kans.	7,020,422	61
Little Rock, Ark.	6,962,390	62
Fresno - Visalia, Calif.	6,903,399	63
Knoxville, Tenn.	6,618,512	64
Rochester, N.Y.	6,572,697	65
Syracuse, N.Y.	6,340,458	66
Tulsa, Okla	6,311,743	67
Des Moines, Iowa	6,066,048	68
Green Bay - Appleton, Wisc.	6,019,337	69
Omaha, Neb.	5,988,887	70
Lexington, Ky.	5,960,264	71
Roanoke - Lynchburg, Va.	5,905,250	72
Springfield - Decatur - Champaign, Ill.	5,856,158	73
Austin, Tex.	5,786,218	74
Madison, Wisc.	5,606,637	75
Shreveport - Texarkana, La.-Tex.-Ark.	5,586,945	76
Burlington - Plattsburgh, Vt.-N.Y.	5,319,132	77
Tucson, Ariz.	4,924,284	78
Davenport - Rock Island - Moline, Iowa-Ill.	4,903,523	79
Springfield, Mass.	4,880,114	80
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	4,874,897	81
South Bend - Elkhart, Ind.	4,833,521	82
Las Vegas, Nev.	4,818,945	83
Evansville, Ind.	4,661,773	84
Chattanooga, Tenn.	4,647,426	85
Spokane, Wash.	4,634,578	86
Columbia, S.C.	4,524,814	87
Cedar Rapids - Waterloo - Dubuque, Iowa	4,463,813	88
Ft. Myers - Naples, Fla.	4,390,427	89
Huntsville - Decatur - Florence, Ala.	4,266,932	90
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	4,263,631	91
Baton Rouge, La.	4,231,012	92
Jackson, Miss.	4,214,671	93
Youngstown, Ohio	4,148,753	94
Johnstown - Altoona, Pa.	4,012,229	95
Lincoln - Hastings - Kearney, Neb.	3,997,907	96
Lansing, Mich.	3,987,513	97
Bristol - Kingsport - Johnson City, Tenn.	3,944,908	98
Springfield, Mo.	3,865,076	99
Savannah, Ga.	3,791,994	100
Sioux Falls - Mitchell, S.D.	3,758,064	101
Waco - Temple - Bryan, Tex.	3,718,943	102
Charleston, S.C.	3,678,808	103
Ft. Wayne, Ind.	3,606,740	104
Colorado Springs - Pueblo, Colo.	3,598,115	105
Odessa - Midland, Tex.	3,594,354	106
Salinas - Monterey, Calif.	3,593,594	107
Fargo, N.D.	3,508,383	108
McAllen - Brownsville, Tex.	3,504,238	109
Peoria - Bloomington, Ill.	3,489,740	110
Reno, Nev.	3,422,387	111
El Paso, Tex.	3,279,247	112
Lafayette, La.	3,276,340	113
Corpus Christi, Tex.	3,240,443	114
Greenville - New Bern - Washington, N.C.	3,235,972	115
Amarillo, Tex.	3,065,567	116
Tyler - Longview, Tex.	3,043,771	117
Montgomery - Selma, Ala.	3,003,510	118
Tallahassee - Thomasville, Fla.-Ga.	2,954,416	119
Augusta, Ga.	2,931,851	120
Macon, Ga.	2,917,510	121
Beaumont - Port Arthur, Tex.	2,870,541	122
La Crosse - Eau Claire, Wisc.	2,858,361	123
Florence, S.C.	2,847,922	124
Eugene, Ore.	2,788,589	125
Wausau - Rhinelander, Wisc.	2,736,009	126
Yakima, Wash.	2,732,794	127
Duluth - Superior, Minn.-Wisc.	2,726,183	128
Erie, Pa	2,659,080	129
Rochester - Mason City - Austin, Minn.-Iowa	2,573,657	130
Wichita Falls - Lawton, Tex.-Okla.	2,568,182	131
Bakersfield, Calif.	2,554,675	132
Terre Haute, Ind.	2,548,261	133
Rockford, Ill.	2,547,742	134
Columbus, Ga.	2,544,100	135
Ft. Smith, Ark.	2,500,372	136
Binghamton, N.Y.	2,465,591	137
Chico - Redding, Calif.	2,465,142	138
Minot - Bismarck - Dickinson, N.D.	2,454,153	139
Traverse City - Cadillac, Mich.	2,444,604	140
Sioux City, Iowa	2,353,041	141
Topeka, Kans.	2,328,221	142
Monroe - El Dorado, La.-Ark.	2,321,410	143
Lubbock, Tex.	2,293,438	144
Boise, Ida.	2,263,529	145
Bluefield - Beckley - Oak Hill, W.Va.	2,261,041	146
Albany, Ga.	2,228,186	147
Wilmington, N.C.	2,218,604	148
Wheeling - Steubenville, W.Va.-Ohio	2,124,953	149
Bangor, Maine	2,120,176	150
Columbus - Tupelo, Miss.	2,114,910	151
Abilene - Sweetwater, Tex.	2,111,754	152
Medford, Ore.	2,049,261	153
Columbia - Jefferson City, Mo.	2,019,427	154
Salisbury, Md.	1,911,992	155
Joplin - Pittsburg, Mo.-Kans.	1,873,208	156
Quincy - Hannibal, Ill.-Mo.	1,651,006	157
Utica, N.Y.	1,620,050	158
Clarksburg - Weston, W.Va.	1,585,387	159
Dothan, Ala.	1,521,046	160
Gainesville, Fla.	1,473,456	161
Idaho Falls - Pocatello, Ida.	1,457,363	162
Billings - Hardin, Mont.	1,362,703	163
Laurel - Hattiesburg, Miss.	1,327,015	164
Rapid City, S.D.	1,313,644	165
El Centro - Yuma, Calif.-Ariz.	1,268,955	166
Lake Charles, La.	1,265,935	167
Elmira, N.Y.	1,251,719	168
Watertown - Carthage, N.Y.	1,247,552	169
Panama City, Fla.	1,216,090	170
Greenwood - Greenville, Miss.	1,178,120	171
Missoula, Mont.	1,170,576	172
Laredo, Tex.	1,142,770	173
Palm Springs, Calif.	1,120,214	174
Alexandria, La.	1,113,174	175
Biloxi - Gulfport - Pascagoula, Miss.	1,099,747	176
Charlottesville, Va.	1,051,444	177
San Angelo, Tex.	1,016,813	178
Grand Junction - Durango, Colo.	980,104	179
Eureka, Calif.	946,591	180
Jackson, Tenn.	944,261	181
Jonesboro, Ark.	921,378	182
Meridian, Miss.	878,574	183
Great Falls, Mont.	876,937	184
Tuscaloosa, Ala.	841,501	185
Lima, Ohio	832,968	186
St. Joseph, Mo.	820,847	187
Cheyenne - Scottsbluff, Wyo.-Neb.	820,119	188
Ardmore - Ada, Okla.	814,415	189
Bowling Green, Ky.	808,695	190
Lafayette, Ind.	788,653	191
Hagerstown, Md.	759,547	192
Butte, Mont.	703,188	193
Casper - Riverton, Wyo.	690,478	194
Harrisonburg, Va.	682,084	195
Parkersburg, W.Va.	663,080	196
Marquette, Mich.	653,040	197
Flagstaff, Ariz.	631,594	198
Victoria, Tex.	579,412	199
Anniston, Ala.	512,442	200
Presque Isle, Maine	506,633	201
Mankato, Minn.	505,113	202
Twin Falls, Ida.	462,770	203
Zanesville, Ohio	452,524	204
Bend, Ore.	402,009	205
North Platte, Neb.	373,724	206
Ottumwa - Kirksville, Iowa-Mo.	355,870	207
Helena, Mont.	304,054	208
Alpena, Mich.	201,837	209

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BUYING POWER INDEX (BPI)

ADI	BPI	Rank
New York, N.Y.	8.7902	1
Los Angeles, Calif.	6.1753	2
Chicago, Ill.	3.6469	3
Philadelphia, Pa.	3.2102	4
San Francisco - Oakland - San Jose, Calif.	2.9895	5
Boston, Mass.	2.7990	6
Washington, D.C.	2.2450	7
Detroit, Mich.	1.9622	8
Dallas - Ft. Worth, Tex.	1.8628	9
Houston, Tex.	1.6013	10
Atlanta, Ga.	1.5376	11
Minneapolis - St. Paul, Minn.	1.5185	12
Cleveland, Ohio	1.4872	13
Miami, Fla.	1.4611	14
Seattle - Tacoma, Wash.	1.4442	15
Tampa - St. Petersburg (sarasota), Fla.	1.2708	16
St. Louis, Mo.	1.2192	17
Hartford - New Haven, Conn.	1.1666	18
Pittsburgh, Pa.	1.1468	19
Sacramento - Stockton, Calif.	1.0954	20
Denver, Colo.	1.0807	21
San Diego, Calif.	1.0776	22
Baltimore, Md.	1.0562	23
Phoenix, Ariz.	1.0363	24
Indianapolis, Ind.	.8910	25
Orlando - Daytona Beach - Melbourne, Fla.	.8675	26
Milwaukee, Wisc.	.8355	27
Portland, Ore.	.8325	28
Kansas City, Mo.	.8115	29
Cincinnati, Ohio	.7660	30
Charlotte, N.C.	.7355	31
Raleigh - Durham, N.C.	.6862	32
Nashville, Tenn.	.6791	33
Columbus, Ohio	.6749	34
Grand Rapids - Kalamazoo - Battle Creek, Mich.	.6493	35
Providence - New Bedford, R.I.-Mass.	.6423	36
Norfolk - Portsmouth - Newport News - Hampton, Va.	.6295	37
New Orleans, La.	.6243	38
Buffalo, N.Y.	.6121	39
Salt Lake City, Utah	.6117	40
Harrisburg - York - Lancaster - Lebanon, Pa.	.6077	41
Greenville - Spartanburg - Asheville, S.C.-N.C.	.5968	42
Oklahoma City, Okla.	.5685	43
Memphis, Tenn.	.5673	44
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	.5645	45
San Antonio, Tex.	.5623	46
Louisville, Ky.	.5474	47
Albany - Schenectady - Troy, N.Y.	.5458	48
Greensboro - Winston-Salem - High Point, N.C.	.5277	49
Richmond, Va.	.5007	50
Dayton, Ohio	.5001	51
Albuquerque, N.M.	.4711	52
Jacksonville, Fla.	.4653	53
Flint - Saginaw - Bay City, Mich.	.4652	54
Wilkes-Barre - Scranton, Pa.	.4638	55
Birmingham, Ala.	.4594	56
Fresno - Visalia, Calif.	.4578	57
Mobile - Pensacola, Ala.-Fla.	.4529	58
Charleston - Huntington, W.Va.	.4498	59
Wichita - Hutchinson, Kans.	.4380	60
Toledo, Ohio	.4264	61
Little Rock, Ark.	.4261	62
Rochester, N.Y.	.4079	63
Syracuse, N.Y.	.4002	64
Tulsa, Okla.	.3961	65
Portland - Poland Spring, Maine	.3796	66
Knoxville, Tenn.	.3774	67
Green Bay - Appleton, Wisc.	.3767	68
Omaha, Neb.	.3687	69
Roanoke - Lynchburg, Va.	.3683	70
Des Moines, Iowa	.3652	71
Shreveport - Texarkana, La.-Tex.-Ark.	.3535	72
Austin, Tex.	.3513	73
Springfield - Decatur - Champaign, Ill.	.3448	74
Lexington, Ky.	.3397	75
Davenport - Rock Island - Moline, Iowa-Ill.	.3132	76
Madison, Wisc.	.3000	77
Spokane, Wash.	.2979	78
South Bend - Elkhart, Ind.	.2939	79
Cedar Rapids - Waterloo - Dubuque, Iowa	.2938	80
Columbia, S.C.	.2897	81
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	.2875	82
Burlington - Plattsburgh, Vt.-N.Y.	.2861	83
Tucson, Ariz.	.2851	84
Springfield, Mass.	.2812	85
Las Vegas, Nev.	.2789	86
Huntsville - Decatur - Florence, Ala.	.2772	87
Chattanooga, Tenn.	.2750	88
Youngstown, Ohio	.2669	89
Evansville, Ind.	.2629	90
Jackson, Miss.	.2622	91
Bristol - Kingsport - Johnson City, Tenn.	.2581	92
Johnstown - Altoona, Pa.	.2562	93
Salinas - Monterey, Calif.	.2529	94
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	.2513	95
Baton Rouge, La.	.2512	96
Springfield, Mo.	.2511	97
Ft. Myers - Naples, Fla.	.2460	98
Lincoln - Hastings - Kearney, Neb.	.2418	99
Lansing, Mich.	.2413	100
Waco - Temple - Bryan, Tex.	.2322	101
Ft. Wayne, Ind.	.2306	102
Peoria - Bloomington, Ill.	.2284	103
Savannah, Ga.	.2265	104
Colorado Springs - Pueblo, Colo.	.2195	105
Sioux Falls - Mitchell, S.D.	.2177	106
Charleston, S.C.	.2137	107
El Paso, Tex.	.2106	108
Fargo, N.D.	.2057	109
Reno, Nev.	.2027	110
Greenville - New Bern - Washington, N.C.	.1991	111
Augusta, Ga.	.1936	112
McAllen - Brownsville, Tex.	.1887	113
Montgomery - Selma, Ala.	.1887	113
Lafayette, La.	.1841	115
Tallahassee - Thomasville, Fla.-Ga.	.1784	116
Amarillo, Tex.	.1781	117
Macon, Ga.	.1774	118
Corpus Christi, Tex.	.1771	119
Yakima, Wash.	.1743	120
Eugene, Ore.	.1729	121
Odessa - Midland, Tex.	.1711	122
Beaumont - Port Arthur, Tex.	.1703	123
Tyler - Longview, Tex.	.1702	124
Bakersfield, Calif.	.1691	125
Ft. Smith, Ark.	.1667	126
Columbus, Ga.	.1661	127
La Crosse - Eau Claire, Wisc.	.1659	128
Rockford, Ill.	.1643	129
Wausau - Rhinelander, Wisc.	.1620	130
Binghamton, N.Y.	.1616	131
Duluth - Superior, Minn.-Wisc.	.1611	132
Erie, Pa.	.1594	133
Terre Haute, Ind.	.1519	134
Topeka, Kans.	.1498	135
Florence, S.C.	.1483	136
Wichita Falls - Lawton, Tex.-Okla.	.1483	136
Chico - Redding, Calif.	.1480	138
Monroe - El Dorado, La.-Ark.	.1476	139
Boise, Ida.	.1459	140
Traverse City - Cadillac, Mich.	.1425	141
Rochester - Mason City - Austin, Minn.-Iowa	.1422	142
Minot - Bismarck - Dickinson, N.D.	.1415	143
Sioux City, Iowa	.1381	144
Wheeling - Steubenville, W.Va.-Ohio	.1366	145
Columbus - Tupelo, Miss.	.1331	146
Columbia - Jefferson City, Mo.	.1308	147
Lubbock, Tex.	.1300	148
Wilmington, N.C.	.1290	149
Albany, Ga.	.1285	150
Bluefield - Beckley - Oak Hill, W.Va.	.1281	151
Medford, Ore.	.1208	152
Joplin - Pittsburg, Mo.-Kans.	.1192	153
Bangor, Maine	.1169	154
Abilene - Sweetwater, Tex.	.1106	155
Quincy - Hannibal, Ill.-Mo.	.1061	156
Utica, N.Y.	.1025	157
Idaho Falls - Pocatello, Ida.	.0973	158
Salisbury, Md.	.0969	159
Dothan, Ala.	.0912	160
Clarksburg - Weston, W.Va.	.0908	161
Gainesville, Fla.	.0839	162
Rapid City, S.D.	.0817	163
Elmira, N.Y.	.0809	164
Billings - Hardin, Mont.	.0788	165
Laurel - Hattiesburg, Miss.	.0776	166
Watertown - Carthage, N.Y.	.0775	167
Palm Springs, Calif.	.0761	168
Lake Charles, La.	.0735	169
Alexandria, La.	.0729	170
Missoula, Mont.	.0699	171
Panama City, Fla.	.0696	172
Greenwood - Greenville, Miss.	.0685	173
El Centro - Yuma, Calif.-Ariz.	.0684	174
Biloxi - Gulfport - Pascagoula, Miss.	.0644	175
Grand Junction - Durango, Colo.	.0607	176
Jonesboro, Ark.	.0590	177
Great Falls, Mont.	.0574	178
Meridian, Miss.	.0565	179
Eureka, Calif.	.0541	180
Jackson, Tenn.	.0534	181
Ardmore - Ada, Okla.	.0532	182
San Angelo, Tex.	.0517	183
Charlottesville, Va.	.0506	184
Tuscaloosa, Ala.	.0488	185
St. Joseph, Mo.	.0474	186
Lafayette, Ind.	.0470	187
Marquette, Mich.	.0468	188
Lima, Ohio	.0445	189
Laredo, Tex.	.0437	190
Butte, Mont.	.0435	191
Hagerstown, Md.	.0433	192
Cheyenne - Scottsbluff, Wyo.-Neb.	.0417	193
Bowling Green, Ky.	.0415	194
Casper - Riverton, Wyo.	.0400	195
Anniston, Ala.	.0376	196
Harrisonburg, Va.	.0370	197
Parkersburg, W.Va.	.0350	198
Flagstaff, Ariz.	.0328	199
Presque Isle, Maine	.0297	200
Victoria, Tex.	.0291	201
Twin Falls, Ida.	.0284	202
Zanesville, Ohio	.0276	203
Mankato, Minn.	.0247	204
Bend, Ore.	.0243	205
Ottumwa - Kirksville, Iowa-Mo.	.0231	206
North Platte, Neb.	.0190	207
Helena, Mont.	.0181	208
Alpena, Mich.	.0138	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

SECTION 17
1988 Totals And 1993 Projections For Television Markets (ADIs)

Population
Households
Effective Buying Income (EBI)
Total Retail Sales
Buying Power Index (BPI)

EXPLANATION OF TERMS

An explanation of terms used in the **Survey Of Buying Power Data Service** will be found in the Introductory Section starting on page A-5. A listing of the county makeup of each Television Market will be found starting on page A-11.

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1989 SURVEY OF BUYING POWER DATA SERVICE

TELEVISION MARKETS [ADIs]: TOTALS AND 1993 PROJECTIONS

S&MM ESTIMATES

S&MM/ARBITRON TV MARKET (ADI)	12/31/88 Population (Thous.)	% Of U.S.	Projected 12/31/93 Population (Thous.)	% Change 1988-1993	12/31/88 Households (Thous.)	Projected 12/31/93 Households (Thous.)	1988 EBI ($000)	% Of U.S.	Projected 1993 EBI ($000)	1988 Retail Sales ($000)	Projected 1993 Retail Sales ($000)	Buying Power Index 1988	Buying Power Index 1993
ALABAMA													
ANNISTON	125.3	.0505	127.5	1.8	45.2	47.3	1,109,557	.0362	1,673,231	512,442	693,038	.0376	.0363
BIRMINGHAM	1,380.5	.5568	1,412.0	2.3	522.0	547.8	13,342,332	.4355	20,180,077	7,113,396	10,430,907	.4594	.4528
DOTHAN	286.8	.1157	294.8	2.8	104.3	109.8	2,460,223	.0803	3,712,132	1,521,046	2,278,380	.0912	.0902
HUNTSVILLE - DECATUR - FLORENCE	807.0	.3255	850.8	5.4	304.1	329.3	8,203,827	.2677	12,897,243	4,266,932	6,556,825	.2772	.2846
MOBILE - PENSACOLA	1,275.3	.5144	1,362.2	6.8	461.6	506.5	13,057,165	.4261	20,558,029	7,484,668	11,666,605	.4529	.4686
MONTGOMERY - SELMA	606.4	.2446	622.3	2.6	218.0	229.1	5,192,758	.1695	7,909,995	3,003,510	4,543,570	.1887	.1887
TUSCALOOSA	147.4	.0595	152.6	3.5	54.5	58.2	1,319,589	.0431	2,030,428	841,501	1,239,398	.0488	.0490
ARIZONA													
FLAGSTAFF	94.0	.0379	104.3	11.0	29.9	34.3	836,779	.0273	1,325,673	631,594	962,221	.0328	.0341
PHOENIX	2,556.3	1.0311	2,937.7	14.9	991.7	1,173.4	30,711,694	1.0023	50,265,011	17,954,468	29,621,013	1.0363	1.1287
TUCSON	784.6	.3165	863.2	10.0	305.9	346.1	8,065,372	.2632	12,613,042	4,924,284	7,818,274	.2851	.2976
ARKANSAS													
FT. SMITH	519.5	.2095	555.5	6.9	194.2	211.9	4,850,024	.1583	7,645,552	2,500,372	3,700,568	.1667	.1704
JONESBORO	196.3	.0792	200.0	1.9	74.0	76.6	1,635,423	.0534	2,442,366	921,378	1,397,945	.0590	.0589
LITTLE ROCK	1,255.1	.5063	1,295.9	3.3	462.9	487.3	12,052,824	.3934	18,328,580	6,962,390	10,276,929	.4261	.4226
CALIFORNIA													
BAKERSFIELD	434.7	.1753	490.0	12.7	153.5	175.0	5,345,807	.1745	8,422,687	2,554,675	3,836,390	.1691	.1753
CHICO - REDDING	401.5	.1619	439.9	9.6	156.0	172.3	4,319,356	.1410	6,585,407	2,465,142	3,845,567	.1480	.1518
EL CENTRO - YUMA	206.4	.0833	226.1	9.5	67.8	75.0	1,753,195	.0572	2,675,300	1,268,955	1,926,985	.0684	.0697
EUREKA	136.6	.0551	141.1	3.3	54.0	56.9	1,568,914	.0512	2,282,907	946,591	1,412,155	.0541	.0525
FRESNO - VISALIA	1,278.6	.5157	1,407.3	10.1	435.3	482.4	13,997,297	.4568	21,437,920	6,903,399	10,370,924	.4578	.4658
LOS ANGELES	13,801.9	5.5671	15,166.3	9.9	4,960.3	5,465.6	205,498,327	6.7069	312,460,255	93,261,104	142,852,804	6.1753	6.2758
PALM SPRINGS	190.1	.0767	222.4	17.0	68.8	81.7	2,466,059	.0805	4,048,714	1,120,214	1,790,084	.0761	.0826
SACRAMENTO - STOCKTON	2,685.4	1.0832	3,029.3	12.8	999.2	1,136.3	35,172,325	1.1479	55,291,298	16,649,057	26,335,393	1.0954	1.1502
SALINAS - MONTEREY	621.0	.2505	685.2	10.3	214.3	236.4	8,385,674	.2737	12,778,440	3,593,594	5,349,679	.2529	.2557
SAN DIEGO	2,382.0	.9608	2,690.1	12.9	867.4	988.8	36,146,308	1.1797	56,939,063	16,135,201	26,106,721	1.0776	1.1389
SAN FRANCISCO - OAKLAND - SAN JOSE	5,789.6	2.3353	6,150.5	6.2	2,247.6	2,411.6	102,526,023	3.3461	151,766,220	46,355,052	70,180,309	2.9895	2.9640
SANTA BARBARA - SANTA MARIA - SAN LUIS OBISPO	554.9	.2238	610.8	10.1	209.3	234.0	7,875,004	.2570	12,139,615	4,263,631	6,641,985	.2513	.2588
COLORADO													
COLORADO SPRINGS - PUEBLO	626.9	.2529	680.6	8.6	236.3	264.1	6,333,846	.2067	10,310,192	3,598,115	5,470,627	.2195	.2302
DENVER	2,661.6	1.0736	2,860.8	7.5	1,046.7	1,149.1	33,103,032	1.0804	52,927,888	17,787,305	26,360,340	1.0807	1.1116
GRAND JUNCTION - DURANGO	174.8	.0705	180.5	3.3	65.8	69.5	1,754,380	.0573	2,679,188	980,104	1,350,485	.0607	.0591
CONNECTICUT													
HARTFORD - NEW HAVEN	2,435.7	.9825	2,504.6	2.8	903.8	953.3	37,946,275	1.2385	56,163,793	19,147,579	28,852,199	1.1666	1.1497

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1989 SURVEY OF BUYING POWER DATA SERVICE

TELEVISION MARKETS [ADIs]: TOTALS AND 1993 PROJECTIONS

S&MM ESTIMATES S&MM/ARBITRON TV MARKET (ADI)	12/31/88 Population (Thous.)	% Of U.S.	Projected 12/31/93 Population (Thous.)	% Change 1988–1993	12/31/88 Households (Thous.)	Projected 12/31/93 Households (Thous.)	1988 EBI ($000)	% Of U.S.	Projected 1993 EBI ($000)	1988 Retail Sales ($000)	Projected 1993 Retail Sales ($000)	Buying Power Index 1988	Buying Power Index 1993
DISTRICT OF COLUMBIA													
WASHINGTON	4,490.8	1.8114	4,816.2	7.2	1,678.7	1,837.6	75,507,353	2.4643	115,824,377	35,495,092	55,542,482	2.2450	2.2962
FLORIDA													
FT. MYERS - NAPLES	566.8	.2286	662.0	16.8	242.1	288.9	7,335,135	.2394	12,328,592	4,390,427	7,154,787	.2460	.2709
GAINESVILLE	227.3	.0917	250.1	10.0	87.2	98.4	2,351,241	.0767	3,734,291	1,473,456	2,307,424	.0839	.0877
JACKSONVILLE	1,226.0	.4945	1,353.4	10.4	457.1	517.3	13,894,227	.4535	22,140,061	7,624,318	11,745,824	.4653	.4860
MIAMI	3,141.4	1.2671	3,401.9	8.3	1,271.6	1,402.9	42,638,534	1.3916	66,275,258	27,953,663	44,098,194	1.4411	1.5132
ORLANDO - DAYTONA BEACH - MELBOURNE	2,112.1	.8519	2,449.6	16.0	841.8	999.8	25,065,621	.8181	41,914,285	15,723,778	25,968,522	.8675	.9668
PANAMA CITY	212.4	.0857	239.3	12.7	80.8	93.0	1,862,959	.0608	3,022,058	1,216,090	1,890,874	.0696	.0743
TALLAHASSEE - THOMASVILLE	523.1	.2110	556.8	6.4	188.1	205.3	5,029,680	.1642	7,738,624	2,934,416	4,540,338	.1784	.1816
TAMPA - ST. PETERSBURG (SARASOTA)	3,086.1	1.2448	3,453.2	11.9	1,299.1	1,485.2	37,662,746	1.2292	60,538,984	22,232,750	35,841,252	1.2708	1.3545
WEST PALM BEACH - FT. PIERCE - VERO BEACH	1,179.7	.4758	1,373.8	16.5	501.6	598.0	17,686,122	.5772	29,684,515	9,844,568	16,638,047	.5645	.6285
GEORGIA													
ALBANY	401.2	.1618	409.9	2.2	138.3	144.1	3,392,453	.1107	4,938,767	2,228,186	3,288,128	.1285	.1258
ATLANTA	3,640.2	1.4683	4,019.1	10.4	1,349.6	1,526.8	46,259,204	1.5098	73,314,359	26,724,339	42,242,991	1.5376	1.6145
AUGUSTA	592.7	.2391	626.2	5.7	208.0	225.0	5,668,420	.1850	8,683,769	2,931,851	4,450,144	.1936	.1961
COLUMBUS	514.1	.2074	529.7	3.0	184.2	194.9	4,755,958	.1552	7,102,181	2,544,100	3,777,797	.1661	.1632
MACON	499.2	.2014	517.7	3.7	174.2	184.8	5,110,161	.1668	7,586,078	2,917,510	4,388,029	.1774	.1747
SAVANNAH	651.9	.2629	696.8	6.9	228.3	250.3	6,416,289	.2094	9,944,432	3,791,994	5,886,915	.2265	.2317
IDAHO													
BOISE	428.0	.1726	451.1	5.4	156.8	169.2	4,287,413	.1399	6,855,617	2,263,529	3,385,730	.1459	.1498
IDAHO FALLS - POCATELLO	313.0	.1263	319.1	1.9	102.1	106.3	2,793,140	.0912	4,277,958	1,457,363	2,051,031	.0973	.0955
TWIN FALLS	85.6	.0345	85.5	–.1	30.2	30.5	795,981	.0260	1,183,630	462,770	661,670	.0284	.0273
ILLINOIS													
CHICAGO	8,578.5	3.4602	8,680.4	1.2	3,128.5	3,252.8	116,783,280	3.8115	172,605,108	57,287,464	85,457,136	3.6489	3.5702
PEORIA - BLOOMINGTON	559.2	.2256	551.2	–1.4	210.4	213.2	7,304,407	.2384	10,463,347	3,489,740	5,055,743	.2284	.2165
QUINCY - HANNIBAL	321.3	.1296	315.1	–1.9	122.7	122.8	3,058,444	.0998	4,341,790	1,451,806	2,338,233	.1061	.0993
ROCKFORD	415.1	.1674	413.9	–.3	157.2	161.2	5,136,756	.1676	7,444,166	2,547,742	3,725,554	.1643	.1576
SPRINGFIELD - DECATUR - CHAMPAIGN	881.8	.3557	877.6	–.5	338.8	346.0	10,195,286	.3327	14,710,511	5,856,158	8,563,330	.3448	.3383
INDIANA													
EVANSVILLE	704.0	.2840	707.5	.5	265.9	273.7	7,431,511	.2425	11,206,592	4,661,773	6,995,870	.2639	.2606
FT. WAYNE	637.9	.2573	645.2	1.1	232.0	240.6	6,935,435	.2264	10,428,005	3,606,740	5,376,540	.2386	.2275
INDIANAPOLIS	2,296.9	.9265	2,319.2	1.0	853.9	885.6	26,202,466	.8552	39,566,791	15,190,419	22,788,413	.8910	.8821
LAFAYETTE	123.7	.0499	124.3	.5	43.9	45.2	1,379,221	.0450	2,062,193	788,653	1,135,580	.0470	.0464
SOUTH BEND - ELKHART	803.2	.3240	811.5	1.0	296.6	307.2	8,618,862	.2813	12,923,705	4,833,521	7,154,577	.2939	.2868
TERRE HAUTE	427.6	.1725	421.7	–1.4	164.2	165.5	4,313,433	.1408	6,255,890	2,548,361	3,788,962	.1519	.1467

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IOWA													
CEDAR RAPIDS - WATERLOO - DUBUQUE	819.8	.3307	806.1	–1.7	308.3	310.6	8,924,221	.2913	13,078,897	4,463,813	6,230,133	.2938	.2790
DAVENPORT - ROCK ISLAND - MOLINE	830.1	.3348	812.0	–2.2	318.1	319.6	9,578,105	.3126	13,780,900	4,903,523	6,873,029	.3132	.2947
DES MOINES	967.3	.3902	966.5	–.1	383.6	393.4	10,773,839	.3516	16,118,694	6,066,048	8,729,510	.3652	.3549
OTTUMWA - KIRKSVILLE	75.2	.0303	74.1	–1.5	28.8	29.0	663,276	.0216	958,614	355,870	505,553	.0231	.0223
SIOUX CITY	410.4	.1655	403.7	–1.6	157.1	158.1	3,797,895	.1240	5,542,147	2,353,041	3,351,738	.1381	.1315
KANSAS													
TOPEKA	404.7	.1632	408.0	.8	152.6	156.6	4,588,306	.1457	6,647,657	2,328,221	3,320,814	.1498	.1429
WICHITA - HUTCHINSON	1,121.6	.4524	1,142.6	1.9	435.0	451.8	13,383,371	.4368	19,658,239	7,020,422	9,938,974	.4380	.4212
KENTUCKY													
BOWLING GREEN	120.5	.0486	127.4	5.7	43.6	47.1	1,026,220	.0335	1,665,378	808,695	1,374,108	.0415	.0446
LEXINGTON	997.6	.4024	1,025.2	2.8	365.0	386.3	9,223,413	.3010	14,624,610	5,960,264	9,418,576	.3397	.3509
LOUISVILLE	1,489.5	.6008	1,494.6	.3	544.7	560.8	15,580,427	.5085	23,805,270	9,447,907	14,164,361	.5474	.5439
PADUCAH - CAPE GIRARDEAU - HARRISBURG - MARION	860.9	.3472	866.7	.7	331.2	340.8	7,898,026	.2578	11,683,911	4,874,897	7,200,077	.2875	.2806
LOUISIANA													
ALEXANDRIA	261.4	.1054	265.8	1.7	88.6	92.4	1,918,248	.0626	2,971,760	1,113,174	1,581,914	.0729	.0718
BATON ROUGE	752.7	.3036	770.2	2.3	254.0	266.5	6,951,918	.2269	10,837,269	4,231,012	6,128,180	.2512	.2511
LAFAYETTE	570.0	.2299	583.3	2.3	196.1	205.9	4,784,335	.1561	7,479,377	3,276,340	4,608,237	.1841	.1816
LAKE CHARLES	216.0	.0871	217.4	.6	75.9	79.3	2,011,317	.0656	3,079,699	1,265,935	1,762,209	.0735	.0714
MONROE - EL DORADO	518.6	.2092	521.6	.6	184.6	189.6	3,827,626	.1249	5,819,419	2,321,410	3,261,094	.1470	.1427
NEW ORLEANS	1,769.7	.7138	1,808.0	2.2	639.8	669.0	16,859,009	.5502	26,275,934	11,254,607	16,548,775	.6243	.6239
SHREVEPORT - TEXARKANA	1,113.8	.4493	1,148.4	3.1	407.3	427.6	9,918,005	.3237	15,188,974	5,586,945	7,904,190	.3535	.3484
MAINE													
BANGOR	318.0	.1283	323.3	1.7	116.7	122.7	3,217,668	.1050	4,840,906	2,120,176	3,209,410	.1169	.1162
PORTLAND - POLAND SPRING	870.0	.3509	912.1	4.8	334.8	361.6	10,710,541	.3496	16,550,868	7,345,536	11,498,336	.3796	.3884
PRESQUE ISLE	86.1	.0347	84.0	–2.4	29.8	30.0	828,564	.0270	1,194,730	506,633	736,677	.0297	.0283
MARYLAND													
BALTIMORE	2,539.8	1.0244	2,638.2	3.9	929.9	987.5	33,150,483	1.0819	48,534,605	16,947,332	25,080,783	1.0562	1.0318
HAGERSTOWN	115.8	.0467	116.4	.5	42.1	43.3	1,222,827	.0399	1,721,182	739,547	1,058,477	.0433	.0405
SALISBURY	246.9	.0996	265.6	7.6	92.5	101.7	2,570,113	.0839	3,931,789	1,911,992	3,011,270	.0969	.0995
MASSACHUSETTS													
BOSTON	5,582.5	2.2517	5,759.3	3.2	2,105.0	2,229.7	89,844,518	2.9323	132,644,127	48,184,289	73,025,893	2.7990	2.7628
SPRINGFIELD	659.9	.2662	668.5	1.3	246.1	256.4	8,486,384	.2770	12,334,451	4,880,114	7,226,871	.3012	.2723

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MICHIGAN													
ALPENA	42.1	.0170	41.8	–.7	15.9	16.4	410,460	.0134	605,723	201,832	282,020	.0138	.0132
DETROIT	4,670.2	1.8838	4,663.1	–.2	1,727.0	1,768.7	60,322,475	1.9687	88,866,408	32,818,541	48,636,450	1.9622	1.9094
FLINT - SAGINAW - BAY CITY	1,266.2	.5107	1,252.2	–1.1	455.8	463.0	13,238,393	.4321	19,270,380	8,035,682	11,672,748	.4652	.4462
GRAND RAPIDS - KALAMAZOO - BATTLE CREEK	1,712.5	.6907	1,764.1	3.0	622.8	658.7	20,030,732	.6537	30,406,115	10,065,710	15,129,798	.6493	.6482
LANSING	631.8	.2548	637.7	.9	225.6	233.9	7,189,548	.2346	10,692,748	3,987,513	5,901,914	.2413	.2364
MARQUETTE	156.5	.0631	154.3	–1.4	56.3	56.6	1,371,980	.0448	1,977,607	653,040	895,701	.0468	.0443
TRAVERSE CITY - CADILLAC	433.4	.1748	450.5	3.9	163.3	173.7	3,826,693	.1249	5,843,522	2,444,604	3,614,369	.1425	.1414
MINNESOTA													
DULUTH - SUPERIOR	451.1	.1820	445.5	–1.2	171.8	174.3	4,563,306	.1489	6,625,972	2,726,183	3,915,533	.1611	.1535
MANKATO	63.3	.0255	62.1	–1.9	23.4	23.5	634,384	.0207	914,908	505,113	739,441	.0247	.0235
MINNEAPOLIS - ST. PAUL	3,550.8	1.4322	3,702.2	4.3	1,326.4	1,418.4	46,147,117	1.5061	70,958,827	26,178,954	40,335,506	1.5185	1.5414
ROCHESTER - MASON CITY - AUSTIN	368.0	.1484	365.7	–.6	142.8	145.2	3,997,816	.1305	5,882,295	2,573,657	3,761,544	.1422	.1375
MISSISSIPPI													
BILOXI - GULFPORT - PASCAGOULA	182.9	.0738	189.5	3.6	65.8	70.7	1,804,847	.0589	2,867,603	1,099,747	1,655,429	.0644	.0656
COLUMBUS - TUPELO	459.5	.1853	465.8	1.4	164.3	171.0	3,491,539	.1140	5,378,174	2,114,910	3,258,898	.1331	.1336
GREENWOOD - GREENVILLE	253.0	.1020	247.8	–2.1	83.2	83.7	1,622,050	.0529	2,413,722	1,178,120	1,731,884	.0685	.0663
JACKSON	828.4	.3341	849.1	2.5	291.2	307.6	7,259,882	.2369	11,383,583	4,214,671	6,322,438	.2622	.2649
LAUREL - HATTIESBURG	251.6	.1015	255.5	1.6	90.6	94.9	2,026,295	.0661	3,143,049	1,327,015	1,977,434	.0776	.0778
MERIDIAN	185.4	.0748	185.4	.0	67.4	68.9	1,549,147	.0506	2,335,670	878,574	1,279,939	.0565	.0552
MISSOURI													
COLUMBIA - JEFFERSON CITY	370.6	.1495	385.2	3.9	133.1	140.1	3,921,821	.1280	5,842,775	2,019,427	2,973,232	.1300	.1289
JOPLIN - PITTSBURG	370.7	.1495	374.5	1.0	143.8	147.1	3,397,107	.1109	4,907,302	1,873,208	2,639,455	.1192	.1137
KANSAS CITY	1,985.8	.8010	2,061.3	3.8	752.9	797.0	25,091,837	.8189	37,769,579	13,219,994	19,765,035	.8115	.8066
ST. JOSEPH	125.9	.0508	123.4	–2.0	48.1	47.9	1,359,494	.0444	1,908,758	820,847	1,166,544	.0474	.0442
ST. LOUIS	3,053.3	1.2316	3,118.7	2.1	1,122.9	1,170.8	37,560,496	1.2259	55,457,808	19,635,975	28,862,794	1.2192	1.1896
SPRINGFIELD	787.2	.3175	834.4	6.0	296.8	319.7	7,153,016	.2335	10,922,060	3,865,076	5,818,137	.2511	.2531
MONTANA													
BILLINGS - HARDIN	222.1	.0896	228.1	2.7	86.5	91.2	2,191,105	.0715	3,391,263	1,362,703	1,889,567	.0788	.0773
BUTTE	127.8	.0515	131.3	2.7	49.5	52.3	1,236,693	.0404	1,912,094	703,188	982,863	.0435	.0424
GREAT FALLS	173.0	.0698	169.7	–1.9	66.7	66.8	1,690,296	.0552	2,471,878	876,937	1,149,999	.0574	.0536
HELENA	48.3	.0195	51.0	5.6	19.6	21.3	529,572	.0173	840,139	304,054	430,108	.0181	.0182
MISSOULA	203.4	.0820	212.5	4.5	80.2	85.8	1,970,235	.0643	3,070,375	1,170,576	1,721,442	.0699	.0705
NEBRASKA													
LINCOLN - HASTINGS - KEARNEY	654.8	.2641	656.9	.3	254.2	261.3	7,103,825	.2318	10,546,693	3,997,907	5,850,473	.2418	.2353
NORTH PLATTE	47.8	.0193	46.9	–1.9	18.2	18.1	503,286	.0164	718,921	373,734	535,710	.0190	.0182
OMAHA	934.4	.3769	946.0	1.2	352.6	364.0	11,253,005	.3673	16,791,245	5,988,887	8,853,843	.3687	.3619

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NEVADA													
LAS VEGAS	654.7	.2641	759.2	16.0	266.7	316.3	8,446,346	.2757	14,492,325	4,818,945	7,603,747	.2789	.3074
RENO	467.8	.1887	521.2	11.4	190.3	215.7	6,250,531	.2040	10,181,280	3,432,387	5,227,615	.2027	.2136
NEW MEXICO													
ALBUQUERQUE	1,428.0	.5760	1,539.6	7.8	510.5	562.5	13,132,161	.4286	20,502,163	7,731,858	11,631,822	.4711	.4813
NEW YORK													
ALBANY - SCHENECTADY - TROY	1,307.5	.5274	1,326.2	1.4	492.6	511.9	16,330,919	.5330	23,274,532	9,502,606	13,936,254	.5458	.5231
BINGHAMTON	434.3	.1752	439.4	1.2	160.0	165.9	4,985,382	.1627	7,085,868	2,465,591	3,538,973	.1616	.1534
BUFFALO	1,678.1	.6769	1,647.2	–1.8	617.8	620.8	18,570,253	.6061	25,521,344	9,489,753	13,305,970	.6121	.5644
ELMIRA	234.9	.0947	231.7	–1.4	85.7	86.8	2,387,777	.0779	3,318,565	1,251,719	1,757,783	.0809	.0750
NEW YORK	18,692.0	7.5395	19,125.2	2.3	7,070.8	7,418.3	294,213,327	9.6022	426,089,028	135,461,674	201,004,720	8.7902	8.5132
ROCHESTER	952.4	.3842	960.5	.9	354.7	366.9	12,902,056	.4211	18,234,555	6,572,697	9,514,642	.4079	.3862
SYRACUSE	1,043.8	.4210	1,047.4	.3	375.8	386.2	12,235,222	.3993	17,187,072	6,340,458	9,128,109	.4002	.3771
UTICA	287.5	.1160	287.7	.1	103.7	106.2	3,040,185	.0992	4,257,826	1,620,050	2,339,132	.1025	.0962
WATERTOWN - CARTHAGE	239.5	.0966	245.7	2.6	82.3	86.9	2,168,937	.0708	3,127,594	1,247,552	1,864,807	.0775	.0754
NORTH CAROLINA													
CHARLOTTE	1,920.7	.7747	2,033.6	5.9	719.9	785.9	21,502,922	.7018	33,489,856	12,518,207	19,715,272	.7355	.7575
GREENSBORO - WINSTON-SALEM - HIGH POINT	1,333.9	.5380	1,390.7	4.3	512.9	550.4	15,407,878	.5029	23,504,781	9,240,336	14,246,145	.5277	.5338
GREENVILLE - NEW BERN - WASHINGTON	623.6	.2515	654.7	5.0	222.0	240.2	5,474,642	.1787	8,440,339	3,235,972	4,880,942	.1991	.2013
RALEIGH - DURHAM	1,867.8	.7534	1,988.9	6.5	685.1	753.8	20,195,786	.6591	31,769,821	11,268,213	17,657,990	.6862	.7107
WILMINGTON	392.5	.1583	416.9	6.2	142.0	155.8	3,467,889	.1132	5,411,839	2,218,604	3,452,353	.1290	.1328
NORTH DAKOTA													
FARGO	595.6	.2402	601.3	1.0	218.4	226.2	5,762,600	.1881	8,566,929	3,508,383	5,093,833	.2057	.2008
MINOT - BISMARCK - DICKINSON	402.1	.1622	405.8	.9	144.5	149.0	3,915,861	.1278	5,800,979	2,454,153	3,491,304	.1415	.1364
OHIO													
CINCINNATI	1,988.9	.8022	2,024.8	1.8	744.0	777.1	23,359,083	.7624	35,162,345	12,243,271	18,397,646	.7660	.7593
CLEVELAND	3,815.8	1.5391	3,769.5	–1.2	1,448.4	1,469.6	45,100,772	1.4720	65,565,184	24,219,114	34,750,295	1.4872	1.4207
COLUMBUS	1,791.2	.7225	1,837.7	2.6	683.9	722.2	20,133,489	.6571	30,483,897	11,002,405	16,474,373	.6749	.6711
DAYTON	1,316.5	.5310	1,314.7	–.1	502.2	515.7	15,465,388	.5047	22,753,798	7,730,649	11,140,148	.5001	.4818
LIMA	113.6	.0458	112.8	–.7	41.6	42.4	1,227,682	.0401	1,791,879	832,968	1,226,125	.0445	.0430
TOLEDO	1,104.7	.4456	1,101.5	–.3	411.3	421.0	12,592,230	.4110	18,466,196	7,181,463	10,435,997	.4264	.4105
YOUNGSTOWN	744.1	.3001	726.2	–2.4	279.1	279.6	8,034,893	.2622	11,487,774	4,148,753	5,758,234	.2669	.2495
ZANESVILLE	85.0	.0343	85.8	.9	32.1	33.3	767,383	.0250	1,139,985	452,524	639,382	.0276	.0268
OKLAHOMA													
ARDMORE - ADA	196.4	.0792	203.4	3.6	74.2	77.3	1,398,140	.0456	2,105,786	814,415	1,119,405	.0532	.0522
OKLAHOMA CITY	1,565.7	.6315	1,632.8	4.3	599.1	633.0	15,190,875	.4958	23,275,310	10,606,257	14,963,754	.5685	.5587

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1989 SURVEY OF BUYING POWER DATA SERVICE

TELEVISION MARKETS [ADIs]: TOTALS AND 1993 PROJECTIONS

S&MM ESTIMATES S&MM/ARBITRON TV MARKET (ADI)	12/31/88 Population (Thous.)	% Of U.S.	Projected 12/31/93 Population (Thous.)	% Change 1988-1993	12/31/88 Households (Thous.)	Projected 12/31/93 Households (Thous.)	1988 EBI ($000)	% Of U.S.	Projected 1993 EBI ($000)	1988 Retail Sales ($000)	Projected 1993 Retail Sales ($000)	Buying Power Index 1988	Buying Power Index 1993
OKLAHOMA (continued)													
TULSA	1,199.6	.4839	1,258.8	4.9	459.1	488.7	11,229,496	.3665	17,270,747	6,311,743	8,735,163	.3961	.3896
OREGON													
BEND	71.4	.0288	76.0	6.4	27.2	29.5	677,727	.0221	1,107,156	402,009	597,840	.0243	.0251
EUGENE	491.5	.1982	482.9	–1.7	190.2	191.9	5,036,320	.1644	7,652,081	2,788,589	4,048,168	.1729	.1690
MEDFORD	355.4	.1434	370.9	4.4	137.8	147.3	3,353,603	.1095	5,317,793	2,049,261	3,071,954	.1208	.1232
PORTLAND	2,104.5	.8489	2,157.5	2.5	823.0	863.4	25,288,858	.8254	39,722,484	13,669,280	20,825,710	.8325	.8483
PENNSYLVANIA													
ERIE	421.6	.1701	418.8	–.7	155.8	158.4	4,713,046	.1538	6,731,511	2,659,080	3,837,765	.1594	.1515
HARRISBURG - YORK - LANCASTER - LEBANON	1,470.6	.5932	1,525.7	3.7	557.0	593.1	18,416,618	.6011	27,536,077	10,288,656	15,534,525	.6077	.6039
JOHNSTOWN - ALTOONA	775.3	.3127	770.7	–.6	283.9	289.6	7,336,487	.2394	10,513,985	4,012,229	5,585,852	.2562	.2403
PHILADELPHIA	7,243.3	2.9216	7,440.9	2.7	2,703.6	2,848.9	100,660,887	3.2853	149,260,309	53,677,416	80,738,834	3.2102	3.1651
PITTSBURGH	3,051.3	1.2308	2,995.9	–1.8	1,177.6	1,185.3	35,152,358	1.1473	49,769,647	17,844,526	24,786,125	1.1468	1.0693
WILKES-BARRE - SCRANTON	1,297.2	.5232	1,294.2	–.2	495.8	507.0	13,386,152	.4369	19,210,451	7,683,303	11,154,817	.4638	.4425
RHODE ISLAND													
PROVIDENCE - NEW BEDFORD	1,507.3	.6080	1,551.1	2.9	556.9	585.9	19,230,606	.6276	28,741,104	11,288,987	17,122,672	.6423	.6377
SOUTH CAROLINA													
CHARLESTON	638.9	.2577	684.0	7.1	219.5	241.2	5,817,172	.1899	9,162,026	3,678,808	5,652,008	.2137	.2203
COLUMBIA	829.7	.3347	874.3	5.4	297.2	322.8	8,560,271	.2794	13,383,027	4,524,814	6,990,389	.2897	.2967
FLORENCE	425.4	.1716	454.2	6.8	152.6	168.3	3,785,382	.1235	6,034,397	2,847,922	4,515,551	.1483	.1550
GREENVILLE - SPARTANBURG - ASHEVILLE	1,687.1	.6805	1,757.9	4.2	642.3	688.8	16,768,709	.5473	25,718,672	10,203,747	15,674,624	.5968	.6038
SOUTH DAKOTA													
RAPID CITY	235.7	.0951	244.9	3.9	86.9	92.2	2,333,817	.0762	3,571,996	1,313,644	1,913,783	.0817	.0805
SIOUX FALLS - MITCHELL	626.4	.2527	629.8	.5	236.9	243.5	6,019,100	.1964	8,871,957	3,758,064	5,478,133	.2177	.2108
TENNESSEE													
BRISTOL - KINGSPORT - JOHNSON CITY	774.1	.3122	783.3	1.2	282.5	293.0	7,556,853	.2466	11,285,511	3,944,908	5,872,091	.2581	.2538
CHATTANOOGA	786.4	.3172	805.7	2.5	293.1	308.1	7,757,435	.2532	11,733,635	4,647,426	6,979,513	.2750	.2727
JACKSON	153.8	.0620	156.6	1.8	58.5	61.2	1,455,607	.0475	2,225,814	944,261	1,420,156	.0534	.0534
KNOXVILLE	1,063.7	.4290	1,097.6	3.2	404.0	429.6	10,450,044	.3411	16,232,868	6,618,512	10,101,840	.3774	.3828
MEMPHIS	1,677.5	.6766	1,712.1	2.1	602.9	632.8	15,675,271	.5116	24,089,964	9,595,761	14,592,250	.3673	.5691
NASHVILLE	1,898.1	.7656	1,999.2	5.3	710.5	768.9	20,767,804	.6778	33,028,741	10,190,378	15,393,570	.6791	.6978
TEXAS													
ABILENE - SWEETWATER	310.7	.1253	319.2	2.7	115.9	120.6	2,882,996	.0941	4,277,970	2,111,754	3,045,503	.1106	.1075
AMARILLO	499.9	.2016	509.7	2.0	185.1	192.1	4,990,936	.1629	7,417,255	3,065,567	4,383,260	.1781	.1727
AUSTIN	911.3	.3676	1,052.2	15.5	349.4	413.8	10,543,268	.3441	17,798,751	5,786,218	8,915,682	.3513	.3813

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TELEVISION MARKETS [ADIs]: TOTALS AND 1993 PROJECTIONS

S&MM ESTIMATES

S&MM/ARBITRON TV MARKET (ADI)	12/31/88 Population (Thous.)	% Of U.S	Projected 12/31/93 Population (Thous.)	% Change 1988–1993	12/31/88 Households (Thous.)	Projected 12/31/93 Households (Thous.)	1988 EBI ($000)	% Of U.S	Projected 1993 EBI ($000)	1988 Retail Sales ($000)	Projected 1993 Retail Sales ($000)	Buying Power Index 1988	Buying Power Index 1993
TEXAS (continued)													
BEAUMONT - PORT ARTHUR	457.6	.1846	457.9	.1	165.0	168.1	4,946,049	.1614	7,148,464	2,870,541	3,913,988	.1703	.1598
CORPUS CHRISTI	526.6	.2124	544.7	3.4	174.0	183.6	4,601,202	.1502	6,920,185	3,240,443	4,550,212	.1771	.1723
DALLAS - FT. WORTH	4,510.1	1.8192	5,034.2	11.6	1,693.7	1,929.1	56,657,078	1.8491	92,066,359	31,388,162	47,491,013	1.8628	1.9595
EL PASO	716.8	.2891	791.7	10.4	221.0	249.4	5,668,198	.1850	9,084,924	3,279,247	4,776,904	.2106	.2174
HOUSTON	3,949.1	1.5929	4,222.3	6.9	1,438.3	1,568.8	47,944,458	1.5648	74,485,124	27,314,892	39,147,257	1.6013	1.6048
LAREDO	131.4	.0530	146.2	11.3	35.7	40.4	741,251	.0242	1,192,864	1,142,770	2,046,623	.0437	.0492
LUBBOCK	392.1	.1582	394.6	.6	137.2	141.1	3,484,272	.1137	5,112,859	2,293,438	3,110,566	.1300	.1232
MCALLEN - BROWNSVILLE	696.5	.2809	790.5	13.5	194.9	225.3	4,186,565	.1366	6,881,218	3,504,238	5,372,244	.1887	.2003
ODESSA - MIDLAND	401.4	.1619	423.3	5.5	142.2	152.4	4,476,859	.1461	6,892,896	3,594,354	5,501,576	.1711	.1739
SAN ANGELO	132.4	.0534	138.9	4.9	48.1	51.2	1,355,230	.0442	2,060,031	1,016,813	1,522,909	.0517	.0513
SAN ANTONIO	1,677.8	.6767	1,832.7	9.2	566.6	633.4	15,815,036	.5162	25,217,079	9,189,651	13,518,904	.5623	.5777
TYLER - LONGVIEW	467.4	.1885	499.2	6.8	169.6	184.6	4,680,689	.1528	7,260,423	3,043,771	4,327,699	.1702	.1691
VICTORIA	76.4	.0308	79.2	3.7	26.1	27.7	762,288	.0249	1,151,280	579,412	798,929	.0291	.0282
WACO - TEMPLE - BRYAN	688.2	.2776	741.2	7.7	244.4	269.6	6,640,060	.2167	10,451,087	3,718,943	5,466,168	.2322	.2361
WICHITA FALLS - LAWTON	445.7	.1798	448.9	.7	161.9	165.6	4,007,157	.1308	5,884,363	2,568,182	3,532,024	.1483	.1412
UTAH													
SALT LAKE CITY	1,891.4	.7629	2,012.6	6.4	599.0	645.7	17,162,309	.5601	27,575,145	9,787,068	15,074,503	.6117	.6359
VERMONT													
BURLINGTON - PLATTSBURGH	722.0	.2912	749.3	3.8	265.1	283.8	7,986,111	.2606	12,037,012	5,319,132	8,151,023	.2861	.2867
VIRGINIA													
CHARLOTTESVILLE	105.0	.0424	110.4	5.1	40.7	44.0	1,406,362	.0459	2,141,550	1,051,444	1,695,579	.0506	.0522
HARRISONBURG	103.8	.0419	107.6	3.7	35.8	38.2	980,782	.0320	1,488,500	682,084	1,228,719	.0370	.0393
NORFOLK - PORTSMOUTH - NEWPORT NEWS - HAMPTON	1,641.0	.6619	1,757.8	7.1	567.1	623.0	18,731,394	.6113	29,057,594	10,432,409	16,228,157	.6295	.6463
RICHMOND	1,226.3	.4946	1,287.8	5.0	439.7	470.9	15,108,018	.4931	22,859,111	8,463,890	13,056,996	.5007	.5045
ROANOKE - LYNCHBURG	1,019.7	.4113	1,037.6	1.8	364.6	377.9	10,939,992	.3570	15,916,263	5,905,250	8,934,917	.3683	.3596
WASHINGTON													
SEATTLE - TACOMA	3,293.7	1.3285	3,521.4	6.9	1,311.6	1,441.0	46,549,486	1.5192	72,355,321	22,867,593	35,338,270	1.4442	1.4810
SPOKANE	854.9	.3448	876.1	2.5	327.2	342.4	8,794,071	.2870	13,154,549	4,634,578	6,763,747	.2979	.2922
YAKIMA	473.7	.1911	481.1	1.6	175.3	182.0	5,285,299	.1725	7,805,971	2,732,794	3,914,682	.1743	.1692
WEST VIRGINIA													
BLUEFIELD - BECKLEY - OAK HILL	412.2	.1663	403.9	-2.0	151.2	152.4	3,284,233	.1072	4,932,971	2,261,041	3,429,026	.1281	.1262
CHARLESTON - HUNTINGTON	1,414.0	.5703	1,404.1	-.7	520.5	531.1	12,276,583	.4007	18,569,564	7,380,750	10,841,871	.4498	.4406
CLARKSBURG - WESTON	290.7	.1173	284.8	-2.0	112.0	112.8	2,369,200	.0773	3,590,127	1,585,387	2,371,609	.0908	.0895
PARKERSBURG	92.0	.0371	90.3	-1.8	36.2	36.5	940,336	.0307	1,426,529	663,080	978,679	.0350	.0342
WHEELING - STEUBENVILLE	413.4	.1667	403.7	-2.3	157.3	158.1	3,921,025	.1280	5,752,560	2,124,953	3,039,543	.1366	.1301

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S&MM ESTIMATES S&MM/ARBITRON TV MARKET (ADI)	12/31/88 Population (Thous.)	% Of U.S.	Projected 12/31/93 Population (Thous.)	% Change 1988–1993	12/31/88 Households (Thous.)	Projected 12/31/93 Households (Thous.)	1988 EBI ($000)	% Of U.S.	Projected 1993 EBI ($000)	1988 Retail Sales ($000)	Projected 1993 Retail Sales ($000)	Buying Power Index 1988	Buying Power Index 1993
WISCONSIN													
GREEN BAY - APPLETON	1,025.2	.4135	1,049.7	2.4	380.8	400.5	11,233,148	.3666	17,025,707	6,019,337	9,041,077	.3767	.3742
LA CROSSE - EAU CLAIRE	455.0	.1835	460.9	1.3	166.7	172.6	4,691,789	.1531	6,995,619	2,858,361	4,258,664	.1659	.1625
MADISON	705.3	.2845	723.0	2.5	276.2	291.0	8,612,799	.2811	13,074,601	5,606,637	8,563,378	.3000	.3006
MILWAUKEE	2,021.6	.8154	2,017.2	–.2	764.8	782.1	26,261,098	.8571	38,772,979	13,328,920	19,610,632	.8355	.8122
WAUSAU - RHINELANDER	445.2	.1796	451.5	1.4	163.9	170.9	4,648,480	.1517	6,979,675	2,736,009	4,105,846	.1620	.1603
WYOMING													
CASPER - RIVERTON	115.1	.0464	112.3	–2.4	42.6	43.0	1,112,779	.0363	1,690,598	690,478	925,946	.0400	.0383
CHEYENNE - SCOTTSBLUFF	113.0	.0456	115.2	1.9	44.2	46.7	1,068,618	.0349	1,672,696	820,119	1,213,932	.0417	.0416
TOTAL UNITED STATES ADIs	246,277.6	99.3371	257,484.5	4.6	91,756.2	98,090.3	3,041,925,973	99.2796	4,603,511,360	1,626,077,199	2,448,578,316	99.2933	99.2727

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SECTION 18
Television Market (ADI) Rankings
Retail Sales By Store Group

Total Retail Sales
Food Stores
Supermarkets
Eating And Drinking Places
General Merchandise Stores
Department Stores
Apparel And Accessories Stores
Furniture/Home Furnishings/Appliance Stores
Furniture And Home Furnishings Stores
Automotive Dealers
Gasoline Service Stations
Building Materials And Hardware Dealers
Drug Stores

EXPLANATION OF TERMS

An explanation of terms used in the **Survey Of Buying Power Data Service** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10. A listing of the county makeup of each Television Market will be found starting on page A-11.

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FOOD STORE SALES

ADI	($000)	Rank
New York, N.Y.	28,477,449	1
Los Angeles, Calif.	17,851,980	2
Philadelphia, Pa	10,922,986	3
Chicago, Ill.	10,163,803	4
San Francisco - Oakland - San Jose, Calif.	8,797,651	5
Boston, Mass.	8,751,293	6
Dallas - Ft. Worth, Tex.	6,859,207	7
Washington, D.C.	6,571,621	8
Houston, Tex.	6,113,780	9
Detroit, Mich.	5,919,353	10
Tampa - St. Petersburg (sarasota), Fla.	4,994,222	11
Seattle - Tacoma, Wash.	4,956,652	12
Atlanta, Ga.	4,914,673	13
Cleveland, Ohio	4,911,789	14
Miami, Fla.	4,739,243	15
Minneapolis - St. Paul, Minn.	4,584,245	16
Phoenix, Ariz.	4,140,060	17
Pittsburgh, Pa.	4,130,385	18
Denver, Colo.	3,753,724	19
St. Louis, Mo.	3,714,814	20
Hartford - New Haven, Conn.	3,633,289	21
Sacramento - Stockton, Calif.	3,578,687	22
Orlando - Daytona Beach - Melbourne, Fla.	3,234,679	23
San Diego, Calif.	3,150,221	24
Baltimore, Md.	3,148,932	25
Milwaukee, Wisc.	3,078,042	26
New Orleans, La.	2,901,961	27
Charlotte, N.C.	2,838,624	28
Indianapolis, Ind.	2,721,715	29
Cincinnati, Ohio	2,613,556	30
San Antonio, Tex.	2,592,168	31
Portland, Ore.	2,582,850	32
Buffalo, N.Y.	2,530,781	33
Providence - New Bedford, R.I.-Mass.	2,525,092	34
Kansas City, Mo.	2,473,380	35
Raleigh - Durham, N.C.	2,307,790	36
Oklahoma City, Okla.	2,301,905	37
Greenville - Spartanburg - Asheville, S.C.-N.C.	2,301,454	38
Harrisburg - York - Lancaster - Lebanon, Pa.	2,281,588	39
Albany - Schenectady - Troy, N.Y.	2,262,175	40
Salt Lake City, Utah	2,166,170	41
Columbus, Ohio	2,163,328	42
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	2,034,597	43
Nashville, Tenn.	1,973,183	44
Norfolk - Portsmouth - Newport News - Hampton, Va.	1,965,312	45
Richmond, Va.	1,809,876	46
Greensboro - Winston-Salem - High Point, N.C.	1,799,395	47
Wilkes-Barre - Scranton, Pa.	1,791,927	48
Louisville, Ky.	1,776,459	49
Memphis, Tenn.	1,741,480	50
Grand Rapids - Kalamazoo - Battle Creek, Mich.	1,739,634	51
Dayton, Ohio	1,622,874	52
Charleston - Huntington, W.Va.	1,593,398	53
Little Rock, Ark.	1,589,271	54
Fresno - Visalia, Calif.	1,583,519	55
Syracuse, N.Y.	1,578,708	56
Albuquerque, N.M.	1,578,308	57
Rochester, N.Y.	1,542,094	58
Mobile - Pensacola, Ala.-Fla.	1,517,685	59
Jacksonville, Fla.	1,484,806	60
Birmingham, Ala.	1,458,929	61
Wichita - Hutchinson, Kans.	1,442,507	62
Flint - Saginaw - Bay City, Mich.	1,440,131	63
Tulsa, Okla.	1,436,058	64
Portland - Poland Spring, Maine	1,429,609	65
Des Moines, Iowa	1,428,801	66
Toledo, Ohio	1,421,092	67
Shreveport - Texarkana, La.-Tex.-Ark.	1,373,080	68
Knoxville, Tenn.	1,361,301	69
Austin, Tex.	1,344,117	70
Roanoke - Lynchburg, Va.	1,320,714	71
Green Bay - Appleton, Wisc.	1,223,929	72
Burlington - Plattsburgh, Vt.-N.Y.	1,217,762	73
Omaha, Neb.	1,194,028	74
Spokane, Wash.	1,190,907	75
Springfield - Decatur - Champaign, Ill.	1,148,005	76
Lexington, Ky.	1,113,878	77
Baton Rouge, La.	1,104,159	78
Chattanooga, Tenn.	1,097,489	79
Tucson, Ariz.	1,068,957	80
Springfield, Mass.	1,034,912	81
Las Vegas, Nev.	1,028,729	82
Madison, Wisc.	1,024,179	83
Davenport - Rock Island - Moline, Iowa-Ill.	1,017,678	84
Ft. Myers - Naples, Fla.	1,015,770	85
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	1,002,619	86
Evansville, Ind.	977,167	87
Cedar Rapids - Waterloo - Dubuque, Iowa	954,658	88
Johnstown - Altoona, Pa.	942,680	89
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	917,445	90
McAllen - Brownsville, Tex.	916,913	91
Columbia, S.C.	908,030	92
South Bend - Elkhart, Ind.	906,034	93
Waco - Temple - Bryan, Tex.	902,654	94
Springfield, Mo.	861,985	95
Bristol - Kingsport - Johnson City, Tenn.	850,825	96
Charleston, S.C.	843,789	97
Youngstown, Ohio	841,166	98
Corpus Christi, Tex.	840,755	99
Odessa - Midland, Tex.	839,695	100
Savannah, Ga.	830,360	101
Jackson, Miss.	818,712	102
Lafayette, La.	805,907	103
Amarillo, Tex.	770,037	104
Lincoln - Hastings - Kearney, Neb.	755,686	105
Huntsville - Decatur - Florence, Ala.	753,796	106
Lansing, Mich.	751,146	107
Sioux Falls - Mitchell, S.D.	748,158	108
Salinas - Monterey, Calif.	729,937	109
Reno, Nev.	719,724	110
Ft. Wayne, Ind.	716,287	111
Colorado Springs - Pueblo, Colo.	712,490	112
Greenville - New Bern - Washington, N.C.	695,962	113
Tyler - Longview, Tex.	694,763	114
El Paso, Tex.	687,781	115
Augusta, Ga.	678,063	116
Beaumont - Port Arthur, Tex.	669,206	117
Tallahassee - Thomasville, Fla.-Ga.	667,893	118
Peoria - Bloomington, Ill.	664,061	119
Yakima, Wash.	650,079	120
Bakersfield, Calif.	647,015	121
Macon, Ga.	637,566	122
Binghamton, N.Y.	633,329	123
Chico - Redding, Calif.	631,875	124
Fargo, N.D.	624,451	125
Monroe - El Dorado, La.-Ark.	619,529	126
Eugene, Ore.	617,311	127
Duluth - Superior, Minn.-Wisc.	612,349	128
Wausau - Rhinelander, Wisc.	602,368	129
Florence, S.C.	600,742	130
Wichita Falls - Lawton, Tex.-Okla.	596,269	131
La Crosse - Eau Claire, Wisc.	594,618	132
Traverse City - Cadillac, Mich.	575,436	133
Ft. Smith, Ark.	573,157	134
Montgomery - Selma, Ala.	558,198	135
Lubbock, Tex.	525,114	136
Erie, Pa.	521,547	137
Topeka, Kans.	517,130	138
Rochester - Mason City - Austin, Minn.-Iowa	514,382	139
Terre Haute, Ind.	513,403	140
Rockford, Ill.	512,557	141
Bluefield - Beckley - Oak Hill, W.Va.	511,219	142
Columbus, Ga.	503,551	143
Boise, Ida.	502,634	144
Abilene - Sweetwater, Tex.	501,523	145
Albany, Ga.	501,315	146
Sioux City, Iowa	498,332	147
Wheeling - Steubenville, W.Va.-Ohio	495,406	148
Wilmington, N.C.	490,302	149
Columbus - Tupelo, Miss.	488,566	150
Minot - Bismarck - Dickinson, N.D.	485,873	151
Bangor, Maine	474,904	152
Medford, Ore.	454,479	153
Joplin - Pittsburg, Mo.-Kans.	413,928	154
Utica, N.Y.	404,303	155
Columbia - Jefferson City, Mo.	399,691	156
Quincy - Hannibal, Ill.-Mo.	383,215	157
Clarksburg - Weston, W.Va.	379,413	158
Lake Charles, La.	365,479	159
Gainesville, Fla.	358,209	160
Salisbury, Md.	350,904	161
Idaho Falls - Pocatello, Ida.	330,724	162
El Centro - Yuma, Calif.-Ariz.	321,848	163
Billings - Hardin, Mont.	318,808	164
Watertown - Carthage, N.Y.	296,996	165
Alexandria, La.	296,652	166
Elmira, N.Y.	288,897	167
Laurel - Hattiesburg, Miss.	283,787	168
Dothan, Ala.	278,145	169
Laredo, Tex.	276,908	170
Palm Springs, Calif.	275,705	171
Missoula, Mont.	272,741	172
Rapid City, S.D.	270,444	173
Eureka, Calif.	259,927	174
Greenwood - Greenville, Miss.	245,819	175
Panama City, Fla.	245,059	176
San Angelo, Tex.	234,737	177
Grand Junction - Durango, Colo.	220,456	178
Jonesboro, Ark.	217,490	179
Ardmore - Ada, Okla.	214,918	180
Charlottesville, Va.	204,555	181
Great Falls, Mont.	201,170	182
Meridian, Miss.	195,396	183
Biloxi - Gulfport - Pascagoula, Miss.	188,357	184
St. Joseph, Mo.	186,146	185
Tuscaloosa, Ala.	184,408	186
Marquette, Mich.	182,310	187
Casper - Riverton, Wyo.	160,302	188
Butte, Mont.	160,038	189
Cheyenne - Scottsbluff, Wyo.-Neb.	157,709	190
Jackson, Tenn.	152,709	191
Flagstaff, Ariz.	149,720	192
Lima, Ohio	145,103	193
Harrisonburg, Va.	142,075	194
Bowling Green, Ky.	139,658	195
Victoria, Tex.	130,497	196
Hagerstown, Md.	126,562	197
Lafayette, Ind.	120,524	198
Presque Isle, Maine	115,807	199
Parkersburg, W.Va.	113,669	200
Mankato, Minn.	97,977	201
Anniston, Ala.	95,999	202
Zanesville, Ohio	91,267	203
Bend, Ore.	89,584	204
Ottumwa - Kirksville, Iowa-Mo.	88,235	205
Twin Falls, Ida.	85,828	206
Helena, Mont.	80,207	207
North Platte, Neb.	58,031	208
Alpena, Mich.	43,092	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

SUPERMARKET SALES

ADI	($000)	Rank
New York, N.Y.	24,903,245	1
Los Angeles, Calif.	16,579,453	2
Philadelphia, Pa.	9,869,467	3
Chicago, Ill.	9,414,150	4
San Francisco - Oakland - San Jose, Calif.	7,970,547	5
Boston, Mass.	7,871,343	6
Dallas - Ft. Worth, Tex.	6,596,120	7
Washington, D.C.	6,118,349	8
Houston, Tex.	5,855,916	9
Detroit, Mich.	5,345,493	10
Tampa - St. Petersburg (sarasota), Fla.	4,729,668	11
Seattle - Tacoma, Wash.	4,724,815	12
Atlanta, Ga.	4,699,188	13
Cleveland, Ohio	4,577,955	14
Minneapolis - St. Paul, Minn.	4,295,784	15
Miami, Fla.	4,270,831	16
Phoenix, Ariz.	3,996,596	17
Pittsburgh, Pa.	3,849,680	18
Denver, Colo.	3,604,910	19
St. Louis, Mo.	3,484,142	20
Hartford - New Haven, Conn.	3,401,186	21
Sacramento - Stockton, Calif.	3,390,861	22
Orlando - Daytona Beach - Melbourne, Fla.	3,064,428	23
San Diego, Calif.	2,920,144	24
Baltimore, Md.	2,903,816	25
Milwaukee, Wisc.	2,890,295	26
New Orleans, La.	2,778,746	27
Charlotte, N.C.	2,759,634	28
Indianapolis, Ind.	2,604,950	29
San Antonio, Tex.	2,512,832	30
Portland, Ore.	2,461,735	31
Kansas City, Mo.	2,378,592	32
Cincinnati, Ohio	2,362,367	33
Buffalo, N.Y.	2,330,309	34
Greenville - Spartanburg - Asheville, S.C.-N.C.	2,252,333	35
Providence - New Bedford, R.I.-Mass.	2,250,596	36
Oklahoma City, Okla.	2,235,731	37
Raleigh - Durham, N.C.	2,232,375	38
Albany - Schenectady - Troy, N.Y.	2,126,199	39
Harrisburg - York - Lancaster - Lebanon, Pa.	2,099,933	40
Salt Lake City, Utah	2,079,969	41
Columbus, Ohio	2,067,366	42
Nashville, Tenn.	1,926,271	43
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	1,913,784	44
Norfolk - Portsmouth - Newport News - Hampton, Va.	1,880,710	45
Richmond, Va.	1,755,722	46
Greensboro - Winston-Salem - High Point, N.C.	1,747,648	47
Louisville, Ky.	1,687,428	48
Memphis, Tenn.	1,674,194	49
Wilkes-Barre - Scranton, Pa.	1,663,222	50
Grand Rapids - Kalamazoo - Battle Creek, Mich.	1,640,319	51
Charleston - Huntington, W.Va.	1,548,447	52
Dayton, Ohio	1,548,443	53
Little Rock, Ark.	1,544,724	54
Fresno - Visalia, Calif.	1,510,522	55
Albuquerque, N.M.	1,508,653	56
Mobile - Pensacola, Ala.-Fla.	1,469,534	57
Rochester, N.Y.	1,463,554	58
Syracuse, N.Y.	1,457,607	59
Birmingham, Ala.	1,423,206	60
Tulsa, Okla.	1,403,484	61
Jacksonville, Fla.	1,399,880	62
Wichita - Hutchinson, Kans.	1,386,333	63
Des Moines, Iowa	1,381,968	64
Portland - Poland Spring, Maine	1,357,995	65
Toledo, Ohio	1,346,185	66
Flint - Saginaw - Bay City, Mich.	1,339,421	67
Shreveport - Texarkana, La.-Tex.-Ark.	1,328,867	68
Knoxville, Tenn.	1,320,498	69
Austin, Tex.	1,292,074	70
Roanoke - Lynchburg, Va.	1,275,056	71
Burlington - Plattsburgh, Vt.-N.Y.	1,173,354	72
Green Bay - Appleton, Wisc.	1,152,036	73
Spokane, Wash.	1,149,080	74
Omaha, Neb.	1,141,206	75
Springfield - Decatur - Champaign, Ill.	1,104,965	76
Lexington, Ky.	1,081,800	77
Chattanooga, Tenn.	1,074,352	78
Baton Rouge, La.	1,070,291	79
Tucson, Ariz.	1,017,972	80
Las Vegas, Nev.	985,988	81
Ft. Myers - Naples, Fla.	971,745	82
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	965,817	83
Madison, Wisc.	963,807	84
Davenport - Rock Island - Moline, Iowa-Ill.	963,298	85
Evansville, Ind.	947,097	86
Springfield, Mass.	944,118	87
Cedar Rapids - Waterloo - Dubuque, Iowa	905,531	88
Johnstown - Altoona, Pa.	899,297	89
Columbia, S.C.	879,567	90
McAllen - Brownsville, Tex.	875,331	91
Waco - Temple - Bryan, Tex.	864,470	92
South Bend - Elkhart, Ind.	853,406	93
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	849,355	94
Springfield, Mo.	832,900	95
Bristol - Kingsport - Johnson City, Tenn.	831,084	96
Charleston, S.C.	820,221	97
Corpus Christi, Tex.	813,119	98
Odessa - Midland, Tex.	806,280	99
Savannah, Ga.	805,372	100
Youngstown, Ohio	803,516	101
Jackson, Miss.	796,538	102
Lafayette, La.	777,146	103
Amarillo, Tex.	735,724	104
Huntsville - Decatur - Florence, Ala.	734,082	105
Lincoln - Hastings - Kearney, Neb.	719,606	106
Lansing, Mich.	712,481	107
Sioux Falls - Mitchell, S.D.	708,324	108
Reno, Nev.	697,094	109
Colorado Springs - Pueblo, Colo.	684,413	110
Greenville - New Bern - Washington, N.C.	678,357	111
Tyler - Longview, Tex.	674,904	112
Ft. Wayne, Ind.	672,741	113
Salinas - Monterey, Calif.	667,447	114
Augusta, Ga.	663,963	115
El Paso, Tex.	654,539	116
Beaumont - Port Arthur, Tex.	647,928	117
Tallahassee - Thomasville, Fla.-Ga.	645,206	118
Peoria - Bloomington, Ill.	629,481	119
Yakima, Wash.	625,241	120
Macon, Ga.	621,959	121
Bakersfield, Calif.	615,380	122
Binghamton, N.Y.	609,894	123
Monroe - El Dorado, La.-Ark.	606,289	124
Chico - Redding, Calif.	594,310	125
Fargo, N.D.	592,545	126
Eugene, Ore.	582,460	127
Duluth - Superior, Minn.-Wisc.	579,077	128
Wausau - Rhinelander, Wisc.	575,661	129
Florence, S.C.	573,640	130
Wichita Falls - Lawton, Tex.-Okla.	573,634	131
La Crosse - Eau Claire, Wisc.	563,015	132
Ft. Smith, Ark.	554,936	133
Traverse City - Cadillac, Mich.	547,323	134
Montgomery - Selma, Ala.	543,271	135
Bluefield - Beckley - Oak Hill, W.Va.	502,659	136
Topeka, Kans.	502,226	137
Erie, Pa.	497,684	138
Lubbock, Tex.	495,185	139
Terre Haute, Ind.	493,698	140
Boise, Ida.	491,210	141
Columbus, Ga.	490,812	142
Rochester - Mason City - Austin, Minn.-Iowa	487,276	143
Albany, Ga.	485,682	144
Rockford, Ill.	484,149	145
Abilene - Sweetwater, Tex.	481,796	146
Columbus - Tupelo, Miss.	479,041	147
Wilmington, N.C.	475,712	148
Sioux City, Iowa	472,921	149
Wheeling - Steubenville, W.Va.-Ohio	470,911	150
Minot - Bismarck - Dickinson, N.D.	462,002	151
Bangor, Maine	454,637	152
Medford, Ore.	429,567	153
Joplin - Pittsburg, Mo.-Kans.	396,273	154
Columbia - Jefferson City, Mo.	390,534	155
Utica, N.Y.	377,785	156
Quincy - Hannibal, Ill.-Mo.	366,072	157
Lake Charles, La.	361,635	158
Clarksburg - Weston, W.Va.	353,266	159
Gainesville, Fla.	340,104	160
Salisbury, Md.	330,504	161
Idaho Falls - Pocatello, Ida.	321,440	162
El Centro - Yuma, Calif.-Ariz.	317,666	163
Billings - Hardin, Mont.	309,606	164
Watertown - Carthage, N.Y.	288,553	165
Alexandria, La.	286,788	166
Laurel - Hattiesburg, Miss.	275,348	167
Elmira, N.Y.	275,121	168
Dothan, Ala.	268,787	169
Missoula, Mont.	262,670	170
Laredo, Tex.	262,648	171
Palm Springs, Calif.	262,642	172
Rapid City, S.D.	260,213	173
Eureka, Calif.	253,199	174
Greenwood - Greenville, Miss.	240,218	175
Panama City, Fla.	236,432	176
San Angelo, Tex.	226,111	177
Grand Junction - Durango, Colo.	211,788	178
Jonesboro, Ark.	210,972	179
Ardmore - Ada, Okla.	207,611	180
Charlottesville, Va.	199,664	181
Great Falls, Mont.	192,467	182
Meridian, Miss.	191,006	183
Biloxi - Gulfport - Pascagoula, Miss.	182,829	184
St. Joseph, Mo.	178,767	185
Tuscaloosa, Ala.	175,714	186
Marquette, Mich.	174,941	187
Casper - Riverton, Wyo.	155,517	188
Cheyenne - Scottsbluff, Wyo.-Neb.	151,087	189
Butte, Mont.	150,879	190
Jackson, Tenn.	144,859	191
Flagstaff, Ariz.	144,496	192
Lima, Ohio	139,975	193
Harrisonburg, Va.	137,613	194
Bowling Green, Ky.	135,484	195
Victoria, Tex.	127,725	196
Hagerstown, Md.	118,866	197
Presque Isle, Maine	114,072	198
Lafayette, Ind.	111,178	199
Parkersburg, W.Va.	111,155	200
Mankato, Minn.	94,307	201
Anniston, Ala.	93,952	202
Zanesville, Ohio	89,166	203
Bend, Ore.	86,521	204
Ottumwa - Kirksville, Iowa-Mo.	85,245	205
Twin Falls, Ida.	83,536	206
Helena, Mont.	76,944	207
North Platte, Neb.	55,974	208
Alpena, Mich.	40,080	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

EATING & DRINKING PLACE SALES

ADI	($000)	Rank
New York, N.Y.	13,539,670	1
Los Angeles, Calif.	10,754,743	2
Boston, Mass.	5,822,531	3
San Francisco - Oakland - San Jose, Calif.	5,599,351	4
Chicago, Ill.	5,339,621	5
Philadelphia, Pa.	4,921,855	6
Washington, D.C.	3,626,658	7
Detroit, Mich.	3,005,171	8
Dallas - Ft. Worth, Tex.	2,969,494	9
Atlanta, Ga.	2,722,449	10
Seattle - Tacoma, Wash.	2,714,519	11
Miami, Fla.	2,691,974	12
Houston, Tex.	2,648,167	13
Minneapolis - St. Paul, Minn.	2,585,648	14
Cleveland, Ohio	2,218,580	15
Tampa - St. Petersburg (sarasota), Fla.	2,100,753	16
Denver, Colo.	2,046,617	17
Hartford - New Haven, Conn.	2,036,018	18
San Diego, Calif.	1,940,387	19
St. Louis, Mo.	1,926,984	20
Phoenix, Ariz.	1,796,015	21
Baltimore, Md.	1,751,656	22
Sacramento - Stockton, Calif.	1,719,107	23
Pittsburgh, Pa.	1,691,126	24
Orlando - Daytona Beach - Melbourne, Fla.	1,543,163	25
Portland, Ore.	1,541,916	26
Indianapolis, Ind.	1,368,766	27
Milwaukee, Wisc.	1,321,863	28
Kansas City, Mo.	1,305,990	29
New Orleans, La.	1,230,275	30
Cincinnati, Ohio	1,228,949	31
Providence - New Bedford, R.I.-Mass.	1,179,594	32
Columbus, Ohio	1,020,691	33
Charlotte, N.C.	1,009,883	34
Raleigh - Durham, N.C.	999,226	35
Oklahoma City, Okla.	993,598	36
Norfolk - Portsmouth - Newport News - Hampton, Va.	989,027	37
Buffalo, N.Y.	956,123	38
Salt Lake City, Utah	932,311	39
Louisville, Ky.	912,563	40
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	909,768	41
San Antonio, Tex.	875,080	42
Grand Rapids - Kalamazoo - Battle Creek, Mich.	869,441	43
Harrisburg - York - Lancaster - Lebanon, Pa.	863,912	44
Nashville, Tenn.	844,336	45
Greensboro - Winston-Salem - High Point, N.C.	838,369	46
Albuquerque, N.M.	838,341	47
Greenville - Spartanburg - Asheville, S.C.-N.C.	811,058	48
Albany - Schenectady - Troy, N.Y.	746,639	49
Portland - Poland Spring, Maine	732,216	50
Jacksonville, Fla.	703,549	51
Memphis, Tenn.	690,284	52
Dayton, Ohio	673,797	53
Flint - Saginaw - Bay City, Mich.	668,381	54
Mobile - Pensacola, Ala.-Fla.	667,578	55
Richmond, Va.	665,443	56
Toledo, Ohio	644,001	57
Omaha, Neb.	634,908	58
Wichita - Hutchinson, Kans.	634,712	59
Knoxville, Tenn.	633,535	60
Fresno - Visalia, Calif.	628,193	61
Rochester, N.Y.	627,743	62
Wilkes-Barre - Scranton, Pa.	609,681	63
Austin, Tex.	605,057	64
Syracuse, N.Y.	589,971	65
Tulsa, Okla.	568,460	66
Las Vegas, Nev.	566,033	67
Des Moines, Iowa	565,632	68
Birmingham, Ala.	561,093	69
Lexington, Ky.	558,988	70
Green Bay - Appleton, Wisc.	549,803	71
Charleston - Huntington, W.Va.	542,071	72
Madison, Wisc.	530,041	73
Springfield, Mass.	527,243	74
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	520,285	75
Springfield - Decatur - Champaign, Ill.	515,806	76
Burlington - Plattsburgh, Vt.-N.Y.	515,392	77
Roanoke - Lynchburg, Va.	484,612	78
Little Rock, Ark.	477,537	79
Tucson, Ariz.	472,258	80
Spokane, Wash.	468,277	81
Davenport - Rock Island - Moline, Iowa-Ill.	463,644	82
Salinas - Monterey, Calif.	430,275	83
Cedar Rapids - Waterloo - Dubuque, Iowa	423,255	84
Lincoln - Hastings - Kearney, Neb.	418,009	85
South Bend - Elkhart, Ind.	409,820	86
Ft. Myers - Naples, Fla.	387,083	87
Charleston, S.C.	383,581	88
Columbia, S.C.	380,074	89
Evansville, Ind.	379,601	90
Shreveport - Texarkana, La.-Tex.-Ark.	371,834	91
Colorado Springs - Pueblo, Colo.	358,206	92
Savannah, Ga.	358,079	93
Chattanooga, Tenn.	356,579	94
Baton Rouge, La.	350,472	95
Waco - Temple - Bryan, Tex.	348,754	96
Youngstown, Ohio	348,377	97
Lansing, Mich.	345,543	98
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	344,849	99
Sioux Falls - Mitchell, S.D.	344,465	100
Reno, Nev.	342,049	101
Springfield, Mo.	335,453	102
El Paso, Tex.	334,063	103
Ft. Wayne, Ind.	327,791	104
Huntsville - Decatur - Florence, Ala.	324,023	105
Fargo, N.D.	312,696	106
Corpus Christi, Tex.	307,497	107
Florence, S.C.	306,240	108
Johnstown - Altoona, Pa.	302,604	109
Eugene, Ore.	298,124	110
Peoria - Bloomington, Ill.	297,201	111
Odessa - Midland, Tex.	288,681	112
McAllen - Brownsville, Tex.	280,678	113
Jackson, Miss.	273,298	114
Duluth - Superior, Minn.-Wisc.	272,087	115
Bristol - Kingsport - Johnson City, Tenn.	270,090	116
Greenville - New Bern - Washington, N.C.	269,561	117
Yakima, Wash.	264,624	118
Bakersfield, Calif.	264,582	119
La Crosse - Eau Claire, Wisc.	261,422	120
Lafayette, La.	255,950	121
Tallahassee - Thomasville, Fla.-Ga.	254,626	122
Amarillo, Tex.	253,132	123
Salisbury, Md.	252,348	124
Topeka, Kans.	244,300	125
Traverse City - Cadillac, Mich.	238,829	126
Chico - Redding, Calif.	237,080	127
Erie, Pa.	237,006	128
Boise, Ida.	236,263	129
Montgomery - Selma, Ala.	226,742	130
Wichita Falls - Lawton, Tex.-Okla.	223,709	131
Macon, Ga.	220,777	132
Wausau - Rhinelander, Wisc.	220,722	133
Augusta, Ga.	216,284	134
Rockford, Ill.	212,475	135
Rochester - Mason City - Austin, Minn.-Iowa	210,450	136
Minot - Bismarck - Dickinson, N.D.	209,971	137
Tyler - Longview, Tex.	204,531	138
Beaumont - Port Arthur, Tex.	203,815	139
Sioux City, Iowa	200,442	140
Columbus, Ga.	199,740	141
Binghamton, N.Y.	196,123	142
Bangor, Maine	192,114	143
Wilmington, N.C.	190,829	144
Medford, Ore.	190,259	145
Terre Haute, Ind.	183,539	146
Ft. Smith, Ark.	180,838	147
Lubbock, Tex.	175,822	148
Albany, Ga.	167,361	149
Wheeling - Steubenville, W.Va.-Ohio	165,873	150
Columbia - Jefferson City, Mo.	165,489	151
Joplin - Pittsburg, Mo.-Kans.	160,552	152
Abilene - Sweetwater, Tex.	158,526	153
Gainesville, Fla.	150,714	154
Billings - Hardin, Mont.	143,611	155
Monroe - El Dorado, La.-Ark.	137,625	156
Rapid City, S.D.	136,296	157
Panama City, Fla.	135,610	158
Utica, N.Y.	135,313	159
Grand Junction - Durango, Colo.	131,444	160
Quincy - Hannibal, Ill.-Mo.	130,446	161
Biloxi - Gulfport - Pascagoula, Miss.	128,210	162
Missoula, Mont.	125,783	163
Bluefield - Beckley - Oak Hill, W.Va.	125,191	164
Idaho Falls - Pocatello, Ida.	118,613	165
Palm Springs, Calif.	112,851	166
Elmira, N.Y.	111,468	167
Clarksburg - Weston, W.Va.	111,000	168
Watertown - Carthage, N.Y.	109,047	169
Dothan, Ala.	102,779	170
Columbus - Tupelo, Miss.	102,301	171
El Centro - Yuma, Calif.-Ariz.	93,973	172
Laurel - Hattiesburg, Miss.	90,866	173
Great Falls, Mont.	89,719	174
Cheyenne - Scottsbluff, Wyo.-Neb.	88,860	175
Eureka, Calif.	86,865	176
Lake Charles, La.	85,999	177
Flagstaff, Ariz.	85,891	178
Charlottesville, Va.	83,268	179
Butte, Mont.	82,737	180
San Angelo, Tex.	82,409	181
Lafayette, Ind.	79,153	182
Alexandria, La.	76,667	183
Lima, Ohio	76,039	184
Bowling Green, Ky.	74,647	185
Laredo, Tex.	72,903	186
Tuscaloosa, Ala.	72,167	187
St. Joseph, Mo.	72,009	188
Greenwood - Greenville, Miss.	69,632	189
Jonesboro, Ark.	68,776	190
Ardmore - Ada, Okla.	65,299	191
Casper - Riverton, Wyo.	64,796	192
Jackson, Tenn.	57,846	193
Parkersburg, W.Va.	56,406	194
Meridian, Miss.	54,776	195
Harrisonburg, Va.	51,730	196
Marquette, Mich.	50,818	197
Hagerstown, Md.	43,595	198
Victoria, Tex.	42,879	199
Mankato, Minn.	42,071	200
Bend, Ore.	40,908	201
Zanesville, Ohio	35,701	202
Ottumwa - Kirksville, Iowa-Mo.	35,003	203
North Platte, Neb.	34,940	204
Presque Isle, Maine	34,579	205
Anniston, Ala.	34,484	206
Helena, Mont.	33,611	207
Twin Falls, Ida.	33,601	208
Alpena, Mich.	14,740	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

GENERAL MERCHANDISE STORE SALES

ADI	($000)	Rank
New York, N.Y.	13,626,356	1
Los Angeles, Calif.	9,732,314	2
Chicago, Ill.	6,422,625	3
Philadelphia, Pa.	6,172,877	4
San Francisco - Oakland - San Jose, Calif.	5,084,787	5
Boston, Mass.	4,688,259	6
Washington, D.C.	3,985,153	7
Detroit, Mich.	3,862,678	8
Dallas - Ft. Worth, Tex.	3,797,693	9
Minneapolis - St. Paul, Minn.	3,648,237	10
Atlanta, Ga.	3,219,193	11
Cleveland, Ohio	3,151,183	12
Houston, Tex.	3,109,731	13
St. Louis, Mo.	2,782,540	14
Miami, Fla.	2,765,616	15
Tampa - St. Petersburg (sarasota), Fla.	2,492,750	16
Pittsburgh, Pa.	2,263,962	17
Portland, Ore.	2,240,786	18
Seattle - Tacoma, Wash.	2,236,367	19
Denver, Colo.	2,110,290	20
Hartford - New Haven, Conn.	1,960,168	21
Kansas City, Mo.	1,857,265	22
Phoenix, Ariz.	1,827,614	23
Milwaukee, Wisc.	1,794,140	24
Sacramento - Stockton, Calif.	1,771,336	25
Cincinnati, Ohio	1,764,690	26
Orlando - Daytona Beach - Melbourne, Fla.	1,739,099	27
Baltimore, Md.	1,725,542	28
San Diego, Calif.	1,702,102	29
Indianapolis, Ind.	1,649,883	30
Columbus, Ohio	1,497,164	31
Raleigh - Durham, N.C.	1,427,378	32
Grand Rapids - Kalamazoo - Battle Creek, Mich.	1,377,870	33
Charlotte, N.C.	1,330,030	34
Memphis, Tenn.	1,284,444	35
Nashville, Tenn.	1,276,786	36
New Orleans, La.	1,258,293	37
Flint - Saginaw - Bay City, Mich.	1,232,213	38
Norfolk - Portsmouth - Newport News - Hampton, Va.	1,220,491	39
Louisville, Ky.	1,153,257	40
Oklahoma City, Okla.	1,133,944	41
Salt Lake City, Utah	1,126,443	42
Harrisburg - York - Lancaster - Lebanon, Pa.	1,095,747	43
Greenville - Spartanburg - Asheville, S.C.-N.C.	1,088,177	44
Providence - New Bedford, R.I.-Mass.	1,066,815	45
Greensboro - Winston-Salem - High Point, N.C.	1,063,404	46
Little Rock, Ark.	1,040,972	47
Toledo, Ohio	1,035,713	48
Mobile - Pensacola, Ala.-Fla.	1,033,964	49
Richmond, Va.	1,023,419	50
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	990,864	51
Charleston - Huntington, W.Va.	984,076	52
Green Bay - Appleton, Wisc.	970,377	53
Dayton, Ohio	951,623	54
Albuquerque, N.M.	944,469	55
Buffalo, N.Y.	937,011	56
San Antonio, Tex.	926,279	57
Wilkes-Barre - Scranton, Pa.	907,145	58
Birmingham, Ala.	820,428	59
Wichita - Hutchinson, Kans.	810,609	60
Albany - Schenectady - Troy, N.Y.	795,904	61
Jacksonville, Fla.	793,965	62
Tulsa, Okla.	782,813	63
Fresno - Visalia, Calif.	747,881	64
Springfield - Decatur - Champaign, Ill.	747,766	65
Knoxville, Tenn.	736,062	66
Roanoke - Lynchburg, Va.	733,380	67
Des Moines, Iowa	712,753	68
Shreveport - Texarkana, La.-Tex.-Ark.	699,623	69
Lexington, Ky.	697,037	70
Omaha, Neb.	664,616	71
Tucson, Ariz.	657,851	72
Austin, Tex.	648,042	73
Rochester, N.Y.	627,701	74
Davenport - Rock Island - Moline, Iowa-Ill.	614,542	75
Lansing, Mich.	612,500	76
Jackson, Miss.	605,930	77
Madison, Wisc.	603,695	78
Cedar Rapids - Waterloo - Dubuque, Iowa	602,931	79
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	574,419	80
Portland - Poland Spring, Maine	566,844	81
Youngstown, Ohio	564,587	82
Springfield, Mo.	555,565	83
Chattanooga, Tenn.	552,432	84
Waco - Temple - Bryan, Tex.	548,242	85
Evansville, Ind.	546,107	86
Baton Rouge, La.	544,538	87
Huntsville - Decatur - Florence, Ala.	544,401	88
Columbia, S.C.	542,833	89
Las Vegas, Nev.	538,175	90
Syracuse, N.Y.	536,039	91
Springfield, Mass.	518,476	92
South Bend - Elkhart, Ind.	514,433	93
El Paso, Tex.	489,874	94
Bristol - Kingsport - Johnson City, Tenn.	486,603	95
Colorado Springs - Pueblo, Colo.	465,140	96
Lincoln - Hastings - Kearney, Neb.	459,858	97
Odessa - Midland, Tex.	448,815	98
McAllen - Brownsville, Tex.	442,698	99
Peoria - Bloomington, Ill.	433,022	100
Ft. Smith, Ark.	427,019	101
Tyler - Longview, Tex.	417,023	102
Spokane, Wash.	416,464	103
Johnstown - Altoona, Pa.	407,598	104
Ft. Wayne, Ind.	395,555	105
Ft. Myers - Naples, Fla.	383,956	106
Fargo, N.D.	379,769	107
Greenville - New Bern - Washington, N.C.	377,381	108
Reno, Nev.	376,573	109
Charleston, S.C.	376,230	110
Lafayette, La.	370,649	111
Wausau - Rhinelander, Wisc.	370,046	112
Tallahassee - Thomasville, Fla.-Ga.	367,178	113
Burlington - Plattsburgh, Vt.-N.Y.	366,735	114
Montgomery - Selma, Ala.	360,856	115
Macon, Ga.	360,507	116
Sioux Falls - Mitchell, S.D.	349,907	117
Savannah, Ga.	348,514	118
Wichita Falls - Lawton, Tex.-Okla.	340,745	119
Bluefield - Beckley - Oak Hill, W.Va.	335,034	120
Augusta, Ga.	333,601	121
Corpus Christi, Tex.	332,915	122
Beaumont - Port Arthur, Tex.	332,737	123
Eugene, Ore.	328,956	124
La Crosse - Eau Claire, Wisc.	320,191	125
Duluth - Superior, Minn.-Wisc.	318,613	126
Topeka, Kans.	317,415	127
Salinas - Monterey, Calif.	314,409	128
Florence, S.C.	304,757	129
Wheeling - Steubenville, W.Va.-Ohio	303,011	130
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	301,252	131
Yakima, Wash.	289,577	132
Rochester - Mason City - Austin, Minn.-Iowa	289,570	133
Rockford, Ill.	287,516	134
Columbus, Ga.	276,097	135
Amarillo, Tex.	273,896	136
Columbia - Jefferson City, Mo.	273,588	137
Columbus - Tupelo, Miss.	270,625	138
Monroe - El Dorado, La.-Ark.	267,603	139
Erie, Pa.	267,394	140
Joplin - Pittsburg, Mo.-Kans.	264,431	141
Lubbock, Tex.	255,250	142
Terre Haute, Ind.	249,508	143
Albany, Ga.	248,777	144
Minot - Bismarck - Dickinson, N.D.	245,856	145
Wilmington, N.C.	242,471	146
Boise, Ida.	236,372	147
Sioux City, Iowa	231,650	148
Medford, Ore.	225,700	149
Abilene - Sweetwater, Tex.	220,997	150
Binghamton, N.Y.	219,855	151
Clarksburg - Weston, W.Va.	212,615	152
Chico - Redding, Calif.	211,411	153
Bakersfield, Calif.	206,724	154
Quincy - Hannibal, Ill.-Mo.	205,777	155
Laurel - Hattiesburg, Miss.	198,059	156
Traverse City - Cadillac, Mich.	195,395	157
Laredo, Tex.	194,597	158
Biloxi - Gulfport - Pascagoula, Miss.	189,556	159
Jackson, Tenn.	180,947	160
Bangor, Maine	177,446	161
Greenwood - Greenville, Miss.	175,791	162
Dothan, Ala.	170,550	163
Elmira, N.Y.	168,780	164
Gainesville, Fla.	164,231	165
Charlottesville, Va.	157,343	166
Salisbury, Md.	156,303	167
Idaho Falls - Pocatello, Ida.	155,676	168
Billings - Hardin, Mont.	154,483	169
Rapid City, S.D.	152,829	170
Lima, Ohio	151,529	171
Alexandria, La.	150,109	172
El Centro - Yuma, Calif.-Ariz.	149,333	173
Utica, N.Y.	144,149	174
Jonesboro, Ark.	142,964	175
Panama City, Fla.	141,159	176
Meridian, Miss.	132,969	177
Lake Charles, La.	130,061	178
St. Joseph, Mo.	122,142	179
San Angelo, Tex.	121,739	180
Harrisonburg, Va.	119,160	181
Parkersburg, W.Va.	117,954	182
Palm Springs, Calif.	117,862	183
Missoula, Mont.	116,613	184
Bowling Green, Ky.	115,332	185
Tuscaloosa, Ala.	113,031	186
Watertown - Carthage, N.Y.	108,739	187
Lafayette, Ind.	106,804	188
Grand Junction - Durango, Colo.	99,441	189
Great Falls, Mont.	99,367	190
Cheyenne - Scottsbluff, Wyo.-Neb.	98,055	191
Ardmore - Ada, Okla.	91,533	192
Victoria, Tex.	82,450	193
Casper - Riverton, Wyo.	80,421	194
Flagstaff, Ariz.	79,889	195
Hagerstown, Md.	76,950	196
Anniston, Ala.	71,428	197
Zanesville, Ohio	66,166	198
Mankato, Minn.	56,945	199
Presque Isle, Maine	50,143	200
Twin Falls, Ida.	47,060	201
Eureka, Calif.	45,945	202
North Platte, Neb.	44,240	203
Marquette, Mich.	44,227	204
Butte, Mont.	42,630	205
Bend, Ore.	42,298	206
Helena, Mont.	33,368	207
Ottumwa - Kirksville, Iowa-Mo.	29,200	208
Alpena, Mich.	21,482	209

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DEPARTMENT STORE SALES

ADI	($000)	Rank
New York, N.Y.	11,730,090	1
Los Angeles, Calif.	8,826,661	2
Chicago, Ill.	5,688,671	3
Philadelphia, Pa.	5,497,788	4
San Francisco - Oakland - San Jose, Calif.	4,484,005	5
Boston, Mass.	3,962,107	6
Detroit, Mich.	3,588,062	7
Washington, D.C.	3,471,765	8
Dallas - Ft. Worth, Tex.	3,304,240	9
Minneapolis - St. Paul, Minn.	3,119,764	10
Atlanta, Ga.	2,828,431	11
Cleveland, Ohio	2,781,436	12
Houston, Tex.	2,743,511	13
St. Louis, Mo.	2,469,103	14
Miami, Fla.	2,370,128	15
Tampa - St. Petersburg (sarasota), Fla.	2,103,996	16
Pittsburgh, Pa.	2,074,457	17
Seattle - Tacoma, Wash.	1,950,710	18
Portland, Ore.	1,897,222	19
Hartford - New Haven, Conn.	1,779,278	20
Denver, Colo.	1,771,781	21
Milwaukee, Wisc.	1,613,279	22
Cincinnati, Ohio	1,568,077	23
Kansas City, Mo.	1,554,947	24
San Diego, Calif.	1,546,392	25
Sacramento - Stockton, Calif.	1,540,164	26
Phoenix, Ariz.	1,524,072	27
Indianapolis, Ind.	1,497,573	28
Baltimore, Md.	1,487,531	29
Orlando - Daytona Beach - Melbourne, Fla.	1,443,270	30
Columbus, Ohio	1,368,423	31
Grand Rapids - Kalamazoo - Battle Creek, Mich.	1,286,999	32
Flint - Saginaw - Bay City, Mich.	1,089,515	33
Charlotte, N.C.	1,013,787	34
Raleigh - Durham, N.C.	1,012,111	35
Nashville, Tenn.	1,010,455	36
New Orleans, La.	986,382	37
Louisville, Ky.	966,226	38
Norfolk - Portsmouth - Newport News - Hampton, Va.	964,694	39
Providence - New Bedford, R.I.-Mass.	952,156	40
Memphis, Tenn.	951,997	41
Harrisburg - York - Lancaster - Lebanon, Pa.	915,726	42
Little Rock, Ark.	903,813	43
Salt Lake City, Utah	899,721	44
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	854,694	45
Toledo, Ohio	847,146	46
Dayton, Ohio	839,862	47
Richmond, Va.	822,540	48
Oklahoma City, Okla.	818,366	49
Mobile - Pensacola, Ala.-Fla.	793,295	50
Charleston - Huntington, W.Va.	788,655	51
Greensboro - Winston-Salem - High Point, N.C.	780,539	52
Buffalo, N.Y.	779,546	53
Greenville - Spartanburg - Asheville, S.C.-N.C.	777,942	54
Wilkes-Barre - Scranton, Pa.	764,054	55
Green Bay - Appleton, Wisc.	754,437	56
Albuquerque, N.M.	710,163	57
San Antonio, Tex.	709,905	58
Albany - Schenectady - Troy, N.Y.	656,088	59
Tulsa, Okla.	651,561	60
Fresno - Visalia, Calif.	638,192	61
Wichita - Hutchinson, Kans.	624,620	62
Springfield - Decatur - Champaign, Ill.	621,549	63
Jacksonville, Fla.	621,410	64
Birmingham, Ala.	619,986	65
Lansing, Mich.	572,355	66
Tucson, Ariz.	571,230	67
Knoxville, Tenn.	565,617	68
Rochester, N.Y.	565,231	69
Des Moines, Iowa	549,914	70
Roanoke - Lynchburg, Va.	541,674	71
Omaha, Neb.	537,226	72
Madison, Wisc.	527,437	73
Shreveport - Texarkana, La.-Tex.-Ark.	525,539	74
Davenport - Rock Island - Moline, Iowa-Ill.	522,617	75
Lexington, Ky.	516,709	76
Cedar Rapids - Waterloo - Dubuque, Iowa	512,085	77
Youngstown, Ohio	511,069	78
Austin, Tex.	496,262	79
Springfield, Mo.	484,007	80
Las Vegas, Nev.	482,541	81
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	464,257	82
Syracuse, N.Y.	461,667	83
Evansville, Ind.	449,146	84
Portland - Poland Spring, Maine	439,868	85
Columbia, S.C.	436,942	86
Baton Rouge, La.	434,752	87
Springfield, Mass.	432,013	88
Huntsville - Decatur - Florence, Ala.	425,142	89
South Bend - Elkhart, Ind.	421,414	90
Chattanooga, Tenn.	420,270	91
Waco - Temple - Bryan, Tex.	414,058	92
El Paso, Tex.	413,952	93
Colorado Springs - Pueblo, Colo.	402,936	94
Ft. Smith, Ark.	389,295	95
Jackson, Miss.	381,601	96
Peoria - Bloomington, Ill.	369,981	97
Bristol - Kingsport - Johnson City, Tenn.	356,460	98
McAllen - Brownsville, Tex.	356,263	99
Odessa - Midland, Tex.	353,366	100
Tyler - Longview, Tex.	348,212	101
Johnstown - Altoona, Pa.	346,054	102
Reno, Nev.	336,342	103
Spokane, Wash.	312,332	104
Ft. Wayne, Ind.	311,681	105
Ft. Myers - Naples, Fla.	311,578	106
Lincoln - Hastings - Kearney, Neb.	303,005	107
Lafayette, La.	296,375	108
Charleston, S.C.	291,643	109
Fargo, N.D.	286,285	110
Burlington - Plattsburgh, Vt.-N.Y.	281,066	111
Tallahassee - Thomasville, Fla.-Ga.	277,272	112
Topeka, Kans.	276,797	113
Salinas - Monterey, Calif.	274,235	114
Beaumont - Port Arthur, Tex.	269,174	115
Macon, Ga.	266,321	116
Wichita Falls - Lawton, Tex.-Okla.	264,371	117
Wheeling - Steubenville, W.Va.-Ohio	261,449	118
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	255,337	119
Savannah, Ga.	254,803	120
Wausau - Rhinelander, Wisc.	252,126	121
Rockford, Ill.	251,271	122
Sioux Falls - Mitchell, S.D.	244,062	123
Duluth - Superior, Minn.-Wisc.	243,196	124
La Crosse - Eau Claire, Wisc.	242,719	125
Corpus Christi, Tex.	242,210	126
Bluefield - Beckley - Oak Hill, W.Va.	240,881	127
Montgomery - Selma, Ala.	238,732	128
Columbia - Jefferson City, Mo.	238,132	129
Rochester - Mason City - Austin, Minn.-Iowa	235,561	130
Greenville - New Bern - Washington, N.C.	235,026	131
Augusta, Ga.	229,446	132
Eugene, Ore.	229,385	133
Joplin - Pittsburg, Mo.-Kans.	221,037	134
Columbus, Ga.	215,811	135
Erie, Pa.	207,066	136
Yakima, Wash.	202,583	137
Columbus - Tupelo, Miss.	199,632	138
Minot - Bismarck - Dickinson, N.D.	199,007	139
Amarillo, Tex.	180,535	140
Lubbock, Tex.	178,309	141
Florence, S.C.	178,230	142
Binghamton, N.Y.	178,033	143
Terre Haute, Ind.	177,136	144
Boise, Ida.	175,054	145
Bakersfield, Calif.	164,630	146
Laredo, Tex.	163,693	147
Clarksburg - Weston, W.Va.	162,649	148
Monroe - El Dorado, La.-Ark.	161,449	149
Sioux City, Iowa	159,557	150
Traverse City - Cadillac, Mich.	155,823	151
Chico - Redding, Calif.	155,450	152
Medford, Ore.	151,489	153
Quincy - Hannibal, Ill.-Mo.	150,905	154
Albany, Ga.	150,000	155
Abilene - Sweetwater, Tex.	146,916	156
Elmira, N.Y.	146,591	157
Biloxi - Gulfport - Pascagoula, Miss.	145,273	158
Wilmington, N.C.	137,004	159
Jackson, Tenn.	136,781	160
Gainesville, Fla.	133,991	161
Lima, Ohio	125,080	162
Jonesboro, Ark.	123,326	163
Utica, N.Y.	122,588	164
Bangor, Maine	120,810	165
Salisbury, Md.	114,889	166
Charlottesville, Va.	114,824	167
Greenwood - Greenville, Miss.	114,513	168
El Centro - Yuma, Calif.-Ariz.	113,143	169
Parkersburg, W.Va.	111,548	170
Idaho Falls - Pocatello, Ida.	110,271	171
Laurel - Hattiesburg, Miss.	108,352	172
Rapid City, S.D.	107,279	173
Lafayette, Ind.	105,300	174
Panama City, Fla.	104,688	175
Dothan, Ala.	103,881	176
Palm Springs, Calif.	103,487	177
Alexandria, La.	101,728	178
Bowling Green, Ky.	101,348	179
Lake Charles, La.	97,663	180
Missoula, Mont.	95,147	181
Tuscaloosa, Ala.	93,841	182
Billings - Hardin, Mont.	92,909	183
Harrisonburg, Va.	90,756	184
St. Joseph, Mo.	85,191	185
Grand Junction - Durango, Colo.	84,553	186
Cheyenne - Scottsbluff, Wyo.-Neb.	84,259	187
Watertown - Carthage, N.Y.	82,197	188
Meridian, Miss.	79,445	189
San Angelo, Tex.	77,782	190
Victoria, Tex.	73,764	191
Hagerstown, Md.	68,972	192
Great Falls, Mont.	68,026	193
Anniston, Ala.	62,908	194
Zanesville, Ohio	60,410	195
Casper - Riverton, Wyo.	57,366	196
Ardmore - Ada, Okla.	53,577	197
Mankato, Minn.	47,831	198
Presque Isle, Maine	37,569	199
Flagstaff, Ariz.	33,176	200
Eureka, Calif.	31,553	201
North Platte, Neb.	31,190	202
Twin Falls, Ida.	29,112	203
Butte, Mont.	27,965	204
Bend, Ore.	21,697	205
Marquette, Mich.	20,923	206
Helena, Mont.	20,256	207
Alpena, Mich.	16,968	208
Ottumwa - Kirksville, Iowa-Mo.	15,306	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

APPAREL & ACCESSORIES STORE SALES

ADI	($000)	Rank
New York, N.Y.	9,881,160	1
Los Angeles, Calif.	5,536,253	2
Chicago, Ill.	3,631,864	3
Philadelphia, Pa.	3,142,012	4
San Francisco - Oakland - San Jose, Calif.	2,885,683	5
Boston, Mass.	2,581,484	6
Washington, D.C.	1,878,030	7
Detroit, Mich.	1,802,449	8
Miami, Fla.	1,660,158	9
Dallas - Ft. Worth, Tex.	1,619,774	10
Houston, Tex.	1,534,388	11
Seattle - Tacoma, Wash.	1,420,479	12
Atlanta, Ga.	1,139,833	13
Cleveland, Ohio	1,132,594	14
Minneapolis - St. Paul, Minn.	1,084,982	15
Hartford - New Haven, Conn.	1,034,839	16
San Diego, Calif.	937,133	17
St. Louis, Mo.	875,330	18
Baltimore, Md.	865,271	19
Pittsburgh, Pa.	830,076	20
Denver, Colo.	784,340	21
Sacramento - Stockton, Calif.	703,740	22
Tampa - St. Petersburg (Sarasota), Fla.	672,150	23
Phoenix, Ariz.	671,535	24
Indianapolis, Ind.	662,760	25
Charlotte, N.C.	645,168	26
Portland, Ore.	636,648	27
New Orleans, La.	612,311	28
Kansas City, Mo.	582,230	29
Providence - New Bedford, R.I.-Mass.	567,115	30
Oklahoma City, Okla.	562,923	31
Milwaukee, Wisc.	553,210	32
Memphis, Tenn.	519,615	33
Raleigh - Durham, N.C.	514,393	34
Norfolk - Portsmouth - Newport News - Hampton, Va.	511,845	35
Greensboro - Winston-Salem - High Point, N.C.	507,892	36
San Antonio, Tex.	505,111	37
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	504,414	38
Buffalo, N.Y.	496,725	39
Greenville - Spartanburg - Asheville, S.C.-N.C.	487,270	40
Orlando - Daytona Beach - Melbourne, Fla.	481,323	41
Albany - Schenectady - Troy, N.Y.	478,203	42
Salt Lake City, Utah	458,236	43
Cincinnati, Ohio	444,744	44
Birmingham, Ala.	442,663	45
Grand Rapids - Kalamazoo - Battle Creek, Mich.	433,859	46
Columbus, Ohio	417,757	47
Nashville, Tenn.	401,405	48
Harrisburg - York - Lancaster - Lebanon, Pa.	387,400	49
Louisville, Ky.	382,123	50
Wilkes-Barre - Scranton, Pa.	369,557	51
Tulsa, Okla.	368,980	52
Wichita - Hutchinson, Kans.	347,267	53
Syracuse, N.Y.	343,383	54
Flint - Saginaw - Bay City, Mich.	332,208	55
Knoxville, Tenn.	330,092	56
Little Rock, Ark.	329,417	57
Albuquerque, N.M.	321,359	58
Richmond, Va.	316,474	59
Dayton, Ohio	307,333	60
Jacksonville, Fla.	303,355	61
Fresno - Visalia, Calif.	288,333	62
Charleston - Huntington, W.Va.	286,305	63
Springfield - Decatur - Champaign, Ill.	286,186	64
McAllen - Brownsville, Tex.	285,808	65
Rochester, N.Y.	272,834	66
Des Moines, Iowa	260,273	67
Springfield, Mass.	256,621	68
Shreveport - Texarkana, La.-Tex.-Ark.	252,125	69
Austin, Tex.	251,752	70
Omaha, Neb.	250,356	71
Portland - Poland Spring, Maine	249,182	72
Lexington, Ky.	245,359	73
Roanoke - Lynchburg, Va.	241,284	74
Las Vegas, Nev.	240,223	75
Evansville, Ind.	239,456	76
Green Bay - Appleton, Wisc.	237,984	77
Mobile - Pensacola, Ala.-Fla.	234,614	78
Tucson, Ariz.	233,493	79
Burlington - Plattsburgh, Vt.-N.Y.	228,971	80
Toledo, Ohio	218,309	81
Madison, Wisc.	217,156	82
Columbia, S.C.	209,719	83
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	208,823	84
Salinas - Monterey, Calif.	206,117	85
Chattanooga, Tenn.	205,977	86
Spokane, Wash.	200,242	87
Davenport - Rock Island - Moline, Iowa-Ill.	199,378	88
Charleston, S.C.	197,499	89
El Paso, Tex.	196,147	90
Huntsville - Decatur - Florence, Ala.	195,065	91
Savannah, Ga.	194,707	92
Cedar Rapids - Waterloo - Dubuque, Iowa	192,412	93
Lincoln - Hastings - Kearney, Neb.	186,238	94
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	183,946	95
South Bend - Elkhart, Ind.	175,305	96
Lafayette, La.	172,240	97
Baton Rouge, La.	171,316	98
Sioux Falls - Mitchell, S.D.	168,209	99
Jackson, Miss.	167,287	100
Tyler - Longview, Tex.	162,994	101
Youngstown, Ohio	162,155	102
Florence, S.C.	160,919	103
Waco - Temple - Bryan, Tex.	158,862	104
Amarillo, Tex.	158,612	105
Lansing, Mich.	157,885	106
Ft. Myers - Naples, Fla.	157,216	107
Peoria - Bloomington, Ill.	153,465	108
Johnstown - Altoona, Pa.	153,357	109
Odessa - Midland, Tex.	153,043	110
Bristol - Kingsport - Johnson City, Tenn.	151,518	111
Corpus Christi, Tex.	151,421	112
Beaumont - Port Arthur, Tex.	149,880	113
Augusta, Ga.	147,435	114
Montgomery - Selma, Ala.	146,170	115
Ft. Wayne, Ind.	143,237	116
Colorado Springs - Pueblo, Colo.	141,961	117
Fargo, N.D.	139,718	118
Yakima, Wash.	131,423	119
Greenville - New Bern - Washington, N.C.	130,224	120
Erie, Pa.	120,716	121
Laredo, Tex.	119,860	122
Springfield, Mo.	119,779	123
Reno, Nev.	119,636	124
Monroe - El Dorado, La.-Ark.	118,077	125
Lubbock, Tex.	115,619	126
Tallahassee - Thomasville, Fla.-Ga.	115,433	127
Wausau - Rhinelander, Wisc.	114,301	128
Terre Haute, Ind.	113,604	129
Eugene, Ore.	113,303	130
La Crosse - Eau Claire, Wisc.	113,033	131
Macon, Ga.	111,432	132
Rochester - Mason City - Austin, Minn.-Iowa	109,762	133
Salisbury, Md.	106,282	134
Bakersfield, Calif.	106,213	135
Wichita Falls - Lawton, Tex.-Okla.	105,997	136
Sioux City, Iowa	103,116	137
Traverse City - Cadillac, Mich.	102,837	138
Binghamton, N.Y.	102,475	139
Columbus - Tupelo, Miss.	99,268	140
Abilene - Sweetwater, Tex.	96,204	141
Albany, Ga.	95,723	142
Minot - Bismarck - Dickinson, N.D.	95,227	143
Wilmington, N.C.	94,762	144
Duluth - Superior, Minn.-Wisc.	94,321	145
Columbus, Ga.	93,299	146
Utica, N.Y.	91,927	147
Rockford, Ill.	89,177	148
Chico - Redding, Calif.	88,735	149
Boise, Ida.	87,159	150
Ft. Smith, Ark.	84,806	151
Columbia - Jefferson City, Mo.	82,133	152
Topeka, Kans.	81,204	153
Medford, Ore.	77,808	154
Bluefield - Beckley - Oak Hill, W.Va.	77,622	155
Joplin - Pittsburg, Mo.-Kans.	69,983	156
Wheeling - Steubenville, W.Va.-Ohio	69,897	157
Charlottesville, Va.	67,445	158
Quincy - Hannibal, Ill.-Mo.	66,730	159
Alexandria, La.	66,361	160
Bangor, Maine	66,350	161
Laurel - Hattiesburg, Miss.	64,362	162
El Centro - Yuma, Calif.-Ariz.	60,903	163
Dothan, Ala.	60,221	164
Idaho Falls - Pocatello, Ida.	55,794	165
Greenwood - Greenville, Miss.	53,433	166
Billings - Hardin, Mont.	53,007	167
Gainesville, Fla.	52,172	168
Lake Charles, La.	52,154	169
Elmira, N.Y.	51,251	170
Watertown - Carthage, N.Y.	51,147	171
Rapid City, S.D.	49,738	172
Palm Springs, Calif.	48,811	173
Jackson, Tenn.	48,275	174
Clarksburg - Weston, W.Va.	47,949	175
Eureka, Calif.	47,517	176
Jonesboro, Ark.	44,463	177
Tuscaloosa, Ala.	44,303	178
Ardmore - Ada, Okla.	42,838	179
San Angelo, Tex.	41,306	180
Missoula, Mont.	40,414	181
Panama City, Fla.	39,615	182
Biloxi - Gulfport - Pascagoula, Miss.	37,943	183
Cheyenne - Scottsbluff, Wyo.-Neb.	36,501	184
Great Falls, Mont.	36,382	185
Grand Junction - Durango, Colo.	34,660	186
Lima, Ohio	33,106	187
Victoria, Tex.	31,844	188
St. Joseph, Mo.	31,243	189
Lafayette, Ind.	31,133	190
Hagerstown, Md.	29,417	191
Parkersburg, W.Va.	29,257	192
Mankato, Minn.	29,119	193
Meridian, Miss.	28,408	194
Anniston, Ala.	28,215	195
Bowling Green, Ky.	27,576	196
Bend, Ore.	26,502	197
Casper - Riverton, Wyo.	26,023	198
Marquette, Mich.	24,776	199
Butte, Mont.	23,656	200
Twin Falls, Ida.	22,193	201
Presque Isle, Maine	19,575	202
Harrisonburg, Va.	19,547	203
Flagstaff, Ariz.	16,904	204
Zanesville, Ohio	14,671	205
North Platte, Neb.	14,163	206
Ottumwa - Kirksville, Iowa-Mo.	12,538	207
Alpena, Mich.	9,906	208
Helena, Mont.	7,609	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

S&MM/ARBITRON TV MARKET (ADI) RANKING

FURNITURE / HOME FURNISHINGS / APPLIANCE STORE SALES

ADI	($000)	Rank
New York, N.Y.	10,486,714	1
Los Angeles, Calif.	6,582,710	2
Chicago, Ill.	3,502,266	3
San Francisco - Oakland - San Jose, Calif.	3,206,379	4
Philadelphia, Pa.	2,590,963	5
Boston, Mass.	2,388,971	6
Washington, D.C.	2,341,925	7
Detroit, Mich.	1,945,241	8
Miami, Fla.	1,744,021	9
Dallas - Ft. Worth, Tex.	1,427,504	10
Atlanta, Ga.	1,415,816	11
Tampa - St. Petersburg (sarasota), Fla.	1,379,205	12
Houston, Tex.	1,267,101	13
Cleveland, Ohio	1,248,661	14
Seattle - Tacoma, Wash.	1,119,193	15
Sacramento - Stockton, Calif.	1,105,293	16
San Diego, Calif.	1,093,031	17
Minneapolis - St. Paul, Minn.	1,016,358	18
Hartford - New Haven, Conn.	988,157	19
Phoenix, Ariz.	949,025	20
Pittsburgh, Pa.	910,366	21
Denver, Colo.	888,849	22
Baltimore, Md.	888,069	23
St. Louis, Mo.	883,890	24
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	764,806	25
Indianapolis, Ind.	758,511	26
Raleigh - Durham, N.C.	755,788	27
Charlotte, N.C.	752,882	28
Orlando - Daytona Beach - Melbourne, Fla.	746,758	29
Norfolk - Portsmouth - Newport News - Hampton, Va.	706,537	30
Milwaukee, Wisc.	692,586	31
Portland, Ore.	691,505	32
Oklahoma City, Okla.	640,394	33
Greensboro - Winston-Salem - High Point, N.C.	629,531	34
Grand Rapids - Kalamazoo - Battle Creek, Mich.	602,456	35
Greenville - Spartanburg - Asheville, S.C.-N.C.	585,301	36
New Orleans, La.	583,867	37
Cincinnati, Ohio	554,618	38
Memphis, Tenn.	536,486	39
Columbus, Ohio	532,097	40
Nashville, Tenn.	524,127	41
Kansas City, Mo.	517,443	42
Providence - New Bedford, R.I.-Mass.	513,521	43
Louisville, Ky.	507,207	44
Salt Lake City, Utah	499,055	45
Albany - Schenectady - Troy, N.Y.	488,902	46
Buffalo, N.Y.	482,907	47
Harrisburg - York - Lancaster - Lebanon, Pa.	470,227	48
Madison, Wisc.	462,367	49
Toledo, Ohio	423,583	50
Rochester, N.Y.	410,565	51
San Antonio, Tex.	401,368	52
Mobile - Pensacola, Ala.-Fla.	400,923	53
Omaha, Neb.	383,433	54
Ft. Myers - Naples, Fla.	380,493	55
Richmond, Va.	380,240	56
Tulsa, Okla.	378,713	57
Flint - Saginaw - Bay City, Mich.	375,314	58
Charleston - Huntington, W.Va.	361,145	59
Dayton, Ohio	359,108	60
Wilkes-Barre - Scranton, Pa.	357,463	61
Syracuse, N.Y.	356,791	62
Jacksonville, Fla.	346,830	63
Fresno - Visalia, Calif.	341,675	64
Birmingham, Ala.	338,563	65
Knoxville, Tenn.	332,385	66
Albuquerque, N.M.	326,365	67
Wichita - Hutchinson, Kans.	312,241	68
Springfield - Decatur - Champaign, Ill.	310,642	69
Green Bay - Appleton, Wisc.	310,200	70
Roanoke - Lynchburg, Va.	305,262	71
Chattanooga, Tenn.	294,706	72
Lexington, Ky.	293,308	73
Des Moines, Iowa	291,031	74
Austin, Tex.	289,857	75
Little Rock, Ark.	274,716	76
Shreveport - Texarkana, La.-Tex.-Ark.	257,755	77
Columbia, S.C.	252,884	78
Charleston, S.C.	252,198	79
Savannah, Ga.	250,382	80
Huntsville - Decatur - Florence, Ala.	247,369	81
Tucson, Ariz.	243,545	82
Springfield, Mass.	234,100	83
Santa Barbara - Santa Ma.ia - San Luis Obispo, Calif.	231,578	84
Lansing, Mich.	229,396	85
Evansville, Ind.	229,384	86
South Bend - Elkhart, Ind.	228,333	87
Davenport - Rock Island - Moline, Iowa-Ill.	228,215	88
Spokane, Wash.	224,321	89
Baton Rouge, La.	220,925	90
Youngstown, Ohio	218,264	91
Salinas - Monterey, Calif.	216,514	92
Cedar Rapids - Waterloo - Dubuque, Iowa	216,227	93
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	215,478	94
Burlington - Plattsburgh, Vt.-N.Y.	214,538	95
Portland - Poland Spring, Maine	211,678	96
Las Vegas, Nev.	210,015	97
Ft. Wayne, Ind.	207,043	98
Colorado Springs - Pueblo, Colo.	191,796	99
Peoria - Bloomington, Ill.	190,314	100
McAllen - Brownsville, Tex.	188,480	101
Johnstown - Altoona, Pa.	184,462	102
Greenville - New Bern - Washington, N.C.	184,287	103
Florence, S.C.	180,049	104
Jackson, Miss.	179,831	105
El Paso, Tex.	177,924	106
Bristol - Kingsport - Johnson City, Tenn.	175,213	107
Tallahassee - Thomasville, Fla.-Ga.	172,527	108
Augusta, Ga.	169,913	109
Odessa - Midland, Tex.	168,843	110
Lincoln - Hastings - Kearney, Neb.	166,045	111
Sioux Falls - Mitchell, S.D.	160,589	112
La Crosse - Eau Claire, Wisc.	154,356	113
Macon, Ga.	150,449	114
Columbus, Ga.	149,395	115
Fargo, N.D.	146,378	116
Eugene, Ore.	143,062	117
Corpus Christi, Tex.	142,793	118
Rockford, Ill.	141,724	119
Lafayette, La.	140,276	120
Waco - Temple - Bryan, Tex.	136,281	121
Reno, Nev.	135,124	122
Springfield, Mo.	134,304	123
Bakersfield, Calif.	123,805	124
Laredo, Tex.	121,155	125
Amarillo, Tex.	121,021	126
Tyler - Longview, Tex.	118,823	127
Beaumont - Port Arthur, Tex.	117,193	128
Montgomery - Selma, Ala.	116,188	129
Wheeling - Steubenville, W.Va.-Ohio	115,229	130
Binghamton, N.Y.	113,478	131
Wichita Falls - Lawton, Tex.-Okla.	111,575	132
Albany, Ga.	109,178	133
Erie, Pa.	108,330	134
Salisbury, Md.	108,329	135
Rochester - Mason City - Austin, Minn.-Iowa	106,392	136
Yakima, Wash.	106,383	137
Columbus - Tupelo, Miss.	106,267	138
Bluefield - Beckley - Oak Hill, W.Va.	106,014	139
Wausau - Rhinelander, Wisc.	04,384	140
Chico - Redding, Calif.	02,565	141
Boise, Ida.	01,791	142
Minot - Bismarck - Dickinson, N.D.	01,287	143
Lubbock, Tex.	00,829	144
Sioux City, Iowa	98,660	145
Ft. Smith, Ark.	96,072	146
Topeka, Kans.	95,430	147
Medford, Ore.	93,776	148
Traverse City - Cadillac, Mich.	90,641	149
Monroe - El Dorado, La.-Ark.	89,996	150
Terre Haute, Ind.	89,944	151
Wilmington, N.C.	89,871	152
Duluth - Superior, Minn.-Wisc.	88,007	153
Charlottesville, Va.	81,840	154
Dothan, Ala.	77,861	155
Utica, N.Y.	75,951	156
Bangor, Maine	75,121	157
Abilene - Sweetwater, Tex.	73,821	158
Columbia - Jefferson City, Mo.	69,529	159
Quincy - Hannibal, Ill.-Mo.	68,067	160
Laurel - Hattiesburg, Miss.	66,435	161
Clarksburg - Weston, W.Va.	65,938	162
Joplin - Pittsburg, Mo.-Kans.	64,800	163
Idaho Falls - Pocatello, Ida.	63,656	164
Gainesville, Fla.	60,256	165
Lake Charles, La.	60,223	166
Watertown - Carthage, N.Y.	56,512	167
Palm Springs, Calif.	56,501	168
Billings - Hardin, Mont.	54,729	169
San Angelo, Tex.	53,606	170
Greenwood - Greenville, Miss.	53,515	171
Panama City, Fla.	53,213	172
Missoula, Mont.	51,012	173
Elmira, N.Y.	49,175	174
El Centro - Yuma, Calif.-Ariz.	48,903	175
Alexandria, La.	43,616	176
Rapid City, S.D.	43,194	177
Lima, Ohio	42,368	178
Jackson, Tenn.	42,282	179
Biloxi - Gulfport - Pascagoula, Miss.	41,627	180
Harrisonburg, Va.	41,448	181
Grand Junction - Durango, Colo.	40,656	182
Bowling Green, Ky.	40,569	183
Hagerstown, Md.	40,367	184
Great Falls, Mont.	38,844	185
Eureka, Calif.	38,206	186
Meridian, Miss.	35,134	187
Cheyenne - Scottsbluff, Wyo.-Neb.	34,262	188
Lafayette, Ind.	33,742	189
Jonesboro, Ark.	32,222	190
Parkersburg, W.Va.	32,068	191
Ardmore - Ada, Okla.	31,993	192
Butte, Mont.	31,879	193
Casper - Riverton, Wyo.	28,079	194
Tuscaloosa, Ala.	27,971	195
Marquette, Mich.	27,638	196
Mankato, Minn.	27,636	197
Anniston, Ala.	26,512	198
Victoria, Tex.	25,590	199
St. Joseph, Mo.	25,300	200
Twin Falls, Ida.	24,604	201
Zanesville, Ohio	24,360	202
Flagstaff, Ariz.	21,107	203
Bend, Ore.	14,930	204
Helena, Mont.	14,895	205
Presque Isle, Maine	12,975	206
North Platte, Neb.	12,577	207
Alpena, Mich.	10,056	208
Ottumwa - Kirksville, Iowa-Mo.	9,301	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

FURNITURE & HOME FURNISHINGS STORE SALES

ADI	($000)	Rank
New York, N.Y.	5,539,046	1
Los Angeles, Calif.	2,877,408	2
Chicago, Ill.	1,762,459	3
San Francisco - Oakland - San Jose, Calif.	1,386,784	4
Boston, Mass.	1,366,758	5
Philadelphia, Pa.	1,309,819	6
Washington, D.C.	1,118,983	7
Miami, Fla.	917,819	8
Detroit, Mich.	898,065	9
Atlanta, Ga.	747,853	10
Dallas - Ft. Worth, Tex.	708,736	11
Tampa - St. Petersburg (sarasota), Fla.	706,379	12
Houston, Tex.	686,520	13
Cleveland, Ohio	644,880	14
Seattle - Tacoma, Wash.	543,937	15
Sacramento - Stockton, Calif.	516,232	16
San Diego, Calif.	515,181	17
Hartford - New Haven, Conn.	494,806	18
Pittsburgh, Pa.	487,356	19
Minneapolis - St. Paul, Minn.	486,245	20
Phoenix, Ariz.	482,097	21
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	473,241	22
Baltimore, Md.	457,221	23
Norfolk - Portsmouth - Newport News - Hampton, Va.	447,688	24
Charlotte, N.C.	443,640	25
Denver, Colo.	429,235	26
St. Louis, Mo.	417,438	27
Raleigh - Durham, N.C.	410,891	28
Greensboro - Winston-Salem - High Point, N.C.	392,544	29
Orlando - Daytona Beach - Melbourne, Fla.	368,965	30
Indianapolis, Ind.	365,753	31
Greenville - Spartanburg - Asheville, S.C.-N.C.	341,409	32
Oklahoma City, Okla.	331,859	33
Milwaukee, Wisc.	326,178	34
Cincinnati, Ohio	305,725	35
New Orleans, La.	300,645	36
Memphis, Tenn.	293,271	37
Providence - New Bedford, R.I.-Mass.	291,302	38
Grand Rapids - Kalamazoo - Battle Creek, Mich.	287,214	39
Portland, Ore.	285,175	40
Salt Lake City, Utah	273,967	41
Nashville, Tenn.	267,135	42
Omaha, Neb.	263,338	43
Louisville, Ky.	256,221	44
Ft. Myers - Naples, Fla.	252,499	45
Buffalo, N.Y.	243,929	46
Columbus, Ohio	243,151	47
Kansas City, Mo.	242,792	48
Albany - Schenectady - Troy, N.Y.	238,000	49
Harrisburg - York - Lancaster - Lebanon, Pa.	235,272	50
Mobile - Pensacola, Ala.-Fla.	225,446	51
Richmond, Va.	204,072	52
Jacksonville, Fla.	199,505	53
Tulsa, Okla.	198,855	54
Flint - Saginaw - Bay City, Mich.	195,971	55
Rochester, N.Y.	194,934	56
Knoxville, Tenn.	190,868	57
Charleston - Huntington, W.Va.	187,710	58
San Antonio, Tex.	186,681	59
Roanoke - Lynchburg, Va.	185,338	60
Birmingham, Ala.	184,410	61
Chattanooga, Tenn.	181,898	62
Albuquerque, N.M.	180,024	63
Dayton, Ohio	177,489	64
Fresno - Visalia, Calif.	174,684	65
Syracuse, N.Y.	173,249	66
Savannah, Ga.	168,301	67
Little Rock, Ark.	167,414	68
Lexington, Ky.	166,466	69
Toledo, Ohio	166,087	70
Wilkes Barre - Scranton, Pa.	161,576	71
Shreveport - Texarkana, La.-Tex.-Ark.	149,761	72
Austin, Tex.	147,529	73
Des Moines, Iowa	146,630	74
Wichita - Hutchinson, Kans.	145,145	75
Springfield - Decatur - Champaign, Ill.	143,511	76
Columbia, S.C.	143,147	77
Green Bay - Appleton, Wisc.	141,181	78
Florence, S.C.	140,389	79
Charleston, S.C.	139,851	80
Huntsville - Decatur - Florence, Ala.	138,277	81
Portland - Poland Spring, Maine	122,897	82
Youngstown, Ohio	122,713	83
Spokane, Wash.	120,472	84
Evansville, Ind.	119,317	85
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	112,425	86
Cedar Rapids - Waterloo - Dubuque, Iowa	111,181	87
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	110,707	88
Greenville - New Bern - Washington, N.C.	110,665	89
Davenport - Rock Island - Moline, Iowa-Ill.	110,622	90
Tucson, Ariz.	109,315	91
Bristol - Kingsport - Johnson City, Tenn.	109,230	92
Burlington - Plattsburgh, Vt.-N.Y.	108,178	93
Madison, Wisc.	105,889	94
Augusta, Ga.	104,472	95
South Bend - Elkhart, Ind.	104,125	96
Springfield, Mass.	103,005	97
Jackson, Miss.	102,576	98
Peoria - Bloomington, Ill.	100,802	99
Johnstown - Altoona, Pa.	99,560	100
Colorado Springs - Pueblo, Colo.	98,878	101
El Paso, Tex.	98,875	102
Ft. Wayne, Ind.	98,651	103
Salinas - Monterey, Calif.	97,918	104
Odessa - Midland, Tex.	96,589	105
Lansing, Mich.	95,831	106
Baton Rouge, La.	94,068	107
McAllen - Brownsville, Tex.	93,373	108
Macon, Ga.	90,091	109
Las Vegas, Nev.	88,045	110
Lincoln - Hastings - Kearney, Neb.	85,861	111
Columbus, Ga.	82,312	112
Sioux Falls - Mitchell, S.D.	80,669	113
Rockford, Ill.	78,098	114
Springfield, Mo.	77,892	115
Eugene, Ore.	76,035	116
Fargo, N.D.	75,835	117
Lafayette, La.	75,215	118
Montgomery - Selma, Ala.	73,748	119
Tallahassee - Thomasville, Fla.-Ga.	73,084	120
Columbus - Tupelo, Miss.	72,275	121
Tyler - Longview, Tex.	71,740	122
Reno, Nev.	71,736	123
Bluefield - Beckley - Oak Hill, W.Va.	70,490	124
Salisbury, Md.	69,795	125
Corpus Christi, Tex.	68,799	126
Wichita Falls - Lawton, Tex.-Okla.	68,763	127
Bakersfield, Calif.	68,413	128
Binghamton, N.Y.	65,836	129
La Crosse - Eau Claire, Wisc.	64,977	130
Waco - Temple - Bryan, Tex.	64,750	131
Wheeling - Steubenville, W.Va.-Ohio	64,692	132
Yakima, Wash.	64,487	133
Albany, Ga.	63,727	134
Wilmington, N.C.	62,948	135
Boise, Ida.	60,418	136
Amarillo, Tex.	60,200	137
Ft. Smith, Ark.	55,939	138
Lubbock, Tex.	54,775	139
Dothan, Ala.	54,050	140
Minot - Bismarck - Dickinson, N.D.	52,302	141
Charlottesville, Va.	52,114	142
Wausau - Rhinelander, Wisc.	51,401	143
Beaumont - Port Arthur, Tex.	49,688	144
Monroe - El Dorado, La.-Ark.	48,621	145
Chico - Redding, Calif.	47,911	146
Medford, Ore.	45,897	147
Traverse City - Cadillac, Mich.	45,406	148
Topeka, Kans.	44,021	149
Rochester - Mason City - Austin, Minn.-Iowa	43,688	150
Sioux City, Iowa	43,536	151
Utica, N.Y.	43,299	152
Duluth - Superior, Minn.-Wisc.	42,419	153
Terre Haute, Ind.	41,184	154
Erie, Pa.	40,922	155
Abilene - Sweetwater, Tex.	39,624	156
Quincy - Hannibal, Ill.-Mo.	37,405	157
Clarksburg - Weston, W.Va.	37,145	158
Joplin - Pittsburg, Mo.-Kans.	36,376	159
Bangor, Maine	35,812	160
Greenwood - Greenville, Miss.	34,703	161
El Centro - Yuma, Calif.-Ariz.	33,676	162
Columbia - Jefferson City, Mo.	31,857	163
Palm Springs, Calif.	31,564	164
Panama City, Fla.	29,061	165
Watertown - Carthage, N.Y.	28,995	166
Alexandria, La.	27,728	167
Billings - Hardin, Mont.	27,322	168
Idaho Falls - Pocatello, Ida.	27,256	169
Laurel - Hattiesburg, Miss.	26,249	170
Elmira, N.Y.	26,174	171
Bowling Green, Ky.	25,437	172
Lake Charles, La.	24,784	173
Jackson, Tenn.	24,158	174
Meridian, Miss.	24,005	175
Hagerstown, Md.	23,960	176
Harrisonburg, Va.	23,079	177
Rapid City, S.D.	21,956	178
Missoula, Mont.	21,786	179
Gainesville, Fla.	21,539	180
Biloxi - Gulfport - Pascagoula, Miss.	21,398	181
Grand Junction - Durango, Colo.	21,037	182
Parkersburg, W.Va.	20,299	183
San Angelo, Tex.	20,164	184
Marquette, Mich.	18,325	185
Lima, Ohio	18,185	186
Eureka, Calif.	17,664	187
Jonesboro, Ark.	17,478	188
Cheyenne - Scottsbluff, Wyo.-Neb.	17,246	189
Ardmore - Ada, Okla.	15,796	190
Anniston, Ala.	15,793	191
Great Falls, Mont.	15,291	192
Victoria, Tex.	14,845	193
Tuscaloosa, Ala.	14,554	194
Casper - Riverton, Wyo.	13,722	195
Lafayette, Ind.	13,544	196
Butte, Mont.	13,430	197
Laredo, Tex.	13,352	198
Zanesville, Ohio	13,129	199
Twin Falls, Ida.	10,666	200
Flagstaff, Ariz.	10,296	201
St. Joseph, Mo.	9,881	202
Helena, Mont.	9,547	203
Bend, Ore.	8,362	204
Presque Isle, Maine	8,338	205
Mankato, Minn.	8,175	206
North Platte, Neb.	6,731	207
Ottumwa - Kirksville, Iowa-Mo.	5,317	208
Alpena, Mich.	4,592	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

AUTOMOTIVE DEALER SALES

ADI	($000)	Rank
New York, N.Y.	25,289,140	1
Los Angeles, Calif.	20,126,622	2
Philadelphia, Pa.	12,564,428	3
Chicago, Ill.	11,966,648	4
Boston, Mass.	10,790,154	5
San Francisco - Oakland - San Jose, Calif.	8,300,774	6
Washington, D.C.	8,198,688	7
Detroit, Mich.	8,080,051	8
Miami, Fla.	7,648,098	9
Dallas - Ft. Worth, Tex.	7,503,191	10
Houston, Tex.	6,803,011	11
Atlanta, Ga.	6,530,872	12
Minneapolis - St. Paul, Minn.	5,972,268	13
Tampa - St. Petersburg (sarasota), Fla.	5,469,812	14
Cleveland, Ohio	5,307,012	15
St. Louis, Mo.	4,684,534	16
Seattle - Tacoma, Wash.	4,549,430	17
Hartford - New Haven, Conn.	4,441,796	18
Phoenix, Ariz.	4,305,226	19
Orlando - Daytona Beach - Melbourne, Fla.	4,197,880	20
Pittsburgh, Pa.	4,129,571	21
Indianapolis, Ind.	4,005,331	22
Baltimore, Md.	3,733,791	23
Denver, Colo.	3,639,051	24
San Diego, Calif.	3,599,715	25
Sacramento - Stockton, Calif.	3,294,172	26
Kansas City, Mo.	3,199,834	27
Charlotte, N.C.	3,032,778	28
Milwaukee, Wisc.	2,962,269	29
Portland, Ore.	2,870,942	30
Cincinnati, Ohio	2,692,477	31
Oklahoma City, Okla.	2,646,727	32
Columbus, Ohio	2,627,415	33
Nashville, Tenn.	2,622,291	34
Raleigh - Durham, N.C.	2,580,788	35
Memphis, Tenn.	2,553,609	36
Harrisburg - York - Lancaster - Lebanon, Pa.	2,510,329	37
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	2,435,557	38
Grand Rapids - Kalamazoo - Battle Creek, Mich.	2,435,166	39
Providence - New Bedford, R.I.-Mass.	2,423,400	40
Norfolk - Portsmouth - Newport News - Hampton, Va.	2,283,026	41
Greenville - Spartanburg - Asheville, S.C.-N.C.	2,231,859	42
Louisville, Ky.	2,181,073	43
Salt Lake City, Utah	2,166,409	44
Albany - Schenectady - Troy, N.Y.	2,156,584	45
Buffalo, N.Y.	2,149,298	46
Greensboro - Winston-Salem - High Point, N.C.	2,069,634	47
New Orleans, La.	2,062,709	48
San Antonio, Tex.	2,023,806	49
Jacksonville, Fla.	1,960,840	50
Flint - Saginaw - Bay City, Mich.	1,939,411	51
Richmond, Va.	1,905,391	52
Birmingham, Ala.	1,888,689	53
Dayton, Ohio	1,855,537	54
Mobile - Pensacola, Ala.-Fla.	1,854,861	55
Wichita - Hutchinson, Kans.	1,820,093	56
Wilkes-Barre - Scranton, Pa.	1,763,373	57
Albuquerque, N.M.	1,731,500	58
Rochester, N.Y.	1,669,321	59
Portland - Poland Spring, Maine	1,667,628	60
Charleston - Huntington, W.Va.	1,653,978	61
Toledo, Ohio	1,624,086	62
Little Rock, Ark.	1,610,753	63
Knoxville, Tenn.	1,608,315	64
Syracuse, N.Y.	1,558,440	65
Fresno - Visalia, Calif.	1,447,040	66
Lexington, Ky.	1,408,668	67
Des Moines, Iowa	1,385,954	68
Omaha, Neb.	1,381,739	69
Tulsa, Okla.	1,380,997	70
South Bend - Elkhart, Ind.	1,373,172	71
Green Bay - Appleton, Wisc.	1,367,180	72
Austin, Tex.	1,362,069	73
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	1,269,921	74
Madison, Wisc.	1,266,802	75
Springfield - Decatur - Champaign, Ill.	1,262,503	76
Burlington - Plattsburgh, Vt.-N.Y.	1,240,481	77
Shreveport - Texarkana, La.-Tex.-Ark.	1,235,145	78
Huntsville - Decatur - Florence, Ala.	1,211,629	79
Roanoke - Lynchburg, Va.	1,166,432	80
Davenport - Rock Island - Moline, Iowa-Ill.	1,163,154	81
Evansville, Ind.	1,148,196	82
Jackson, Miss.	1,144,082	83
Chattanooga, Tenn.	1,069,668	84
Las Vegas, Nev.	1,065,229	85
Tucson, Ariz.	1,058,927	86
Columbia, S.C.	1,056,797	87
Bristol - Kingsport - Johnson City, Tenn.	1,027,842	88
Springfield, Mass.	1,024,808	89
Ft. Myers - Naples, Fla.	1,018,036	90
Cedar Rapids - Waterloo - Dubuque, Iowa	996,497	91
Spokane, Wash.	992,514	92
Johnstown - Altoona, Pa.	984,815	93
Lincoln - Hastings - Kearney, Neb.	945,075	94
Fargo, N.D.	944,973	95
Lansing, Mich.	939,201	96
Springfield, Mo.	919,756	97
Youngstown, Ohio	914,928	98
Sioux Falls - Mitchell, S.D.	904,957	99
Odessa - Midland, Tex.	894,058	100
Charleston, S.C.	892,735	101
Savannah, Ga.	881,517	102
Peoria - Bloomington, Ill.	871,336	103
Ft. Wayne, Ind.	862,739	104
Baton Rouge, La.	859,193	105
Greenville - New Bern - Washington, N.C.	845,798	106
Waco - Temple - Bryan, Tex.	833,245	107
Colorado Springs - Pueblo, Colo.	813,513	108
Tyler - Longview, Tex.	807,405	109
Montgomery - Selma, Ala.	802,956	110
Amarillo, Tex.	796,111	111
Macon, Ga.	781,660	112
Corpus Christi, Tex.	741,398	113
Beaumont - Port Arthur, Tex.	734,321	114
Reno, Nev.	732,434	115
Lafayette, La.	707,019	116
El Paso, Tex.	703,029	117
Lubbock, Tex.	697,618	118
La Crosse - Eau Claire, Wisc.	697,213	119
Augusta, Ga.	690,493	120
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	678,759	121
Columbus, Ga.	674,495	122
Minot - Bismarck - Dickinson, N.D.	672,111	123
Salinas - Monterey, Calif.	668,549	124
McAllen - Brownsville, Tex.	666,342	125
Wausau - Rhinelander, Wisc.	645,477	126
Rockford, Ill.	635,514	127
Rochester - Mason City - Austin, Minn.-Iowa	632,959	128
Wichita Falls - Lawton, Tex.-Okla.	626,260	129
Eugene, Ore.	624,731	130
Tallahassee - Thomasville, Fla.-Ga.	617,485	131
Terre Haute, Ind.	602,710	132
Florence, S.C.	600,057	133
Sioux City, Iowa	598,452	134
Erie, Pa.	589,909	135
Binghamton, N.Y.	588,726	136
Yakima, Wash.	578,808	137
Bluefield - Beckley - Oak Hill, W.Va.	574,634	138
Monroe - El Dorado, La.-Ark.	554,260	139
Boise, Ida.	547,991	140
Bakersfield, Calif.	541,024	141
Abilene - Sweetwater, Tex.	540,709	142
Ft. Smith, Ark.	527,050	143
Traverse City - Cadillac, Mich.	518,949	144
Albany, Ga.	515,384	145
Topeka, Kans.	510,072	146
Columbus - Tupelo, Miss.	508,421	147
Bangor, Maine	507,246	148
Duluth - Superior, Minn.-Wisc.	497,643	149
Columbia - Jefferson City, Mo.	495,102	150
Wilmington, N.C.	473,396	151
Joplin - Pittsburg, Mo.-Kans.	445,571	152
Dothan, Ala.	444,684	153
Wheeling - Steubenville, W.Va.-Ohio	443,559	154
Medford, Ore.	421,518	155
Quincy - Hannibal, Ill.-Mo.	406,513	156
Chico - Redding, Calif.	402,833	157
Utica, N.Y.	376,077	158
Salisbury, Md.	375,873	159
Clarksburg - Weston, W.Va.	357,247	160
Idaho Falls - Pocatello, Ida.	349,060	161
Gainesville, Fla.	334,022	162
Rapid City, S.D.	317,923	163
Laurel - Hattiesburg, Miss.	314,303	164
Greenwood - Greenville, Miss.	310,072	165
Panama City, Fla.	306,291	166
Watertown - Carthage, N.Y.	305,406	167
Billings - Hardin, Mont.	292,102	168
El Centro - Yuma, Calif.-Ariz.	291,834	169
Biloxi - Gulfport - Pascagoula, Miss.	285,116	170
Elmira, N.Y.	278,366	171
Missoula, Mont.	253,375	172
Palm Springs, Calif.	247,695	173
San Angelo, Tex.	246,886	174
Alexandria, La.	231,996	175
Lake Charles, La.	231,796	176
Jackson, Tenn.	218,464	177
Lafayette, Ind.	215,663	178
Meridian, Miss.	210,576	179
Great Falls, Mont.	207,950	180
St. Joseph, Mo.	205,249	181
Cheyenne - Scottsbluff, Wyo.-Neb.	200,191	182
Tuscaloosa, Ala.	198,538	183
Grand Junction - Durango, Colo.	189,233	184
Jonesboro, Ark.	179,401	185
Lima, Ohio	177,134	186
Ardmore - Ada, Okla.	174,331	187
Casper - Riverton, Wyo.	168,933	188
Bowling Green, Ky.	167,913	189
Parkersburg, W.Va.	162,751	190
Charlottesville, Va.	152,761	191
Eureka, Calif.	145,406	192
Butte, Mont.	140,918	193
Hagerstown, Md.	139,351	194
Harrisonburg, Va.	133,052	195
Marquette, Mich.	132,759	196
Anniston, Ala.	129,101	197
Twin Falls, Ida.	128,186	198
Laredo, Tex.	126,168	199
Mankato, Minn.	121,854	200
Victoria, Tex.	119,148	201
Presque Isle, Maine	117,739	202
North Platte, Neb.	95,341	203
Zanesville, Ohio	92,473	204
Flagstaff, Ariz.	90,467	205
Ottumwa - Kirksville, Iowa-Mo.	86,399	206
Bend, Ore.	79,993	207
Helena, Mont.	47,504	208
Alpena, Mich.	47,479	209

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GASOLINE SERVICE STATION SALES

ADI	($000)	Rank
New York, N.Y.	5,826,874	1
Los Angeles, Calif.	5,699,227	2
Chicago, Ill.	3,771,569	3
Philadelphia, Pa.	2,863,266	4
Boston, Mass.	2,535,196	5
Detroit, Mich.	2,364,266	6
San Francisco - Oakland - San Jose, Calif.	2,338,787	7
Washington, D.C.	2,290,810	8
Minneapolis - St. Paul, Minn.	2,092,912	9
Cleveland, Ohio	1,952,194	10
Dallas - Ft. Worth, Tex.	1,869,235	11
Atlanta, Ga.	1,805,334	12
St. Louis, Mo.	1,634,399	13
Miami, Fla.	1,572,585	14
Houston, Tex.	1,471,982	15
Indianapolis, Ind.	1,407,731	16
Denver, Colo.	1,326,925	17
Seattle - Tacoma, Wash.	1,312,176	18
Tampa - St. Petersburg (sarasota), Fla.	1,278,675	19
Phoenix, Ariz.	1,247,890	20
Pittsburgh, Pa.	1,125,251	21
Hartford - New Haven, Conn.	1,104,745	22
Sacramento - Stockton, Calif.	1,017,461	23
Baltimore, Md.	1,012,439	24
Orlando - Daytona Beach - Melbourne, Fla.	1,010,105	25
San Diego, Calif.	983,811	26
Kansas City, Mo.	980,314	27
Cincinnati, Ohio	951,748	28
Milwaukee, Wisc.	935,606	29
Columbus, Ohio	918,900	30
Salt Lake City, Utah	880,026	31
Portland, Ore.	842,943	32
Grand Rapids - Kalamazoo - Battle Creek, Mich.	819,072	33
Nashville, Tenn.	804,218	34
Louisville, Ky.	803,872	35
Memphis, Tenn.	761,937	36
Raleigh - Durham, N.C.	728,397	37
Greenville - Spartanburg - Asheville, S.C.-N.C.	705,914	38
Charlotte, N.C.	700,735	39
Dayton, Ohio	678,931	40
Toledo, Ohio	651,525	41
Flint - Saginaw - Bay City, Mich.	650,728	42
Richmond, Va.	643,606	43
Providence - New Bedford, R.I.-Mass.	643,299	44
Albuquerque, N.M.	637,506	45
Harrisburg - York - Lancaster - Lebanon, Pa.	635,169	46
Greensboro - Winston-Salem - High Point, N.C.	631,197	47
Charleston - Huntington, W.Va.	624,067	48
New Orleans, La.	617,583	49
Jacksonville, Fla.	616,463	50
Oklahoma City, Okla.	612,984	51
Norfolk - Portsmouth - Newport News - Hampton, Va.	589,662	52
Wichita - Hutchinson, Kans.	553,022	53
Lexington, Ky.	542,906	54
Omaha, Neb.	536,711	55
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	532,181	56
Albany - Schenectady - Troy, N.Y.	531,267	57
Des Moines, Iowa	516,094	58
Knoxville, Tenn.	501,636	59
Mobile - Pensacola, Ala.-Fla.	493,308	60
Springfield - Decatur - Champaign, Ill.	489,695	61
San Antonio, Tex.	477,916	62
Green Bay - Appleton, Wisc.	466,416	63
Roanoke - Lynchburg, Va.	465,666	64
Fresno - Visalia, Calif.	462,820	65
Buffalo, N.Y.	452,495	66
Birmingham, Ala.	447,908	67
Wilkes-Barre - Scranton, Pa.	435,581	68
Madison, Wisc.	431,670	69
Tulsa, Okla.	418,873	70
South Bend - Elkhart, Ind.	413,123	71
Davenport - Rock Island - Moline, Iowa-Ill.	412,226	72
Portland - Poland Spring, Maine	403,481	73
Little Rock, Ark.	391,340	74
Columbia, S.C.	378,801	75
Shreveport - Texarkana, La.-Tex.-Ark.	375,424	76
Rochester, N.Y.	368,872	77
Tucson, Ariz.	366,784	78
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	364,906	79
Chattanooga, Tenn.	358,220	80
Youngstown, Ohio	357,976	81
Sioux Falls - Mitchell, S.D.	330,063	82
Cedar Rapids - Waterloo - Dubuque, Iowa	325,491	83
Lincoln - Hastings - Kearney, Neb.	324,115	84
Lansing, Mich.	320,997	85
Ft. Wayne, Ind.	314,680	86
Syracuse, N.Y.	308,934	87
Spokane, Wash.	307,026	88
Jackson, Miss.	303,876	89
Johnstown - Altoona, Pa.	293,409	90
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	293,004	91
Burlington - Plattsburgh, Vt.-N.Y.	290,394	92
Evansville, Ind.	288,804	93
Fargo, N.D.	286,006	94
Las Vegas, Nev.	285,272	95
Springfield, Mass.	280,641	96
Peoria - Bloomington, Ill.	270,092	97
Reno, Nev.	269,073	98
Austin, Tex.	259,311	99
Duluth - Superior, Minn.-Wisc.	258,128	100
Colorado Springs - Pueblo, Colo.	255,516	101
Savannah, Ga.	251,975	102
Ft. Myers - Naples, Fla.	249,489	103
Springfield, Mo.	240,952	104
Huntsville - Decatur - Florence, Ala.	239,319	105
La Crosse - Eau Claire, Wisc.	238,955	106
Montgomery - Selma, Ala.	237,449	107
Bristol - Kingsport - Johnson City, Tenn.	234,401	108
Charleston, S.C.	224,994	109
Baton Rouge, La.	223,635	110
Bakersfield, Calif.	219,191	111
Chico - Redding, Calif.	218,800	112
Minot - Bismarck - Dickinson, N.D.	215,627	113
Sioux City, Iowa	215,214	114
Terre Haute, Ind.	214,731	115
Rockford, Ill.	214,355	116
Salinas - Monterey, Calif.	212,447	117
Rochester - Mason City - Austin, Minn.-Iowa	209,415	118
Corpus Christi, Tex.	205,880	119
Traverse City - Cadillac, Mich.	204,089	120
El Paso, Tex.	201,276	121
Boise, Ida.	200,534	122
Eugene, Ore.	199,030	123
Yakima, Wash.	198,841	124
Tallahassee - Thomasville, Fla.-Ga.	195,966	125
Wheeling - Steubenville, W.Va.-Ohio	193,944	126
Augusta, Ga.	191,416	127
Wausau - Rhinelander, Wisc.	188,513	128
Erie, Pa.	188,330	129
Macon, Ga.	187,323	130
Waco - Temple - Bryan, Tex.	184,255	131
Topeka, Kans.	178,904	132
Amarillo, Tex.	176,592	133
Albany, Ga.	169,766	134
Odessa - Midland, Tex.	163,126	135
Florence, S.C.	162,753	136
Beaumont - Port Arthur, Tex.	161,906	137
Columbus, Ga.	160,320	138
Greenville - New Bern - Washington, N.C.	158,473	139
Columbus - Tupelo, Miss.	156,271	140
Lafayette, La.	155,349	141
Joplin - Pittsburg, Mo.-Kans.	154,148	142
Bluefield - Beckley - Oak Hill, W.Va.	151,811	143
Columbia - Jefferson City, Mo.	148,702	144
Medford, Ore.	147,125	145
Binghamton, N.Y.	141,417	146
Clarksburg - Weston, W.Va.	139,429	147
Ft. Smith, Ark.	133,534	148
Idaho Falls - Pocatello, Ida.	133,367	149
Wilmington, N.C.	132,728	150
Wichita Falls - Lawton, Tex.-Okla.	131,835	151
Tyler - Longview, Tex.	131,412	152
Bangor, Maine	130,546	153
Billings - Hardin, Mont.	126,914	154
Rapid City, S.D.	116,344	155
Salisbury, Md.	114,400	156
Abilene - Sweetwater, Tex.	110,931	157
Quincy - Hannibal, Ill.-Mo.	106,866	158
McAllen - Brownsville, Tex.	100,350	159
Dothan, Ala.	98,701	160
Missoula, Mont.	97,932	161
Monroe - El Dorado, La.-Ark.	97,584	162
Gainesville, Fla.	95,931	163
El Centro - Yuma, Calif.-Ariz.	91,064	164
Lima, Ohio	86,651	165
Cheyenne - Scottsbluff, Wyo.-Neb.	83,106	166
Flagstaff, Ariz.	76,210	167
Grand Junction - Durango, Colo.	76,125	168
Panama City, Fla.	74,341	169
Utica, N.Y.	73,181	170
Laurel - Hattiesburg, Miss.	72,799	171
Elmira, N.Y.	72,785	172
St. Joseph, Mo.	72,033	173
Greenwood - Greenville, Miss.	70,262	174
Biloxi - Gulfport - Pascagoula, Miss.	70,162	175
Butte, Mont.	69,901	176
Great Falls, Mont.	69,898	177
Bowling Green, Ky.	69,537	178
Casper - Riverton, Wyo.	67,905	179
Lubbock, Tex.	67,485	180
Palm Springs, Calif.	66,277	181
Tuscaloosa, Ala.	66,275	182
Marquette, Mich.	63,320	183
Lake Charles, La.	62,680	184
Eureka, Calif.	59,559	185
Meridian, Miss.	58,328	186
Lafayette, Ind.	56,970	187
North Platte, Neb.	53,887	188
Watertown - Carthage, N.Y.	52,267	189
Jackson, Tenn.	49,963	190
Charlottesville, Va.	48,703	191
Ardmore - Ada, Okla.	47,281	192
Alexandria, La.	43,604	193
San Angelo, Tex.	43,497	194
Twin Falls, Ida.	43,278	195
Parkersburg, W.Va.	41,452	196
Victoria, Tex.	41,059	197
Hagerstown, Md.	40,125	198
Presque Isle, Maine	38,367	199
Zanesville, Ohio	35,593	200
Mankato, Minn.	32,033	201
Bend, Ore.	31,962	202
Jonesboro, Ark.	31,425	203
Harrisonburg, Va.	31,320	204
Anniston, Ala.	30,207	205
Ottumwa - Kirksville, Iowa-Mo.	28,800	206
Laredo, Tex.	26,954	207
Helena, Mont.	24,113	208
Alpena, Mich.	17,735	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

BUILDING MATERIALS & HARDWARE STORE SALES

ADI	($000)	Rank
New York, N.Y.	5,521,197	1
Los Angeles, Calif.	4,092,097	2
Chicago, Ill.	2,764,150	3
Boston, Mass.	2,563,870	4
San Francisco - Oakland - San Jose, Calif.	2,317,601	5
Philadelphia, Pa.	2,296,714	6
Detroit, Mich.	1,747,004	7
Houston, Tex.	1,615,597	8
Dallas - Ft. Worth, Tex.	1,607,934	9
Minneapolis - St. Paul, Minn.	1,496,518	10
Washington, D.C.	1,496,119	11
Atlanta, Ga.	1,455,891	12
Seattle - Tacoma, Wash.	1,274,541	13
St. Louis, Mo.	1,218,584	14
Cleveland, Ohio	1,201,342	15
Sacramento - Stockton, Calif.	1,122,473	16
Tampa - St. Petersburg (sarasota), Fla.	1,045,943	17
Baltimore, Md.	959,812	18
Hartford - New Haven, Conn.	895,715	19
Miami, Fla.	890,187	20
Pittsburgh, Pa.	873,109	21
Phoenix, Ariz.	855,498	22
Orlando - Daytona Beach - Melbourne, Fla.	853,521	23
Denver, Colo.	820,460	24
Indianapolis, Ind.	819,327	25
Oklahoma City, Okla.	785,910	26
Kansas City, Mo.	738,472	27
San Diego, Calif.	735,378	28
Charlotte, N.C.	716,144	29
Grand Rapids - Kalamazoo - Battle Creek, Mich.	697,535	30
Greenville - Spartanburg - Asheville, S.C.-N.C.	667,546	31
Milwaukee, Wisc.	639,477	32
Raleigh - Durham, N.C.	571,007	33
San Antonio, Tex.	570,389	34
Harrisburg - York - Lancaster - Lebanon, Pa.	567,397	35
New Orleans, La.	560,978	36
Portland, Ore.	560,268	37
Flint - Saginaw - Bay City, Mich.	538,519	38
Norfolk - Portsmouth - Newport News - Hampton, Va.	521,941	39
Cincinnati, Ohio	520,441	40
Albany - Schenectady - Troy, N.Y.	507,094	41
Salt Lake City, Utah	505,979	42
Austin, Tex.	485,548	43
Providence - New Bedford, R.I.-Mass.	484,899	44
Little Rock, Ark.	478,833	45
Wichita - Hutchinson, Kans.	472,144	46
Greensboro - Winston-Salem - High Point, N.C.	462,669	47
Albuquerque, N.M.	461,863	48
Louisville, Ky.	461,601	49
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	454,773	50
Nashville, Tenn.	450,605	51
Charleston - Huntington, W.Va.	446,596	52
Columbus, Ohio	445,299	53
Portland - Poland Spring, Maine	434,164	54
Richmond, Va.	432,238	55
Burlington - Plattsburgh, Vt.-N.Y.	429,333	56
Tulsa, Okla.	404,669	57
Buffalo, N.Y.	402,217	58
Wilkes-Barre - Scranton, Pa.	401,917	59
Green Bay - Appleton, Wisc.	399,922	60
Omaha, Neb.	387,615	61
Fresno - Visalia, Calif.	377,312	62
Springfield - Decatur - Champaign, Ill.	376,799	63
Memphis, Tenn.	372,957	64
Dayton, Ohio	367,634	65
Knoxville, Tenn.	357,875	66
Shreveport - Texarkana, La.-Tex.-Ark.	353,511	67
Mobile - Pensacola, Ala.-Fla.	349,131	68
Toledo, Ohio	348,024	69
Syracuse, N.Y.	344,663	70
Des Moines, Iowa	340,243	71
Baton Rouge, La.	335,840	72
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	333,730	73
Roanoke - Lynchburg, Va.	332,270	74
Jacksonville, Fla.	325,726	75
Lafayette, La.	311,447	76
Lexington, Ky.	308,700	77
Odessa - Midland, Tex.	307,575	78
Evansville, Ind.	303,502	79
Springfield, Mo.	298,294	80
Lincoln - Hastings - Kearney, Neb.	297,548	81
South Bend - Elkhart, Ind.	296,043	82
Rochester, N.Y.	295,844	83
Madison, Wisc.	291,190	84
Cedar Rapids - Waterloo - Dubuque, Iowa	289,977	85
Sioux Falls - Mitchell, S.D.	286,985	86
Las Vegas, Nev.	285,857	87
Johnstown - Altoona, Pa.	284,462	88
Birmingham, Ala.	282,524	89
Salinas - Monterey, Calif.	278,940	90
Fargo, N.D.	278,148	91
Columbia, S.C.	272,586	92
Spokane, Wash.	270,299	93
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	265,557	94
Ft. Myers - Naples, Fla.	264,009	95
McAllen - Brownsville, Tex.	258,346	96
Huntsville - Decatur - Florence, Ala.	255,518	97
Springfield, Mass.	254,206	98
Bristol - Kingsport - Johnson City, Tenn.	252,288	99
Tucson, Ariz.	251,160	100
Youngstown, Ohio	248,221	101
Davenport - Rock Island - Moline, Iowa-Ill.	247,691	102
Traverse City - Cadillac, Mich.	247,431	103
Waco - Temple - Bryan, Tex.	244,494	104
Reno, Nev.	241,079	105
La Crosse - Eau Claire, Wisc.	235,515	106
Lansing, Mich.	232,864	107
Amarillo, Tex.	225,811	108
Chico - Redding, Calif.	222,734	109
Duluth - Superior, Minn.-Wisc.	222,086	110
Ft. Wayne, Ind.	221,825	111
Ft. Smith, Ark.	219,868	112
Corpus Christi, Tex.	212,657	113
Greenville - New Bern - Washington, N.C.	210,540	114
Tyler - Longview, Tex.	204,665	115
Terre Haute, Ind.	202,786	116
Wausau - Rhinelander, Wisc.	201,371	117
Minot - Bismarck - Dickinson, N.D.	200,685	118
Savannah, Ga.	198,141	119
Peoria - Bloomington, Ill.	192,421	120
Wilmington, N.C.	191,908	121
Chattanooga, Tenn.	191,526	122
Rochester - Mason City - Austin, Minn.-Iowa	188,035	123
Colorado Springs - Pueblo, Colo.	187,348	124
Florence, S.C.	187,016	125
Beaumont - Port Arthur, Tex.	182,492	126
Wichita Falls - Lawton, Tex.-Okla.	175,656	127
El Paso, Tex.	174,459	128
Sioux City, Iowa	172,561	129
Jackson, Miss.	170,036	130
Tallahassee - Thomasville, Fla.-Ga.	168,525	131
Charleston, S.C.	165,780	132
Bakersfield, Calif.	163,211	133
Bangor, Maine	160,810	134
Salisbury, Md.	160,598	135
Rockford, Ill.	158,313	136
Abilene - Sweetwater, Tex.	152,160	137
Monroe - El Dorado, La.-Ark.	149,824	138
Yakima, Wash.	147,254	139
Columbia - Jefferson City, Mo.	145,322	140
Augusta, Ga.	142,602	141
Montgomery - Selma, Ala.	137,906	142
Lubbock, Tex.	137,615	143
Lake Charles, La.	136,882	144
Bluefield - Beckley - Oak Hill, W.Va.	134,390	145
Topeka, Kans.	133,823	146
Boise, Ida.	133,780	147
Eugene, Ore.	133,244	148
Erie, Pa.	129,395	149
Medford, Ore.	128,522	150
Joplin - Pittsburg, Mo.-Kans.	127,658	151
Albany, Ga.	126,975	152
Binghamton, N.Y.	120,922	153
Columbus, Ga.	119,408	154
Macon, Ga.	118,017	155
Quincy - Hannibal, Ill.-Mo.	113,133	156
Wheeling - Steubenville, W.Va.-Ohio	110,071	157
Clarksburg - Weston, W.Va.	106,991	158
Columbus - Tupelo, Miss.	94,753	159
Utica, N.Y.	93,868	160
Dothan, Ala.	92,766	161
Eureka, Calif.	92,418	162
San Angelo, Tex.	92,179	163
Idaho Falls - Pocatello, Ida.	88,536	164
Elmira, N.Y.	84,954	165
Gainesville, Fla.	81,742	166
Rapid City, S.D.	81,343	167
Alexandria, La.	79,852	168
El Centro - Yuma, Calif.-Ariz.	79,071	169
Missoula, Mont.	76,791	170
Billings - Hardin, Mont.	75,939	171
Watertown - Carthage, N.Y.	75,346	172
Laurel - Hattiesburg, Miss.	75,265	173
Jonesboro, Ark.	74,320	174
Palm Springs, Calif.	72,176	175
Laredo, Tex.	69,896	176
Hagerstown, Md.	69,344	177
Charlottesville, Va.	66,821	178
Jackson, Tenn.	66,157	179
Grand Junction - Durango, Colo.	64,165	180
Panama City, Fla.	63,087	181
Harrisonburg, Va.	55,114	182
Great Falls, Mont.	52,454	183
Lafayette, Ind.	51,227	184
Ardmore - Ada, Okla.	50,155	185
Butte, Mont.	50,139	186
Marquette, Mich.	48,148	187
Meridian, Miss.	46,614	188
Victoria, Tex.	46,401	189
Biloxi - Gulfport - Pascagoula, Miss.	44,327	190
Lima, Ohio	43,995	191
Cheyenne - Scottsbluff, Wyo.-Neb.	42,702	192
Greenwood - Greenville, Miss.	41,591	193
St. Joseph, Mo.	41,111	194
Zanesville, Ohio	40,141	195
Flagstaff, Ariz.	39,780	196
Bowling Green, Ky.	36,662	197
Presque Isle, Maine	36,405	198
Parkersburg, W.Va.	36,170	199
Tuscaloosa, Ala.	34,494	200
Casper - Riverton, Wyo.	33,006	201
Mankato, Minn.	32,155	202
Twin Falls, Ida.	29,362	203
Anniston, Ala.	27,562	204
Bend, Ore.	26,792	205
Ottumwa - Kirksville, Iowa-Mo.	24,650	206
North Platte, Neb.	22,595	207
Alpena, Mich.	14,995	208
Helena, Mont.	12,948	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

DRUGSTORE SALES

ADI	($000)	Rank
New York, N.Y.	4,150,978	1
Los Angeles, Calif.	3,655,441	2
Chicago, Ill.	2,653,953	3
San Francisco - Oakland - San Jose, Calif.	2,050,570	4
Philadelphia, Pa.	1,799,784	5
Boston, Mass.	1,501,095	6
Detroit, Mich.	1,490,113	7
Washington, D.C.	1,444,284	8
Miami, Fla.	1,240,235	9
Atlanta, Ga.	1,039,560	10
Cleveland, Ohio	1,035,533	11
Seattle - Tacoma, Wash.	916,844	12
Sacramento - Stockton, Calif.	911,476	13
Dallas - Ft. Worth, Tex.	830,841	14
Houston, Tex.	811,856	15
Tampa - St. Petersburg (sarasota), Fla.	804,167	16
Minneapolis - St. Paul, Minn.	679,101	17
Phoenix, Ariz.	664,778	18
Pittsburgh, Pa.	659,459	19
Baltimore, Md.	627,883	20
Indianapolis, Ind.	609,719	21
San Diego, Calif.	602,956	22
Orlando - Daytona Beach - Melbourne, Fla.	559,235	23
Hartford - New Haven, Conn.	539,717	24
St. Louis, Mo.	521,160	25
Charlotte, N.C.	516,653	26
New Orleans, La.	505,595	27
Cincinnati, Ohio	503,369	28
Raleigh - Durham, N.C.	489,100	29
Greenville - Spartanburg - Asheville, S.C.-N.C.	467,266	30
Louisville, Ky.	458,483	31
Buffalo, N.Y.	423,347	32
Nashville, Tenn.	418,423	33
Memphis, Tenn.	418,398	34
Fresno - Visalia, Calif.	411,413	35
Providence - New Bedford, R.I.-Mass.	407,419	36
Milwaukee, Wisc.	393,316	37
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	391,518	38
Denver, Colo.	390,299	39
Richmond, Va.	376,611	40
Kansas City, Mo.	369,473	41
Greensboro - Winston-Salem - High Point, N.C.	367,538	42
Norfolk - Portsmouth - Newport News - Hampton, Va.	367,312	43
Portland, Ore.	361,646	44
Columbus, Ohio	355,110	45
Charleston - Huntington, W.Va.	353,618	46
Albany - Schenectady - Troy, N.Y.	333,746	47
Birmingham, Ala.	325,080	48
Mobile - Pensacola, Ala.-Fla.	321,557	49
Wilkes-Barre - Scranton, Pa.	320,417	50
Jacksonville, Fla.	312,100	51
Harrisburg - York - Lancaster - Lebanon, Pa.	303,206	52
Roanoke - Lynchburg, Va.	281,227	53
Toledo, Ohio	280,335	54
Flint - Saginaw - Bay City, Mich.	276,666	55
Syracuse, N.Y.	273,636	56
Grand Rapids - Kalamazoo - Battle Creek, Mich.	271,372	57
Oklahoma City, Okla.	268,177	58
Rochester, N.Y.	256,890	59
Albuquerque, N.M.	255,386	60
Lexington, Ky.	255,334	61
Knoxville, Tenn.	254,566	62
Dayton, Ohio	248,989	63
Springfield - Decatur - Champaign, Ill.	221,233	64
Jackson, Miss.	212,582	65
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	206,574	66
Tucson, Ariz.	205,938	67
Salt Lake City, Utah	203,791	68
Shreveport - Texarkana, La.-Tex.-Ark.	198,633	69
San Antonio, Tex.	184,964	70
Wichita - Hutchinson, Kans.	182,825	71
Portland - Poland Spring, Maine	182,202	72
Little Rock, Ark.	181,895	73
Bristol - Kingsport - Johnson City, Tenn.	178,683	74
Omaha, Neb.	177,086	75
Spokane, Wash.	176,161	76
South Bend - Elkhart, Ind.	175,548	77
Davenport - Rock Island - Moline, Iowa-Ill.	172,553	78
Evansville, Ind.	168,534	79
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	167,360	80
Columbia, S.C.	166,891	81
Salinas - Monterey, Calif.	166,571	82
Springfield, Mass.	159,170	82
Chattanooga, Tenn.	158,345	84
Ft. Myers - Naples, Fla.	156,782	85
Des Moines, Iowa	156,583	86
Huntsville - Decatur - Florence, Ala.	153,367	87
Youngstown, Ohio	150,508	88
Burlington - Plattsburgh, Vt.-N.Y.	149,050	89
Savannah, Ga.	145,774	90
Chico - Redding, Calif.	145,397	91
Las Vegas, Nev.	144,897	92
Tulsa, Okla.	144,892	93
Montgomery - Selma, Ala.	144,874	94
Baton Rouge, La.	144,135	95
Reno, Nev.	144,027	96
Johnstown - Altoona, Pa.	140,531	97
Madison, Wisc.	139,949	98
Sioux Falls - Mitchell, S.D.	139,600	99
Lafayette, La.	139,062	100
Augusta, Ga.	137,826	101
Ft. Wayne, Ind.	136,214	102
Cedar Rapids - Waterloo - Dubuque, Iowa	135,609	103
Austin, Tex.	131,263	104
Green Bay - Appleton, Wisc.	128,030	105
Florence, S.C.	122,478	106
Macon, Ga.	122,424	107
Tallahassee - Thomasville, Fla.-Ga.	120,378	108
Yakima, Wash.	118,827	109
Bluefield - Beckley - Oak Hill, W.Va.	116,929	110
Greenville - New Bern - Washington, N.C.	115,921	111
Peoria - Bloomington, Ill.	114,784	112
Binghamton, N.Y.	114,363	113
Charleston, S.C.	114,331	114
Lincoln - Hastings - Kearney, Neb.	112,158	115
Bakersfield, Calif.	99,702	116
Columbus, Ga.	98,977	117
Lansing, Mich.	95,244	118
Tyler - Longview, Tex.	94,706	119
Wilmington, N.C.	94,680	120
Columbus - Tupelo, Miss.	94,070	121
Monroe - El Dorado, La.-Ark.	90,247	122
Eugene, Ore.	90,149	123
Fargo, N.D.	89,895	124
Springfield, Mo.	87,943	125
Beaumont - Port Arthur, Tex.	85,513	126
Medford, Ore.	84,746	127
Wheeling - Steubenville, W.Va.-Ohio	84,003	128
Colorado Springs - Pueblo, Colo.	83,148	129
Utica, N.Y.	82,706	130
Watertown - Carthage, N.Y.	82,517	131
Abilene - Sweetwater, Tex.	81,429	132
Waco - Temple - Bryan, Tex.	80,806	133
Duluth - Superior, Minn. Wisc.	79,951	134
Albany, Ga.	79,454	135
Clarksburg - Weston, W.Va.	78,880	136
Erie, Pa.	78,719	137
Amarillo, Tex.	77,631	138
Rochester - Mason City - Austin, Minn.-Iowa	77,520	139
Terre Haute, Ind.	77,459	140
McAllen - Brownsville, Tex.	76,034	141
Rockford, Ill.	75,170	142
Odessa - Midland, Tex.	74,957	143
El Paso, Tex.	72,531	144
Minot - Bismarck - Dickinson, N.D.	70,683	145
Topeka, Kans.	70,288	146
Eureka, Calif.	68,750	147
Wichita Falls - Lawton, Tex.-Okla.	68,693	148
Corpus Christi, Tex.	67,723	149
Laurel - Hattiesburg, Miss.	65,595	150
Traverse City - Cadillac, Mich.	64,787	151
La Crosse - Eau Claire, Wisc.	64,513	152
Sioux City, Iowa	63,237	153
Salisbury, Md.	62,985	154
Ft. Smith, Ark.	61,918	155
Boise, Ida.	61,661	156
El Centro - Yuma, Calif.-Ariz.	61,595	157
Bangor, Maine	58,820	158
Elmira, N.Y.	58,159	159
Biloxi - Gulfport - Pascagoula, Miss.	56,786	160
Dothan, Ala.	55,230	161
Lake Charles, La.	53,798	162
Lubbock, Tex.	51,935	163
Wausau - Rhinelander, Wisc.	51,026	164
Greenwood - Greenville, Miss.	47,575	165
Quincy - Hannibal, Ill.-Mo.	46,685	166
Joplin - Pittsburg, Mo.-Kans.	46,337	167
Columbia - Jefferson City, Mo.	45,949	168
Panama City, Fla.	45,641	169
Idaho Falls - Pocatello, Ida.	44,538	170
Alexandria, La.	43,748	171
Palm Springs, Calif.	43,601	172
Meridian, Miss.	42,255	173
Rapid City, S.D.	40,307	174
Butte, Mont.	36,987	175
Gainesville, Fla.	36,609	176
Charlottesville, Va.	36,313	177
Jonesboro, Ark.	35,068	178
Bowling Green, Ky.	34,852	179
Jackson, Tenn.	34,186	180
Hagerstown, Md.	34,182	181
Tuscaloosa, Ala.	33,519	182
Billings - Hardin, Mont.	33,500	183
Great Falls, Mont.	30,178	184
Missoula, Mont.	29,137	185
Lafayette, Ind.	28,434	186
Harrisonburg, Va.	27,954	187
Grand Junction - Durango, Colo.	27,386	188
Ardmore - Ada, Okla.	25,693	189
Anniston, Ala.	25,543	190
Lima, Ohio	24,953	191
Parkersburg, W.Va.	23,877	192
Flagstaff, Ariz.	21,330	193
San Angelo, Tex.	21,244	194
Mankato, Minn.	20,103	195
Marquette, Mich.	19,641	196
Laredo, Tex.	19,285	197
Bend, Ore.	18,648	198
St. Joseph, Mo.	17,202	199
Presque Isle, Maine	15,224	200
Zanesville, Ohio	14,666	201
Twin Falls, Ida.	13,675	202
Casper - Riverton, Wyo.	12,108	203
North Platte, Neb.	11,027	204
Cheyenne - Scottsbluff, Wyo.-Neb.	9,745	205
Victoria, Tex.	9,367	206
Helena, Mont.	8,757	207
Ottumwa - Kirksville, Iowa-Mo.	6,143	208
Alpena, Mich.	5,253	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

SECTION 19
Retail Sales By Store Group For Television Markets (ADIs)

Total Retail Sales
Food Stores
Supermarkets
Eating And Drinking Places
General Merchandise Stores
Department Stores
Apparel And Accessories Stores
Furniture/Home Furnishings/Appliance Stores
Furniture And Home Furnishings Stores
Automotive Dealers
Gasoline Service Stations
Building Materials And Hardware Dealers
Drug Stores

EXPLANATION OF TERMS

An explanation of terms used in the **Survey Of Buying Power Data Service** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10. A listing of the county makeup of each Television Market will be found starting on page A-11.

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South Carolina	19–7
South Dakota	19–7
Tennessee	19–7
Texas	19–7
Utah	19–8
Vermont	19–8
Virginia	19–8
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1989 SURVEY OF BUYING POWER DATA SERVICE

TELEVISION MARKETS [ADIs]: 1988 RETAIL SALES BY STORE GROUP

S&MM ESTIMATES S&MM/ARBITRON TV MARKET (ADI)	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
		Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
ALABAMA													
ANNISTON	512,442	95,999	93,952	34,484	71,428	62,908	28,215	26,512	15,793	129,101	30,207	27,562	25,543
BIRMINGHAM	7,113,396	1,458,929	1,423,206	561,093	820,428	619,986	442,663	338,563	184,410	1,888,689	447,908	282,524	325,080
DOTHAN	1,521,046	278,145	268,787	102,779	170,550	103,881	60,221	77,861	54,050	444,644	98,701	92,766	55,230
HUNTSVILLE - DECATUR - FLORENCE	4,266,932	753,796	734,082	324,023	544,401	425,142	195,065	247,369	138,277	1,211,629	239,319	255,518	153,367
MOBILE - PENSACOLA	7,484,668	1,517,685	1,469,534	667,578	1,033,964	793,295	234,614	400,923	225,446	1,854,861	493,308	349,131	321,557
MONTGOMERY - SELMA	3,003,510	558,198	543,271	226,742	360,856	238,732	146,170	116,188	73,748	802,956	237,449	137,906	144,874
TUSCALOOSA	841,501	184,408	175,714	72,167	113,031	93,841	44,303	27,971	14,554	198,538	66,275	34,494	33,519
ARIZONA													
FLAGSTAFF	631,594	149,720	144,496	85,891	79,889	33,176	16,904	21,107	10,296	90,467	76,210	39,780	21,330
PHOENIX	17,954,468	4,140,060	3,996,596	1,796,015	1,827,614	1,524,072	671,535	949,025	482,097	4,305,226	1,247,890	855,498	664,778
TUCSON	4,924,284	1,068,957	1,017,972	472,258	657,851	571,230	233,493	243,545	109,315	1,058,927	366,784	251,160	205,938
ARKANSAS													
FT. SMITH	2,500,372	573,157	554,936	180,838	427,019	389,295	84,806	96,072	55,939	527,050	133,534	219,868	61,918
JONESBORO	921,378	217,490	210,972	68,776	142,964	123,326	44,463	32,222	17,478	179,401	31,425	74,320	35,068
LITTLE ROCK	6,962,390	1,589,271	1,544,724	477,537	1,040,972	903,813	329,417	274,716	167,414	1,610,753	391,340	478,833	181,895
CALIFORNIA													
BAKERSFIELD	2,554,675	647,015	615,380	264,582	206,724	164,630	106,213	123,805	68,413	541,024	219,191	163,211	99,702
CHICO - REDDING	2,465,142	631,875	594,310	237,080	211,411	155,450	88,735	102,565	47,911	402,833	218,800	222,734	145,397
EL CENTRO - YUMA	1,268,955	321,848	317,666	93,973	149,333	113,143	60,903	48,903	33,676	291,834	91,064	79,071	61,595
EUREKA	946,591	259,927	253,199	86,865	45,945	31,553	47,317	38,206	17,664	145,406	59,559	92,418	68,750
FRESNO - VISALIA	6,903,399	1,583,519	1,510,522	628,193	747,881	638,192	288,333	341,675	174,684	1,447,040	462,820	377,312	411,413
LOS ANGELES	93,261,104	17,851,980	16,579,453	10,754,743	9,732,314	8,826,661	5,536,253	6,582,710	2,877,408	20,126,622	5,699,227	4,092,097	3,655,441
PALM SPRINGS	1,120,214	275,705	262,642	112,851	117,862	103,487	48,811	56,501	31,564	247,695	66,277	72,176	43,601
SACRAMENTO - STOCKTON	16,649,057	3,578,687	3,390,861	1,719,107	1,771,336	1,540,164	703,740	1,105,295	516,232	3,294,172	1,017,461	1,122,473	911,476
SALINAS - MONTEREY	3,593,594	729,937	667,447	430,275	314,409	274,235	206,117	216,514	97,918	668,549	212,447	278,940	166,571
SAN DIEGO	16,135,201	3,150,221	2,920,144	1,940,387	1,702,102	1,546,392	937,133	1,093,031	515,181	3,599,715	983,811	735,378	602,956
SAN FRANCISCO - OAKLAND - SAN JOSE	46,355,052	8,797,651	7,970,547	5,599,351	5,084,787	4,484,005	2,886,683	3,206,379	1,386,784	8,300,774	2,338,787	2,317,601	2,050,570
SANTA BARBARA - SANTA MARIA - SAN LUIS OBISPO	4,263,631	917,445	849,355	520,285	301,252	255,337	208,823	231,578	112,425	678,759	293,004	265,557	206,574
COLORADO													
COLORADO SPRINGS - PUEBLO	3,598,115	712,490	684,413	358,206	465,140	402,936	141,961	191,796	98,878	813,513	255,516	187,348	83,148
DENVER	17,787,305	3,753,724	3,604,910	2,046,617	2,110,290	1,771,781	784,340	888,849	429,235	3,639,051	1,326,925	820,460	390,299
GRAND JUNCTION - DURANGO	980,104	220,456	211,788	131,444	99,441	84,553	34,660	40,656	21,037	189,233	76,125	64,165	27,386
CONNECTICUT													
HARTFORD - NEW HAVEN	19,147,579	3,633,289	3,401,186	2,036,018	1,960,168	1,779,278	1,034,839	988,157	494,806	4,441,796	1,104,745	895,715	539,717

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TELEVISION MARKETS [ADIs]: 1988 RETAIL SALES BY STORE GROUP

S&MM ESTIMATES S&MM/ARBITRON TV MARKET (ADI)	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
		Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
DISTRICT OF COLUMBIA													
WASHINGTON	35,495,092	6,571,621	6,118,349	3,626,658	3,985,153	3,471,765	1,878,030	2,341,925	1,118,983	8,198,688	2,290,810	1,496,119	1,444,284
FLORIDA													
FT. MYERS - NAPLES	4,390,427	1,015,770	971,745	387,083	383,956	311,578	157,216	380,493	252,499	1,018,036	249,489	264,009	156,782
GAINESVILLE	1,473,456	358,209	340,104	150,714	164,231	133,991	52,172	60,256	21,539	334,022	95,931	81,742	36,609
JACKSONVILLE	7,624,318	1,484,808	1,399,880	703,549	793,965	621,410	303,355	346,830	199,505	1,960,840	616,463	325,726	312,100
MIAMI	27,953,663	4,739,243	4,270,831	2,691,974	2,765,616	2,370,128	1,660,158	1,744,021	917,819	7,648,098	1,572,585	890,187	1,240,235
ORLANDO - DAYTONA BEACH - MELBOURNE	15,723,778	3,234,679	3,064,428	1,543,163	1,739,099	1,443,270	481,323	746,758	368,965	4,197,880	1,010,105	853,521	559,235
PANAMA CITY	1,216,090	245,059	236,432	135,610	141,159	104,688	39,615	53,213	29,061	306,291	74,341	63,087	45,641
TALLAHASSEE - THOMASVILLE	2,954,416	667,893	645,206	254,626	367,178	277,272	115,433	172,527	73,084	617,485	195,966	168,525	120,378
TAMPA - ST. PETERSBURG (SARASOTA)	22,232,750	4,994,222	4,729,668	2,100,753	2,492,750	2,103,996	672,150	1,379,205	706,379	5,469,812	1,278,675	1,045,943	804,167
WEST PALM BEACH - FT. PIERCE - VERO BEACH	9,844,568	2,034,597	1,913,784	909,768	990,864	854,694	504,414	764,806	473,241	2,435,557	532,181	454,773	391,518
GEORGIA													
ALBANY	2,228,186	501,315	485,682	167,361	248,777	150,000	95,723	109,178	63,727	515,384	169,766	126,975	79,454
ATLANTA	26,724,039	4,914,673	4,699,188	2,722,449	3,219,193	2,828,431	1,139,833	1,415,816	747,853	6,530,872	1,805,334	1,455,891	1,039,560
AUGUSTA	2,931,851	678,063	663,963	216,284	333,601	229,446	147,435	169,913	104,472	690,493	191,416	142,602	137,826
COLUMBUS	2,544,100	503,551	490,812	199,740	276,097	215,811	93,299	149,395	82,312	674,495	160,320	119,408	98,977
MACON	2,917,510	637,566	621,959	220,777	360,507	266,321	111,432	150,449	90,091	781,660	187,323	118,017	122,424
SAVANNAH	3,791,994	830,360	805,372	358,079	348,514	254,803	194,707	250,382	168,301	881,517	251,975	198,141	145,774
IDAHO													
BOISE	2,263,529	502,634	491,210	236,263	236,372	175,054	87,159	101,791	60,418	547,991	200,534	133,780	61,661
IDAHO FALLS - POCATELLO	1,457,363	330,724	321,440	118,613	155,676	110,271	55,794	63,656	27,256	349,060	133,367	88,536	44,538
TWIN FALLS	462,770	85,828	83,536	33,601	47,060	29,112	22,193	24,604	10,666	128,186	43,278	29,362	13,675
ILLINOIS													
CHICAGO	57,287,464	10,163,803	9,414,150	5,339,621	6,422,625	5,688,671	3,631,864	3,502,266	1,762,459	11,966,648	3,771,569	2,764,150	2,653,953
PEORIA - BLOOMINGTON	3,489,740	664,061	629,481	297,201	433,022	369,981	153,465	190,314	100,802	871,336	270,092	192,421	114,784
QUINCY - HANNIBAL	1,651,006	383,215	366,072	130,446	205,777	150,905	66,730	68,067	37,405	406,513	136,866	113,133	46,685
ROCKFORD	2,547,742	512,557	484,149	212,475	287,516	251,271	89,177	141,724	78,098	635,514	214,355	158,313	75,170
SPRINGFIELD - DECATUR - CHAMPAIGN	5,856,158	1,148,005	1,104,965	515,806	747,766	621,549	286,186	310,642	143,511	1,262,503	489,695	376,799	221,233
INDIANA													
EVANSVILLE	4,661,773	977,167	947,097	379,601	546,107	449,146	239,456	229,384	119,317	1,148,196	288,804	303,502	168,534
FT. WAYNE	3,606,740	716,287	672,741	327,791	395,555	311,681	143,237	207,043	98,651	862,739	314,680	221,825	136,214
INDIANAPOLIS	15,190,419	2,721,715	2,604,950	1,368,766	1,649,883	1,497,573	662,760	758,511	365,753	4,005,331	1,407,731	819,327	609,719
LAFAYETTE	788,653	120,524	111,178	79,153	106,804	105,300	31,133	33,742	13,544	215,663	56,970	51,227	28,434
SOUTH BEND - ELKHART	4,833,521	906,034	853,406	409,820	514,433	421,414	175,305	228,333	104,125	1,373,172	413,123	296,043	175,548
TERRE HAUTE	2,548,261	513,403	493,698	183,539	249,506	177,136	113,604	89,944	41,184	602,710	214,731	202,786	77,459

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S&MM ESTIMATES

S&MM/ARBITRON TV MARKET (ADI)	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
		Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
IOWA													
CEDAR RAPIDS - WATERLOO - DUBUQUE	4,463,813	954,658	905,531	423,255	602,931	512,085	192,412	216,227	111,181	996,497	325,491	289,977	135,609
DAVENPORT - ROCK ISLAND - MOLINE	4,903,523	1,017,678	963,298	463,644	614,542	522,617	199,378	228,215	110,622	1,163,154	412,226	247,691	172,553
DES MOINES	6,066,048	1,428,801	1,381,968	565,632	712,753	549,914	260,273	291,031	146,630	1,385,954	516,094	340,243	156,583
OTTUMWA - KIRKSVILLE	355,870	88,235	85,245	35,003	29,200	15,306	12,538	9,301	5,317	86,399	28,800	24,650	6,143
SIOUX CITY	2,353,041	498,332	472,921	200,442	231,650	159,557	103,116	98,660	43,536	598,452	215,214	172,561	63,237
KANSAS													
TOPEKA	2,328,221	517,130	502,226	244,300	317,415	276,797	81,204	95,430	44,021	510,072	178,904	133,823	70,288
WICHITA - HUTCHINSON	7,020,422	1,442,507	1,386,333	634,712	810,609	624,620	347,267	312,241	145,145	1,820,093	553,022	472,144	182,825
KENTUCKY													
BOWLING GREEN	808,695	139,658	135,484	74,647	115,332	101,348	27,576	40,549	25,437	167,913	69,537	36,662	34,852
LEXINGTON	5,960,264	1,113,878	1,081,800	558,988	697,037	516,709	245,359	293,305	166,466	1,408,668	542,906	308,700	255,334
LOUISVILLE	9,447,907	1,776,459	1,687,428	912,563	1,153,257	966,226	382,123	507,207	256,221	2,181,073	803,872	461,601	458,483
PADUCAH - CAPE GIRARDEAU - HARRISBURG - MARION	4,874,897	1,002,619	965,817	344,849	574,419	464,257	183,946	215,478	110,707	1,269,921	364,906	333,730	167,360
LOUISIANA													
ALEXANDRIA	1,113,174	296,652	286,788	76,667	150,109	101,728	66,361	43,616	27,728	291,996	43,604	79,852	43,748
BATON ROUGE	4,231,012	1,104,159	1,070,291	350,472	544,538	434,752	171,316	220,925	94,068	859,193	223,635	335,840	144,135
LAFAYETTE	3,276,340	805,907	777,146	255,950	370,649	296,375	172,240	140,276	75,215	707,019	155,349	311,447	139,062
LAKE CHARLES	1,265,935	365,479	361,635	85,999	130,061	97,663	52,154	60,223	24,784	231,796	62,680	136,882	53,798
MONROE - EL DORADO	2,321,410	619,529	606,289	137,625	267,603	161,449	118,077	89,996	48,621	554,260	97,584	149,824	90,247
NEW ORLEANS	11,254,607	2,901,961	2,778,746	1,230,275	1,258,293	986,382	612,311	583,867	300,645	2,062,709	617,583	560,978	505,595
SHREVEPORT - TEXARKANA	5,586,945	1,373,080	1,328,867	371,834	699,623	525,539	252,125	257,755	149,761	1,235,145	375,424	353,511	198,633
MAINE													
BANGOR	2,120,176	474,904	454,637	192,114	177,446	120,810	66,350	75,121	35,812	507,246	130,546	160,810	58,820
PORTLAND - POLAND SPRING	7,345,536	1,429,609	1,357,995	732,216	566,844	439,868	249,182	211,678	122,897	1,667,628	403,481	434,164	182,202
PRESQUE ISLE	506,633	115,807	114,072	34,579	50,143	37,569	19,575	13,975	8,338	117,739	38,367	36,405	15,224
MARYLAND													
BALTIMORE	16,947,332	3,148,932	2,903,816	1,751,656	1,725,542	1,487,531	865,271	888,069	457,221	3,733,791	1,012,439	959,812	627,883
HAGERSTOWN	759,547	126,562	118,866	43,595	76,950	68,972	29,417	40,367	22,960	139,351	40,125	69,344	34,182
SALISBURY	1,911,992	350,904	330,504	252,348	156,303	114,889	106,282	108,329	69,795	375,873	114,600	160,598	62,985
MASSACHUSETTS													
BOSTON	48,184,289	8,751,293	7,871,343	5,822,531	4,688,259	3,962,107	2,581,484	2,388,971	1,366,758	10,790,154	2,535,196	2,563,870	1,501,095
SPRINGFIELD	4,880,114	1,034,912	944,118	527,243	518,476	432,013	256,621	234,100	103,005	1,024,808	280,641	254,206	159,170

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		Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
MICHIGAN													
ALPENA	201,832	43,092	40,080	14,740	21,482	16,968	9,906	10,056	4,592	47,479	17,735	14,995	5,253
DETROIT	32,818,541	5,919,353	5,345,493	3,005,171	3,862,678	3,588,062	1,802,449	1,945,241	898,065	8,080,051	2,364,266	1,747,004	1,490,113
FLINT - SAGINAW - BAY CITY	8,035,682	1,440,131	1,339,421	668,381	1,232,213	1,089,515	332,208	375,314	195,971	1,939,411	650,728	538,519	276,666
GRAND RAPIDS - KALAMAZOO - BATTLE CREEK	10,065,710	1,739,634	1,640,319	869,441	1,377,870	1,286,999	433,859	602,456	287,214	2,435,166	819,072	697,535	271,372
LANSING	3,987,513	751,146	712,481	345,543	612,500	572,355	157,885	229,396	95,831	939,201	320,997	232,864	95,244
MARQUETTE	653,040	182,310	174,941	50,818	44,227	20,923	21,776	27,638	18,325	132,759	63,320	48,148	19,641
TRAVERSE CITY - CADILLAC	2,444,604	575,436	547,323	238,829	195,395	155,823	102,837	90,641	45,406	518,949	204,089	247,431	64,787
MINNESOTA													
DULUTH - SUPERIOR	2,726,183	612,349	579,077	272,087	318,613	243,196	94,321	88,007	42,419	497,643	258,128	222,086	79,951
MANKATO	505,113	97,977	94,307	42,071	56,945	47,831	29,119	27,626	8,173	121,854	32,033	32,155	20,103
MINNEAPOLIS - ST. PAUL	26,178,954	4,584,245	4,295,784	2,585,648	3,648,237	3,119,964	1,084,982	1,016,358	486,245	5,972,268	2,092,912	1,496,518	679,101
ROCHESTER - MASON CITY - AUSTIN	2,573,657	514,382	487,276	210,450	289,570	235,561	109,762	106,392	43,688	632,959	209,415	188,055	77,520
MISSISSIPPI													
BILOXI - GULFPORT - PASCAGOULA	1,099,747	168,357	182,829	128,210	189,556	145,273	37,943	41,627	21,398	285,116	70,162	44,327	56,786
COLUMBUS - TUPELO	2,114,910	488,566	479,041	102,301	270,625	199,632	99,268	106,267	72,275	508,421	156,271	94,753	94,070
GREENWOOD - GREENVILLE	1,178,120	245,819	240,218	69,652	175,791	114,513	53,433	53,515	34,703	310,072	70,262	41,591	47,575
JACKSON	4,214,671	818,712	796,538	273,298	605,930	381,601	167,287	179,831	102,576	1,144,082	303,876	170,036	212,582
LAUREL - HATTIESBURG	1,327,015	283,787	275,348	90,866	198,059	108,352	64,362	66,435	26,249	314,303	72,799	75,265	65,595
MERIDIAN	878,574	195,396	191,006	54,776	132,969	79,445	28,408	33,134	24,005	210,576	58,328	46,614	42,255
MISSOURI													
COLUMBIA - JEFFERSON CITY	2,019,427	399,691	390,534	165,489	273,588	238,132	82,133	69,529	31,857	495,102	148,702	145,322	45,949
JOPLIN - PITTSBURG	1,873,208	413,928	396,273	160,552	264,431	221,037	69,983	64,800	36,376	445,571	154,148	127,658	46,337
KANSAS CITY	13,219,994	2,473,380	2,378,592	1,305,990	1,857,265	1,554,947	582,230	517,443	242,792	3,199,834	980,314	738,472	369,473
ST. JOSEPH	820,847	186,146	178,767	72,009	122,142	85,191	31,243	25,200	9,881	205,249	72,033	41,111	17,202
ST. LOUIS	19,635,975	3,714,814	3,484,142	1,926,984	2,782,540	2,469,103	875,330	883,890	417,438	4,684,534	1,634,399	1,218,584	521,140
SPRINGFIELD	3,865,076	861,985	832,900	335,453	555,565	484,007	119,779	134,304	77,892	919,756	240,952	298,294	87,943
MONTANA													
BILLINGS - HARDIN	1,362,703	318,808	309,606	143,611	154,483	92,909	53,007	54,729	27,322	292,102	126,914	75,939	33,500
BUTTE	703,188	160,038	150,879	82,737	42,630	27,965	22,656	31,879	13,430	140,918	69,901	50,139	36,987
GREAT FALLS	876,937	201,170	192,467	89,719	99,367	68,026	36,382	38,844	15,291	207,950	69,898	52,454	30,178
HELENA	304,054	80,267	76,944	33,611	33,368	20,256	7,609	14,805	9,547	47,304	24,113	12,948	8,757
MISSOULA	1,170,576	272,741	269,670	125,783	116,613	95,147	40,414	51,012	21,786	253,373	97,932	76,791	29,137
NEBRASKA													
LINCOLN - HASTINGS - KEARNEY	3,997,907	755,686	719,606	418,009	459,858	303,005	186,238	166,045	85,861	945,075	324,115	297,548	112,158
NORTH PLATTE	373,724	58,031	55,974	34,948	44,240	31,190	14,163	13,577	6,731	95,341	53,887	22,595	11,027
OMAHA	5,988,887	1,194,028	1,141,206	634,908	664,616	537,226	250,356	383,433	263,338	1,381,739	536,711	387,615	177,086

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TELEVISION MARKETS [ADIs]: 1988 RETAIL SALES BY STORE GROUP

S&MM ESTIMATES / S&MM/ARBITRON TV MARKET (ADI)	Total Retail Sales ($000)	Food Stores Total ($000)	Food Stores Supermarkets ($000)	Eating & Drinking Places Total ($000)	General Merchandise Stores Total ($000)	General Merchandise Stores Department Stores ($000)	Apparel & Accessories Stores Total ($000)	Furniture/Home Furnishings/Appliance Stores Total ($000)	Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000)	Automotive Dealers Total ($000)	Gasoline Service Stations Total ($000)	Bldg. Mtls. & Hardware Dealers Total ($000)	Drug-stores Total ($000)
NEVADA													
LAS VEGAS	4,818,945	1,028,729	985,988	566,033	538,175	482,541	240,223	210,015	88,045	1,065,229	285,273	285,857	144,897
RENO	3,432,387	719,724	697,094	342,049	376,573	336,342	119,636	135,124	71,736	732,434	269,073	241,079	144,927
NEW MEXICO													
ALBUQUERQUE	7,731,858	1,578,308	1,508,653	838,341	944,469	710,163	321,359	326,365	180,024	1,731,500	637,506	461,863	255,386
NEW YORK													
ALBANY - SCHENECTADY - TROY	9,502,606	2,262,175	2,126,199	746,639	795,904	656,088	478,203	488,902	238,000	2,156,584	531,267	507,094	333,746
BINGHAMTON	2,465,591	633,329	609,894	196,123	219,855	178,033	102,475	113,478	65,836	588,726	141,417	120,922	114,363
BUFFALO	9,489,753	2,530,781	2,330,309	956,123	937,011	779,546	496,725	482,907	243,929	2,149,298	452,495	402,217	423,347
ELMIRA	1,251,719	288,897	275,121	111,468	168,780	146,591	51,251	49,175	26,174	278,366	73,785	84,954	58,159
NEW YORK	135,461,674	28,477,449	24,903,245	13,539,670	13,626,356	11,730,090	9,881,160	10,486,714	5,539,046	25,289,140	5,826,874	5,521,197	4,150,978
ROCHESTER	6,572,697	1,542,094	1,463,554	627,743	627,701	565,231	272,834	410,565	194,934	1,669,321	368,872	295,844	256,890
SYRACUSE	6,340,458	1,578,708	1,457,607	589,971	536,039	461,667	343,383	356,791	173,249	1,558,440	308,934	344,663	273,636
UTICA	1,620,050	404,303	377,785	135,313	144,149	122,588	91,927	75,951	43,299	376,077	73,181	93,868	82,706
WATERTOWN - CARTHAGE	1,247,552	296,996	288,553	109,047	108,739	82,197	51,147	56,512	28,995	305,406	52,267	75,346	82,517
NORTH CAROLINA													
CHARLOTTE	12,518,207	2,838,624	2,759,634	1,009,883	1,330,030	1,013,787	645,168	752,882	443,640	3,032,778	700,735	716,144	516,653
GREENSBORO - WINSTON-SALEM - HIGH POINT	9,240,336	1,799,395	1,747,648	838,369	1,063,404	780,539	507,892	629,531	392,544	2,069,634	631,197	462,669	367,538
GREENVILLE - NEW BERN - WASHINGTON	3,235,972	695,962	678,357	269,561	377,381	235,026	130,224	184,287	110,665	845,798	158,473	210,540	115,921
RALEIGH - DURHAM	11,268,213	2,307,790	2,232,375	999,226	1,427,378	1,012,111	514,393	755,788	410,891	2,586,788	728,397	571,007	489,100
WILMINGTON	2,218,604	490,302	475,712	190,829	242,471	137,004	94,762	89,871	62,948	473,396	132,728	191,908	94,680
NORTH DAKOTA													
FARGO	3,508,383	624,451	592,545	312,696	379,769	286,285	139,718	146,378	75,835	944,973	286,006	278,148	89,895
MINOT - BISMARCK - DICKINSON	2,454,153	485,873	462,002	209,971	245,856	199,007	95,227	101,287	52,302	672,111	215,627	200,685	70,683
OHIO													
CINCINNATI	12,243,271	2,613,556	2,362,367	1,228,949	1,764,690	1,568,077	444,744	554,618	305,725	2,692,477	951,748	520,441	503,369
CLEVELAND	24,219,114	4,911,789	4,577,955	2,218,580	3,151,183	2,781,436	1,132,594	1,248,661	644,880	5,307,012	1,952,194	1,201,342	1,035,533
COLUMBUS	11,002,405	2,163,328	2,067,366	1,020,691	1,497,164	1,368,423	417,757	532,097	343,151	2,627,415	918,900	445,299	355,110
DAYTON	7,730,649	1,622,874	1,548,443	673,797	951,623	839,862	307,333	359,108	177,489	1,855,537	678,931	367,634	348,989
LIMA	832,968	145,103	139,975	76,039	151,529	125,080	33,106	42,368	18,185	177,134	86,651	43,995	34,953
TOLEDO	7,181,463	1,421,092	1,346,185	644,001	1,035,713	847,146	218,309	423,583	166,087	1,624,086	651,525	348,024	280,335
YOUNGSTOWN	4,148,753	841,166	803,516	348,377	564,587	511,069	162,155	218,264	122,713	914,928	357,976	248,221	150,508
ZANESVILLE	452,524	91,267	89,166	35,701	66,166	60,410	14,671	24,360	13,129	92,473	35,593	40,141	14,644
OKLAHOMA													
ARDMORE - ADA	814,415	214,918	207,611	65,299	91,533	53,577	42,838	31,993	15,796	174,331	47,281	50,155	25,693
OKLAHOMA CITY	10,606,257	2,301,905	2,235,731	993,598	1,133,944	818,346	562,923	640,394	331,859	2,646,727	612,984	785,910	268,177

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TELEVISION MARKETS [ADIs]: 1988 RETAIL SALES BY STORE GROUP

S&MM ESTIMATES S&MM/ARBITRON TV MARKET (ADI)	Total Retail Sales ($000)	Food Stores		Eating & Drinking Places	General Merchandise Stores		Apparel & Accessories Stores	Furniture/ Home Furnishings/ Appliance Stores		Automotive Dealers	Gasoline Service Stations	Bldg. Mtls. & Hardware Dealers	Drug-stores
		Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
OKLAHOMA (continued)													
TULSA	6,311,743	1,436,058	1,403,484	568,460	782,813	651,561	368,980	378,713	198,855	1,380,997	418,873	404,669	144,892
OREGON													
BEND	402,009	89,584	86,521	40,908	42,298	21,697	26,502	14,932	8,362	79,993	31,962	26,792	18,648
EUGENE	2,788,589	617,311	582,460	298,124	328,956	229,385	113,303	143,062	76,035	624,731	199,030	133,244	90,149
MEDFORD	2,049,261	454,479	429,567	190,259	225,703	151,489	77,808	93,774	45,897	421,518	147,125	128,522	84,746
PORTLAND	13,669,280	2,582,850	2,461,735	1,541,916	2,240,786	1,897,222	636,448	691,505	285,175	2,870,942	842,943	560,268	361,646
PENNSYLVANIA													
ERIE	2,659,080	521,547	497,684	237,006	267,394	207,066	120,716	108,330	40,922	589,909	188,330	129,395	78,719
HARRISBURG - YORK - LANCASTER - LEBANON	10,288,656	2,281,588	2,099,933	863,912	1,095,747	915,726	387,400	470,227	235,275	2,510,329	635,169	567,397	303,206
JOHNSTOWN - ALTOONA	4,012,229	942,680	899,297	302,603	407,598	346,054	153,357	184,462	99,560	984,815	293,409	284,462	140,531
PHILADELPHIA	53,677,416	10,922,986	9,869,467	4,921,855	6,172,877	5,497,788	3,142,012	2,590,963	1,309,819	12,564,428	2,863,266	2,296,714	1,799,784
PITTSBURGH	17,844,526	4,130,385	3,849,680	1,691,126	2,263,962	2,074,457	830,076	910,366	487,356	4,129,571	1,125,251	873,109	659,459
WILKES-BARRE - SCRANTON	7,683,303	1,791,927	1,663,222	609,681	907,145	764,054	369,557	357,463	161,576	1,763,373	435,581	401,917	320,417
RHODE ISLAND													
PROVIDENCE - NEW BEDFORD	11,288,987	2,525,092	2,250,596	1,179,594	1,066,815	952,156	567,115	513,521	291,302	2,423,400	643,299	484,899	407,419
SOUTH CAROLINA													
CHARLESTON	3,678,808	843,789	820,221	383,581	376,230	291,643	197,499	252,198	139,851	892,735	224,994	165,780	114,331
COLUMBIA	4,524,814	908,030	879,567	380,074	542,833	436,942	209,719	252,884	143,147	1,056,797	378,801	272,586	166,891
FLORENCE	2,847,922	600,742	573,640	306,240	304,757	178,230	160,919	180,049	140,389	800,057	162,753	187,016	122,478
GREENVILLE - SPARTANBURG - ASHEVILLE	10,203,747	2,301,454	2,252,333	811,058	1,088,177	777,942	487,270	585,301	341,409	2,231,859	705,914	667,546	467,266
SOUTH DAKOTA													
RAPID CITY	1,313,644	270,444	260,213	136,296	152,829	107,279	49,738	43,194	21,956	317,923	116,344	81,343	40,307
SIOUX FALLS - MITCHELL	3,758,064	748,158	708,324	344,465	349,907	244,062	168,209	160,589	80,669	904,957	330,063	286,985	139,600
TENNESSEE													
BRISTOL - KINGSPORT - JOHNSON CITY	3,944,908	850,825	831,084	270,090	486,603	356,460	151,518	175,213	109,230	1,027,842	234,401	252,288	178,683
CHATTANOOGA	4,647,426	1,097,489	1,074,352	356,579	552,432	420,270	205,977	294,706	181,898	1,069,668	358,220	191,526	158,345
JACKSON	944,261	152,709	144,859	57,846	180,947	136,781	48,275	42,282	24,158	218,464	49,963	66,157	34,186
KNOXVILLE	6,618,512	1,361,301	1,320,498	633,535	736,062	565,617	330,092	332,385	190,868	1,608,315	501,636	357,875	254,566
MEMPHIS	9,595,761	1,741,480	1,674,194	690,284	1,284,444	951,997	519,615	536,486	293,271	2,553,609	761,937	372,957	418,398
NASHVILLE	10,190,378	1,973,183	1,926,271	844,336	1,276,786	1,010,455	401,405	524,127	267,135	2,622,291	804,218	450,605	418,423
TEXAS													
ABILENE - SWEETWATER	2,111,754	501,323	481,796	158,526	220,997	146,916	96,204	73,821	39,634	540,709	110,931	152,160	81,429
AMARILLO	3,065,567	770,037	735,724	253,132	273,896	180,535	158,612	121,021	60,200	796,111	176,592	225,811	77,631
AUSTIN	5,786,218	1,344,117	1,292,074	605,057	648,042	496,262	251,752	289,857	147,529	1,362,069	259,311	485,548	131,263

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S&MM ESTIMATES S&MM/ARBITRON TV MARKET (ADI)	Total Retail Sales ($000)	Food Stores Total ($000)	Food Stores Supermarkets ($000)	Eating & Drinking Places Total ($000)	General Merchandise Stores Total ($000)	General Merchandise Stores Department Stores ($000)	Apparel & Accessories Stores Total ($000)	Furniture/Home Furnishings/Appliance Stores Total ($000)	Furniture/Home Furnishings/Appliance Stores Furniture & Home Furn. ($000)	Automotive Dealers Total ($000)	Gasoline Service Stations Total ($000)	Bldg. Mtls. & Hardware Dealers Total ($000)	Drug Stores Total ($000)
TEXAS (continued)													
BEAUMONT - PORT ARTHUR	2,870,541	669,206	647,928	203,815	332,737	269,174	149,880	117,193	49,688	734,321	161,906	182,492	65,513
CORPUS CHRISTI	3,240,443	840,755	813,119	307,497	332,915	242,210	151,421	142,793	58,799	741,398	205,880	212,657	67,723
DALLAS - FT. WORTH	31,388,162	6,859,207	6,596,120	2,969,494	3,797,693	3,304,240	1,619,774	1,427,504	708,736	7,503,191	1,869,235	1,607,934	630,841
EL PASO	3,279,247	687,781	654,539	334,063	489,874	413,952	196,147	177,924	98,875	703,029	201,276	174,459	72,331
HOUSTON	27,314,892	6,113,780	5,855,916	2,648,167	3,109,731	2,743,511	1,534,388	1,267,101	686,520	6,803,011	1,471,982	1,615,397	611,856
LAREDO	1,142,770	276,908	262,648	72,903	194,597	163,693	119,860	121,155	13,352	126,168	26,954	69,896	19,285
LUBBOCK	2,293,438	525,114	495,185	175,822	255,250	178,309	115,619	100,829	54,775	697,618	67,485	137,615	51,935
MCALLEN - BROWNSVILLE	3,504,238	916,913	875,331	280,678	442,698	356,263	285,808	188,480	93,373	666,342	100,350	258,346	76,034
ODESSA - MIDLAND	3,594,354	839,695	806,280	288,681	448,815	353,366	153,043	168,843	96,589	894,058	163,126	307,575	74,957
SAN ANGELO	1,016,813	234,737	226,111	82,409	121,759	77,782	41,306	53,606	20,164	246,886	43,497	92,179	21,244
SAN ANTONIO	9,189,651	2,592,168	2,512,832	875,080	926,279	709,905	505,111	401,368	186,681	2,023,806	477,916	570,389	184,964
TYLER - LONGVIEW	3,043,771	694,763	674,904	204,531	417,023	348,212	162,994	118,823	71,740	807,405	131,412	294,665	94,706
VICTORIA	579,412	130,497	127,725	42,879	82,450	73,764	31,844	25,550	14,845	119,148	41,059	46,401	9,567
WACO - TEMPLE - BRYAN	3,718,943	902,654	864,470	348,754	548,242	414,058	158,862	136,281	64,750	833,245	184,255	244,494	80,806
WICHITA FALLS - LAWTON	2,568,182	596,269	573,634	223,709	340,745	264,371	105,997	111,575	68,763	626,260	131,835	175,656	68,693
UTAH													
SALT LAKE CITY	9,787,068	2,166,170	2,079,969	932,311	1,126,443	899,721	458,236	499,055	273,967	2,166,409	680,026	505,979	203,791
VERMONT													
BURLINGTON - PLATTSBURGH	5,319,132	1,217,762	1,173,354	515,392	366,735	281,066	228,971	214,538	108,178	1,240,481	290,394	429,333	149,050
VIRGINIA													
CHARLOTTESVILLE	1,051,444	204,555	199,664	83,268	157,343	114,824	67,445	81,840	52,114	152,761	48,703	66,821	36,313
HARRISONBURG	682,084	142,075	137,613	51,730	119,160	90,756	19,547	41,448	23,079	133,052	31,220	55,114	27,954
NORFOLK - PORTSMOUTH - NEWPORT NEWS - HAMPTON	10,432,409	1,965,312	1,880,710	989,027	1,220,491	964,674	511,845	706,537	447,688	2,283,026	589,662	521,941	367,312
RICHMOND	8,463,890	1,809,876	1,755,722	665,443	1,023,419	822,540	316,474	380,240	204,072	1,905,391	643,606	432,238	376,611
ROANOKE - LYNCHBURG	5,905,250	1,320,714	1,275,056	484,612	733,380	541,674	241,284	305,262	185,338	1,166,432	465,666	332,270	281,227
WASHINGTON													
SEATTLE - TACOMA	22,867,593	4,956,652	4,724,815	2,714,519	2,236,367	1,950,710	1,420,479	1,119,193	543,937	4,549,430	1,312,176	1,274,541	916,844
SPOKANE	4,634,578	1,190,907	1,149,080	468,277	416,464	312,332	200,242	224,321	120,873	992,614	307,026	270,299	176,161
YAKIMA	2,732,794	650,079	625,241	264,624	289,577	202,583	131,423	106,383	64,487	579,808	198,841	147,254	118,827
WEST VIRGINIA													
BLUEFIELD - BECKLEY - OAK HILL	2,261,041	511,219	502,659	125,191	335,034	240,881	77,622	106,014	70,490	574,634	151,811	134,390	116,929
CHARLESTON - HUNTINGTON	7,380,750	1,593,398	1,548,447	542,071	984,076	788,655	286,205	361,145	187,210	1,653,978	624,067	446,596	353,618
CLARKSBURG - WESTON	1,585,387	379,413	353,266	111,000	212,615	162,649	47,949	65,938	37,145	357,247	139,429	106,991	78,088
PARKERSBURG	663,080	113,669	111,155	56,406	117,954	111,548	29,257	32,064	20,299	162,751	41,452	36,170	23,677
WHEELING - STEUBENVILLE	2,124,953	495,406	470,911	165,873	303,011	261,449	89,897	115,229	64,692	443,559	193,944	110,071	84,080

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		Total ($000)	Super-markets ($000)	Total ($000)	Total ($000)	Department Stores ($000)	Total ($000)	Total ($000)	Furniture & Home Furn. ($000)	Total ($000)	Total ($000)	Total ($000)	Total ($000)
WISCONSIN													
GREEN BAY - APPLETON	6,019,337	1,223,929	1,152,036	549,803	970,377	754,437	237,984	310,200	141,181	1,367,180	466,416	399,922	128,030
LA CROSSE - EAU CLAIRE	2,858,361	594,618	563,015	261,422	320,191	242,719	113,033	154,356	64,977	697,213	238,955	235,515	64,513
MADISON	5,606,637	1,024,179	963,807	530,041	603,695	527,437	217,156	462,367	185,889	1,266,802	431,670	291,190	139,949
MILWAUKEE	13,328,920	3,098,042	2,890,295	1,321,863	1,794,140	1,613,279	553,210	692,586	326,178	2,962,269	935,606	639,477	393,316
WAUSAU - RHINELANDER	2,736,009	602,588	575,661	220,722	370,046	252,126	114,301	104,084	51,401	645,477	188,513	201,371	51,026
WYOMING													
CASPER - RIVERTON	690,478	160,302	155,517	64,796	80,421	57,366	26,023	28,079	13,722	168,933	67,905	33,006	12,188
CHEYENNE - SCOTTSBLUFF	820,119	157,709	151,087	83,860	98,055	84,259	36,501	34,262	17,246	200,191	83,106	42,702	9,745
TOTAL UNITED STATES ADIs	1,626,077,199	334,591,837	313,757,955	157,763,022	185,358,484	155,751,242	82,592,027	90,363,789	45,918,706	366,972,269	104,110,689	85,552,861	58,349,405

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1989 SURVEY OF BUYING POWER DATA SERVICE

SECTION 20
Television Market (ADI) Rankings
Retail Sales By Merchandise Line

Groceries And Other Foods
Drugs, Health Aids And Beauty Aids
Furniture And Other Sleep Equipment
Major Household Appliances
Televisions And Video Recorders
Audio Equipment/Musical Instruments
Home Computers And Calculators
Men's And Boys' Clothing
Women's And Girls' Clothing
Footwear

EXPLANATION OF TERMS

An explanation of terms used in the **Survey Of Buying Power Data Service** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10. A listing of the county makeup of each Television Market will be found starting on page A-11.

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Footwear Sales	20–11

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GROCERY & OTHER FOOD SALES

ADI	($000)	Rank
New York, N.Y.	25,414,805	1
Los Angeles, Calif.	14,699,609	2
Philadelphia, Pa.	9,122,393	3
Chicago, Ill.	8,944,673	4
Boston, Mass.	7,746,166	5
San Francisco - Oakland - San Jose, Calif.	7,260,235	6
Detroit, Mich.	5,768,404	7
Washington, D.C.	5,410,116	8
Dallas - Ft. Worth, Tex.	5,115,535	9
Houston, Tex.	4,440,958	10
Minneapolis - St. Paul, Minn.	4,301,845	11
Cleveland, Ohio	4,276,951	12
Atlanta, Ga.	3,951,403	13
Seattle - Tacoma, Wash.	3,921,206	14
Miami, Fla.	3,831,940	15
Tampa - St. Petersburg (sarasota), Fla.	3,708,140	16
Pittsburgh, Pa.	3,557,275	17
Hartford - New Haven, Conn.	3,186,555	18
Phoenix, Ariz.	3,129,824	19
St. Louis, Mo.	3,127,817	20
Denver, Colo.	2,870,831	21
Milwaukee, Wisc.	2,850,113	22
Sacramento - Stockton, Calif.	2,806,091	23
Baltimore, Md.	2,706,071	24
San Diego, Calif.	2,570,290	25
Orlando - Daytona Beach - Melbourne, Fla.	2,436,793	26
Indianapolis, Ind.	2,344,794	27
Portland, Ore.	2,336,012	28
Cincinnati, Ohio	2,206,729	29
Providence - New Bedford, R.I.-Mass.	2,182,466	30
Charlotte, N.C.	2,170,270	31
Buffalo, N.Y.	2,147,895	32
New Orleans, La.	2,140,638	33
Kansas City, Mo.	2,092,647	34
Harrisburg - York - Lancaster - Lebanon, Pa.	1,978,770	35
Albany - Schenectady - Troy, N.Y.	1,919,485	36
Grand Rapids - Kalamazoo - Battle Creek, Mich.	1,871,071	37
Greenville - Spartanburg - Asheville, S.C.-N.C.	1,843,551	38
San Antonio, Tex.	1,819,699	39
Oklahoma City, Okla.	1,813,820	40
Columbus, Ohio	1,770,871	41
Raleigh - Durham, N.C.	1,697,358	42
Salt Lake City, Utah	1,663,240	43
Nashville, Tenn.	1,559,651	44
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	1,558,817	45
Wilkes-Barre - Scranton, Pa.	1,540,549	46
Norfolk - Portsmouth - Newport News - Hampton, Va.	1,512,002	47
Memphis, Tenn.	1,480,857	48
Louisville, Ky.	1,476,669	49
Flint - Saginaw - Bay City, Mich.	1,470,166	50
Dayton, Ohio	1,389,915	51
Richmond, Va.	1,385,641	52
Greensboro - Winston-Salem - High Point, N.C.	1,364,647	53
Charleston - Huntington, W.Va.	1,342,490	54
Little Rock, Ark.	1,334,041	55
Syracuse, N.Y.	1,290,062	56
Fresno - Visalia, Calif.	1,273,850	57
Birmingham, Ala.	1,273,658	58
Toledo, Ohio	1,254,175	59
Rochester, N.Y.	1,242,795	60
Mobile - Pensacola, Ala.-Fla.	1,232,589	61
Portland - Poland Spring, Maine	1,205,977	62
Albuquerque, N.M.	1,202,587	63
Jacksonville, Fla.	1,185,061	64
Green Bay - Appleton, Wisc.	1,148,339	65
Des Moines, Iowa	1,140,677	66
Wichita - Hutchinson, Kans.	1,136,166	67
Tulsa, Okla.	1,108,175	68
Shreveport - Texarkana, La.-Tex.-Ark.	1,085,474	69
Knoxville, Tenn.	1,081,450	70
Madison, Wisc.	1,054,498	71
Roanoke - Lynchburg, Va.	1,006,158	72
Springfield - Decatur - Champaign, Ill.	995,318	73
Burlington - Plattsburgh, Vt.-N.Y.	994,488	74
Omaha, Neb.	980,492	75
Chattanooga, Tenn.	968,033	76
Lexington, Ky.	937,656	77
Springfield, Mass.	912,013	78
Austin, Tex.	911,576	79
Spokane, Wash.	910,772	80
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	859,460	81
Davenport - Rock Island - Moline, Iowa-Ill.	853,631	82
Johnstown - Altoona, Pa.	843,779	83
Evansville, Ind.	828,110	84
South Bend - Elkhart, Ind.	819,251	85
Tucson, Ariz.	800,345	86
Lansing, Mich.	797,881	87
Baton Rouge, La.	786,633	88
Cedar Rapids - Waterloo - Dubuque, Iowa	772,937	89
Ft. Myers - Naples, Fla.	768,927	90
Springfield, Mo.	725,289	91
Las Vegas, Nev.	721,727	92
Columbia, S.C.	716,471	93
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	713,002	94
Youngstown, Ohio	705,057	95
Jackson, Miss.	694,279	96
Bristol - Kingsport - Johnson City, Tenn.	672,331	97
Charleston, S.C.	669,366	98
Savannah, Ga.	663,312	99
Lincoln - Hastings - Kearney, Neb.	656,687	100
McAllen - Brownsville, Tex.	647,243	101
Waco - Temple - Bryan, Tex.	631,087	102
Huntsville - Decatur - Florence, Ala.	631,056	103
Odessa - Midland, Tex.	626,263	104
Ft. Wayne, Ind.	623,089	105
Sioux Falls - Mitchell, S.D.	622,385	106
Lafayette, La.	607,311	107
Wausau - Rhinelander, Wisc.	590,770	108
Salinas - Monterey, Calif.	586,535	109
Amarillo, Tex.	568,918	110
Corpus Christi, Tex.	565,435	111
Peoria - Bloomington, Ill.	559,762	112
Duluth - Superior, Minn.-Wisc.	549,063	113
Tyler - Longview, Tex.	548,855	114
Fargo, N.D.	544,214	115
Augusta, Ga.	540,600	116
La Crosse - Eau Claire, Wisc.	539,739	117
Greenville - New Bern - Washington, N.C.	537,444	118
Binghamton, N.Y.	533,299	119
Macon, Ga.	530,807	120
Beaumont - Port Arthur, Tex.	530,634	121
El Paso, Tex.	528,234	122
Colorado Springs - Pueblo, Colo.	525,196	123
Tallahassee - Thomasville, Fla.-Ga.	516,721	124
Reno, Nev.	515,174	125
Traverse City - Cadillac, Mich.	512,422	126
Yakima, Wash.	498,493	127
Eugene, Ore.	496,861	128
Bakersfield, Calif.	487,842	129
Chico - Redding, Calif.	482,479	130
Florence, S.C.	480,121	131
Erie, Pa.	477,590	132
Monroe - El Dorado, La.-Ark.	475,365	133
Ft. Smith, Ark.	466,279	134
Montgomery - Selma, Ala.	464,916	135
Terre Haute, Ind.	461,452	136
Medford, Ore.	447,812	137
Rochester - Mason City - Austin, Minn.-Iowa	447,445	138
Wichita Falls - Lawton, Tex.-Okla.	444,639	139
Rockford, Ill.	428,332	140
Minot - Bismarck - Dickinson, N.D.	419,510	141
Columbus - Tupelo, Miss.	416,405	142
Wheeling - Steubenville, W.Va.-Ohio	414,450	143
Bluefield - Beckley - Oak Hill, W.Va.	413,399	144
Albany, Ga.	411,733	145
Columbus, Ga.	411,274	146
Topeka, Kans.	410,080	147
Sioux City, Iowa	407,803	148
Bangor, Maine	399,516	149
Lubbock, Tex.	391,231	150
Boise, Ida.	388,991	151
Wilmington, N.C.	383,257	152
Abilene - Sweetwater, Tex.	368,732	153
Utica, N.Y.	354,597	154
Joplin - Pittsburg, Mo.-Kans.	340,686	155
Quincy - Hannibal, Ill.-Mo.	329,329	156
Columbia - Jefferson City, Mo.	328,170	157
Clarksburg - Weston, W.Va.	309,455	158
Salisbury, Md.	273,788	159
Lake Charles, La.	273,557	160
Idaho Falls - Pocatello, Ida.	257,641	161
Billings - Hardin, Mont.	256,258	162
Gainesville, Fla.	254,486	163
Watertown - Carthage, N.Y.	250,456	164
Laurel - Hattiesburg, Miss.	242,759	165
El Centro - Yuma, Calif.-Ariz.	237,844	166
Elmira, N.Y.	237,301	167
Dothan, Ala.	230,085	168
Rapid City, S.D.	220,818	169
Palm Springs, Calif.	220,341	170
Alexandria, La.	219,450	171
Missoula, Mont.	212,179	172
Greenwood - Greenville, Miss.	211,197	173
Eureka, Calif.	194,829	174
Jonesboro, Ark.	185,019	175
Laredo, Tex.	182,860	176
Panama City, Fla.	177,549	177
San Angelo, Tex.	176,825	178
Meridian, Miss.	166,423	179
Ardmore - Ada, Okla.	164,829	180
Tuscaloosa, Ala.	163,216	181
Marquette, Mich.	159,870	182
Grand Junction - Durango, Colo.	159,264	183
St. Joseph, Mo.	153,413	184
Charlottesville, Va.	151,646	185
Biloxi - Gulfport - Pascagoula, Miss.	151,212	186
Great Falls, Mont.	148,015	187
Cheyenne - Scottsbluff, Wyo.-Neb.	130,436	188
Lima, Ohio	128,639	189
Jackson, Tenn.	127,342	190
Butte, Mont.	124,921	191
Bowling Green, Ky.	119,502	192
Casper - Riverton, Wyo.	118,334	193
Hagerstown, Md.	115,819	194
Harrisonburg, Va.	111,673	195
Flagstaff, Ariz.	108,984	196
Lafayette, Ind.	100,832	197
Parkersburg, W.Va.	98,387	198
Presque Isle, Maine	97,743	199
Victoria, Tex.	89,068	200
Anniston, Ala.	88,027	201
Mankato, Minn.	87,335	202
Zanesville, Ohio	79,025	203
Ottumwa - Kirksville, Iowa-Mo.	73,083	204
Bend, Ore.	71,544	205
Twin Falls, Ida.	67,472	206
Helena, Mont.	61,824	207
North Platte, Neb.	53,890	208
Alpena, Mich.	39,405	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

DRUG, HEALTH AID & BEAUTY AID SALES

ADI	($000)	Rank
New York, N.Y.	5,320,962	1
Los Angeles, Calif.	3,932,824	2
Philadelphia, Pa.	2,313,229	3
Chicago, Ill.	2,276,957	4
San Francisco - Oakland - San Jose, Calif.	1,945,612	5
Boston, Mass.	1,564,351	6
Detroit, Mich.	1,430,148	7
Washington, D.C.	1,404,453	8
Dallas - Ft. Worth, Tex.	1,297,239	9
Miami, Fla.	1,217,355	10
Atlanta, Ga.	1,185,905	11
Cleveland, Ohio	1,058,208	12
Houston, Tex.	1,036,431	13
Seattle - Tacoma, Wash.	976,553	14
Minneapolis - St. Paul, Minn.	901,015	15
Tampa - St. Petersburg (sarasota), Fla.	857,967	16
Pittsburgh, Pa.	789,402	17
Sacramento - Stockton, Calif.	752,042	18
Phoenix, Ariz.	751,149	19
St. Louis, Mo.	719,264	20
Baltimore, Md.	681,113	21
San Diego, Calif.	673,152	22
Hartford - New Haven, Conn.	638,261	23
Denver, Colo.	629,524	24
Indianapolis, Ind.	579,890	25
Portland, Ore.	566,915	26
Kansas City, Mo.	560,802	27
Charlotte, N.C.	554,494	28
New Orleans, La.	544,973	29
Raleigh - Durham, N.C.	538,385	30
Orlando - Daytona Beach - Melbourne, Fla.	535,331	31
Cincinnati, Ohio	515,547	32
Memphis, Tenn.	487,370	33
Nashville, Tenn.	486,193	34
Greenville - Spartanburg - Asheville, S.C.-N.C.	484,060	35
Milwaukee, Wisc.	479,153	36
Louisville, Ky.	461,892	37
Columbus, Ohio	452,172	38
Oklahoma City, Okla.	410,484	39
Buffalo, N.Y.	400,423	40
Richmond, Va.	398,943	41
Norfolk - Portsmouth - Newport News - Hampton, Va.	382,770	42
Charleston - Huntington, W.Va.	381,654	43
Providence - New Bedford, R.I.-Mass.	379,951	44
Greensboro - Winston-Salem - High Point, N.C.	379,910	45
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	374,667	46
Salt Lake City, Utah	365,269	47
Wilkes-Barre - Scranton, Pa.	364,308	48
Albany - Schenectady - Troy, N.Y.	357,646	49
Harrisburg - York - Lancaster - Lebanon, Pa.	345,261	50
San Antonio, Tex.	345,224	51
Birmingham, Ala.	345,072	52
Toledo, Ohio	343,528	53
Grand Rapids - Kalamazoo - Battle Creek, Mich.	335,026	54
Fresno - Visalia, Calif.	323,688	55
Mobile - Pensacola, Ala.-Fla.	317,208	56
Flint - Saginaw - Bay City, Mich.	313,491	57
Albuquerque, N.M.	308,635	58
Knoxville, Tenn.	300,208	59
Dayton, Ohio	299,078	60
Lexington, Ky.	294,314	61
Little Rock, Ark.	289,077	62
Roanoke - Lynchburg, Va.	280,663	63
Wichita - Hutchinson, Kans.	276,834	64
Jacksonville, Fla.	276,487	65
Tulsa, Okla.	263,124	66
Shreveport - Texarkana, La.-Tex.-Ark.	248,053	67
Syracuse, N.Y.	241,983	68
Rochester, N.Y.	238,497	69
Jackson, Miss.	235,655	70
Las Vegas, Nev.	231,176	71
Tucson, Ariz.	230,118	72
Austin, Tex.	223,901	73
Omaha, Neb.	220,863	74
Springfield - Decatur - Champaign, Ill.	219,856	75
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	215,206	76
Spokane, Wash.	201,949	77
Des Moines, Iowa	201,466	78
Green Bay - Appleton, Wisc.	198,842	79
Chattanooga, Tenn.	197,595	80
Bristol - Kingsport - Johnson City, Tenn.	194,880	81
Huntsville - Decatur - Florence, Ala.	194,505	82
Evansville, Ind.	180,173	83
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	179,528	84
Youngstown, Ohio	178,994	85
Baton Rouge, La.	178,079	86
Columbia, S.C.	177,754	87
Springfield, Mass.	175,963	88
Davenport - Rock Island - Moline, Iowa-Ill.	175,785	89
Portland - Poland Spring, Maine	175,528	90
South Bend - Elkhart, Ind.	171,732	91
Springfield, Mo.	167,756	92
Reno, Nev.	165,092	93
Savannah, Ga.	161,149	94
Madison, Wisc.	159,706	95
Lafayette, La.	158,299	96
Montgomery - Selma, Ala.	154,980	97
Odessa - Midland, Tex.	153,750	98
Burlington - Plattsburgh, Vt.-N.Y.	152,554	99
McAllen - Brownsville, Tex.	151,757	100
Cedar Rapids - Waterloo - Dubuque, Iowa	151,561	101
Johnstown - Altoona, Pa.	150,141	102
Macon, Ga.	149,593	103
Ft. Myers - Naples, Fla.	147,081	104
Salinas - Monterey, Calif.	143,319	105
Waco - Temple - Bryan, Tex.	142,993	106
Augusta, Ga.	142,895	107
Charleston, S.C.	140,217	108
Lincoln - Hastings - Kearney, Neb.	139,491	109
El Paso, Tex.	135,798	110
Lansing, Mich.	134,900	111
Tyler - Longview, Tex.	131,659	112
Peoria - Bloomington, Ill.	130,018	113
Ft. Wayne, Ind.	129,764	114
Greenville - New Bern - Washington, N.C.	127,481	115
Amarillo, Tex.	126,917	116
Colorado Springs - Pueblo, Colo.	126,900	117
Florence, S.C.	125,251	118
Yakima, Wash.	124,799	119
Tallahassee - Thomasville, Fla.-Ga.	124,503	120
Eugene, Ore.	123,481	121
Bluefield - Beckley - Oak Hill, W.Va.	122,617	122
Corpus Christi, Tex.	121,631	123
Sioux Falls - Mitchell, S.D.	119,341	124
Chico - Redding, Calif.	115,398	125
Beaumont - Port Arthur, Tex.	113,847	126
Columbus, Ga.	112,937	127
Binghamton, N.Y.	110,802	128
Monroe - El Dorado, La.-Ark.	107,897	129
Ft. Smith, Ark.	107,714	130
Columbus - Tupelo, Miss.	107,274	131
Wichita Falls - Lawton, Tex.-Okla.	103,460	132
Abilene - Sweetwater, Tex.	102,104	133
Bakersfield, Calif.	101,868	134
Topeka, Kans.	99,500	135
Wilmington, N.C.	99,446	136
Fargo, N.D.	99,003	137
Wheeling - Steubenville, W.Va.-Ohio	97,279	138
Medford, Ore.	96,365	139
Rockford, Ill.	95,590	140
Duluth - Superior, Minn.-Wisc.	94,887	141
Lubbock, Tex.	94,077	142
Albany, Ga.	93,497	143
Rochester - Mason City - Austin, Minn.-Iowa	90,080	144
La Crosse - Eau Claire, Wisc.	88,120	145
Erie, Pa.	85,133	146
Clarksburg - Weston, W.Va.	83,341	147
Wausau - Rhinelander, Wisc.	82,495	148
Joplin - Pittsburg, Mo.-Kans.	80,048	149
Terre Haute, Ind.	78,235	150
Traverse City - Cadillac, Mich.	78,017	151
Columbia - Jefferson City, Mo.	77,135	152
Boise, Ida.	75,442	153
Sioux City, Iowa	74,007	154
Minot - Bismarck - Dickinson, N.D.	73,998	155
Laurel - Hattiesburg, Miss.	73,941	156
Utica, N.Y.	73,431	157
Watertown - Carthage, N.Y.	70,187	158
Salisbury, Md.	64,445	159
Lake Charles, La.	63,531	160
Quincy - Hannibal, Ill.-Mo.	63,397	161
Dothan, Ala.	61,796	162
Biloxi - Gulfport - Pascagoula, Miss.	58,112	163
Greenwood - Greenville, Miss.	57,007	164
Gainesville, Fla.	55,042	165
Elmira, N.Y.	54,852	166
Alexandria, La.	53,997	167
El Centro - Yuma, Calif.-Ariz.	53,058	168
Bangor, Maine	51,914	169
Jonesboro, Ark.	51,507	170
Idaho Falls - Pocatello, Ida.	51,485	171
Eureka, Calif.	49,127	172
Panama City, Fla.	48,915	173
Meridian, Miss.	48,489	174
Jackson, Tenn.	47,508	175
Palm Springs, Calif.	47,106	176
Charlottesville, Va.	43,514	177
Laredo, Tex.	42,792	178
Rapid City, S.D.	42,523	179
Bowling Green, Ky.	42,018	180
Billings - Hardin, Mont.	41,958	181
Grand Junction - Durango, Colo.	40,250	182
Ardmore - Ada, Okla.	38,236	183
Tuscaloosa, Ala.	37,564	184
San Angelo, Tex.	36,922	185
Missoula, Mont.	36,635	186
Butte, Mont.	33,547	187
Harrisonburg, Va.	31,625	188
Lima, Ohio	31,600	189
Great Falls, Mont.	31,515	190
Lafayette, Ind.	30,435	191
Parkersburg, W.Va.	30,094	192
Hagerstown, Md.	29,049	193
St. Joseph, Mo.	29,045	194
Anniston, Ala.	28,756	195
Marquette, Mich.	22,612	196
Flagstaff, Ariz.	21,576	197
Send, Ore.	20,869	198
Mankato, Minn.	20,617	199
Victoria, Tex.	20,382	200
Cheyenne - Scottsbluff, Wyo.-Neb.	19,473	201
Zanesville, Ohio	18,602	202
Casper - Riverton, Wyo.	17,745	203
Twin Falls, Ida.	15,245	204
North Platte, Neb.	14,336	205
Presque Isle, Maine	13,088	206
Helena, Mont.	10,703	207
Ottumwa - Kirksville, Iowa-Mo.	10,423	208
Alpena, Mich.	6,676	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

MAJOR HOUSEHOLD APPLIANCE SALES

ADI	($000)	Rank
New York, N.Y.	1,540,664	1
Los Angeles, Calif.	1,133,578	2
Chicago, Ill.	632,316	3
Philadelphia, Pa.	588,332	4
San Francisco - Oakland - San Jose, Calif.	549,103	5
Boston, Mass.	502,447	6
Dallas - Ft. Worth, Tex.	383,249	7
Detroit, Mich.	360,351	8
Washington, D.C.	355,935	9
Tampa - St. Petersburg (sarasota), Fla.	348,773	10
Houston, Tex.	317,522	11
Miami, Fla.	310,054	12
Minneapolis - St. Paul, Minn.	291,802	13
Cleveland, Ohio	290,896	14
Atlanta, Ga.	275,622	15
Seattle - Tacoma, Wash.	238,288	16
St. Louis, Mo.	231,082	17
Sacramento - Stockton, Calif.	223,571	18
Hartford - New Haven, Conn.	211,088	19
Pittsburgh, Pa.	201,978	20
Orlando - Daytona Beach - Melbourne, Fla.	199,977	21
Denver, Colo.	199,491	22
San Diego, Calif.	197,917	23
Raleigh - Durham, N.C.	184,472	24
Phoenix, Ariz.	183,991	25
Baltimore, Md.	182,563	26
Charlotte, N.C.	178,809	27
Indianapolis, Ind.	171,021	28
New Orleans, La.	169,854	29
Portland, Ore.	165,149	30
Kansas City, Mo.	162,063	31
Greenville - Spartanburg - Asheville, S.C.-N.C.	155,241	32
Milwaukee, Wisc.	149,991	33
Grand Rapids - Kalamazoo - Battle Creek, Mich.	141,197	34
Cincinnati, Ohio	140,724	35
Norfolk - Portsmouth - Newport News - Hampton, Va.	139,579	36
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	137,871	37
Nashville, Tenn.	134,438	38
Greensboro - Winston-Salem - High Point, N.C.	134,398	39
Oklahoma City, Okla.	131,320	40
Harrisburg - York - Lancaster - Lebanon, Pa.	127,581	41
Memphis, Tenn.	123,906	42
Louisville, Ky.	123,756	43
Providence - New Bedford, R.I.-Mass.	120,157	44
Mobile - Pensacola, Ala.-Fla.	118,245	45
Salt Lake City, Utah	116,065	46
Buffalo, N.Y.	109,313	47
Albany - Schenectady - Troy, N.Y.	106,843	48
Charleston - Huntington, W.Va.	104,979	49
Richmond, Va.	102,269	50
Flint - Saginaw - Bay City, Mich.	99,912	51
Jacksonville, Fla.	97,355	52
Toledo, Ohio	96,620	53
San Antonio, Tex.	95,880	54
Wichita - Hutchinson, Kans.	95,529	55
Little Rock, Ark.	93,032	56
Tulsa, Okla.	91,389	57
Wilkes-Barre - Scranton, Pa.	90,863	58
Albuquerque, N.M.	89,430	59
Dayton, Ohio	86,790	60
Columbus, Ohio	86,712	61
Omaha, Neb.	85,639	62
Birmingham, Ala.	84,863	63
Springfield - Decatur - Champaign, Ill.	82,412	64
Shreveport - Texarkana, La.-Tex.-Ark.	81,309	65
Roanoke - Lynchburg, Va.	81,000	66
Green Bay - Appleton, Wisc.	80,578	67
Rochester, N.Y.	80,427	68
Knoxville, Tenn.	79,923	69
Lexington, Ky.	79,109	70
Fresno - Visalia, Calif.	74,943	71
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	74,455	72
Des Moines, Iowa	74,348	73
Austin, Tex.	73,741	74
Madison, Wisc.	73,046	75
Baton Rouge, La.	72,335	76
Syracuse, N.Y.	70,037	77
Portland - Poland Spring, Maine	69,081	78
Ft. Myers - Naples, Fla.	67,980	79
Huntsville - Decatur - Florence, Ala.	67,638	80
Chattanooga, Tenn.	66,422	81
Springfield, Mass.	64,306	82
Columbia, S.C.	64,066	83
Davenport - Rock Island - Moline, Iowa-Ill.	62,867	84
Youngstown, Ohio	61,955	85
Evansville, Ind.	61,786	86
Jackson, Miss.	60,467	87
Waco - Temple - Bryan, Tex.	59,967	88
Savannah, Ga.	58,413	89
McAllen - Brownsville, Tex.	58,251	90
South Bend - Elkhart, Ind.	57,548	91
Cedar Rapids - Waterloo - Dubuque, Iowa	56,875	92
Corpus Christi, Tex.	55,342	93
Bristol - Kingsport - Johnson City, Tenn.	54,862	94
Las Vegas, Nev.	53,986	95
Burlington - Plattsburgh, Vt.-N.Y.	53,966	96
Lafayette, La.	52,901	97
Ft. Wayne, Ind.	51,062	98
Spokane, Wash.	50,907	99
Greenville - New Bern - Washington, N.C.	50,386	100
Johnstown - Altoona, Pa.	48,944	101
Springfield, Mo.	48,892	102
Tucson, Ariz.	47,865	103
Lansing, Mich.	47,630	104
Charleston, S.C.	47,546	105
Odessa - Midland, Tex.	46,140	106
Lincoln - Hastings - Kearney, Neb.	45,771	107
El Paso, Tex.	45,621	108
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	44,964	109
Florence, S.C.	44,822	110
Colorado Springs - Pueblo, Colo.	44,625	111
Beaumont - Port Arthur, Tex.	44,344	112
Tallahassee - Thomasville, Fla.-Ga.	43,743	113
Tyler - Longview, Tex.	43,307	114
Sioux Falls - Mitchell, S.D.	41,920	115
Macon, Ga.	41,535	116
Peoria - Bloomington, Ill.	41,230	117
Salinas - Monterey, Calif.	40,660	118
Amarillo, Tex.	40,175	119
Binghamton, N.Y.	38,383	120
Montgomery - Selma, Ala.	37,991	121
La Crosse - Eau Claire, Wisc.	37,799	122
Fargo, N.D.	37,734	123
Columbus - Tupelo, Miss.	37,467	124
Columbus, Ga.	37,165	125
Reno, Nev.	37,021	126
Monroe - El Dorado, La.-Ark.	36,321	127
Bluefield - Beckley - Oak Hill, W.Va.	35,793	128
Augusta, Ga.	35,611	129
Rockford, Ill.	35,610	130
Ft. Smith, Ark.	35,145	131
Topeka, Kans.	34,954	132
Wichita Falls - Lawton, Tex.-Okla.	34,670	133
Erie, Pa.	33,678	134
Wausau - Rhinelander, Wisc.	33,356	135
Yakima, Wash.	33,294	136
Terre Haute, Ind.	33,052	137
Rochester - Mason City - Austin, Minn.-Iowa	30,516	138
Chico - Redding, Calif.	30,361	139
Wilmington, N.C.	29,656	140
Eugene, Ore.	29,332	141
Boise, Ida.	29,232	142
Minot - Bismarck - Dickinson, N.D.	29,018	143
Albany, Ga.	28,970	144
Bakersfield, Calif.	28,773	145
Columbia - Jefferson City, Mo.	28,605	146
Sioux City, Iowa	28,268	147
Traverse City - Cadillac, Mich.	28,112	148
Wheeling - Steubenville, W.Va.-Ohio	28,078	149
Abilene - Sweetwater, Tex.	27,957	150
Lubbock, Tex.	27,057	151
Duluth - Superior, Minn.-Wisc.	26,773	152
Laredo, Tex.	26,719	153
Clarksburg - Weston, W.Va.	24,506	154
Medford, Ore.	24,500	155
Quincy - Hannibal, Ill.-Mo.	23,990	156
Salisbury, Md.	23,918	157
Laurel - Hattiesburg, Miss.	23,836	158
Lake Charles, La.	23,640	159
Bangor, Maine	22,965	160
Joplin - Pittsburg, Mo.-Kans.	22,937	161
Dothan, Ala.	22,252	162
Greenwood - Greenville, Miss.	20,876	163
Idaho Falls - Pocatello, Ida.	19,095	164
Charlottesville, Va.	18,528	165
Elmira, N.Y.	17,045	166
Alexandria, La.	16,773	167
Missoula, Mont.	16,224	168
Billings - Hardin, Mont.	16,013	169
El Centro - Yuma, Calif.-Ariz.	15,837	170
Utica, N.Y.	15,500	171
San Angelo, Tex.	15,223	172
Biloxi - Gulfport - Pascagoula, Miss.	15,025	173
Jackson, Tenn.	14,914	174
Watertown - Carthage, N.Y.	14,822	175
Meridian, Miss.	14,761	176
Bowling Green, Ky.	14,713	177
Gainesville, Fla.	14,451	178
Great Falls, Mont.	14,105	179
Rapid City, S.D.	13,540	180
Panama City, Fla.	13,375	181
Jonesboro, Ark.	13,112	182
Lafayette, Ind.	12,821	183
Lima, Ohio	12,380	184
Ardmore - Ada, Okla.	11,883	185
Palm Springs, Calif.	11,812	186
St. Joseph, Mo.	11,701	187
Eureka, Calif.	11,640	188
Hagerstown, Md.	10,848	189
Parkersburg, W.Va.	10,113	190
Harrisonburg, Va.	10,050	191
Butte, Mont.	9,675	192
Cheyenne - Scottsbluff, Wyo.-Neb.	9,422	193
Grand Junction - Durango, Colo.	9,406	194
Victoria, Tex.	8,152	195
Marquette, Mich.	7,891	196
Mankato, Minn.	7,086	197
Flagstaff, Ariz.	7,068	198
Twin Falls, Ida.	6,917	199
Zanesville, Ohio	6,681	200
Tuscaloosa, Ala.	6,284	201
Anniston, Ala.	6,012	202
Casper - Riverton, Wyo.	5,776	203
Bend, Ore.	4,359	204
Helena, Mont.	4,349	205
North Platte, Neb.	4,278	206
Presque Isle, Maine	4,211	207
Ottumwa - Kirksville, Iowa-Mo.	3,634	208
Alpena, Mich.	2,862	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

TELEVISION, VIDEO RECORDER & TAPE SALES

ADI	($000)	Rank
New York, N.Y.	1,206,208	1
Los Angeles, Calif.	1,137,417	2
Chicago, Ill.	507,978	3
San Francisco - Oakland - San Jose, Calif.	477,529	4
Philadelphia, Pa.	404,560	5
Washington, D.C.	362,092	6
Boston, Mass.	306,219	7
Detroit, Mich.	259,613	8
Dallas - Ft. Worth, Tex.	252,921	9
Houston, Tex.	219,653	10
Minneapolis - St. Paul, Minn.	205,863	11
Sacramento - Stockton, Calif.	205,577	12
Atlanta, Ga.	182,632	13
St. Louis, Mo.	174,367	14
Cleveland, Ohio	172,034	15
Miami, Fla.	170,580	16
Baltimore, Md.	168,562	17
Tampa - St. Petersburg (sarasota), Fla	166,867	18
Seattle - Tacoma, Wash.	153,631	19
San Diego, Calif.	151,395	20
Denver, Colo.	139,029	21
Indianapolis, Ind.	122,286	22
Phoenix, Ariz.	119,719	23
Pittsburgh, Pa.	115,582	24
Portland, Ore.	114,178	25
Milwaukee, Wisc.	111,805	26
Orlando - Daytona Beach - Melbourne, Fla.	109,796	27
Charlotte, N.C.	102,056	28
Hartford - New Haven, Conn.	93,805	29
Raleigh - Durham, N.C.	91,904	30
Oklahoma City, Okla.	90,218	31
Memphis, Tenn.	89,528	32
Kansas City, Mo.	89,401	33
Cincinnati, Ohio	85,851	34
New Orleans, La.	84,220	35
Norfolk - Portsmouth - Newport News - Hampton, Va.	83,198	36
Grand Rapids - Kalamazoo - Battle Creek, Mich.	77,094	37
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	75,953	38
Providence - New Bedford, R.I.-Mass.	73,154	39
Louisville, Ky.	72,498	40
Toledo, Ohio	72,407	41
Greensboro - Winston-Salem - High Point, N.C.	70,290	42
Nashville, Tenn.	68,607	43
Greenville - Spartanburg - Asheville, S.C.-N.C.	67,679	44
Richmond, Va.	66,596	45
Fresno - Visalia, Calif.	65,273	46
Buffalo, N.Y.	64,488	47
Tulsa, Okla.	63,720	48
Madison, Wisc.	63,658	49
San Antonio, Tex.	62,386	50
Harrisburg - York - Lancaster - Lebanon, Pa.	59,409	51
Salt Lake City, Utah	58,968	52
Mobile - Pensacola, Ala.-Fla.	58,401	53
Flint - Saginaw - Bay City, Mich.	56,212	54
Dayton, Ohio	54,297	55
Springfield - Decatur - Champaign, Ill.	53,526	56
Omaha, Neb.	53,476	57
Wichita - Hutchinson, Kans.	52,867	58
Little Rock, Ark.	51,767	59
Wilkes-Barre - Scranton, Pa.	50,780	60
Albany - Schenectady - Troy, N.Y.	50,402	61
Albuquerque, N.M.	49,681	62
Green Bay - Appleton, Wisc.	49,175	63
Charleston - Huntington, W.Va.	48,310	64
South Bend - Elkhart, Ind.	47,719	65
Rochester, N.Y.	47,020	66
Jacksonville, Fla.	44,940	67
Tucson, Ariz.	43,298	68
Columbus, Ohio	42,320	69
Chattanooga, Tenn.	40,612	70
Knoxville, Tenn.	39,789	71
Des Moines, Iowa	38,820	72
Springfield, Mass.	38,711	73
Syracuse, N.Y.	38,665	74
Shreveport - Texarkana, La.-Tex.-Ark.	38,634	75
Birmingham, Ala.	37,875	76
Roanoke - Lynchburg, Va.	37,628	77
Evansville, Ind.	36,263	78
Austin, Tex.	35,256	79
Lexington, Ky.	34,610	80
Ft. Myers - Naples, Fla.	34,185	81
Las Vegas, Nev.	34,171	82
Portland - Poland Spring, Maine	33,226	83
Salinas - Monterey, Calif.	33,158	84
McAllen - Brownsville, Tex.	33,115	85
Baton Rouge, La.	32,644	86
Columbia, S.C.	32,514	87
Odessa - Midland, Tex.	32,427	88
El Paso, Tex.	31,463	89
Paducah - Cape Girardeau - Harris - Marion, Ky.-Mo.-Ill.	31,364	90
Youngstown, Ohio	30,533	91
Colorado Springs - Pueblo, Colo.	29,384	92
Huntsville - Decatur - Florence, Ala.	28,704	93
Lansing, Mich.	28,554	94
Cedar Rapids - Waterloo - Dubuque, Iowa	28,519	95
Davenport - Rock Island - Moline, Iowa-Ill.	27,983	96
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	27,498	97
Johnstown - Altoona, Pa.	26,508	98
Savannah, Ga.	26,377	99
Waco - Temple - Bryan, Tex.	25,911	100
Springfield, Mo.	25,851	101
Spokane, Wash.	25,689	102
Jackson, Miss.	25,235	103
Peoria - Bloomington, Ill.	25,007	104
Beaumont - Port Arthur, Tex.	24,553	105
Burlington - Plattsburgh, Vt.-N.Y.	23,570	106
Macon, Ga.	23,232	107
Augusta, Ga.	23,003	108
Lafayette, La.	22,860	109
Reno, Nev.	22,628	110
Corpus Christi, Tex.	22,383	111
Greenville - New Bern - Washington, N.C.	22,182	112
Ft. Wayne, Ind.	21,953	113
Tyler - Longview, Tex.	21,524	114
La Crosse - Eau Claire, Wisc.	21,138	115
Bristol - Kingsport - Johnson City, Tenn.	21,101	116
Wichita Falls - Lawton, Tex.-Okla.	21,048	117
Charleston, S.C.	20,743	118
Montgomery - Selma, Ala.	20,483	119
Sioux Falls - Mitchell, S.D.	20,390	120
Florence, S.C.	19,640	121
Lincoln - Hastings - Kearney, Neb.	18,557	122
Fargo, N.D.	18,176	123
Ft. Smith, Ark.	17,830	124
Tallahassee - Thomasville, Fla.-Ga.	17,525	125
Lubbock, Tex.	16,906	126
Columbus, Ga.	16,680	127
Amarillo, Tex.	16,518	128
Columbus - Tupelo, Miss.	16,414	129
Rockford, Ill.	16,219	130
Yakima, Wash.	16,119	131
Bluefield - Beckley - Oak Hill, W.Va.	16,099	132
Wheeling - Steubenville, W.Va.-Ohio	15,682	133
Albany, Ga.	15,291	134
Rochester - Mason City - Austin, Minn.-Iowa	15,225	135
Monroe - El Dorado, La.-Ark.	15,115	136
Terre Haute, Ind.	14,958	137
Laredo, Tex.	14,616	138
Duluth - Superior, Minn.-Wisc.	14,538	139
Bakersfield, Calif.	14,421	140
Erie, Pa.	14,308	141
Chico - Redding, Calif.	14,293	142
Topeka, Kans.	13,995	143
Boise, Ida.	13,838	144
Sioux City, Iowa	13,821	145
Eugene, Ore.	13,502	146
Joplin - Pittsburg, Mo.-Kans.	13,260	147
Wausau - Rhinelander, Wisc.	13,232	148
Minot - Bismarck - Dickinson, N.D.	13,140	149
Gainesville, Fla.	12,745	150
Abilene - Sweetwater, Tex.	12,336	151
Medford, Ore.	11,722	152
Salisbury, Md.	11,565	153
Traverse City - Cadillac, Mich.	11,410	154
Utica, N.Y.	11,352	155
Bangor, Maine	11,187	156
Columbia - Jefferson City, Mo.	10,832	157
Laurel - Hattiesburg, Miss.	10,712	158
Lake Charles, La.	10,633	159
Quincy - Hannibal, Ill.-Mo.	10,546	160
Binghamton, N.Y.	10,507	161
Clarksburg - Weston, W.Va.	10,428	162
Palm Springs, Calif.	10,372	163
Wilmington, N.C.	10,225	164
Dothan, Ala.	9,912	165
Greenwood - Greenville, Miss.	9,211	166
Idaho Falls - Pocatello, Ida.	9,088	167
Great Falls, Mont.	8,486	168
Billings - Hardin, Mont.	8,412	169
San Angelo, Tex.	8,086	170
Biloxi - Gulfport - Pascagoula, Miss.	8,032	171
Watertown - Carthage, N.Y.	8,025	172
El Centro - Yuma, Calif.-Ariz.	7,692	173
Jackson, Tenn.	7,492	174
Missoula, Mont.	7,025	175
Rapid City, S.D.	6,775	176
Panama City, Fla.	6,710	177
Jonesboro, Ark.	6,600	178
Elmira, N.Y.	6,460	179
Lima, Ohio	6,279	180
Meridian, Miss.	6,279	180
Ardmore - Ada, Okla.	6,167	182
Alexandria, La.	5,854	183
St. Joseph, Mo.	5,789	184
Eureka, Calif.	5,367	185
Harrisonburg, Va.	5,291	186
Charlottesville, Va.	5,192	187
Grand Junction - Durango, Colo.	5,011	188
Bowling Green, Ky.	5,003	189
Victoria, Tex.	4,952	190
Hagerstown, Md.	4,811	191
Parkersburg, W.Va.	4,644	192
Tuscaloosa, Ala.	4,290	193
Butte, Mont.	4,272	194
Lafayette, Ind.	3,972	195
Cheyenne - Scottsbluff, Wyo.-Neb.	3,947	196
Zanesville, Ohio	3,815	197
Anniston, Ala.	3,613	198
Flagstaff, Ariz.	3,388	199
Twin Falls, Ida.	3,371	200
Marquette, Mich.	3,302	201
Mankato, Minn.	2,998	202
Casper - Riverton, Wyo.	2,937	203
Presque Isle, Maine	2,652	204
Helena, Mont.	2,000	205
North Platte, Neb.	1,800	206
Bend, Ore.	1,721	207
Ottumwa - Kirksville, Iowa-Mo.	1,441	208
Alpena, Mich.	1,229	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

AUDIO EQUIPMENT, MUSICAL INSTRUMENT & SUPPLY SALES

ADI	($000)	Rank
New York, N.Y.	2,303,474	1
Los Angeles, Calif.	1,739,569	2
San Francisco - Oakland - San Jose, Calif.	911,476	3
Chicago, Ill.	837,903	4
Boston, Mass.	604,658	5
Philadelphia, Pa.	600,001	6
Washington, D.C.	597,747	7
Detroit, Mich.	418,120	8
Dallas - Ft. Worth, Tex.	371,314	9
Atlanta, Ga.	352,080	10
Miami, Fla.	343,668	11
Minneapolis - St. Paul, Minn.	332,999	12
Indianapolis, Ind.	331,331	13
Houston, Tex.	314,465	14
Seattle - Tacoma, Wash.	296,405	15
Cleveland, Ohio	287,272	16
San Diego, Calif.	284,330	17
Hartford - New Haven, Conn.	270,102	18
Tampa - St. Petersburg (sarasota), Fla.	262,127	19
Sacramento - Stockton, Calif.	236,687	20
St. Louis, Mo.	233,855	21
Denver, Colo.	232,710	22
Baltimore, Md.	224,379	23
Phoenix, Ariz.	210,464	24
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	206,687	25
Raleigh - Durham, N.C.	182,567	26
Orlando - Daytona Beach - Melbourne, Fla.	177,184	27
Pittsburgh, Pa.	176,368	28
Portland, Ore.	173,577	29
Columbus, Ohio	171,431	30
Madison, Wisc.	169,003	31
Milwaukee, Wisc.	158,052	32
Nashville, Tenn.	156,681	33
Albany - Schenectady - Troy, N.Y.	154,235	34
Norfolk - Portsmouth - Newport News - Hampton, Va.	151,658	35
Charlotte, N.C.	150,316	36
Kansas City, Mo.	150,202	37
Cincinnati, Ohio	147,820	38
New Orleans, La.	141,679	39
Terre Haute, Ind.	133,642	40
Oklahoma City, Okla.	132,204	41
Greenville - Spartanburg - Asheville, S.C.-N.C.	131,873	42
Salt Lake City, Utah	127,624	43
Memphis, Tenn.	122,079	44
Grand Rapids - Kalamazoo - Battle Creek, Mich.	118,659	45
Providence - New Bedford, R.I.-Mass.	111,639	46
Greensboro - Winston-Salem - High Point, N.C.	108,584	47
San Antonio, Tex.	105,351	48
Buffalo, N.Y.	104,582	49
Harrisburg - York - Lancaster - Lebanon, Pa.	101,194	50
Charleston - Huntington, W.Va.	101,101	51
Rochester, N.Y.	100,682	52
Louisville, Ky.	97,124	53
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	95,846	54
Richmond, Va.	93,918	55
Birmingham, Ala.	90,451	56
Albuquerque, N.M.	87,954	57
Toledo, Ohio	87,140	58
Mobile - Pensacola, Ala.-Fla.	86,204	59
Springfield - Decatur - Champaign, Ill.	84,925	60
Syracuse, N.Y.	84,213	61
Knoxville, Tenn.	81,763	62
Wichita - Hutchinson, Kans.	80,663	63
Tulsa, Okla.	78,815	64
Dayton, Ohio	75,846	65
Flint - Saginaw - Bay City, Mich.	73,836	66
Wilkes-Barre - Scranton, Pa.	72,976	67
Fresno - Visalia, Calif.	69,360	68
Austin, Tex.	67,892	69
Omaha, Neb.	67,849	70
Lexington, Ky.	67,551	71
Roanoke - Lynchburg, Va.	66,168	72
Jacksonville, Fla.	65,839	73
Little Rock, Ark.	65,137	74
Tucson, Ariz.	64,280	75
Green Bay - Appleton, Wisc.	63,988	76
Charleston, S.C.	62,158	77
Des Moines, Iowa	62,137	78
Baton Rouge, La.	61,738	79
Springfield, Mass.	61,060	80
Chattanooga, Tenn.	59,754	81
Shreveport - Texarkana, La.-Tex.-Ark.	59,446	82
Las Vegas, Nev.	58,706	83
Ft. Myers - Naples, Fla.	58,333	84
Columbia, S.C.	57,881	85
Huntsville - Decatur - Florence, Ala.	57,111	86
Waco - Temple - Bryan, Tex.	56,793	87
Lansing, Mich.	55,817	88
Colorado Springs - Pueblo, Colo.	55,777	89
Portland - Poland Spring, Maine	54,475	90
Spokane, Wash.	53,865	91
Jackson, Miss.	53,257	92
Cedar Rapids - Waterloo - Dubuque, Iowa	52,077	93
Evansville, Ind.	51,288	94
Davenport - Rock Island - Moline, Iowa-Ill.	50,091	95
Salinas - Monterey, Calif.	49,686	96
South Bend - Elkhart, Ind.	47,335	97
Burlington - Plattsburgh, Vt.-N.Y.	47,190	98
Bristol - Kingsport - Johnson City, Tenn.	47,180	99
McAllen - Brownsville, Tex.	46,649	100
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	46,078	101
Lincoln - Hastings - Kearney, Neb.	43,442	102
Ft. Wayne, Ind.	42,136	103
Augusta, Ga.	41,896	104
Fargo, N.D.	41,882	105
Youngstown, Ohio	41,499	106
Johnstown - Altoona, Pa.	39,807	107
Lafayette, La.	38,908	108
El Paso, Tex.	38,615	109
Reno, Nev.	38,251	110
Savannah, Ga.	38,006	111
Peoria - Bloomington, Ill.	37,549	112
Sioux Falls - Mitchell, S.D.	37,419	113
Springfield, Mo.	37,153	114
Tallahassee - Thomasville, Fla.-Ga.	35,661	115
Odessa - Midland, Tex.	35,168	116
Macon, Ga.	34,715	117
Corpus Christi, Tex.	33,635	118
Columbus, Ga.	33,393	119
Charlottesville, Va.	33,371	120
La Crosse - Eau Claire, Wisc.	32,145	121
Eugene, Ore.	31,582	122
Binghamton, N.Y.	31,447	123
Greenville - New Bern - Washington, N.C.	31,031	124
Amarillo, Tex.	30,989	125
Chico - Redding, Calif.	28,609	126
Wichita Falls - Lawton, Tex.-Okla.	28,101	127
Tyler - Longview, Tex.	27,412	128
Rockford, Ill.	27,410	129
Topeka, Kans.	27,391	130
Ft. Smith, Ark.	27,162	131
Beaumont - Port Arthur, Tex.	26,532	132
Bakersfield, Calif.	26,376	133
Florence, S.C.	26,351	134
Montgomery - Selma, Ala.	26,259	135
Rochester - Mason City - Austin, Minn.-Iowa	25,717	136
Laredo, Tex.	25,290	137
Wheeling - Steubenville, W.Va.-Ohio	24,682	138
Monroe - El Dorado, La.-Ark.	23,944	139
Minot - Bismarck - Dickinson, N.D.	23,860	140
Duluth - Superior, Minn.-Wisc.	23,560	141
Yakima, Wash.	23,188	142
Columbus - Tupelo, Miss.	23,028	143
Erie, Pa.	23,026	144
Bluefield - Beckley - Oak Hill, W.Va.	22,802	145
Lubbock, Tex.	22,311	146
Salisbury, Md.	21,886	147
Sioux City, Iowa	21,102	148
Albany, Ga.	20,488	149
Columbia - Jefferson City, Mo.	19,623	150
Abilene - Sweetwater, Tex.	19,287	151
Medford, Ore.	19,115	152
Gainesville, Fla.	19,094	153
Wilmington, N.C.	19,077	154
Boise, Ida.	18,149	155
Joplin - Pittsburg, Mo.-Kans.	17,901	156
Wausau - Rhinelander, Wisc.	17,853	157
Bangor, Maine	17,507	158
Lake Charles, La.	17,130	159
Dothan, Ala.	16,056	160
Laurel - Hattiesburg, Miss.	15,473	161
Billings - Hardin, Mont.	15,399	162
Panama City, Fla.	15,194	163
Quincy - Hannibal, Ill.-Mo.	14,956	164
Clarksburg - Weston, W.Va.	14,799	165
Lima, Ohio	14,209	166
San Angelo, Tex.	14,155	167
Biloxi - Gulfport - Pascagoula, Miss.	14,090	168
Palm Springs, Calif.	13,667	169
Elmira, N.Y.	13,453	170
Utica, N.Y.	13,432	171
Greenwood - Greenville, Miss.	13,089	172
Traverse City - Cadillac, Mich.	13,036	173
Great Falls, Mont.	12,789	174
Watertown - Carthage, N.Y.	12,578	175
Rapid City, S.D.	12,386	176
Jackson, Tenn.	12,368	177
Idaho Falls - Pocatello, Ida.	11,575	178
Missoula, Mont.	11,262	179
Alexandria, La.	10,767	180
Grand Junction - Durango, Colo.	10,731	181
Cheyenne - Scottsbluff, Wyo.-Neb.	10,718	182
Lafayette, Ind.	10,449	183
Hagerstown, Md.	10,293	184
El Centro - Yuma, Calif.-Ariz.	9,935	185
Tuscaloosa, Ala.	9,341	186
Meridian, Miss.	9,019	187
Casper - Riverton, Wyo.	9,011	188
Bowling Green, Ky.	8,428	189
Jonesboro, Ark.	8,022	190
Harrisonburg, Va.	7,878	191
Ardmore - Ada, Okla.	7,766	192
Anniston, Ala.	6,866	193
St. Joseph, Mo.	6,630	194
Butte, Mont.	6,606	195
Parkersburg, W.Va.	6,503	196
Eureka, Calif.	6,012	197
Flagstaff, Ariz.	5,397	198
Mankato, Minn.	5,357	199
Victoria, Tex.	5,193	200
Twin Falls, Ida.	4,254	201
Zanesville, Ohio	4,184	202
Marquette, Mich.	3,751	203
Presque Isle, Maine	3,536	204
North Platte, Neb.	3,329	205
Bend, Ore.	3,322	206
Helena, Mont.	2,916	207
Ottumwa - Kirksville, Iowa-Mo.	2,048	208
Alpena, Mich.	1,437	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

HOME COMPUTER & CALCULATOR SALES

ADI	($000)	Rank
New York, N.Y.	445,379	1
Los Angeles, Calif.	334,471	2
San Francisco - Oakland - San Jose, Calif.	198,973	3
Chicago, Ill.	189,813	4
Washington, D.C.	163,205	5
Philadelphia, Pa.	138,724	6
Miami, Fla.	111,874	7
Boston, Mass.	105,444	8
Atlanta, Ga.	98,742	9
Detroit, Mich.	87,898	10
Dallas - Ft. Worth, Tex.	85,738	11
Minneapolis - St. Paul, Minn.	72,831	12
Houston, Tex.	67,575	13
San Diego, Calif.	65,409	14
Tampa - St. Petersburg (sarasota), Fla.	64,728	15
Phoenix, Ariz.	60,336	16
Hartford - New Haven, Conn.	58,413	17
Baltimore, Md.	52,466	18
Cleveland, Ohio	51,987	19
Seattle - Tacoma, Wash.	50,153	20
Portland, Ore.	49,500	21
Pittsburgh, Pa.	49,183	22
Indianapolis, Ind.	42,638	23
Denver, Colo.	42,339	24
Sacramento - Stockton, Calif.	38,656	25
St. Louis, Mo.	38,326	26
Milwaukee, Wisc.	38,296	27
Norfolk - Portsmouth - Newport News - Hampton, Va.	36,907	28
Orlando - Daytona Beach - Melbourne, Fla.	35,793	29
Columbus, Ohio	34,170	30
Salt Lake City, Utah	33,264	31
Kansas City, Mo.	32,631	32
Oklahoma City, Okla.	32,123	33
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	28,149	34
Charlotte, N.C.	27,344	35
Omaha, Neb.	25,063	36
Greensboro - Winston-Salem - High Point, N.C.	25,056	37
Buffalo, N.Y.	23,830	38
Raleigh - Durham, N.C.	23,356	39
Louisville, Ky.	23,280	40
San Antonio, Tex.	23,239	41
Cincinnati, Ohio	23,222	42
Grand Rapids - Kalamazoo - Battle Creek, Mich.	23,098	43
Memphis, Tenn.	22,140	44
Albany - Schenectady - Troy, N.Y.	22,065	45
Providence - New Bedford, R.I.-Mass.	21,321	46
New Orleans, La.	21,089	47
Des Moines, Iowa	19,793	48
Harrisburg - York - Lancaster - Lebanon, Pa.	19,523	49
Lansing, Mich.	19,481	50
Toledo, Ohio	19,348	51
Greenville - Spartanburg - Asheville, S.C.-N.C.	18,724	52
Ft. Wayne, Ind.	18,327	53
Rochester, N.Y.	18,075	54
Jacksonville, Fla.	17,846	55
Nashville, Tenn.	17,451	56
Springfield - Decatur - Champaign, Ill.	17,078	57
Syracuse, N.Y.	17,031	58
Mobile - Pensacola, Ala.-Fla.	16,867	59
Birmingham, Ala.	16,503	60
Wilkes-Barre - Scranton, Pa.	15,505	61
Dayton, Ohio	15,248	62
Charleston - Huntington, W.Va.	15,154	63
Little Rock, Ark.	14,904	64
Fresno - Visalia, Calif.	14,715	65
Richmond, Va.	14,267	66
Austin, Tex.	14,125	67
Madison, Wisc.	14,090	68
Wichita - Hutchinson, Kans.	13,942	69
Knoxville, Tenn.	13,781	70
Salinas - Monterey, Calif.	13,439	71
Las Vegas, Nev.	12,991	72
South Bend - Elkhart, Ind.	12,946	73
Laredo, Tex.	12,571	74
Evansville, Ind.	12,322	75
Cedar Rapids - Waterloo - Dubuque, Iowa	11,972	76
Albuquerque, N.M.	11,832	77
Tucson, Ariz.	11,692	78
Flint - Saginaw - Bay City, Mich.	11,591	79
Shreveport - Texarkana, La.-Tex.-Ark.	11,195	80
Burlington - Plattsburgh, Vt.-N.Y.	11,177	81
Davenport - Rock Island - Moline, Iowa-Ill.	11,084	82
Roanoke - Lynchburg, Va.	10,634	83
Chattanooga, Tenn.	10,504	84
Youngstown, Ohio	10,475	85
Tulsa, Okla.	10,401	86
McAllen - Brownsville, Tex.	10,273	87
Baton Rouge, La.	10,028	88
Peoria - Bloomington, Ill.	9,946	89
Charleston, S.C.	9,743	90
Corpus Christi, Tex.	9,649	91
Lexington, Ky.	9,639	92
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	9,592	93
Ft. Myers - Naples, Fla.	9,578	94
Columbia, S.C.	9,375	95
Portland - Poland Spring, Maine	8,820	96
Erie, Pa.	8,786	97
Tallahassee - Thomasville, Fla.-Ga.	8,481	98
Springfield, Mass.	8,242	99
Sioux Falls - Mitchell, S.D.	8,059	100
Green Bay - Appleton, Wisc.	7,979	101
Huntsville - Decatur - Florence, Ala.	7,918	102
Reno, Nev.	7,884	103
Johnstown - Altoona, Pa.	7,351	104
Spokane, Wash.	7,306	105
Odesso - Midland, Tex.	7,292	106
Waco - Temple - Bryan, Tex.	7,077	107
Columbus, Ga.	6,975	108
Colorado Springs - Pueblo, Colo.	6,934	109
Binghamton, N.Y.	6,827	110
Bristol - Kingsport - Johnson City, Tenn.	6,427	111
Augusta, Ga.	6,378	112
Eugene, Ore.	6,341	113
La Crosse - Eau Claire, Wisc.	6,082	114
Lafayette, La.	6,043	115
Jackson, Miss.	6,016	116
Lincoln - Hastings - Kearney, Neb.	5,932	117
Fargo, N.D.	5,830	118
Savannah, Ga.	5,706	119
Amarillo, Tex.	5,604	120
Rockford, Ill.	5,600	121
El Paso, Tex.	5,285	122
Bakersfield, Calif.	5,271	123
Minot - Bismarck - Dickinson, N.D.	5,211	124
Tyler - Longview, Tex.	5,202	125
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	4,979	126
Duluth - Superior, Minn.-Wisc.	4,890	127
Chico - Redding, Calif.	4,803	128
Rochester - Mason City - Austin, Minn.-Iowa	4,659	129
Salisbury, Md.	4,540	130
Beaumont - Port Arthur, Tex.	4,502	131
Terre Haute, Ind.	4,389	132
Wheeling - Steubenville, W.Va.-Ohio	4,319	133
Bluefield - Beckley - Oak Hill, W.Va.	4,286	134
Gainesville, Fla.	4,283	135
Wichita Falls - Lawton, Tex.-Okla.	4,272	136
Sioux City, Iowa	4,220	137
Macon, Ga.	4,218	138
Greenville - New Bern - Washington, N.C.	4,144	139
Wausau - Rhinelander, Wisc.	4,107	140
San Angelo, Tex.	4,062	141
Montgomery - Selma, Ala.	3,985	142
Topeka, Kans.	3,791	143
Yakima, Wash.	3,790	144
Springfield, Mo.	3,789	145
Lubbock, Tex.	3,741	146
Utica, N.Y.	3,667	147
Bangor, Maine	3,526	148
Ft. Smith, Ark.	3,421	149
Albany, Ga.	3,335	150
Charlottesville, Va.	3,076	151
Boise, Ida.	3,054	152
Lake Charles, La.	2,979	153
Medford, Ore.	2,963	154
Watertown - Carthage, N.Y.	2,948	155
Rapid City, S.D.	2,913	156
Abilene - Sweetwater, Tex.	2,904	157
Clarksburg - Weston, W.Va.	2,743	158
Elmira, N.Y.	2,560	159
Monroe - El Dorado, La.-Ark.	2,478	160
Lafayette, Ind.	2,442	161
Panama City, Fla.	2,421	162
Florence, S.C.	2,398	163
Palm Springs, Calif.	2,395	164
Dothan, Ala.	2,376	165
Columbia - Jefferson City, Mo.	2,311	166
Joplin - Pittsburg, Mo.-Kans.	2,144	167
Hagerstown, Md.	2,140	168
Grand Junction - Durango, Colo.	1,929	169
Wilmington, N.C.	1,920	170
Cheyenne - Scottsbluff, Wyo.-Neb.	1,888	171
Casper - Riverton, Wyo.	1,800	172
Harrisonburg, Va.	1,789	173
Parkersburg, W.Va.	1,746	174
Alexandria, La.	1,688	175
Billings - Hardin, Mont.	1,673	176
Jackson, Tenn.	1,644	177
Columbus - Tupelo, Miss.	1,627	178
Laurel - Hattiesburg, Miss.	1,577	179
Quincy - Hannibal, Ill.-Mo.	1,572	180
Missoula, Mont.	1,540	181
Biloxi - Gulfport - Pascagoula, Miss.	1,501	182
Great Falls, Mont.	1,498	183
Lima, Ohio	1,442	184
St. Joseph, Mo.	1,422	185
Tuscaloosa, Ala.	1,411	186
Anniston, Ala.	1,285	187
Idaho Falls - Pocatello, Ida.	1,220	188
Traverse City - Cadillac, Mich.	1,139	189
Victoria, Tex.	1,114	190
Mankato, Minn.	1,100	191
El Centro - Yuma, Calif.-Ariz.	1,022	192
Eureka, Calif.	1,007	193
Butte, Mont.	968	194
Greenwood - Greenville, Miss.	958	195
Bowling Green, Ky.	899	196
Jonesboro, Ark.	738	197
Flagstaff, Ariz.	689	198
Zanesville, Ohio	663	199
Ardmore - Ada, Okla.	597	200
Meridian, Miss.	555	201
Presque Isle, Maine	540	202
Bend, Ore.	513	203
Helena, Mont.	331	204
Twin Falls, Ida.	312	205
North Platte, Neb.	304	206
Marquette, Mich.	272	207
Alpena, Mich.	154	208
Ottumwa - Kirksville, Iowa-Mo.	122	209

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FURNITURE & SLEEP EQUIPMENT SALES

ADI	($000)	Rank
New York, N.Y.	3,785,499	1
Los Angeles, Calif.	2,201,922	2
Chicago, Ill.	1,421,322	3
San Francisco - Oakland - San Jose, Calif.	1,117,504	4
Philadelphia, Pa.	1,083,774	5
Boston, Mass.	1,008,398	6
Washington, D.C.	880,046	7
Detroit, Mich.	727,317	8
Miami, Fla.	659,027	9
Atlanta, Ga.	605,165	10
Houston, Tex.	555,222	11
Dallas - Ft. Worth, Tex.	555,041	12
Tampa - St. Petersburg (sarasota), Fla.	551,720	13
Cleveland, Ohio	530,452	14
Minneapolis - St. Paul, Minn.	466,102	15
Seattle - Tacoma, Wash.	434,448	16
San Diego, Calif.	411,820	17
Baltimore, Md.	390,622	18
Pittsburgh, Pa.	383,309	19
Phoenix, Ariz.	379,379	20
Hartford - New Haven, Conn.	378,977	21
Sacramento - Stockton, Calif.	377,058	22
St. Louis, Mo.	374,153	23
Denver, Colo.	343,605	24
Greensboro - Winston-Salem - High Point, N.C.	330,308	25
Norfolk - Portsmouth - Newport News - Hampton, Va.	326,084	26
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	326,040	27
Raleigh - Durham, N.C.	318,495	28
Charlotte, N.C.	297,816	29
Orlando - Daytona Beach - Melbourne, Fla.	295,445	30
Indianapolis, Ind.	293,760	31
Milwaukee, Wisc.	264,445	32
Portland, Ore.	261,030	33
Oklahoma City, Okla.	253,715	34
Memphis, Tenn.	246,436	35
New Orleans, La.	245,126	36
Kansas City, Mo.	238,917	37
Cincinnati, Ohio	236,546	38
Greenville - Spartanburg - Asheville, S.C.-N.C.	223,519	39
Louisville, Ky.	220,439	40
Providence - New Bedford, R.I.-Mass.	208,364	41
Nashville, Tenn.	204,698	42
Columbus, Ohio	198,991	43
Albany - Schenectady - Troy, N.Y.	192,138	44
Salt Lake City, Utah	190,117	45
Grand Rapids - Kalamazoo - Battle Creek, Mich.	189,638	46
Buffalo, N.Y.	183,261	47
Mobile - Pensacola, Ala.-Fla.	173,854	48
San Antonio, Tex.	167,539	49
Ft. Myers - Naples, Fla.	167,358	50
Richmond, Va.	164,788	51
Rochester, N.Y.	164,418	52
Harrisburg - York - Lancaster - Lebanon, Pa.	164,141	53
Jacksonville, Fla.	159,175	54
Tulsa, Okla.	156,568	55
Birmingham, Ala.	155,719	56
Toledo, Ohio	147,905	57
Wilkes-Barre - Scranton, Pa.	147,147	58
Flint - Saginaw - Bay City, Mich.	144,598	59
Charleston - Huntington, W.Va.	142,914	60
Dayton, Ohio	139,081	61
Knoxville, Tenn.	135,436	62
Syracuse, N.Y.	133,712	63
Fresno - Visalia, Calif.	133,263	64
Little Rock, Ark.	133,088	65
Roanoke - Lynchburg, Va.	129,649	66
Chattanooga, Tenn.	126,587	67
Albuquerque, N.M.	126,048	68
Lexington, Ky.	125,739	69
Green Bay - Appleton, Wisc.	121,109	70
Omaha, Neb.	120,367	71
Wichita - Hutchinson, Kans.	119,196	72
Shreveport - Texarkana, La.-Tex.-Ark.	117,018	73
Madison, Wisc.	111,838	74
Springfield - Decatur - Champaign, Ill.	110,150	75
Des Moines, Iowa	109,897	76
Austin, Tex.	109,055	77
Huntsville - Decatur - Florence, Ala.	108,744	78
Charleston, S.C.	107,051	79
Savannah, Ga.	103,487	80
Tucson, Ariz.	100,787	81
Columbia, S.C.	98,921	82
Evansville, Ind.	93,292	83
Greenville - New Bern - Washington, N.C.	93,181	84
Davenport - Rock Island - Moline, Iowa-Ill.	92,052	85
Youngstown, Ohio	91,550	86
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	90,855	87
Jackson, Miss.	90,501	88
Springfield, Mass.	89,465	89
Spokane, Wash.	86,052	90
El Paso, Tex.	85,886	91
Baton Rouge, La.	84,647	92
South Bend - Elkhart, Ind.	81,545	93
Colorado Springs - Pueblo, Colo.	81,508	94
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	81,381	95
Cedar Rapids - Waterloo - Dubuque, Iowa	77,534	96
Portland - Poland Spring, Maine	77,248	97
Ft. Wayne, Ind.	74,163	98
Florence, S.C.	73,825	99
McAllen - Brownsville, Tex.	73,289	100
Burlington - Plattsburgh, Vt.-N.Y.	72,995	101
Odessa - Midland, Tex.	72,420	102
Bristol - Kingsport - Johnson City, Tenn.	72,271	103
Peoria - Bloomington, Ill.	72,117	104
Lansing, Mich.	71,927	105
Las Vegas, Nev.	71,102	106
Augusta, Ga.	71,094	107
Waco - Temple - Bryan, Tex.	67,788	108
Johnstown - Altoona, Pa.	67,193	109
Salinas - Monterey, Calif.	67,120	110
Columbus, Ga.	66,317	111
Lafayette, La.	65,786	112
Sioux Falls - Mitchell, S.D.	65,757	113
Lincoln - Hastings - Kearney, Neb.	64,399	114
Tallahassee - Thomasville, Fla.-Ga.	63,140	115
Springfield, Mo.	62,896	116
Macon, Ga.	62,557	117
Eugene, Ore.	61,152	118
Reno, Nev.	60,795	119
Rockford, Ill.	60,709	120
Montgomery - Selma, Ala.	58,995	121
Corpus Christi, Tex.	58,278	122
Fargo, N.D.	56,446	123
Tyler - Longview, Tex.	56,153	124
Columbus - Tupelo, Miss.	54,011	125
Wichita Falls - Lawton, Tex.-Okla.	53,684	126
La Crosse - Eau Claire, Wisc.	53,414	127
Ft. Smith, Ark.	51,342	128
Albany, Ga.	49,386	129
Wilmington, N.C.	48,036	130
Amarillo, Tex.	47,432	131
Bakersfield, Calif.	47,028	132
Yakima, Wash.	46,520	133
Beaumont - Port Arthur, Tex.	46,361	134
Wausau - Rhinelander, Wisc.	45,710	135
Bluefield - Beckley - Oak Hill, W.Va.	44,439	136
Wheeling - Steubenville, W.Va.-Ohio	44,220	137
Laredo, Tex.	43,953	138
Rochester - Mason City - Austin, Minn.-Iowa	43,942	139
Lubbock, Tex.	43,635	140
Minot - Bismarck - Dickinson, N.D.	42,911	141
Salisbury, Md.	41,769	142
Erie, Pa.	40,174	143
Monroe - El Dorado, La.-Ark.	39,602	144
Topeka, Kans.	38,872	145
Binghamton, N.Y.	38,127	146
Duluth - Superior, Minn.-Wisc.	37,171	147
Terre Haute, Ind.	36,387	148
Sioux City, Iowa	35,950	149
Boise, Ida.	35,707	150
Joplin - Pittsburg, Mo.-Kans.	35,597	151
Dothan, Ala.	34,955	152
Traverse City - Cadillac, Mich.	34,639	153
Columbia - Jefferson City, Mo.	34,636	154
Laurel - Hattiesburg, Miss.	34,215	155
Abilene - Sweetwater, Tex.	33,095	156
Chico - Redding, Calif.	32,249	157
Utica, N.Y.	31,668	158
Medford, Ore.	30,408	159
Greenwood - Greenville, Miss.	28,036	160
Clarksburg - Weston, W.Va.	27,418	161
Quincy - Hannibal, Ill.-Mo.	27,143	162
Bangor, Maine	26,841	163
Charlottesville, Va.	25,511	164
Alexandria, La.	23,555	165
Billings - Hardin, Mont.	23,071	166
Idaho Falls - Pocatello, Ida.	22,584	167
San Angelo, Tex.	22,300	168
Biloxi - Gulfport - Pascagoula, Miss.	22,079	169
Lake Charles, La.	21,762	170
Palm Springs, Calif.	21,691	171
Watertown - Carthage, N.Y.	21,495	172
Elmira, N.Y.	21,236	173
Panama City, Fla.	21,080	174
Gainesville, Fla.	20,972	175
Harrisonburg, Va.	20,535	176
Jackson, Tenn.	20,328	177
Missoula, Mont.	19,873	178
El Centro - Yuma, Calif.-Ariz.	19,374	179
Meridian, Miss.	18,878	180
Rapid City, S.D.	18,510	181
Lima, Ohio	18,423	182
Hagerstown, Md.	18,163	183
Jonesboro, Ark.	17,563	184
Bowling Green, Ky.	17,352	185
Grand Junction - Durango, Colo.	15,408	186
Great Falls, Mont.	14,088	187
Ardmore - Ada, Okla.	13,860	188
St. Joseph, Mo.	13,817	189
Parkersburg, W.Va.	13,731	190
Tuscaloosa, Ala.	13,421	191
Eureka, Calif.	13,006	192
Cheyenne - Scottsbluff, Wyo.-Neb.	12,530	193
Victoria, Tex.	12,028	194
Butte, Mont.	12,009	195
Anniston, Ala.	11,153	196
Marquette, Mich.	10,349	197
Lafayette, Ind.	10,251	198
Casper - Riverton, Wyo.	10,163	199
Mankato, Minn.	9,915	200
Flagstaff, Ariz.	9,662	201
Zanesville, Ohio	9,396	202
Twin Falls, Ida.	8,461	203
Helena, Mont.	5,499	204
North Platte, Neb.	5,355	205
Bend, Ore.	5,270	206
Presque Isle, Maine	5,270	206
Ottumwa - Kirksville, Iowa-Mo.	4,116	208
Alpena, Mich.	3,793	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

MEN'S & BOYS' CLOTHING SALES

ADI	($000)	Rank
New York, N.Y.	4,703,447	1
Los Angeles, Calif.	2,788,475	2
Chicago, Ill.	1,812,737	3
Philadelphia, Pa.	1,549,156	4
San Francisco - Oakland - San Jose, Calif.	1,463,261	5
Boston, Mass.	1,334,957	6
Washington, D.C.	985,558	7
Detroit, Mich.	873,416	8
Dallas - Ft. Worth, Tex.	853,113	9
Miami, Fla.	764,343	10
Houston, Tex.	764,028	11
Minneapolis - St. Paul, Minn.	744,120	12
Atlanta, Ga.	695,561	13
Cleveland, Ohio	668,504	14
Seattle - Tacoma, Wash.	641,435	15
St. Louis, Mo.	536,903	16
Hartford - New Haven, Conn.	516,798	17
Denver, Colo.	493,029	18
Pittsburgh, Pa.	489,262	19
Baltimore, Md.	472,626	20
San Diego, Calif.	443,978	21
Phoenix, Ariz.	441,354	22
Tampa - St. Petersburg (sarasota), Fla.	429,065	23
Kansas City, Mo.	400,007	24
Sacramento - Stockton, Calif.	399,600	25
Milwaukee, Wisc.	384,621	26
Indianapolis, Ind.	377,859	27
Portland, Ore.	371,373	28
Columbus, Ohio	370,479	29
Charlotte, N.C.	334,511	30
Cincinnati, Ohio	330,263	31
Raleigh - Durham, N.C.	300,461	32
New Orleans, La.	296,414	33
Orlando - Daytona Beach - Melbourne, Fla.	290,273	34
Providence - New Bedford, R.I.-Mass.	275,897	35
Salt Lake City, Utah	273,886	36
Oklahoma City, Okla.	265,597	37
Norfolk - Portsmouth - Newport News - Hampton, Va.	264,210	38
Memphis, Tenn.	260,064	39
Greensboro - Winston-Salem - High Point, N.C.	257,947	40
Greenville - Spartanburg - Asheville, S.C.-N.C.	252,365	41
Nashville, Tenn.	249,364	42
San Antonio, Tex.	243,342	43
Buffalo, N.Y.	240,290	44
Harrisburg—York - Lancaster - Lebanon, Pa.	239,986	45
Louisville, Ky.	234,261	46
Wilkes-Barre - Scranton, Pa.	234,193	47
Albany - Schenectady - Troy, N.Y.	233,188	48
Grand Rapids - Kalamazoo - Battle Creek, Mich.	233,061	49
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	226,610	50
Flint - Suginaw - Bay City, Mich.	211,769	51
Birmingham, Ala.	196,658	52
Portland - Poland Spring, Maine	194,884	53
Richmond, Va.	193,945	54
Charleston - Huntington, W.Va	192,943	55
Dayton, Ohio	192,502	56
Albuquerque, N.M.	191,099	57
Toledo, Ohio	190,302	58
Little Rock, Ark.	186,123	59
Tulsa, Okla.	181,334	60
Wichita - Hutchinson, Kans.	180,724	61
Green Bay - Appleton, Wisc.	179,737	62
Fresno - Visalia, Calif.	179,582	63
Mobile - Pensacola, Ala.-Fla.	178,382	64
Jacksonville, Fla.	166,192	65
Knoxville, Tenn.	162,791	66
Syracuse, N.Y.	159,679	67
Madison, Wisc.	158,689	68
Rochester, N.Y.	158,180	69
Springfield - Decatur - Champaign, Ill.	156,251	70
Des Moines, Iowa	152,281	71
Roanoke - Lynchburg, Va.	151,708	72
Omaha, Neb.	147,617	73
Lexington, Ky.	146,920	74
Tucson, Ariz.	145,998	75
Las Vegas, Nev.	135,178	76
Shreveport - Texarkana, La.-Tex.-Ark.	133,702	77
Austin, Tex.	132,483	78
McAllen - Brownsville, Tex.	129,061	79
Burlington - Plattsburgh, Vt.-N.Y.	125,669	80
Springfield, Mass.	125,041	81
Davenport - Rock Island - Moline, Iowa-Ill.	122,471	82
Cedar Rapids - Waterloo - Dubuque, Iowa	122,243	83
Evansville, Ind.	121,667	84
Columbia, S.C.	119,889	85
Chattanooga, Tenn.	118,690	86
Huntsville - Decatur - Florence, Ala.	110,149	87
Jackson, Miss.	109,503	88
Baton Rouge, La.	109,242	89
Spokane, Wash.	109,002	90
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	108,572	91
El Paso, Tex.	107,531	92
Youngstown, Ohio	105,920	93
South Bend - Elkhart, Ind.	105,039	94
Bristol - Kingsport - Johnson City, Tenn.	95,851	95
Salinas - Monterey, Calif.	95,527	96
Johnstown - Altoona, Pa.	95,271	97
Erie, Pa.	95,123	98
Waco - Temple - Bryan, Tex.	93,611	99
Odessa - Midland, Tex.	93,035	100
Charleston, S.C.	92,652	101
Lincoln - Hastings - Kearney, Neb.	90,693	102
Colorado Springs - Pueblo, Colo.	90,250	103
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	89,512	104
Peoria - Bloomington, Ill.	89,238	105
Springfield, Mo.	88,631	106
Lansing, Mich.	88,281	107
Sioux Falls - Mitchell, S.D.	88,248	108
Savannah, Ga.	87,952	109
Reno, Nev.	87,899	110
Ft. Wayne, Ind.	83,125	111
Fargo, N.D.	82,848	112
Lafayette, La.	82,219	113
Tyler - Longview, Tex.	81,578	114
Wausau - Rhinelander, Wisc.	80,297	115
Augusta, Ga.	78,932	116
Ft. Myers - Naples, Fla.	78,722	117
Greenville - New Bern - Washington, N.C.	77,348	118
Florence, S.C.	76,364	119
Montgomery - Selma, Ala.	74,349	120
Tallahassee - Thomasville, Fla.-Ga.	72,054	121
Beaumont - Port Arthur, Tex.	71,145	122
Corpus Christi, Tex.	70,967	123
Macon, Ga.	70,047	124
Amarillo, Tex.	67,565	125
Yakima, Wash.	65,518	126
La Crosse - Eau Claire, Wisc.	64,133	127
Duluth - Superior, Minn.-Wisc.	63,303	128
Ft. Smith, Ark.	61,713	129
Wichita Falls - Lawton, Tex.-Okla.	61,269	130
Rochester - Mason City - Austin, Minn.-Iowa	59,699	131
Lubbock, Tex.	59,388	132
Bakersfield, Calif.	58,819	133
Eugene, Ore.	58,337	134
Laredo, Tex.	58,200	135
Boise, Ida.	58,060	136
Topeka, Kans.	57,261	137
Bluefield - Beckley - Oak Hill, W.Va.	55,324	138
Rockford, Ill.	54,807	139
Monroe - El Dorado, La.-Ark.	54,691	140
Albany, Ga.	54,445	141
Columbus, Ga.	54,281	142
Terre Haute, Ind.	54,146	143
Wheeling - Steubenville, W.Va.-Ohio	54,070	144
Wilmington, N.C.	53,708	145
Sioux City, Iowa	53,138	146
Binghamton, N.Y.	52,246	147
Columbus - Tupelo, Miss.	52,016	148
Minot - Bismarck - Dickinson, N.D.	51,603	149
Bangor, Maine	48,964	150
Columbia - Jefferson City, Mo.	47,535	151
Chico - Redding, Calif.	46,722	152
Abilene - Sweetwater, Tex.	46,321	153
Salisbury, Md.	45,631	154
Traverse City - Cadillac, Mich.	45,204	155
Joplin - Pittsburg, Mo.-Kans.	42,905	156
Idaho Falls - Pocatello, Ida.	39,803	157
Quincy - Hannibal, Ill.-Mo.	38,711	158
Utica, N.Y.	38,121	159
Charlottesville, Va.	37,392	160
El Centro - Yuma, Calif.-Ariz.	35,468	161
Laurel - Hattiesburg, Miss.	35,340	162
Clarksburg - Weston, W.Va.	34,788	163
Gainesville, Fla.	34,678	164
Medford, Ore.	34,547	165
Dothan, Ala.	33,851	166
Elmira, N.Y.	33,747	167
Jackson, Tenn.	31,584	168
Greenwood - Greenville, Miss.	30,900	169
Rapid City, S.D.	30,418	170
Alexandria, La.	30,122	171
Billings - Hardin, Mont.	30,102	172
Biloxi - Gulfport - Pascagoula, Miss.	27,766	173
Palm Springs, Calif.	27,025	174
Lima, Ohio	26,911	175
Panama City, Fla.	26,373	176
Watertown - Carthage, N.Y.	26,219	177
Missoula, Mont.	24,928	178
Jonesboro, Ark.	24,181	179
Lake Charles, La.	23,833	180
Lafayette, Ind.	23,678	181
Tuscaloosa, Ala.	23,348	182
Grand Junction - Durango, Colo.	22,579	183
St. Joseph, Mo.	20,984	184
Parkersburg, W.Va.	20,837	185
Great Falls, Mont.	20,728	186
Meridian, Miss.	20,408	187
Bowling Green, Ky.	20,200	188
Ardmore - Ada, Okla.	19,313	189
Eureka, Calif.	19,280	190
Harrisonburg, Va.	19,056	191
San Angelo, Tex.	18,935	192
Hagerstown, Md.	18,869	193
Cheyenne - Scottsbluff, Wyo.-Neb.	18,734	194
Anniston, Ala.	16,402	195
Victoria, Tex.	16,191	196
Flagstaff, Ariz.	15,531	197
Casper - Riverton, Wyo.	14,352	198
Twin Falls, Ida.	13,475	199
Mankato, Minn.	13,471	200
Butte, Mont.	12,062	201
Zanesville, Ohio	11,676	202
Presque Isle, Maine	11,105	203
Marquette, Mich.	10,974	204
Bend, Ore.	10,707	205
North Platte, Neb.	7,160	206
Ottumwa - Kirksville, Iowa-Mo.	6,496	207
Helena, Mont.	5,958	208
Alpena, Mich.	4,467	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

WOMEN'S & GIRLS' CLOTHING SALES

ADI	($000)	Rank
New York, N.Y.	9,122,998	1
Los Angeles, Calif.	5,262,597	2
Chicago, Ill.	3,784,033	3
Philadelphia, Pa.	3,284,213	4
San Francisco - Oakland - San Jose, Calif.	2,741,362	5
Boston, Mass.	2,661,719	6
Washington, D.C.	1,985,982	7
Detroit, Mich.	1,822,220	8
Dallas - Ft. Worth, Tex.	1,750,904	9
Miami, Fla.	1,532,783	10
Atlanta, Ga.	1,439,823	11
Houston, Tex.	1,438,349	12
Minneapolis - St. Paul, Minn.	1,436,767	13
Cleveland, Ohio	1,348,890	14
Seattle - Tacoma, Wash.	1,224,085	15
St. Louis, Mo.	1,055,355	16
Pittsburgh, Pa.	1,003,620	17
Phoenix, Ariz.	1,002,787	18
Hartford - New Haven, Conn.	990,300	19
Denver, Colo.	898,174	20
Tampa - St. Petersburg (sarasota), Fla.	897,695	21
Baltimore, Md.	883,902	22
San Diego, Calif.	865,820	23
Sacramento - Stockton, Calif.	765,198	24
Kansas City, Mo.	759,028	25
Milwaukee, Wisc.	719,156	26
Indianapolis, Ind.	718,586	27
Charlotte, N.C.	675,477	28
Portland, Ore.	662,963	29
Cincinnati, Ohio	640,229	30
Orlando - Daytona Beach - Melbourne, Fla.	624,798	31
Columbus, Ohio	595,390	32
Raleigh - Durham, N.C.	586,212	33
New Orleans, La.	571,615	34
Providence - New Bedford, R.I.-Mass.	536,900	35
Greensboro - Winston-Salem - High Point, N.C.	526,999	36
Norfolk - Portsmouth - Newport News - Hampton, Va.	522,885	37
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	516,380	38
Memphis, Tenn.	513,835	39
Oklahoma City, Okla.	503,355	40
Buffalo, N.Y.	494,833	41
Louisville, Ky.	489,864	42
Greenville - Spartanburg - Asheville, S.C.-N.C.	487,023	43
Salt Lake City, Utah	485,553	44
Nashville, Tenn.	472,985	45
San Antonio, Tex.	470,970	46
Wilkes-Barre - Scranton, Pa.	446,428	47
Albany - Schenectady - Troy, N.Y.	446,280	48
Harrisburg - York - Lancaster - Lebanon, Pa.	443,715	49
Grand Rapids - Kalamazoo - Battle Creek, Mich.	436,956	50
Flint - Saginaw - Bay City, Mich.	412,731	51
Richmond, Va.	408,553	52
Birmingham, Ala.	381,414	53
Dayton, Ohio	381,060	54
Little Rock, Ark.	366,486	55
Charleston - Huntington, W.Va.	353,821	56
Albuquerque, N.M.	352,773	57
Mobile - Pensacola, Ala.-Fla.	348,955	58
Toledo, Ohio	345,181	59
Jacksonville, Fla.	344,028	60
Knoxville, Tenn.	329,380	61
Fresno - Visalia, Calif.	321,502	62
Tulsa, Okla.	315,837	63
Rochester, N.Y.	310,015	64
Wichita - Hutchinson, Kans.	307,087	65
Syracuse, N.Y.	304,115	66
Springfield - Decatur - Champaign, Ill.	301,660	67
Green Bay - Appleton, Wisc.	300,430	68
Roanoke - Lynchburg, Va.	287,932	69
Des Moines, Iowa	283,693	70
Lexington, Ky.	280,702	71
Omaha, Neb.	274,459	72
Tucson, Ariz.	272,647	73
Austin, Tex.	265,027	74
Madison, Wisc.	264,977	75
Springfield, Mass.	263,925	76
Portland - Poland Spring, Maine	263,520	77
McAllen - Brownsville, Tex.	255,616	78
Shreveport - Texarkana, La.-Tex.-Ark.	250,659	79
Las Vegas, Nev.	247,608	80
Davenport - Rock Island - Moline, Iowa-Ill.	239,440	81
Columbia, S.C.	239,086	82
Cedar Rapids - Waterloo - Dubuque, Iowa	233,088	83
Evansville, Ind.	229,778	84
Chattanooga, Tenn.	224,361	85
Jackson, Miss.	222,970	86
El Paso, Tex.	210,590	87
Youngstown, Ohio	209,192	88
South Bend - Elkhart, Ind.	204,983	89
Baton Rouge, La.	204,270	90
Burlington - Plattsburgh, Vt.-N.Y.	204,073	91
Huntsville - Decatur - Florence, Ala.	203,300	92
Salinas - Monterey, Calif.	198,242	93
Spokane, Wash.	196,529	94
Bristol - Kingsport - Johnson City, Tenn.	185,605	95
Johnstown - Altoona, Pa.	183,768	96
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	183,612	97
Peoria - Bloomington, Ill.	181,827	98
Lincoln - Hastings - Kearney, Neb.	179,275	99
Waco - Temple - Bryan, Tex.	177,992	100
Savannah, Ga.	176,293	101
Charleston, S.C.	174,079	102
Lansing, Mich.	169,789	103
Erie, Pa.	169,229	104
Ft. Myers - Naples, Fla.	168,565	105
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	168,007	106
Odessa - Midland, Tex.	167,986	107
Colorado Springs - Pueblo, Colo.	164,233	108
Reno, Nev.	162,025	109
Sioux Falls - Mitchell, S.D.	161,160	110
Fargo, N.D.	160,396	111
Ft. Wayne, Ind.	159,445	112
Tyler - Longview, Tex.	158,774	113
Augusta, Ga.	156,471	114
Montgomery - Selma, Ala.	154,976	115
Springfield, Mo.	153,442	116
Lafayette, La.	150,760	117
Florence, S.C.	150,533	118
Corpus Christi, Tex.	150,422	119
Tallahassee - Thomasville, Fla.-Ga.	148,085	120
Macon, Ga.	142,139	121
Greenville - New Bern - Washington, N.C.	136,963	122
Amarillo, Tex.	133,532	123
Laredo, Tex.	128,917	124
Wausau - Rhinelander, Wisc.	126,611	125
Beaumont - Port Arthur, Tex.	125,812	126
Yakima, Wash.	122,975	127
Wichita Falls - Lawton, Tex.-Okla.	121,166	128
La Crosse - Eau Claire, Wisc.	120,470	129
Duluth - Superior, Minn.-Wisc.	119,640	130
Rochester - Mason City - Austin, Minn.-Iowa	118,968	131
Columbus, Ga.	111,493	132
Rockford, Ill.	109,307	133
Lubbock, Tex.	108,376	134
Albany, Ga.	107,579	135
Monroe - El Dorado, La.-Ark.	107,349	136
Terre Haute, Ind.	105,776	137
Wheeling - Steubenville, W.Va.-Ohio	105,412	138
Eugene, Ore.	103,707	139
Columbus - Tupelo, Miss.	101,595	140
Bluefield - Beckley - Oak Hill, W.Va.	101,576	141
Ft. Smith, Ark.	101,179	142
Boise, Ida.	101,011	143
Bakersfield, Calif.	100,732	144
Wilmington, N.C.	100,299	145
Sioux City, Iowa	98,770	146
Topeka, Kans.	96,031	147
Abilene - Sweetwater, Tex.	93,080	148
Minot - Bismarck - Dickinson, N.D.	92,951	149
Salisbury, Md.	91,914	150
Binghamton, N.Y.	91,041	151
Chico - Redding, Calif.	90,668	152
Traverse City - Cadillac, Mich.	86,113	153
Columbia - Jefferson City, Mo.	83,980	154
Utica, N.Y.	79,773	155
Charlottesville, Va.	73,577	156
Joplin - Pittsburg, Mo.-Kans.	73,011	157
Bangor, Maine	69,538	158
Laurel - Hattiesburg, Miss.	69,339	159
Quincy - Hannibal, Ill.-Mo.	67,250	160
Idaho Falls - Pocatello, Ida.	66,057	161
Elmira, N.Y.	65,317	162
Dothan, Ala.	64,835	163
Clarksburg - Weston, W.Va.	63,951	164
Gainesville, Fla.	63,479	165
El Centro - Yuma, Calif.-Ariz.	61,197	166
Medford, Ore.	60,310	167
Greenwood - Greenville, Miss.	60,036	168
Biloxi - Gulfport - Pascagoula, Miss.	60,004	169
Billings - Hardin, Mont.	59,938	170
Jackson, Tenn.	59,403	171
Alexandria, La.	56,601	172
Tuscaloosa, Ala.	56,049	173
Rapid City, S.D.	54,354	174
Panama City, Fla.	51,877	175
Palm Springs, Calif.	51,406	176
Lake Charles, La.	48,534	177
Missoula, Mont.	47,248	178
Lima, Ohio	47,202	179
Watertown - Carthage, N.Y.	45,403	180
Jonesboro, Ark.	43,727	181
Lafayette, Ind.	43,722	182
San Angelo, Tex.	42,232	183
St. Joseph, Mo.	41,633	184
Great Falls, Mont.	40,870	185
Meridian, Miss.	38,821	186
Parkersburg, W.Va.	37,021	187
Grand Junction - Durango, Colo.	36,338	188
Ardmore - Ada, Okla.	35,141	189
Bowling Green, Ky.	34,979	190
Eureka, Calif.	34,021	191
Cheyenne - Scottsbluff, Wyo.-Neb.	33,864	192
Harrisonburg, Va.	33,029	193
Victoria, Tex.	31,797	194
Anniston, Ala.	31,108	195
Hagerstown, Md.	28,993	196
Flagstaff, Ariz.	25,701	197
Mankato, Minn.	25,644	198
Casper - Riverton, Wyo.	25,545	199
Butte, Mont.	22,834	200
Twin Falls, Ida.	22,702	201
Marquette, Mich.	20,698	202
Zanesville, Ohio	20,462	203
Bend, Ore.	17,250	204
Presque Isle, Maine	15,903	205
North Platte, Neb.	13,735	206
Helena, Mont.	11,321	207
Ottumwa - Kirksville, Iowa-Mo.	10,806	208
Alpena, Mich.	8,559	209

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1989 SURVEY OF BUYING POWER DATA SERVICE

FOOTWEAR SALES

ADI	($000)	Rank
New York, N.Y.	2,706,285	1
Los Angeles, Calif.	1,616,581	2
Chicago, Ill.	1,101,534	3
Philadelphia, Pa.	890,333	4
San Francisco - Oakland - San Jose, Calif.	856,815	5
Boston, Mass.	648,377	6
Washington, D.C.	574,135	7
Dallas - Ft. Worth, Tex.	537,632	8
Detroit, Mich.	514,618	9
Miami, Fla.	482,333	10
Houston, Tex.	454,324	11
Atlanta, Ga.	410,996	12
Seattle - Tacoma, Wash.	391,168	13
Cleveland, Ohio	377,920	14
Minneapolis - St. Paul, Minn.	343,420	15
St. Louis, Mo.	309,686	16
San Diego, Calif.	281,847	17
Pittsburgh, Pa.	280,451	18
Baltimore, Md.	278,734	19
Hartford - New Haven, Conn.	275,391	20
Denver, Colo.	268,293	21
Phoenix, Ariz.	252,436	22
Sacramento - Stockton, Calif.	241,454	23
Tampa - St. Petersburg (sarasota), Fla.	239,623	24
Portland, Ore.	218,362	25
Milwaukee, Wisc.	215,425	26
New Orleans, La.	205,327	27
Indianapolis, Ind.	204,128	28
Kansas City, Mo.	200,928	29
Orlando - Daytona Beach - Melbourne, Fla.	182,528	30
Cincinnati, Ohio	175,169	31
Raleigh - Durham, N.C.	170,918	32
Salt Lake City, Utah	166,985	33
Charlotte, N.C.	165,351	34
Memphis, Tenn.	165,091	35
San Antonio, Tex.	164,695	36
Greenville - Spartanburg - Asheville, S.C. N.C.	160,245	37
Columbus, Ohio	158,701	38
Norfolk - Portsmouth - Newport News - Hampton, Va.	157,879	39
Greensboro - Winston-Salem - High Point, N.C.	155,924	40
Providence - New Bedford, R.I.-Mass.	148,029	41
Oklahoma City, Okla.	145,959	42
Nashville, Tenn.	139,288	43
Buffalo, N.Y.	133,279	44
West Palm Beach - Ft. Pierce - Vero Beach, Fla.	133,251	45
Harrisburg - York - Lancaster - Lebanon, Pa.	132,461	46
Louisville, Ky.	130,659	47
Albany - Schenectady - Troy, N.Y.	123,801	48
Roanoke - Lynchburg, Va.	119,744	49
Grand Rapids - Kalamazoo - Battle Creek, Mich.	119,489	50
Wilkes-Barre - Scranton, Pa.	115,529	51
Portland - Poland Spring, Maine	110,643	52
Dayton, Ohio	107,538	53
Richmond, Va.	107,251	54
Albuquerque, N.M.	106,467	55
Birmingham, Ala.	103,660	56
Flint - Saginaw - Bay City, Mich.	103,102	57
Charleston - Huntington, W.Va.	101,516	58
Jacksonville, Fla.	99,908	59
Knoxville, Tenn.	98,479	60
Mobile - Pensacola, Ala.-Fla.	98,307	61
Fresno - Visalia, Calif.	97,162	62
Wichita - Hutchinson, Kans.	97,069	63
Little Rock, Ark.	94,483	64
Tulsa, Okla.	93,469	65
Rochester, N.Y.	89,372	66
Austin, Tex.	88,951	67
Green Bay - Appleton, Wisc.	86,294	68
Toledo, Ohio	84,781	69
Tucson, Ariz.	83,916	70
Omaha, Neb.	82,572	71
Syracuse, N.Y.	82,412	72
Las Vegas, Nev.	81,455	73
Shreveport - Texarkana, La.-Tex.-Ark.	80,389	74
Springfield - Decatur - Champaign, Ill.	80,221	75
Lexington, Ky.	79,199	76
Madison, Wisc.	77,113	77
Des Moines, Iowa	74,196	78
Evansville, Ind.	71,206	79
El Paso, Tex.	71,062	80
Jackson, Miss.	70,065	81
Youngstown, Ohio	69,882	82
McAllen - Brownsville, Tex.	69,438	83
Springfield, Mass.	68,975	84
Baton Rouge, La.	66,874	85
Chattanooga, Tenn.	66,261	86
Spokane, Wash.	64,253	87
Columbia, S.C.	62,618	88
Davenport - Rock Island - Moline, Iowa-Ill.	62,531	89
Burlington - Plattsburgh, Vt.-N.Y.	62,291	90
Savannah, Ga.	60,878	91
Santa Barbara - Santa Maria - San Luis Obispo, Calif.	60,060	92
Cedar Rapids - Waterloo - Dubuque, Iowa	59,356	93
South Bend - Elkhart, Ind.	57,883	94
Waco - Temple - Bryan, Tex.	56,076	95
Huntsville - Decatur - Florence, Ala.	55,601	96
Charleston, S.C.	54,973	97
Lincoln - Hastings - Kearney, Neb.	53,701	98
Paducah - Cape Girardeau - Harrisburg - Marion, Ky.-Mo.-Ill.	53,446	99
Salinas - Monterey, Calif.	53,424	100
Odessa - Midland, Tex.	52,428	101
Lafayette, La.	51,979	102
Bristol - Kingsport - Johnson City, Tenn.	51,941	103
Peoria - Bloomington, Ill.	50,971	104
Colorado Springs - Pueblo, Colo.	50,612	105
Tyler - Longview, Tex.	50,201	106
Johnstown - Altoona, Pa.	49,509	107
Corpus Christi, Tex.	49,488	108
Reno, Nev.	48,264	109
Ft. Myers - Naples, Fla.	48,060	110
Florence, S.C.	46,895	111
Augusta, Ga.	46,504	112
Lansing, Mich.	46,303	113
Sioux Falls - Mitchell, S.D.	46,026	114
Montgomery - Selma, Ala.	45,024	115
Greenville - New Bern - Washington, N.C.	44,852	116
Ft. Wayne, Ind.	44,156	117
Amarillo, Tex.	41,165	118
Beaumont - Port Arthur, Tex.	41,116	119
Tallahassee - Thomasville, Fla.-Ga.	40,949	120
Springfield, Mo.	40,647	121
Fargo, N.D.	39,864	122
Yakima, Wash.	39,546	123
Erie, Pa.	38,413	124
Lubbock, Tex.	38,050	125
Macon, Ga.	38,037	126
Wausau - Rhinelander, Wisc.	37,958	127
Bakersfield, Calif.	36,672	128
Wichita Falls - Lawton, Tex.-Okla.	36,069	129
Monroe - El Dorado, La.-Ark.	35,600	130
Eugene, Ore.	34,223	131
La Crosse - Eau Claire, Wisc.	33,586	132
Rochester - Mason City - Austin, Minn.-Iowa	33,577	133
Columbus, Ga.	33,247	134
Albany, Ga.	33,085	135
Laredo, Tex.	32,774	136
Chico - Redding, Calif.	30,972	137
Columbus - Tupelo, Miss.	30,953	138
Bluefield - Beckley - Oak Hill, W.Va.	30,867	139
Binghamton, N.Y.	30,417	140
Boise, Ida.	29,488	141
Rockford, Ill.	29,397	142
Wheeling - Steubenville, W.Va.-Ohio	29,100	143
Abilene - Sweetwater, Tex.	28,999	144
Wilmington, N.C.	28,966	145
Sioux City, Iowa	28,919	146
Duluth - Superior, Minn. Wisc.	28,661	147
Terre Haute, Ind.	28,467	148
Ft. Smith, Ark.	27,715	149
Minot - Bismarck - Dickinson, N.D.	27,069	150
Topeka, Kans.	26,763	151
Bangor, Maine	26,632	152
Salisbury, Md.	26,106	153
Traverse City - Cadillac, Mich.	25,346	154
Medford, Ore.	22,735	155
Utica, N.Y.	22,415	156
Columbia - Jefferson City, Mo.	21,561	157
Joplin - Pittsburg, Mo.-Kans.	20,670	158
Laurel - Hattiesburg, Miss.	20,467	159
Idaho Falls - Pocatello, Ida.	19,971	160
Clarksburg - Weston, W.Va.	19,353	161
El Centro - Yuma, Calif.-Ariz.	18,977	162
Dothan, Ala.	18,203	163
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Elmira, N.Y.	17,367	167
Billings - Hardin, Mont.	17,249	168
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Charlottesville, Va.	16,642	170
Biloxi - Gulfport - Pascagoula, Miss.	16,232	171
Gainesville, Fla.	16,163	172
Palm Springs, Calif.	15,331	173
Rapid City, S.D.	14,736	174
Panama City, Fla.	14,592	175
Tuscaloosa, Ala.	14,520	176
Watertown - Carthage, N.Y.	14,386	177
Lake Charles, La.	14,065	178
San Angelo, Tex.	13,729	179
Eureka, Calif.	13,296	180
Jonesboro, Ark.	12,192	181
Lafayette, Ind.	12,136	182
Missoula, Mont.	12,089	183
Lima, Ohio	12,008	184
Parkersburg, W.Va.	11,001	185
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Grand Junction - Durango, Colo.	9,620	194
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Twin Falls, Ida.	7,305	196
Anniston, Ala.	7,244	197
Bend, Ore.	6,849	198
Casper - Riverton, Wyo.	6,841	199
Butte, Mont.	6,677	200
Mankato, Minn.	6,577	201
Flagstaff, Ariz.	6,430	202
Presque Isle, Maine	6,397	203
Marquette, Mich.	6,291	204
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Helena, Mont.	2,480	208
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1989 SURVEY OF BUYING POWER DATA SERVICE

SECTION 21
Retail Sales By Merchandise Line Category For Television Markets (ADIs)

Groceries And Other Foods
Drugs, Health Aids And Beauty Aids
Furniture And Other Sleep Equipment
Major Household Appliances
Televisions And Video Recorders
Audio Equipment/Musical Instruments
Home Computers And Calculators
Men's And Boys' Clothing
Women's And Girls' Clothing
Footwear

EXPLANATION OF TERMS

An explanation of terms used in the **Survey Of Buying Power Data Service** will be found in the Introductory Section starting on page A-5. A detailed listing of the outlets that make up each Store Group, and definitions of the Merchandise Line Sales categories, will be found on pages A-9 and A-10. A listing of the county makeup of each Television Market will be found starting on page A-11.

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1989 SURVEY OF BUYING POWER DATA SERVICE

TELEVISION MARKETS [ADIs]: 1988 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

S&MM/ARBITRON TV MARKET (ADI)	Merchandise Line Sales												
	Groceries & Other Foods		Drugs & Health & Beauty Aids			Major Household Appliances			TVs, Video Recorders & Tapes			Audio Equipment, Musical Instruments & Supplies	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In Food Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
ALABAMA													
ANNISTON	88,027	82,939	28,756	19,509	1,920	6,012	2,779	787	3,613	1,855	673	6,866	4,422
BIRMINGHAM	1,273,658	1,223,414	345,072	237,869	28,781	84,863	31,041	29,858	37,875	21,851	7,071	90,451	63,560
DOTHAN	230,085	219,085	61,796	39,713	7,881	22,252	9,722	3,733	9,912	5,466	1,312	16,056	10,497
HUNTSVILLE - DECATUR - FLORENCE	631,056	597,181	194,505	118,489	23,539	57,638	29,057	13,407	28,704	15,904	4,843	57,111	40,674
MOBILE - PENSACOLA	1,232,589	1,187,223	317,208	214,469	35,721	118,245	48,233	36,772	58,401	30,451	14,699	86,204	62,100
MONTGOMERY - SELMA	464,916	442,090	154,980	112,676	17,130	37,991	12,357	9,639	20,483	10,981	2,577	26,259	12,535
TUSCALOOSA	163,216	156,557	37,564	23,764	4,794	8,284	3,042	838	4,290	1,062	1,971	9,341	6,275
ARIZONA													
FLAGSTAFF	108,984	101,506	21,576	12,961	5,090	7,068	2,583	2,127	3,388	1,709	597	5,397	3,447
PHOENIX	3,129,824	2,955,979	751,149	418,723	202,330	183,991	92,722	59,806	119,719	85,059	24,660	210,464	164,282
TUCSON	800,345	768,931	230,118	138,757	46,482	47,865	17,366	22,691	43,298	28,208	11,785	64,280	48,992
ARKANSAS													
FT. SMITH	466,279	443,932	107,714	51,786	15,122	35,145	13,400	11,392	17,830	6,749	6,589	27,162	11,440
JONESBORO	185,019	175,061	51,507	30,621	5,569	13,112	5,634	1,786	6,600	3,373	1,480	8,022	2,679
LITTLE ROCK	1,334,041	1,274,803	289,077	150,810	44,982	93,032	38,342	24,268	51,767	20,411	19,238	65,137	32,590
CALIFORNIA													
BAKERSFIELD	487,842	463,906	101,868	66,598	24,587	28,773	13,709	8,859	14,421	9,161	2,962	26,376	20,509
CHICO - REDDING	482,479	455,569	115,398	88,199	17,656	30,361	15,969	6,432	14,293	8,549	3,249	28,609	21,289
EL CENTRO - YUMA	237,844	223,705	53,058	35,717	10,576	15,837	7,472	5,192	7,692	4,612	1,899	9,935	6,430
EUREKA	194,829	184,018	49,127	38,289	8,317	11,640	6,853	1,604	5,267	4,048	599	6,012	4,516
FRESNO - VISALIA	1,273,850	1,197,001	323,688	213,150	58,386	74,943	38,520	21,724	65,273	46,070	13,386	69,360	45,752
LOS ANGELES	14,699,609	13,851,477	3,932,824	2,037,132	929,107	1,133,578	644,379	372,151	1,137,417	778,919	264,268	1,739,569	1,397,594
PALM SPRINGS	220,341	212,017	47,106	24,590	12,958	11,812	5,814	4,565	10,372	6,554	3,104	13,667	10,324
SACRAMENTO - STOCKTON	2,306,091	2,643,691	732,042	490,055	131,357	223,571	132,696	63,395	205,577	157,576	35,528	236,687	174,954
SALINAS - MONTEREY	586,535	551,196	143,319	92,318	34,413	40,660	21,985	12,121	33,158	24,664	5,621	49,686	41,220
SAN DIEGO	2,570,290	2,409,906	673,152	331,011	189,007	197,917	99,617	63,710	151,395	101,651	40,202	284,330	222,581
SAN FRANCISCO - OAKLAND - SAN JOSE	7,260,235	6,800,370	1,945,612	1,133,189	404,517	549,103	302,799	169,731	477,529	331,850	105,408	911,476	707,593
SANTA BARBARA - SANTA MARIA - SAN LUIS OBISPO	713,002	655,187	179,528	110,859	45,051	44,964	24,191	12,451	27,498	17,398	6,351	206,687	36,780
COLORADO													
COLORADO SPRINGS - PUEBLO	525,196	512,578	126,900	64,168	34,532	44,625	18,565	14,997	29,384	16,297	10,233	55,777	36,938
DENVER	2,870,831	2,781,638	629,524	292,817	209,578	199,491	93,752	60,509	139,029	86,768	33,178	232,710	179,769
GRAND JUNCTION - DURANGO	159,264	153,192	40,250	20,642	12,346	9,406	4,344	1,904	5,011	2,478	1,206	10,731	7,270
CONNECTICUT													
HARTFORD - NEW HAVEN	3,186,555	3,070,463	638,261	384,101	86,363	211,088	115,964	63,012	93,805	54,966	24,734	270,102	207,224

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1989 SURVEY OF BUYING POWER DATA SERVICE

TELEVISION MARKETS [ADIs]: 1988 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

S&MM/ARBITRON TV MARKET (ADI)	Merchandise Line Sales												
	Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
	In Radio/TV Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
ALABAMA													
ANNISTON	1,096	189	11,153	9,974	16,402	8,041	7,295	31,108	15,433	14,153	7,244	4,062	1,509
BIRMINGHAM	14,306	2,197	155,719	129,846	196,658	112,944	66,451	381,414	230,180	117,856	103,660	79,164	13,764
DOTHAN	2,089	287	34,955	29,039	33,851	14,572	12,201	64,835	31,270	21,657	18,203	11,947	2,387
HUNTSVILLE - DECATUR - FLORENCE	6,951	967	108,744	92,018	110,149	47,091	48,261	203,300	100,685	80,003	55,601	39,232	6,980
MOBILE - PENSACOLA	14,281	2,586	173,854	136,856	178,382	53,683	100,681	348,955	119,444	192,083	99,307	57,581	26,969
MONTGOMERY - SELMA	3,370	615	58,995	46,089	74,349	33,767	30,636	154,976	75,524	60,470	45,024	31,598	7,027
TUSCALOOSA	1,129	282	13,421	11,202	23,348	7,708	14,733	56,049	24,495	30,030	14,520	10,587	2,251
ARIZONA													
FLAGSTAFF	623	66	9,662	7,345	15,531	3,734	3,946	25,701	8,821	5,307	6,430	3,329	597
PHOENIX	54,290	6,048	379,379	300,888	441,354	139,820	209,055	1,002,787	336,135	399,216	252,436	175,795	45,037
TUCSON	9,544	2,148	100,787	70,079	145,998	47,171	76,994	272,647	119,284	122,480	83,916	60,932	13,789
ARKANSAS													
FT. SMITH	2,600	821	51,342	36,683	61,713	20,188	36,759	101,179	42,333	50,561	27,715	18,544	4,103
JONESBORO	491	247	17,563	13,033	24,181	9,830	10,971	43,727	23,884	13,436	12,192	8,885	737
LITTLE ROCK	11,531	3,373	133,088	100,190	186,123	69,959	96,257	366,486	175,506	155,946	94,483	66,407	16,145
CALIFORNIA													
BAKERSFIELD	4,119	1,152	47,028	38,666	58,819	26,251	23,706	100,732	46,625	44,614	36,672	28,783	4,116
CHICO - REDDING	3,753	1,050	32,249	21,830	46,722	16,934	26,438	90,668	44,516	35,400	30,972	22,131	4,489
EL CENTRO - YUMA	738	284	19,374	14,871	35,468	14,491	14,437	61,197	29,751	21,200	18,977	13,032	2,555
EUREKA	912	95	13,006	10,153	19,280	11,733	4,291	34,021	22,371	6,751	13,296	10,591	853
FRESNO - VISALIA	10,710	4,005	133,263	101,490	179,582	67,278	93,742	321,502	144,218	151,390	97,162	64,779	22,147
LOS ANGELES	266,665	67,805	2,201,922	1,774,976	2,788,475	1,401,934	1,087,780	5,262,597	2,705,967	2,145,738	1,616,581	1,261,256	257,084
PALM SPRINGS	1,463	931	21,691	16,332	27,025	11,470	12,108	51,406	24,210	22,663	15,331	11,617	2,690
SACRAMENTO - STOCKTON	29,735	8,922	377,058	298,643	399,600	162,981	204,814	765,198	332,531	382,742	241,454	178,559	46,229
SALINAS - MONTEREY	11,519	1,920	67,120	50,224	95,527	44,361	40,159	198,242	109,549	75,171	53,424	43,692	5,582
SAN DIEGO	60,774	4,635	411,820	344,571	443,978	221,139	184,019	865,820	460,125	355,666	281,847	225,844	37,109
SAN FRANCISCO - OAKLAND - SAN JOSE	166,240	32,733	1,117,504	873,917	1,463,261	738,214	602,479	2,741,362	1,346,503	1,210,224	856,815	674,218	129,483
SANTA BARBARA - SANTA MARIA - SAN LUIS OBISPO	7,967	1,625	81,381	65,181	89,512	51,897	26,793	168,007	100,113	52,495	60,060	47,529	4,996
COLORADO													
COLORADO SPRINGS - PUEBLO	4,617	2,317	81,508	58,685	90,250	31,418	45,259	164,233	73,094	79,581	50,612	34,265	9,974
DENVER	33,491	8,848	343,605	260,184	493,029	193,748	220,211	898,174	377,850	417,517	268,293	190,608	43,685
GRAND JUNCTION - DURANGO	1,506	423	15,408	12,811	22,579	8,203	8,705	36,338	16,430	11,747	9,630	6,110	2,027
CONNECTICUT													
HARTFORD - NEW HAVEN	48,250	10,183	376,977	310,528	516,798	239,777	236,500	990,300	548,913	394,850	275,391	209,791	44,186

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TELEVISION MARKETS [ADIs]: 1988 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

S&MM/ARBITRON TV MARKET (ADI)	Merchandise Line Sales												
	Groceries & Other Foods		Drugs & Health & Beauty Aids			Major Household Appliances			TVs, Video Recorders & Tapes			Audio Equipment, Musical Instruments & Supplies	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In Food Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
DISTRICT OF COLUMBIA													
WASHINGTON	5,410,116	5,231,128	1,404,453	851,758	292,614	355,935	168,211	117,324	362,092	259,049	75,016	597,747	447,307
FLORIDA													
FT. MYERS - NAPLES	768,927	740,559	147,081	82,714	39,517	67,980	43,988	14,069	34,185	20,468	7,285	58,333	46,493
GAINESVILLE	254,486	249,313	55,042	23,200	17,383	14,451	5,409	5,810	12,745	8,251	2,814	19,094	14,732
JACKSONVILLE	1,185,061	1,126,617	276,487	162,068	55,523	97,355	44,702	25,564	44,940	23,628	10,719	65,839	44,356
MIAMI	3,831,940	3,727,075	1,217,355	792,647	165,404	310,054	164,152	104,122	170,580	89,729	56,473	343,668	267,784
ORLANDO - DAYTONA BEACH - MELBOURNE	2,436,793	2,339,907	535,331	292,401	126,178	199,977	98,179	67,025	109,796	53,997	29,479	177,184	129,334
PANAMA CITY	177,549	167,036	48,915	31,078	7,280	13,375	5,491	4,543	6,710	2,879	2,198	15,194	12,092
TALLAHASSEE - THOMASVILLE	516,721	500,587	124,503	76,300	24,701	43,743	19,645	12,081	17,525	7,148	4,971	35,661	25,115
TAMPA - ST. PETERSBURG (SARASOTA)	3,708,140	3,606,799	857,967	463,902	211,870	348,773	214,434	100,598	166,867	96,412	42,162	262,127	200,679
WEST PALM BEACH - FT. PIERCE - VERO BEACH	1,558,817	1,517,854	374,667	223,836	82,481	137,871	83,645	36,873	75,953	47,411	19,721	95,846	72,251
GEORGIA													
ALBANY	411,733	393,898	93,497	58,590	17,590	28,970	10,830	5,210	15,291	9,105	2,229	20,488	13,994
ATLANTA	3,951,403	3,771,796	1,185,905	753,674	192,048	275,622	115,434	82,643	182,632	87,548	55,483	352,080	259,763
AUGUSTA	540,600	522,126	142,895	94,375	26,081	35,611	16,607	4,903	23,003	11,418	5,510	41,896	30,063
COLUMBUS	411,274	393,677	112,937	76,274	14,257	37,165	15,317	8,840	16,680	10,021	2,604	33,393	25,142
MACON	530,807	508,974	149,593	95,305	26,448	41,535	16,894	12,151	23,232	13,733	4,154	34,715	23,812
SAVANNAH	663,312	634,823	161,149	107,029	28,368	58,413	31,787	8,179	26,377	18,179	2,338	38,006	24,305
IDAHO													
BOISE	388,991	367,497	75,442	40,227	18,805	29,232	17,524	5,292	13,838	9,698	1,758	18,149	10,113
IDAHO FALLS - POCATELLO	257,641	247,702	51,485	30,581	11,910	19,095	12,604	2,991	9,088	6,912	1,106	11,575	6,749
TWIN FALLS	67,472	64,263	15,245	9,440	3,090	6,917	4,888	903	3,371	2,677	290	4,254	2,684
ILLINOIS													
CHICAGO	8,944,673	8,482,373	2,276,957	1,405,538	259,190	632,316	319,857	199,307	507,978	337,416	86,003	837,903	590,685
PEORIA - BLOOMINGTON	559,762	539,855	130,018	71,670	22,936	41,230	26,965	9,044	25,007	15,593	4,784	37,549	25,473
QUINCY - HANNIBAL	329,329	316,140	63,397	35,330	10,460	23,990	10,630	3,936	10,546	6,492	1,525	14,956	8,319
ROCKFORD	428,332	410,043	95,590	49,475	13,727	35,610	20,632	7,260	16,219	10,890	2,056	27,410	16,194
SPRINGFIELD - DECATUR - CHAMPAIGN	995,318	957,145	219,856	133,337	31,701	82,412	31,836	23,485	53,526	31,681	9,016	84,925	58,156
INDIANA													
EVANSVILLE	828,110	797,036	180,173	115,446	26,764	61,786	24,929	16,396	36,263	23,610	6,078	51,288	32,699
FT. WAYNE	623,089	601,605	129,764	84,474	20,060	51,062	30,848	9,244	21,953	13,152	5,180	42,136	31,133
INDIANAPOLIS	2,344,794	2,259,256	579,890	369,075	77,726	171,021	85,381	45,255	122,286	83,091	25,122	331,331	123,276
LAFAYETTE	100,832	97,136	30,435	17,566	4,940	12,821	5,986	3,566	3,972	2,092	1,474	10,449	7,653
SOUTH BEND - ELKHART	819,251	771,741	171,732	108,100	23,756	57,548	34,511	9,978	47,719	36,631	7,361	47,335	28,599
TERRE HAUTE	461,452	446,433	78,235	50,975	12,095	33,052	13,833	7,366	14,958	10,466	1,722	133,642	14,494

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1989 SURVEY OF BUYING POWER DATA SERVICE

TELEVISION MARKETS [ADIs]: 1988 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

S&MM/ARBITRON TV MARKET (ADI)	Merchandise Line Sales												
	Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
	In Radio/TV Stores ($000)	In Dept Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
DISTRICT OF COLUMBIA													
WASHINGTON	152,140	11,065	880,046	697,899	985,558	465,449	424,990	1,985,982	958,672	891,856	574,135	401,156	120,362
FLORIDA													
FT. MYERS - NAPLES	8,332	1,246	167,358	148,463	78,722	31,238	38,977	168,565	85,247	69,289	48,060	37,243	5,673
GAINESVILLE	3,747	536	20,972	14,265	34,678	13,707	17,150	63,479	26,919	31,752	16,163	10,356	3,081
JACKSONVILLE	15,525	2,321	159,175	129,126	166,192	62,476	78,189	344,028	167,108	131,166	99,908	66,685	15,524
MIAMI	100,082	11,792	659,027	545,821	764,343	385,971	332,834	1,532,783	849,404	615,344	482,333	385,600	61,547
ORLANDO - DAYTONA BEACH - MELBOURNE	29,711	6,082	295,445	228,417	290,273	92,187	170,680	624,798	249,034	329,502	182,528	128,870	33,240
PANAMA CITY	2,004	417	21,080	18,199	26,373	8,480	13,086	51,877	21,005	23,239	14,592	8,715	3,560
TALLAHASSEE - THOMASVILLE	7,484	997	63,140	49,229	72,054	25,143	37,139	148,085	62,057	68,048	40,949	24,830	6,584
TAMPA - ST. PETERSBURG (SARASOTA)	54,816	9,912	551,720	433,783	429,065	132,270	249,524	897,695	355,001	484,405	239,623	171,914	40,313
WEST PALM BEACH - FT. PIERCE - VERO BEACH	23,361	4,788	326,040	281,529	226,610	99,406	110,747	516,380	287,684	201,690	133,251	103,673	18,549
GEORGIA													
ALBANY	2,824	511	49,386	42,406	54,445	22,002	20,649	107,579	48,863	37,044	33,085	20,639	4,625
ATLANTA	82,541	16,201	605,165	459,371	695,561	263,194	369,015	1,439,823	569,054	760,942	410,996	277,290	87,136
AUGUSTA	5,461	917	71,094	57,838	78,932	35,193	31,991	156,471	75,250	62,050	46,504	29,650	9,404
COLUMBUS	6,325	650	66,317	54,679	54,281	21,207	25,782	111,493	49,364	47,663	33,247	20,545	5,994
MACON	3,272	946	62,557	52,847	70,047	24,526	36,058	142,139	61,267	63,319	38,037	23,444	8,079
SAVANNAH	4,850	856	103,487	92,601	87,952	42,510	36,103	176,293	100,780	55,018	60,878	44,041	7,892
IDAHO													
BOISE	2,695	359	35,707	30,032	58,060	22,496	20,269	101,011	43,662	40,664	29,488	16,029	4,778
IDAHO FALLS - POCATELLO	1,002	218	22,584	18,611	39,803	14,300	14,224	66,057	27,086	27,123	19,971	10,734	3,199
TWIN FALLS	254	58	8,461	7,203	13,475	5,766	3,753	22,702	10,910	7,157	7,305	4,323	842
ILLINOIS													
CHICAGO	164,692	25,121	1,421,322	1,108,331	1,812,737	852,289	724,565	3,784,033	1,921,659	1,368,392	1,101,534	744,786	186,014
PEORIA - BLOOMINGTON	8,104	1,842	72,117	58,079	89,238	31,666	49,217	181,827	80,041	87,063	50,971	38,945	7,124
QUINCY - HANNIBAL	1,001	571	27,143	22,446	38,711	16,319	15,535	67,250	34,403	23,310	17,983	12,395	2,025
ROCKFORD	4,367	1,233	60,709	51,807	54,807	17,495	28,725	109,307	48,486	54,714	29,397	21,394	4,181
SPRINGFIELD - DECATUR - CHAMPAIGN	14,128	2,950	110,150	91,614	156,251	66,611	66,333	301,660	151,314	118,406	80,221	59,937	11,213
INDIANA													
EVANSVILLE	9,573	2,749	93,292	77,841	121,667	53,168	52,129	229,778	121,883	86,508	71,206	54,717	8,298
FT. WAYNE	16,428	1,899	74,163	61,251	83,125	30,265	42,297	159,445	77,269	66,834	44,156	32,498	8,248
INDIANAPOLIS	33,731	8,907	293,760	244,719	377,859	147,166	202,745	715,586	341,669	237,214	204,128	155,077	37,998
LAFAYETTE	1,600	842	10,251	7,953	23,678	7,064	12,978	43,722	15,250	27,375	12,136	8,559	2,632
SOUTH BEND - ELKHART	10,536	2,410	81,545	67,558	105,039	35,380	53,958	204,983	95,543	89,053	57,883	41,108	9,806
TERRE HAUTE	3,105	1,284	36,387	27,616	54,146	25,286	19,491	105,776	59,724	34,912	28,467	20,894	3,748

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TELEVISION MARKETS [ADIs]: 1988 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

S&MM/ARBITRON TV MARKET (ADI)	Merchandise Line Sales												
	Groceries & Other Foods		Drugs & Health & Beauty Aids			Major Household Appliances			TVs, Video Recorders & Tapes			Audio Equipment, Musical Instruments & Supplies	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In Food Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
IOWA													
CEDAR RAPIDS - WATERLOO - DUBUQUE	772,937	741,763	151,561	88,212	25,149	56,875	23,757	16,209	28,519	16,882	7,844	52,077	38,970
DAVENPORT - ROCK ISLAND - MOLINE	853,631	822,682	175,785	105,854	26,045	62,867	30,179	13,808	27,983	16,092	7,135	50,091	34,874
DES MOINES	1,140,677	1,102,940	201,466	111,678	37,869	74,348	39,794	15,506	38,820	25,225	8,431	62,137	42,266
OTTUMWA - KIRKSVILLE	73,083	70,291	10,423	4,896	2,484	3,634	1,457	266	1,441	800	164	2,048	1,015
SIOUX CITY	407,803	391,327	74,007	43,070	12,776	28,268	13,916	4,891	13,821	9,085	2,114	21,102	14,035
KANSAS													
TOPEKA	410,080	396,926	99,500	58,934	16,656	34,954	15,679	10,049	13,995	6,971	3,644	27,391	16,518
WICHITA - HUTCHINSON	1,136,166	1,084,801	276,834	160,753	50,977	95,529	43,727	24,804	52,867	29,449	11,595	80,663	52,478
KENTUCKY													
BOWLING GREEN	119,502	112,276	42,018	27,783	4,048	14,713	7,388	1,444	5,003	3,283	709	8,428	4,778
LEXINGTON	937,656	899,773	294,314	201,533	36,665	79,109	38,542	12,620	34,610	22,130	4,603	67,551	43,454
LOUISVILLE	1,476,669	1,418,248	461,992	314,470	57,651	123,756	75,064	23,437	72,498	48,136	15,542	97,124	62,103
PADUCAH - CAPE GIRARDEAU - HARRISBURG - MARION	859,460	817,500	215,206	132,904	28,874	74,455	35,966	8,576	31,364	19,799	4,281	46,078	25,573
LOUISIANA													
ALEXANDRIA	219,450	212,422	53,997	33,582	9,578	16,773	5,271	5,886	5,854	1,930	1,568	10,767	5,941
BATON ROUGE	786,633	773,015	178,079	91,346	45,306	72,335	30,066	24,219	32,644	19,302	5,182	61,738	46,328
LAFAYETTE	607,311	593,410	158,299	108,859	23,722	52,901	18,034	17,520	22,860	10,484	6,504	38,908	26,175
LAKE CHARLES	273,557	267,510	63,531	36,836	15,149	23,640	10,653	5,796	10,633	6,389	1,806	17,130	12,101
MONROE - EL DORADO	475,365	461,689	107,897	70,881	15,120	36,321	14,055	6,214	15,115	6,941	2,175	23,944	13,735
NEW ORLEANS	2,140,638	2,085,220	544,973	315,092	139,626	169,854	77,406	63,101	84,220	53,242	14,740	141,679	107,195
SHREVEPORT - TEXARKANA	1,085,474	1,037,404	248,053	151,468	41,824	81,309	34,115	21,045	38,634	18,022	8,027	59,446	35,923
MAINE													
BANGOR	399,516	386,268	51,914	35,490	7,330	22,965	11,255	4,903	11,187	8,281	1,154	17,507	10,008
PORTLAND - POLAND SPRING	1,205,977	1,161,032	175,528	119,910	23,990	69,081	27,659	18,300	33,226	22,758	4,512	54,475	27,538
PRESQUE ISLE	97,743	93,679	13,088	8,930	1,738	4,211	1,370	1,632	2,652	1,901	450	3,536	1,313
MARYLAND													
BALTIMORE	2,706,071	2,647,465	681,113	430,694	146,071	182,563	78,461	59,404	168,562	105,281	33,771	224,379	147,494
HAGERSTOWN	115,819	112,003	29,049	20,812	2,152	10,848	3,639	4,212	4,811	2,826	1,057	10,293	8,225
SALISBURY	273,788	265,008	64,445	42,744	13,052	23,918	10,205	4,730	11,565	7,427	2,169	21,886	16,811
MASSACHUSETTS													
BOSTON	7,746,166	7,485,656	1,564,351	1,110,113	143,469	502,447	198,283	126,727	306,219	125,911	49,816	604,658	370,866
SPRINGFIELD	912,013	887,607	175,963	117,489	27,016	64,306	34,569	14,556	38,711	24,764	4,454	61,060	40,792

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TELEVISION MARKETS [ADIs]: 1988 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

S&MM/ARBITRON TV MARKET (ADI)	Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
	In Radio/TV Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
IOWA													
CEDAR RAPIDS - WATERLOO - DUBUQUE	8,844	3,128	77,534	63,721	122,243	44,386	62,205	233,088	98,925	111,562	59,356	42,551	11,340
DAVENPORT - ROCK ISLAND - MOLINE	7,344	3,740	92,052	71,843	122,471	48,018	57,901	239,440	100,321	113,784	62,531	44,902	10,555
DES MOINES	16,545	3,248	109,897	95,582	152,281	65,228	67,443	283,693	129,455	122,974	74,196	54,849	10,296
OTTUMWA - KIRKSVILLE	83	39	4,116	3,178	6,496	3,301	1,411	10,806	6,220	1,981	3,323	2,429	161
SIOUX CITY	3,394	826	35,950	30,054	53,138	26,663	18,183	98,770	50,340	34,462	28,919	21,702	3,379
KANSAS													
TOPEKA	3,080	711	38,872	27,330	57,261	22,024	29,699	96,031	38,228	50,091	26,763	18,392	4,607
WICHITA - HUTCHINSON	11,820	2,122	119,196	94,724	180,724	88,867	63,801	307,087	167,967	103,474	97,069	74,617	11,107
KENTUCKY													
BOWLING GREEN	595	304	17,352	14,782	20,200	6,643	11,149	34,979	14,246	15,506	10,085	5,702	1,925
LEXINGTON	7,756	1,883	125,739	106,880	146,920	58,178	63,454	280,702	130,120	117,862	79,199	50,364	14,092
LOUISVILLE	19,342	3,938	220,439	184,828	234,261	67,536	139,308	489,864	219,788	232,438	130,659	87,141	28,225
PADUCAH - CAPE GIRARDEAU - HARRISBURG - MARION	3,673	1,306	90,855	75,503	108,572	44,975	45,147	183,412	94,313	62,558	53,446	36,442	5,651
LOUISIANA													
ALEXANDRIA	1,395	293	23,555	18,201	30,122	16,350	9,830	56,601	31,240	17,354	17,653	12,407	2,319
BATON ROUGE	8,759	1,269	84,647	67,640	109,242	40,428	54,483	204,270	85,789	98,147	66,874	42,606	12,495
LAFAYETTE	5,043	1,000	65,786	48,973	82,219	45,150	28,055	150,760	82,779	54,266	51,979	38,830	6,178
LAKE CHARLES	2,693	286	21,762	16,350	23,833	11,912	8,628	48,534	28,404	16,128	14,065	9,422	2,282
MONROE - EL DORADO	2,079	399	39,602	30,421	54,691	29,073	15,041	107,349	60,397	26,781	35,600	24,335	3,304
NEW ORLEANS	19,858	1,231	245,126	196,892	296,414	140,643	124,432	571,615	293,849	229,640	205,327	160,580	24,925
SHREVEPORT - TEXARKANA	9,175	2,020	117,018	94,741	133,702	60,644	54,114	250,659	124,765	91,140	80,389	56,395	9,738
MAINE													
BANGOR	3,164	362	26,841	21,489	48,964	20,748	13,483	69,538	29,189	23,921	26,632	14,100	2,296
PORTLAND - POLAND SPRING	7,441	1,379	77,248	58,355	194,884	76,094	49,202	263,020	110,741	86,533	110,643	53,288	8,143
PRESQUE ISLE	427	113	5,270	3,958	11,105	6,556	3,747	15,903	8,103	7,174	6,397	4,149	712
MARYLAND													
BALTIMORE	43,519	8,947	390,622	279,008	472,626	218,813	194,846	883,902	413,613	385,143	278,734	215,734	42,388
HAGERSTOWN	1,727	413	18,163	13,348	18,869	8,589	7,587	28,993	13,384	11,242	10,775	7,118	1,931
SALISBURY	4,007	533	41,769	34,780	45,631	24,398	14,858	91,914	56,520	24,275	26,106	20,633	2,556
MASSACHUSETTS													
BOSTON	86,916	18,528	1,000,398	844,995	1,334,957	617,675	592,597	2,661,719	1,377,955	1,097,820	648,377	471,667	110,014
SPRINGFIELD	6,081	2,161	89,465	69,186	125,041	59,347	54,873	263,925	141,067	114,196	68,975	51,764	13,046

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TELEVISION MARKETS [ADIs]: 1988 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

S&MM/ARBITRON TV MARKET (ADI)	Groceries & Other Foods		Drugs & Health & Beauty Aids			Major Household Appliances			TVs, Video Recorders & Tapes			Audio Equipment, Musical Instruments & Supplies	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In Food Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
MICHIGAN													
ALPENA	39,405	35,249	6,676	3,845	1,076	2,862	1,731	263	1,229	903	102	1,437	906
DETROIT	5,768,404	5,146,141	1,430,148	995,500	134,491	360,351	239,084	92,665	259,613	202,348	38,154	418,120	341,658
FLINT - SAGINAW - BAY CITY	1,470,166	1,205,409	313,491	194,762	29,651	99,912	60,627	21,479	56,212	40,733	8,822	73,836	52,159
GRAND RAPIDS - KALAMAZOO - BATTLE CREEK	1,871,071	1,470,025	335,026	181,135	43,969	141,197	97,299	21,541	77,094	51,019	11,579	118,659	91,570
LANSING	797,881	614,723	134,900	65,778	24,507	47,630	28,635	12,658	28,554	20,286	4,460	55,817	44,822
MARQUETTE	159,870	149,118	22,612	14,396	4,553	7,891	4,756	325	3,302	2,481	125	3,751	2,472
TRAVERSE CITY - CADILLAC	512,422	470,607	78,017	47,473	14,389	28,112	15,601	2,419	11,410	8,142	939	13,036	7,893
MINNESOTA													
DULUTH - SUPERIOR	549,063	505,959	94,887	54,884	16,052	26,773	9,437	7,187	14,538	8,238	4,387	23,560	16,641
MANKATO	87,335	81,625	20,617	13,460	2,661	7,086	3,995	901	2,998	2,407	191	5,357	3,730
MINNEAPOLIS - ST. PAUL	4,301,845	3,989,870	901,015	474,576	118,117	291,802	85,305	107,625	205,863	90,476	80,333	332,999	213,496
ROCHESTER - MASON CITY - AUSTIN	447,445	426,394	90,080	54,976	12,177	30,516	13,370	6,659	15,225	8,927	3,529	25,717	17,474
MISSISSIPPI													
BILOXI - GULFPORT - PASCAGOULA	151,212	146,278	58,112	41,920	6,153	15,025	3,144	6,407	8,032	2,016	2,905	14,090	9,765
COLUMBUS - TUPELO	416,405	397,115	107,274	74,826	12,317	37,467	16,491	6,009	16,414	8,836	2,399	23,928	12,887
GREENWOOD - GREENVILLE	211,197	200,312	57,007	37,855	6,145	20,876	8,335	3,470	9,211	4,494	1,373	13,089	6,745
JACKSON	694,279	665,093	235,655	167,292	27,079	60,467	21,919	14,004	25,235	10,996	4,858	53,257	33,532
LAUREL - HATTIESBURG	242,759	231,248	73,941	52,226	7,095	23,836	10,346	4,278	10,712	5,578	1,298	15,473	8,266
MERIDIAN	166,426	157,973	48,489	33,584	5,018	14,761	5,439	2,782	6,279	2,899	947	9,019	4,373
MISSOURI													
COLUMBIA - JEFFERSON CITY	328,170	310,572	77,135	39,600	11,803	28,605	10,582	6,923	10,832	5,070	2,912	19,623	10,206
JOPLIN - PITTSBURG	340,686	321,511	80,048	36,583	19,547	22,937	9,215	5,326	13,260	6,866	3,175	17,901	8,364
KANSAS CITY	2,092,643	1,999,872	560,802	307,960	69,447	162,063	56,288	59,067	89,401	42,354	26,936	150,202	107,403
ST. JOSEPH	153,413	148,502	29,045	15,847	4,590	11,701	3,633	4,427	5,789	3,378	1,384	6,630	4,213
ST. LOUIS	3,127,817	3,003,711	719,264	366,159	116,843	231,082	111,218	60,809	174,367	89,159	58,237	233,855	157,466
SPRINGFIELD	725,289	696,291	167,756	78,710	36,438	48,892	17,910	13,635	25,851	13,567	6,244	37,153	21,712
MONTANA													
BILLINGS - HARDIN	256,258	245,820	41,958	22,070	9,203	16,013	6,201	4,754	8,412	5,586	1,024	15,399	9,573
BUTTE	124,921	118,885	33,547	24,636	5,599	9,675	5,622	897	4,272	3,263	248	6,606	4,203
GREAT FALLS	148,015	142,068	31,515	20,330	5,652	14,105	4,337	4,647	8,486	6,747	746	12,789	9,455
HELENA	61,824	59,587	10,703	5,840	2,807	4,349	2,625	651	2,000	1,525	224	2,916	1,909
MISSOULA	212,179	202,609	36,635	19,387	9,545	16,224	9,046	3,056	7,025	5,254	677	11,262	6,822
NEBRASKA													
LINCOLN - HASTINGS - KEARNEY	656,687	614,769	139,491	83,087	25,767	45,771	20,912	6,807	18,557	12,179	2,013	43,442	26,333
NORTH PLATTE	53,890	47,886	14,336	9,044	1,852	4,278	2,007	646	1,800	1,206	155	3,329	1,604
OMAHA	980,492	945,064	220,863	132,532	40,831	85,639	57,903	13,001	53,476	41,530	7,334	67,849	47,813

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1989 SURVEY OF BUYING POWER DATA SERVICE

TELEVISION MARKETS [ADIs]: 1988 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

S&MM/ARBITRON TV MARKET (ADI)	Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
	In Radio/TV Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
MICHIGAN													
ALPENA	138	16	3,793	3,418	4,467	2,425	1,391	8,559	5,030	2,357	2,438	1,882	117
DETROIT	70,248	17,650	727,317	591,912	873,416	364,256	449,919	1,822,220	982,294	763,294	514,618	405,033	75,623
FLINT - SAGINAW - BAY CITY	7,466	4,125	144,598	121,798	211,769	70,615	124,184	412,731	180,487	204,684	103,102	75,300	18,759
GRAND RAPIDS - KALAMAZOO - BATTLE CREEK	18,245	4,853	189,638	160,044	233,061	107,235	108,725	436,956	226,113	186,852	119,489	89,233	20,075
LANSING	17,209	2,272	71,927	60,788	88,281	30,746	50,072	169,789	88,541	73,013	46,303	32,376	8,416
MARQUETTE	253	19	10,349	9,386	10,974	6,062	1,715	20,698	12,574	2,905	6,291	4,705	147
TRAVERSE CITY - CADILLAC	985	154	34,639	30,792	45,204	25,175	11,178	86,113	52,195	20,190	25,346	19,522	1,090
MINNESOTA													
DULUTH - SUPERIOR	3,565	1,325	37,171	29,409	63,303	24,622	25,350	119,640	48,576	52,850	28,661	17,251	5,631
MANKATO	957	143	9,915	8,969	13,471	7,508	4,222	25,644	14,934	7,914	6,577	4,818	861
MINNEAPOLIS - ST. PAUL	51,725	21,106	466,102	308,130	744,120	281,628	353,439	1,436,767	549,991	700,345	343,420	219,095	94,311
ROCHESTER - MASON CITY - AUSTIN	3,468	1,191	43,942	33,522	59,699	26,342	26,223	118,968	55,087	52,352	33,577	23,333	5,897
MISSISSIPPI													
BILOXI - GULFPORT - PASCAGOULA	1,357	144	22,079	14,739	27,766	6,218	18,882	60,004	20,600	33,992	16,232	10,103	4,212
COLUMBUS - TUPELO	1,430	197	54,011	46,357	52,016	23,381	21,274	101,595	51,548	36,518	30,953	20,046	5,190
GREENWOOD - GREENVILLE	845	113	28,036	23,496	30,900	12,544	12,249	60,036	27,812	20,953	17,642	10,783	2,977
JACKSON	5,639	377	90,501	69,919	109,503	38,344	49,299	222,970	83,123	102,580	70,065	41,005	16,414
LAUREL - HATTIESBURG	1,468	109	34,215	29,170	35,340	15,119	11,593	69,339	33,517	19,826	20,467	12,993	2,814
MERIDIAN	476	79	18,878	15,254	20,408	6,690	8,498	38,821	14,750	14,462	10,696	5,736	2,030
MISSOURI													
COLUMBIA - JEFFERSON CITY	1,656	655	34,636	23,976	47,535	19,174	22,014	83,980	44,102	31,367	21,561	15,492	2,186
JOPLIN - PITTSBURG	1,482	662	35,597	22,942	42,905	17,267	19,713	73,011	35,164	29,144	20,670	14,564	3,142
KANSAS CITY	25,273	7,358	238,917	143,191	400,007	141,522	187,901	759,028	280,155	359,590	200,928	136,696	32,316
ST. JOSEPH	1,095	327	13,817	7,512	20,984	6,802	9,922	41,633	17,188	18,678	10,783	6,849	2,553
ST. LOUIS	26,464	11,862	374,153	274,847	536,903	192,592	284,013	1,055,355	447,673	509,050	309,686	189,629	82,811
SPRINGFIELD	2,287	1,502	62,896	42,951	83,631	28,081	50,397	153,442	60,034	78,442	40,647	27,771	6,242
MONTANA													
BILLINGS - HARDIN	1,388	265	23,071	17,125	30,102	13,497	[illegible]	59,938	25,280	24,422	17,249	11,718	2,613
BUTTE	885	83	12,009	9,410	12,062	6,049	3,467	22,834	11,674	6,989	6,677	4,207	644
GREAT FALLS	1,292	206	14,088	8,942	20,728	9,009	7,683	40,870	18,340	16,378	10,512	7,288	1,628
HELENA	269	62	5,499	4,393	5,938	1,947	2,510	11,321	3,757	5,062	2,480	1,354	466
MISSOULA	1,254	286	19,873	15,139	24,928	10,337	10,978	47,248	19,947	20,929	12,089	7,188	2,187
NEBRASKA													
LINCOLN - HASTINGS - KEARNEY	4,749	1,183	64,399	52,130	90,693	42,387	33,014	179,275	93,641	62,653	53,701	40,984	5,906
NORTH PLATTE	211	93	5,355	4,498	7,160	3,200	2,832	13,735	7,134	4,877	4,153	2,902	717
OMAHA	21,930	3,133	120,367	106,758	147,617	58,673	72,031	274,459	122,619	127,330	82,572	61,414	14,453

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TELEVISION MARKETS [ADIs]: 1988 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

S&MM/ARBITRON TV MARKET (ADI)	Groceries & Other Foods		Drugs & Health & Beauty Aids			Major Household Appliances			TVs, Video Recorders & Tapes			Audio Equipment, Musical Instruments & Supplies	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In Food Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
NEVADA													
LAS VEGAS	721,727	702,669	231,176	107,511	66,643	53,986	31,487	15,635	34,171	21,210	9,650	58,706	39,614
RENO	515,174	490,425	165,092	89,806	38,316	37,021	14,521	9,615	22,628	10,220	7,844	38,251	21,667
NEW MEXICO													
ALBUQUERQUE	1,202,587	1,143,838	308,635	166,809	76,155	89,430	34,717	28,451	49,681	30,036	8,594	87,954	59,532
NEW YORK													
ALBANY - SCHENECTADY - TROY	1,919,485	1,866,579	357,646	251,640	58,892	106,843	50,832	18,873	50,402	30,913	9,978	154,235	116,877
BINGHAMTON	533,299	514,258	110,802	83,566	12,755	38,383	16,417	8,756	10,507	6,987	1,926	31,447	22,470
BUFFALO	2,147,895	2,104,698	400,421	302,576	49,679	109,313	60,115	25,632	64,488	44,078	10,395	104,582	79,409
ELMIRA	237,301	227,763	54,852	38,541	7,320	17,045	5,358	5,062	6,460	2,883	2,321	13,453	9,488
NEW YORK	25,414,805	24,827,592	5,320,962	3,347,808	788,512	1,540,664	965,355	306,631	1,206,208	865,861	219,919	2,303,474	1,866,823
ROCHESTER	1,242,795	1,202,803	238,497	164,400	43,174	80,427	49,083	18,133	47,020	33,252	8,476	100,682	75,494
SYRACUSE	1,290,062	1,254,704	241,983	175,286	38,224	70,037	40,668	14,921	38,665	25,850	6,809	84,213	65,625
UTICA	354,597	339,626	73,431	56,610	9,548	15,500	8,222	3,240	11,352	6,675	3,286	13,432	8,520
WATERTOWN - CARTHAGE	250,456	242,034	70,187	57,980	6,535	14,822	7,914	2,381	8,025	5,646	1,149	12,578	8,784
NORTH CAROLINA													
CHARLOTTE	2,170,270	2,096,604	554,494	350,334	110,879	178,809	86,339	35,490	102,056	73,878	10,753	150,316	110,897
GREENSBORO - WINSTON-SALEM - HIGH POINT	1,364,647	1,302,703	379,910	246,339	60,366	134,398	58,674	31,701	70,290	49,553	7,108	108,564	71,656
GREENVILLE - NEW BERN - WASHINGTON	537,444	495,889	127,481	82,050	21,225	50,386	21,383	6,690	22,182	12,496	2,180	31,031	19,367
RALEIGH - DURHAM	1,697,358	1,627,955	538,385	353,076	77,799	184,472	81,294	40,264	91,904	62,485	8,839	182,567	134,258
WILMINGTON	383,257	369,711	99,446	70,310	14,711	29,656	7,744	5,187	10,225	4,240	1,351	19,077	9,619
NORTH DAKOTA													
FARGO	544,214	514,630	99,003	53,805	16,879	37,734	15,947	8,073	18,176	11,227	3,489	41,882	31,775
MINOT - BISMARCK - DICKINSON	419,510	400,011	73,998	39,653	15,659	29,018	12,146	7,497	13,140	8,173	2,494	23,860	16,367
OHIO													
CINCINNATI	2,206,729	2,119,323	515,547	329,237	73,070	140,724	68,691	40,237	85,851	49,014	23,471	147,820	90,013
CLEVELAND	4,276,951	4,107,424	1,058,208	693,338	138,720	290,896	168,435	77,863	172,034	104,070	43,289	287,272	209,718
COLUMBUS	1,770,871	1,699,054	452,172	255,273	85,102	86,712	35,480	28,321	42,320	25,211	9,728	171,431	133,778
DAYTON	1,389,915	1,339,230	299,078	179,896	45,028	86,790	47,213	24,657	54,297	39,141	10,164	75,846	54,328
LIMA	128,639	123,189	31,600	17,860	3,483	12,380	6,234	4,293	6,279	4,279	1,500	14,209	8,045
TOLEDO	1,254,175	1,203,153	343,528	242,433	39,058	96,620	62,192	21,301	72,407	59,610	7,302	87,140	65,777
YOUNGSTOWN	765,057	686,167	178,994	112,080	27,217	61,955	37,519	15,964	30,533	19,410	8,314	41,499	29,942
ZANESVILLE	79,025	75,386	18,602	10,921	2,646	6,681	3,958	1,252	3,815	2,994	483	4,184	2,431
OKLAHOMA													
ARDMORE - ADA	164,828	155,565	38,236	21,294	7,303	11,883	4,886	944	6,167	3,647	534	7,766	4,132
OKLAHOMA CITY	1,813,820	1,741,505	410,484	214,759	97,329	131,320	64,979	33,281	90,218	49,871	20,672	132,204	101,992

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TELEVISION MARKETS [ADIs]: 1988 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

S&MM/ARBITRON TV MARKET (ADI)	Merchandise Line Sales												
	Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
	In Radio/TV Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
NEVADA													
LAS VEGAS	11,544	1,447	71,102	48,691	135,178	56,688	67,554	247,608	112,664	122,078	81,455	63,649	12,544
RENO	6,534	1,349	60,795	41,810	87,899	28,026	43,418	162,025	55,163	78,840	48,264	31,424	9,112
NEW MEXICO													
ALBUQUERQUE	10,491	1,341	126,048	97,797	191,099	75,969	85,551	352,773	158,426	151,295	106,467	74,913	18,372
NEW YORK													
ALBANY - SCHENECTADY - TROY	19,367	2,698	192,138	154,396	233,188	111,596	89,190	446,280	256,590	141,750	123,801	97,407	12,076
BINGHAMTON	6,139	688	38,127	31,020	52,246	24,845	21,114	91,041	49,534	32,439	30,417	25,113	3,051
BUFFALO	20,300	3,530	183,261	144,505	240,290	111,335	112,085	494,833	267,044	201,424	133,279	109,386	15,620
ELMIRA	2,003	557	21,236	14,705	33,747	10,997	19,794	65,317	25,358	35,327	17,367	13,642	2,191
NEW YORK	362,950	82,429	3,785,499	3,160,939	4,703,447	2,619,715	1,754,765	9,122,998	4,928,906	3,715,812	2,706,285	2,134,755	397,005
ROCHESTER	16,381	1,694	164,418	139,372	158,180	63,565	83,902	310,015	133,407	156,494	89,372	66,564	14,213
SYRACUSE	15,085	1,946	133,712	111,435	159,679	83,977	66,196	304,115	173,903	116,088	82,412	69,476	8,360
UTICA	2,691	976	31,668	26,601	38,121	20,785	13,804	79,773	49,654	24,996	22,415	18,666	2,056
WATERTOWN - CARTHAGE	2,703	245	21,495	17,803	26,219	12,788	9,824	45,403	24,446	15,942	14,386	12,118	902
NORTH CAROLINA													
CHARLOTTE	25,086	2,258	297,816	259,889	334,511	137,209	160,358	675,477	358,880	262,373	165,351	125,814	17,023
GREENSBORO - WINSTON-SALEM - HIGH POINT	21,421	3,635	330,308	255,163	257,947	119,430	113,977	526,999	269,587	195,769	155,924	106,165	27,950
GREENVILLE - NEW BERN - WASHINGTON	3,443	701	93,181	82,444	77,348	31,326	33,034	136,963	67,031	50,360	44,852	25,136	8,635
RALEIGH - DURHAM	20,321	3,035	318,495	274,716	300,461	115,849	149,607	586,212	278,795	254,539	170,918	102,464	38,196
WILMINGTON	1,507	413	48,036	39,716	53,708	21,842	21,024	100,299	52,585	30,271	28,966	17,227	4,410
NORTH DAKOTA													
FARGO	3,922	1,908	56,446	48,390	82,848	34,839	34,644	160,396	73,178	68,499	39,864	25,587	7,014
MINOT - BISMARCK - DICKINSON	3,828	1,383	42,911	36,234	51,603	23,706	19,257	92,951	46,745	34,901	27,069	19,227	3,377
OHIO													
CINCINNATI	19,769	3,453	236,546	162,927	330,263	101,338	204,955	640,229	221,615	383,129	175,169	110,445	50,069
CLEVELAND	42,234	9,753	530,452	396,030	668,504	240,766	386,400	1,348,890	600,207	678,174	377,920	264,335	91,518
COLUMBUS	26,267	7,903	198,991	154,356	370,479	82,723	216,849	595,390	224,962	332,426	158,701	94,386	47,080
DAYTON	11,681	3,567	139,081	109,114	192,502	61,939	110,919	381,060	159,291	203,461	107,538	79,805	18,539
LIMA	943	499	18,423	13,227	26,911	7,347	18,636	47,202	17,609	27,891	12,008	7,613	3,501
TOLEDO	13,515	5,833	147,905	114,455	190,302	46,489	123,016	345,181	108,184	209,950	84,781	59,230	17,556
YOUNGSTOWN	6,790	3,685	91,550	74,268	105,920	28,199	68,958	209,192	76,605	124,005	69,882	54,050	11,802
ZANESVILLE	420	243	9,396	8,383	11,676	3,256	6,964	20,462	7,100	12,262	5,311	3,829	846
OKLAHOMA													
ARDMORE - ADA	381	216	13,860	10,849	19,513	10,484	4,283	35,141	22,127	4,981	10,606	7,919	268
OKLAHOMA CITY	27,019	5,184	253,715	217,892	265,597	144,858	85,611	503,355	288,243	152,770	145,959	107,867	18,539

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TELEVISION MARKETS [ADIs]: 1988 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

Merchandise Line Sales

S&MM/ARBITRON TV MARKET (ADI)	Groceries & Other Foods		Drugs & Health & Beauty Aids			Major Household Appliances			TVs, Video Recorders & Tapes			Audio Equipment, Musical Instruments & Supplies	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In Food Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
OKLAHOMA (continued)													
TULSA	1,108,173	1,059,892	263,124	112,231	68,889	91,389	46,365	21,463	63,720	41,075	10,009	78,815	53,421
OREGON													
BEND	71,544	65,931	20,869	12,044	3,494	4,359	2,152	963	1,721	1,121	239	3,322	2,497
EUGENE	496,861	454,316	123,481	59,134	21,752	29,332	14,260	8,236	13,502	7,350	3,218	31,582	25,907
MEDFORD	447,812	334,223	96,365	53,284	17,431	24,500	15,071	4,220	11,722	7,950	1,723	19,115	14,648
PORTLAND	2,336,012	1,870,924	566,915	246,319	113,131	165,149	84,949	37,792	114,178	76,765	24,040	173,577	126,865
PENNSYLVANIA													
ERIE	477,590	460,489	85,133	56,327	12,437	33,678	18,565	7,191	14,308	9,565	2,780	23,026	16,298
HARRISBURG - YORK - LANCASTER - LEBANON	1,978,770	1,911,864	345,261	225,114	55,971	127,581	68,439	30,606	59,409	37,480	15,568	101,194	69,991
JOHNSTOWN - ALTOONA	843,779	805,518	150,141	106,882	17,723	48,944	29,644	8,992	26,508	18,770	4,612	39,807	27,774
PHILADELPHIA	9,122,393	8,893,051	2,313,229	1,399,519	451,076	588,332	309,983	182,856	404,560	234,182	134,605	600,001	435,188
PITTSBURGH	3,557,275	3,429,846	789,402	480,106	126,020	201,978	111,971	61,138	115,582	72,144	32,157	176,368	126,603
WILKES-BARRE - SCRANTON	1,540,549	1,491,617	364,308	246,231	56,296	90,863	49,878	23,156	50,780	31,609	13,321	72,976	51,288
RHODE ISLAND													
PROVIDENCE - NEW BEDFORD	2,182,466	2,132,643	379,951	283,827	32,922	120,157	60,427	38,673	73,154	32,296	26,124	111,639	77,448
SOUTH CAROLINA													
CHARLESTON	669,366	652,840	140,217	75,965	37,258	47,546	21,295	15,153	20,743	13,538	3,688	62,158	48,031
COLUMBIA	716,471	686,020	177,754	104,441	32,712	64,066	30,267	14,379	32,514	18,351	7,060	57,881	38,854
FLORENCE	480,121	462,414	125,251	84,389	19,667	44,822	22,419	7,595	19,640	12,683	2,113	26,351	15,693
GREENVILLE - SPARTANBURG - ASHEVILLE	1,843,551	1,768,697	484,060	330,629	67,825	155,241	72,630	28,083	67,679	43,500	8,296	131,873	87,779
SOUTH DAKOTA													
RAPID CITY	220,818	210,458	42,523	20,879	8,982	13,540	4,193	4,100	6,775	3,711	1,824	12,386	6,755
SIOUX FALLS - MITCHELL	622,385	591,148	119,341	66,524	23,556	41,920	16,658	10,013	20,390	13,086	3,277	37,419	24,427
TENNESSEE													
BRISTOL - KINGSPORT - JOHNSON CITY	672,331	649,928	194,880	132,775	25,696	54,862	19,836	12,517	21,101	11,552	4,126	47,180	29,481
CHATTANOOGA	968,033	924,538	197,595	125,594	24,683	66,422	33,885	12,277	40,612	27,237	4,642	59,754	43,769
JACKSON	127,342	119,153	47,508	27,233	4,357	14,914	6,081	3,729	7,492	3,833	2,173	12,368	5,894
KNOXVILLE	1,081,450	1,023,848	300,208	188,994	44,845	79,923	39,802	17,996	39,789	22,657	9,571	81,763	57,061
MEMPHIS	1,480,857	1,417,201	487,370	327,609	40,631	123,906	59,423	31,178	89,528	54,238	22,388	122,079	72,503
NASHVILLE	1,559,651	1,474,591	486,193	305,756	71,212	134,438	65,051	26,359	68,607	44,921	13,849	156,681	102,138
TEXAS													
ABILENE - SWEETWATER	368,732	354,768	102,104	66,206	21,423	27,957	8,790	8,622	12,336	4,944	2,960	19,287	10,221
AMARILLO	568,918	548,076	126,917	63,725	39,005	40,175	17,004	7,936	16,518	7,840	3,378	30,989	20,273
AUSTIN	911,576	884,550	223,901	98,684	82,491	73,741	33,357	21,791	35,256	14,819	12,290	67,892	45,794

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1989 SURVEY OF BUYING POWER DATA SERVICE

TELEVISION MARKETS [ADIs]: 1988 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

S&MM/ARBITRON TV MARKET (ADI)	Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
	In Radio/TV Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
OKLAHOMA (continued)													
TULSA	7,853	2,548	156,568	128,588	181,334	95,705	66,623	315,837	178,819	106,772	93,469	77,609	10,887
OREGON													
BEND	446	67	5,270	4,331	10,707	7,285	2,039	17,250	11,841	3,405	6,849	5,458	423
EUGENE	5,488	853	61,152	53,076	58,337	28,944	21,177	103,707	52,724	41,177	34,223	24,501	6,219
MEDFORD	2,410	553	30,408	25,553	34,547	19,133	11,008	60,310	38,314	16,283	22,735	15,409	3,427
PORTLAND	40,519	8,981	261,030	191,772	371,373	150,617	176,380	662,963	321,098	288,476	218,382	136,829	46,525
PENNSYLVANIA													
ERIE	7,752	1,034	40,174	31,341	95,123	27,376	30,498	169,229	60,025	54,285	38,413	30,200	4,926
HARRISBURG - YORK - LANCASTER - LEBANON	15,642	3,881	164,141	117,223	239,986	84,088	122,547	443,715	195,008	209,663	122,461	103,975	18,526
JOHNSTOWN - ALTOONA	5,623	1,728	67,193	54,498	95,271	31,902	44,045	183,768	80,779	72,446	49,509	37,592	7,534
PHILADELPHIA	93,994	44,730	1,083,774	785,562	1,549,156	720,615	706,896	3,284,213	1,675,263	1,373,782	890,333	689,546	154,594
PITTSBURGH	38,733	10,450	383,309	285,828	489,262	168,150	282,862	1,003,620	435,829	510,906	280,451	203,218	59,677
WILKES-BARRE - SCRANTON	11,687	3,818	147,147	113,758	234,193	78,704	99,849	446,428	191,982	169,959	115,529	89,229	16,945
RHODE ISLAND													
PROVIDENCE - NEW BEDFORD	17,218	4,103	208,364	172,428	275,697	133,679	121,291	536,900	310,520	195,247	148,029	111,521	30,674
SOUTH CAROLINA													
CHARLESTON	8,888	855	107,051	95,021	92,652	48,298	36,342	174,079	102,609	58,381	54,973	41,332	5,284
COLUMBIA	8,143	1,232	98,921	84,535	119,889	50,913	53,153	239,086	109,687	104,341	62,618	42,673	11,683
FLORENCE	1,954	444	73,825	66,591	76,364	35,161	24,273	150,533	87,739	37,708	46,895	31,335	5,364
GREENVILLE - SPARTANBURG - ASHEVILLE	16,099	2,625	223,519	194,027	252,365	105,743	106,728	487,023	252,652	178,814	160,345	109,722	25,929
SOUTH DAKOTA													
RAPID CITY	2,481	432	18,510	15,225	30,418	13,182	12,225	54,354	24,619	20,794	14,736	9,582	2,761
SIOUX FALLS - MITCHELL	7,091	968	65,757	58,171	88,248	44,869	28,083	161,160	84,273	50,946	46,226	32,057	5,736
TENNESSEE													
BRISTOL - KINGSPORT - JOHNSON CITY	5,664	763	72,271	59,841	95,851	32,135	47,674	185,605	84,187	75,610	51,941	31,965	10,289
CHATTANOOGA	8,780	1,724	126,587	111,563	118,690	49,261	52,483	224,361	105,455	92,982	66,261	44,682	12,682
JACKSON	1,277	367	20,328	15,206	31,584	11,043	16,148	59,403	25,026	28,299	16,862	10,898	3,539
KNOXVILLE	10,872	2,909	135,436	112,756	162,791	74,751	67,151	329,380	178,726	120,128	98,479	66,901	18,271
MEMPHIS	18,146	3,994	246,436	196,567	260,064	120,109	107,443	513,835	270,803	198,025	165,091	113,080	31,222
NASHVILLE	15,419	2,032	204,698	166,177	249,364	93,028	125,278	472,985	198,264	229,757	139,288	102,162	28,510
TEXAS													
ABILENE - SWEETWATER	2,287	617	33,095	24,650	46,321	21,275	16,463	93,080	51,193	29,422	28,999	19,065	4,680
AMARILLO	4,922	682	47,432	36,529	67,565	38,327	17,398	133,532	81,219	34,044	41,165	29,803	4,744
AUSTIN	11,675	2,450	109,055	83,949	132,483	51,167	57,913	265,027	124,863	110,421	88,951	66,840	11,210

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TELEVISION MARKETS [ADIs]: 1988 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

S&MM/ARBITRON TV MARKET (ADI)	Merchandise Line Sales												
	Groceries & Other Foods		Drugs & Health & Beauty Aids			Major Household Appliances			TVs, Video Recorders & Tapes			Audio Equipment, Musical Instruments & Supplies	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In Food Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
TEXAS (continued)													
BEAUMONT - PORT ARTHUR	530,634	514,304	113,847	59,571	22,447	44,344	17,724	13,316	24,553	16,218	5,141	26,532	15,252
CORPUS CHRISTI	565,435	547,905	121,631	54,379	45,501	55,342	16,698	16,979	22,383	11,885	3,748	33,635	25,106
DALLAS - FT. WORTH	5,115,535	4,930,271	1,297,239	583,710	393,874	383,249	140,782	147,039	252,921	135,839	80,793	371,314	257,821
EL PASO	528,234	486,823	135,798	49,955	40,714	45,621	17,163	17,955	31,463	21,104	6,074	38,615	25,575
HOUSTON	4,440,958	4,329,439	1,036,431	510,757	259,698	317,522	132,543	118,967	219,653	106,047	73,965	314,465	218,223
LAREDO	182,860	177,355	42,792	12,642	16,855	26,719	12,596	10,292	14,616	10,905	2,189	25,290	20,380
LUBBOCK	391,231	374,407	94,077	44,123	31,397	27,057	17,144	6,845	16,906	9,636	3,188	22,311	13,568
MCALLEN - BROWNSVILLE	647,243	615,073	151,757	66,553	52,326	58,251	22,699	26,070	33,115	20,268	6,493	46,649	32,292
ODESSA - MIDLAND	626,263	571,728	153,750	55,531	55,663	46,140	12,379	15,350	32,427	18,324	6,686	35,168	23,570
SAN ANGELO	176,825	171,763	36,922	15,727	14,205	15,223	5,822	4,026	8,086	4,864	1,788	14,155	8,829
SAN ANTONIO	1,819,699	1,774,896	345,224	138,007	139,203	95,880	35,723	32,826	62,386	34,743	13,527	105,351	74,642
TYLER - LONGVIEW	548,855	511,642	131,659	69,982	30,360	43,307	12,290	16,453	21,524	9,872	5,916	27,412	15,245
VICTORIA	89,068	84,300	20,382	6,528	6,786	8,152	2,177	3,818	4,952	2,990	1,279	5,193	2,706
WACO - TEMPLE - BRYAN	631,087	608,053	142,993	57,608	50,094	59,967	11,662	23,771	25,911	9,219	9,113	55,793	28,402
WICHITA FALLS - LAWTON	444,639	424,060	103,460	57,317	20,162	34,670	13,129	9,765	21,048	10,456	5,828	28,101	16,863
UTAH													
SALT LAKE CITY	1,663,240	1,583,166	365,269	182,870	111,690	116,065	59,930	30,607	58,968	31,332	12,877	127,624	84,874
VERMONT													
BURLINGTON - PLATTSBURGH	994,488	953,770	152,554	103,598	27,179	53,966	27,184	8,594	23,570	16,870	2,822	47,190	29,160
VIRGINIA													
CHARLOTTESVILLE	151,646	147,680	43,514	26,970	7,977	18,528	7,299	4,993	5,192	2,616	1,667	33,371	12,763
HARRISONBURG	111,673	105,057	31,625	20,168	4,206	10,050	4,821	1,780	5,291	3,164	997	7,878	4,446
NORFOLK - PORTSMOUTH - NEWPORT NEWS - HAMPTON	1,512,002	1,457,430	382,770	244,043	68,757	139,579	56,231	47,569	83,198	56,809	15,151	151,658	116,908
RICHMOND	1,385,641	1,346,490	398,943	272,384	55,773	102,269	44,788	31,286	66,596	36,741	18,822	93,918	62,643
ROANOKE - LYNCHBURG	1,006,158	963,628	280,663	189,764	43,948	81,000	32,644	17,414	37,628	23,533	5,707	66,168	41,800
WASHINGTON													
SEATTLE - TACOMA	3,921,206	3,699,990	976,553	623,025	172,190	238,288	117,377	66,085	153,631	95,293	38,360	296,405	232,911
SPOKANE	910,772	888,488	201,949	125,594	50,691	50,907	21,925	13,417	25,689	15,353	6,284	53,865	43,050
YAKIMA	498,493	474,346	124,799	78,661	21,867	33,294	14,602	9,089	16,119	9,655	3,450	23,188	15,312
WEST VIRGINIA													
BLUEFIELD - BECKLEY - OAK HILL	413,399	393,403	122,617	89,163	14,062	35,793	16,090	7,761	16,099	9,913	2,650	22,902	12,488
CHARLESTON - HUNTINGTON	1,342,490	1,287,759	381,654	264,985	44,318	104,979	48,302	21,774	48,310	30,767	9,148	101,101	71,454
CLARKSBURG - WESTON	309,455	294,752	83,341	60,777	10,346	24,506	10,329	5,386	10,428	6,322	1,789	14,799	7,822
PARKERSBURG	98,387	91,613	30,094	17,349	3,865	10,113	2,764	4,853	4,644	2,597	1,398	6,503	3,876
WHEELING - STEUBENVILLE	414,450	404,119	97,279	62,914	14,561	28,078	13,497	7,063	15,682	10,385	3,429	24,682	17,089

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TELEVISION MARKETS [ADIs]: 1988 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

S&MM/ARBITRON TV MARKET (ADI)	Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
	In Radio/TV Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
TEXAS (continued)													
BEAUMONT - PORT ARTHUR	3,241	1,261	46,361	34,508	71,145	37,362	26,585	125,812	74,902	41,085	41,116	31,686	4,152
CORPUS CHRISTI	8,509	1,140	58,278	44,482	70,967	27,284	29,548	150,422	83,126	52,527	49,488	37,071	4,633
DALLAS - FT. WORTH	69,915	15,823	555,041	413,039	853,113	364,218	403,905	1,750,904	822,879	776,323	537,632	382,732	95,811
EL PASO	4,458	827	85,886	69,892	107,531	43,001	51,772	210,590	97,561	98,263	71,062	50,939	13,673
HOUSTON	51,711	15,864	555,222	435,317	764,028	375,731	327,964	1,438,349	766,784	602,114	454,324	339,353	71,436
LAREDO	11,753	818	43,953	38,324	58,200	27,585	22,588	128,917	63,992	57,779	32,774	24,664	4,419
LUBBOCK	2,929	812	43,635	34,895	59,388	28,703	23,387	108,376	55,878	42,132	38,050	27,854	6,355
MCALLEN - BROWNSVILLE	8,492	1,781	73,289	57,149	129,061	68,635	46,311	255,616	159,961	77,735	69,438	49,981	9,617
ODESSA - MIDLAND	5,651	1,641	72,420	60,677	93,033	34,789	35,856	167,986	78,503	68,932	52,428	34,778	8,852
SAN ANGELO	3,672	390	22,300	17,312	18,935	7,962	9,020	42,232	22,453	16,877	13,729	9,669	2,101
SAN ANTONIO	20,582	2,657	167,539	127,269	243,345	119,791	92,806	470,970	244,370	189,418	164,695	125,444	18,073
TYLER - LONGVIEW	3,786	1,416	56,153	44,927	81,578	37,194	36,908	158,774	84,724	61,668	50,201	34,807	7,597
VICTORIA	747	367	12,028	8,573	16,191	6,972	7,893	31,797	16,811	13,202	9,583	6,750	1,598
WACO - TEMPLE - BRYAN	5,084	1,993	67,788	48,632	93,811	33,679	49,315	177,992	83,622	77,746	56,076	38,049	11,091
WICHITA FALLS - LAWTON	3,153	1,119	53,684	44,072	61,269	25,029	26,742	121,166	55,188	47,519	36,069	22,530	5,941
UTAH													
SALT LAKE CITY	30,550	2,714	190,117	157,769	273,886	110,015	117,723	485,553	231,620	203,030	166,985	103,286	32,294
VERMONT													
BURLINGTON - PLATTSBURGH	9,903	1,274	72,995	61,310	125,669	62,197	33,127	204,073	110,737	57,145	62,291	44,451	5,288
VIRGINIA													
CHARLOTTESVILLE	2,734	342	25,511	19,284	37,392	20,163	13,432	73,577	34,392	24,951	16,642	11,260	3,212
HARRISONBURG	1,427	362	20,535	17,958	19,056	4,632	12,885	33,029	9,685	21,048	9,888	4,326	3,357
NORFOLK - PORTSMOUTH - NEWPORT NEWS - HAMPTON	32,162	4,745	326,084	285,935	264,210	119,841	114,474	522,885	254,381	226,901	157,879	112,823	27,442
RICHMOND	11,727	2,540	164,788	131,146	193,945	76,394	92,310	408,553	165,706	203,646	107,251	68,706	25,464
ROANOKE - LYNCHBURG	8,877	1,757	129,649	113,111	151,708	54,488	75,192	287,932	121,374	134,054	119,744	54,812	18,118
WASHINGTON													
SEATTLE - TACOMA	41,007	9,146	434,448	326,795	641,435	340,117	230,688	1,224,085	726,468	409,020	391,168	282,631	59,034
SPOKANE	6,202	1,104	86,052	68,582	109,002	49,900	38,684	196,529	98,471	72,994	64,253	43,756	10,533
YAKIMA	2,872	918	46,520	34,814	65,318	31,557	24,709	122,975	64,745	45,542	39,546	29,374	5,793
WEST VIRGINIA													
BLUEFIELD - BECKLEY - OAK HILL	2,884	1,402	44,439	36,373	55,324	16,790	28,301	101,576	36,667	48,113	30,867	20,392	5,383
CHARLESTON - HUNTINGTON	11,021	4,133	142,914	115,219	192,943	64,810	101,039	353,821	141,814	168,126	101,516	71,797	18,434
CLARKSBURG - WESTON	1,767	976	27,418	21,783	34,788	10,259	18,480	63,951	22,323	31,680	19,353	12,843	3,415
PARKERSBURG	1,076	670	13,731	10,696	20,837	6,348	13,607	37,021	14,159	21,192	11,001	8,045	2,565
WHEELING - STEUBENVILLE	3,139	1,180	44,220	36,534	54,070	14,206	34,749	105,412	34,486	64,024	29,100	19,871	5,335

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TELEVISION MARKETS [ADIs]: 1988 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

S&MM/ARBITRON TV MARKET (ADI)	Merchandise Line Sales												
	Groceries & Other Foods		Drugs & Health & Beauty Aids			Major Household Appliances			TVs, Video Recorders & Tapes			Audio Equipment, Musical Instruments & Supplies	
	In All Stores ($000)	In Food Stores ($000)	In All Stores ($000)	In Drug-stores ($000)	In Food Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In FHA Stores ($000)
WISCONSIN													
GREEN BAY - APPLETON	1,148,339	1,015,557	198,842	92,778	28,592	80,578	49,129	16,965	49,175	36,019	8,668	63,988	42,302
LA CROSSE - EAU CLAIRE	539,739	489,153	88,120	42,523	16,526	37,799	20,780	7,505	21,138	15,561	3,097	32,145	24,064
MADISON	1,054,498	846,642	159,706	96,388	21,207	73,046	45,767	12,072	63,658	57,172	3,043	169,003	152,487
MILWAUKEE	2,850,113	2,697,436	479,153	276,917	69,892	149,991	84,758	40,115	111,805	68,404	31,418	158,052	123,980
WAUSAU - RHINELANDER	590,770	502,983	82,495	37,610	11,918	33,356	15,656	5,519	13,232	8,474	2,525	17,853	9,276
WYOMING													
CASPER - RIVERTON	118,334	113,142	17,745	6,805	5,196	5,776	2,410	1,414	2,937	1,936	269	9,011	5,707
CHEYENNE - SCOTTSBLUFF	130,436	120,560	13,172	6,622	5,482	9,422	4,082	1,985	3,947	2,580	363	10,718	6,216
TOTAL UNITED STATES ADIs	277,368,227	264,325,425	65,806,979	39,443,903	11,835,945	19,728,534	9,868,663	5,372,669	12,800,202	8,049,584	2,828,923	21,934,018	15,673,960

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TELEVISION MARKETS [ADIs]: 1988 RETAIL SALES BY MERCHANDISE LINE

S&MM ESTIMATES

S&MM/ARBITRON TV MARKET (ADI)	Home Computers & Calculators		Furniture & Sleep Equipment		Men's & Boys' Clothing			Women's & Girls' Clothing			Footwear		
	In Radio/TV Stores ($000)	In Dept. Stores ($000)	In All Stores ($000)	In FHA Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)	In All Stores ($000)	In Apparel Stores ($000)	In Department Stores ($000)
WISCONSIN													
GREEN BAY - APPLETON	5,371	2,608	121,109	98,623	179,737	55,815	92,726	300,430	117,862	145,302	86,294	55,532	13,561
LA CROSSE - EAU CLAIRE	5,135	947	53,414	41,047	64,133	26,651	25,644	120,470	56,127	49,896	33,586	23,888	3,741
MADISON	11,981	2,109	111,838	95,306	158,689	46,680	68,504	264,977	113,888	114,491	77,113	50,723	13,514
MILWAUKEE	29,437	8,859	264,445	208,768	384,621	129,517	199,229	719,156	271,165	392,377	215,425	137,204	49,855
WAUSAU - RHINELANDER	3,100	1,007	45,710	36,305	80,297	25,344	25,665	126,611	58,013	42,271	37,958	24,613	4,053
WYOMING													
CASPER - RIVERTON	1,514	286	10,163	7,521	14,352	6,274	5,306	25,545	13,024	8,234	6,841	5,064	747
CHEYENNE - SCOTTSBLUFF	1,519	369	12,530	9,616	18,734	8,709	7,918	33,864	18,206	13,376	9,894	7,226	1,236
TOTAL UNITED STATES ADIs	3,613,786	782,869	35,390,507	28,220,777	44,429,565	19,601,254	19,763,735	86,371,012	42,110,601	35,703,492	25,239,922	18,318,820	4,213,245

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